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AND BUILDING AGE



For plans of this house, see page 89.

RECEPTACLE

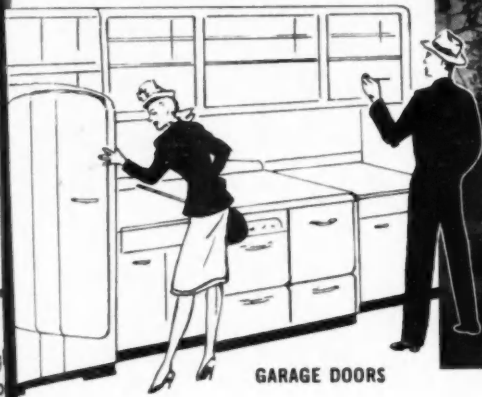


DOOR CHIMES



BATHROOM HEATER

MAIL CHUTE

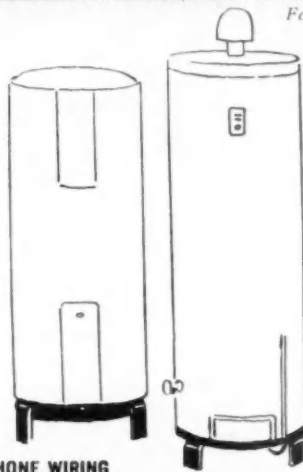


GARAGE DOORS

BATHROOM CABINETS

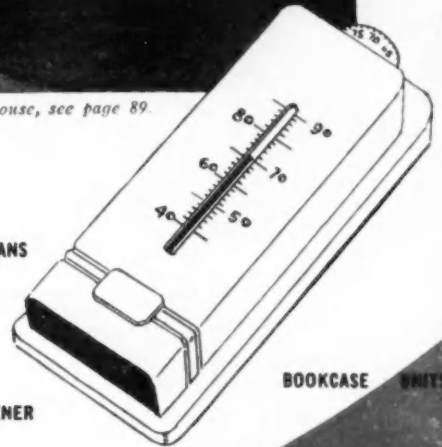


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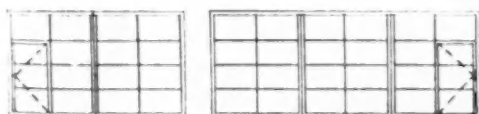
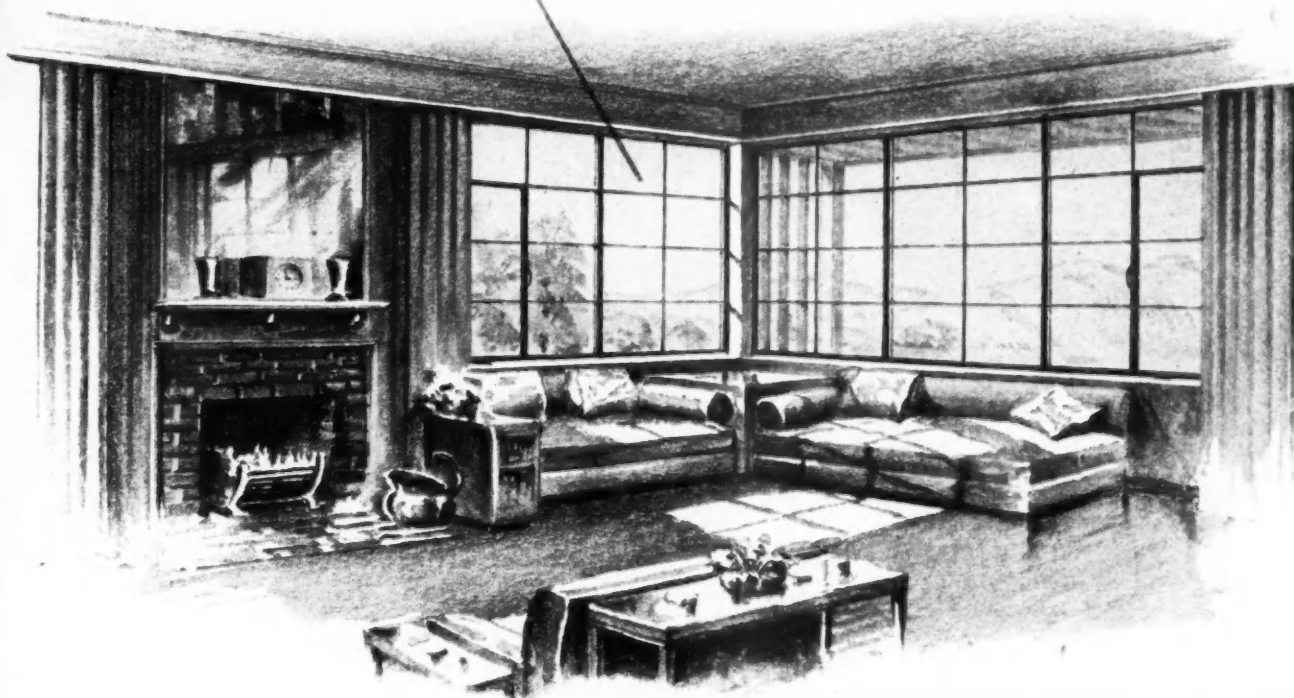
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sunshine and  
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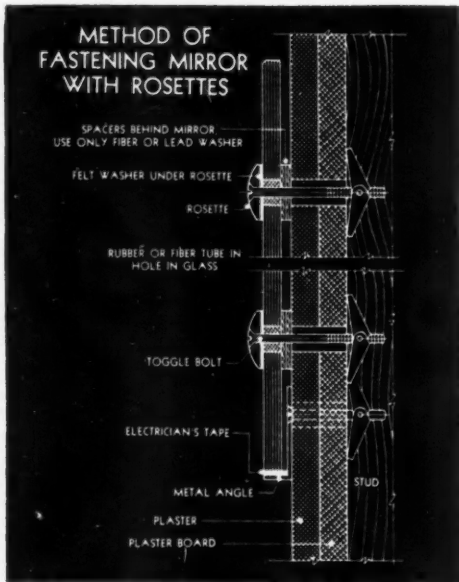
*Fenestra* 

**RESIDENCE STEEL CASEMENTS**

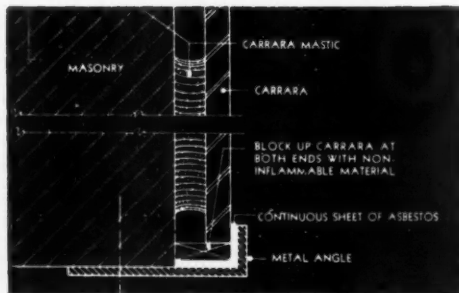
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*a little extra glass*

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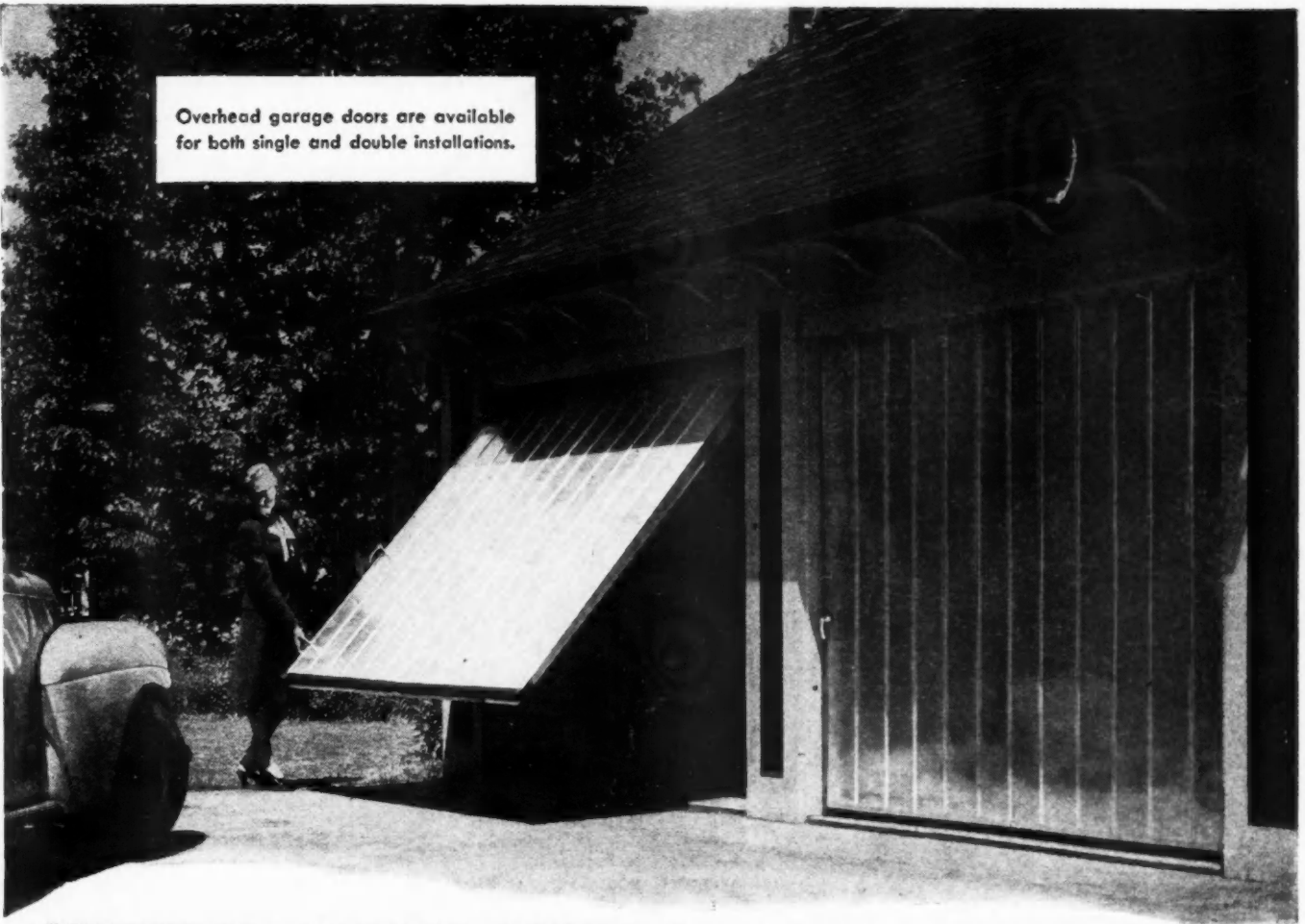
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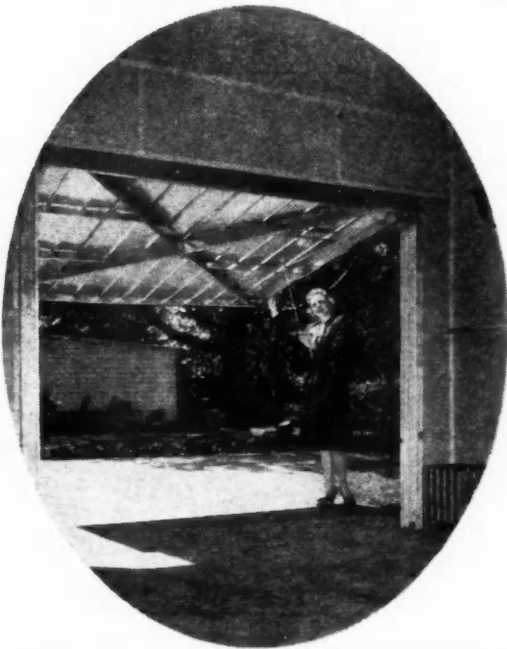
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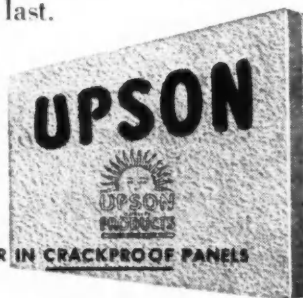
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# AMERICAN BUILDER

AND BUILDING AGE

F O U N D E D — 1 8 7 9

## SEPTEMBER

VOL. 68

1946

NO. 9

# C O N T E N T S

### AMERICAN BUILDER and BUILDING AGE

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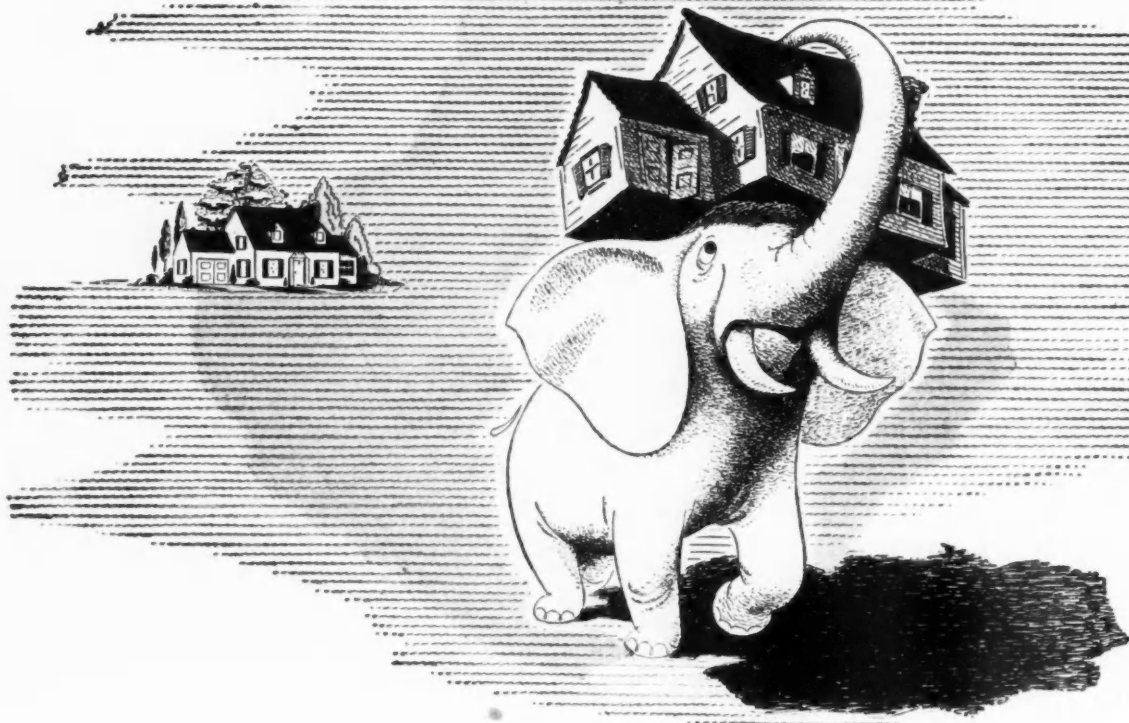
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*white colonial, 1946*      *white elephant, 1956*

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*because of inadequate wiring*

Right now, your job as a practical builder bears an important new responsibility. With costs of new homes limited, it's up to you to keep a "skimpy" electrical system from limiting their livability and future value. At the same time, you'll be protecting your own income and future reputation.

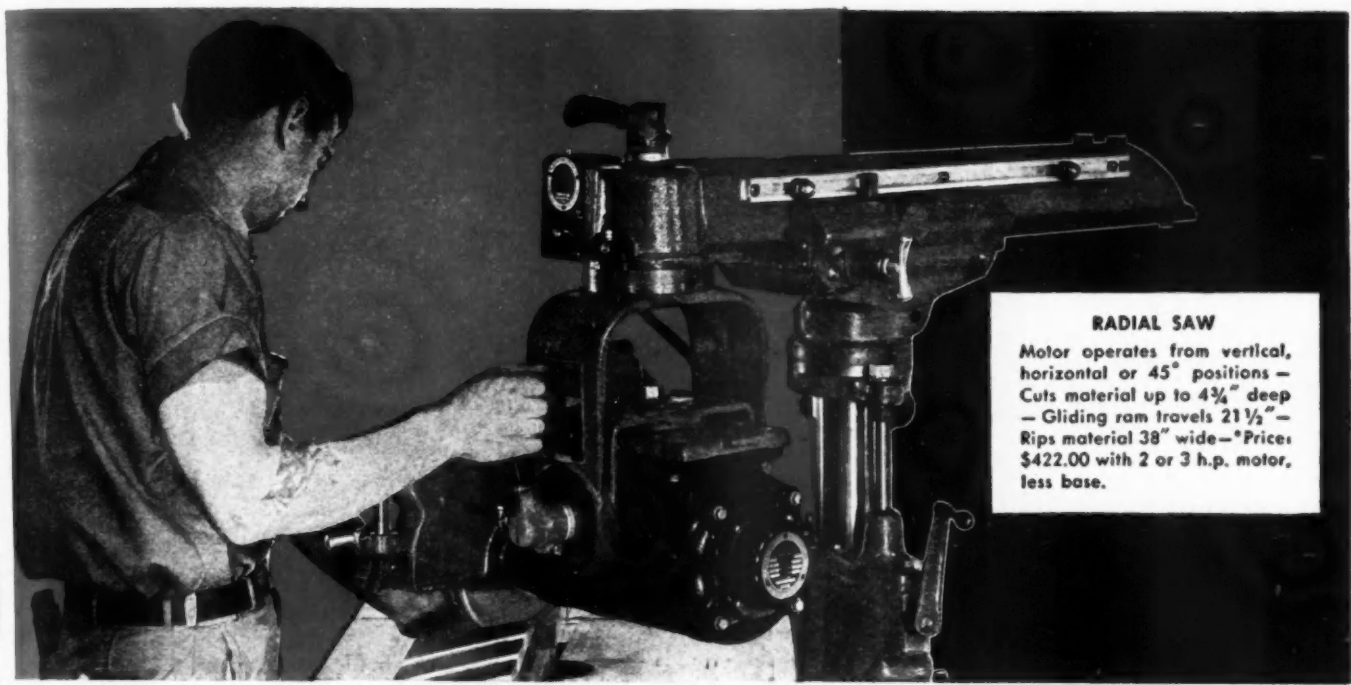
Today, a small, unpretentious house requires more *thorough electrical planning* than any house of the same type ever required before. It will be bought and occupied by people who are counting on *electrical conveniences* to make up what they lack in space and elaborate architecture. They'll want plenty of outlets, wired to handle everything from toasters to television. They'll want lighting to make small rooms look spacious.

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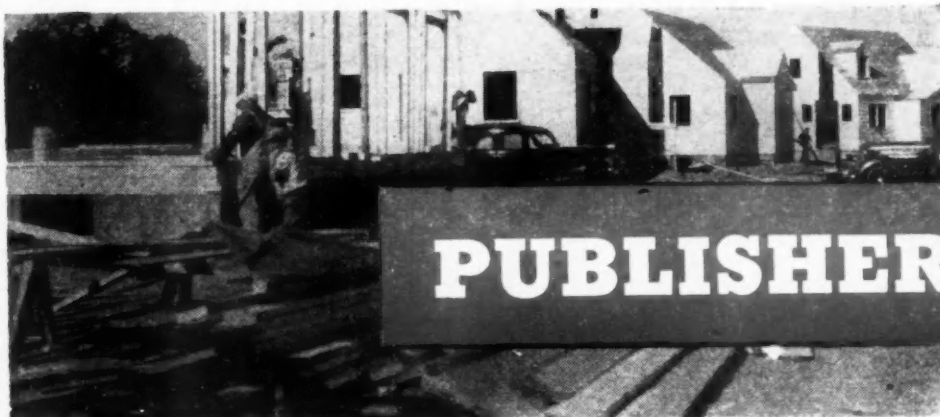
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## PUBLISHER'S PAGE

### **Wyatt Plan's Failure an Opportunity**

**“EXPEDITER”** Wyatt's "veterans' emergency housing program" was doomed to failure from its inception. Every such grandiose plan which is adopted and used for *political* purposes ostensibly to solve a huge *economic* problem is foredoomed. Only persons who were completely ignorant of conditions in the building industry could ever have believed it would succeed.

But men like Mr. Wyatt, when given government positions of importance, sometimes render unintentionally great services to private enterprise. During World War I government operation of railroads was adopted, and W. G. McAdoo became director-general of railroads with a grandiose plan. He knew as little about railroad conditions then as Wyatt knew about housing and building conditions twenty-eight years later. Consequently, he made a failure as "expediter" of the railways—excepting in expediting their expenses and deficits.

But McAdoo's failure would not alone have destroyed the movement for government ownership and operation of railroads. Government operation had opponents who persistently broadcasted its failure and the reasons for it, both while the failure was being made and later. And the private managements, after the railroads were returned to them, adopted a program of expansion, improvements and public relations which eliminated "car shortages," reduced costs and rates, and won a public favor that private enterprise in railroading had never before enjoyed. The contrast between government operation and private operation afforded opportunity for the advocates of private operation to kill almost all the sentiment for government ownership.

The failure the public housers are making and will continue to make is affording and will continue to afford the private home-building industry a similar

opportunity. But opportunity is valueless to those who will not do what is necessary to take advantage of it.

The government bureaucrats who have been lavishly spending the taxpayers' money in lobbying for public housing have been making a loud and indignant outcry against the "real estate lobby" which has been spending a much smaller amount of its own money in opposing nation-wide socialization of housing and home-building. The "real estate lobby" has rendered a patriotic service the effectiveness of which is perhaps best illustrated by the apparent death of the Wagner-Ellender-Taft bill. But, whether the W-E-T bill is dead or not, the movement for such legislation will be revived in the next Congress, and will sooner or later be successful unless it is fought in every state and congressional district from now and until the election next fall, and is later fought in Washington after Congress convenes.

Meantime, the private home-building industry—every branch of it, and in every community—must in self-defense do everything it can to increase the building of good homes at reasonable cost. Defenders of private enterprise must justify their *faith by works*. They must fight every government or labor union policy that hinders efficiency or economy in building. But they must themselves do the most, the best and the most economical building they can under whatever unfavorable conditions and policies they cannot change.

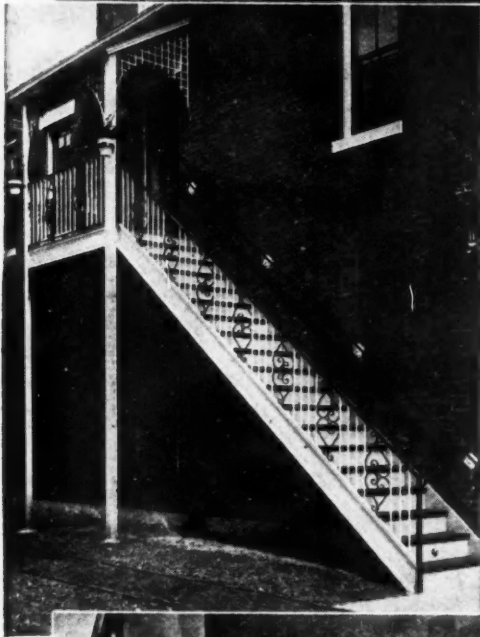
Opposition to public housing will do good *in the long run* only if the private building industry does the most efficient and economical job it can of housing America.

*Samuel O. Drumm,*



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**... distinctive**  
**... durable**  
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The manufacturers and fabricators of Architectural Metals will be glad to help you with your design and detailing problems. Consult them now. A new, 32-page Handbook on Metal Stairs & Railings is available to architects through members of the Association. For a Directory of Leading Metal Fabricators and the name of nearest member, write to Dept. AB-9.

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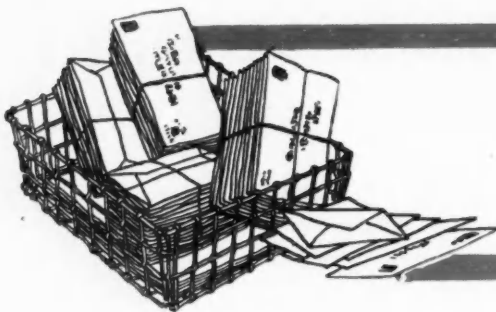
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## Our Readers Say:

### Vet speaks his mind

*To the Editor:* At the same time as I am writing you this letter, I am sending copies to various other public representatives, newspapers, magazines, and bureaucrats.

Since returning home from almost five years in the armed services my brother and I have endeavored, as contractor and architect respectively, to do our best by our fellow veterans as well as help alleviate the housing shortage. But not since my army career or my stay in Germany have I seen so much red tape and obstructionism by government officials, their agencies, and their thousands of parasites.

It seems deliberate government policy to create this situation of chaos so as to discredit the entire building industry. I make this statement here and now: "I spent too many years of my life fighting against just such control and chaos to stand by idly. The Civilian Production Administration is as great an enemy to this country as Hitler ever pretended to be. We have almost done as Hitler predicted, adopted the servitude to the omnipotent state. Our every breath is almost decreed by some government agency or other."

These complaints are not made on the spur of the moment for I have spent months trying to cut through the red tape of various government agencies, I have filled in myriads of forms, spent hundreds of dollars on blueprints and specifications for filing in some wastebasket of some agency or other.

It's time the American people or their honest representatives endeavor to right this un-American situation. While the veteran deserves a good deal of consideration, he is, nevertheless, no more an American than the thousands of people who worked in the factories, mills and on the farms, for they have as much right to a home as he. They saved their money and their dreams, they planned, through sweat and toil, to build a share in America.

The government seems intent on creating a class conscious society. The veterans are set aside as distinct from the rest of the people while, in fact, they are but one-thirteenth of the total population of our country.

I am writing this with the intention of correcting this deplorable situation of subservience to the State, and to exercise one of my prerogatives as a citizen in a democracy. I suggest that something be done immediately about the arrogant attitude and dictatorial policies which prevail in such offices as that of the Civilian Production Administration in

St. Louis, Mo. This type is better suited to a system such as Hitler's.

To close, I feel I have done my part in bringing to your attention this confused state of affairs in regard to the building industry. America and its productive capacity are equal to the task; given the freedom of opportunity, the people are willing and the country is bountiful.—JOHN W. EDELMAN, Jr., Edelman Contracting Co., Flat River, Mo.

### Smoke screen for vets

*To the Editor:* Your page "On & Off the Record" in the May issue is a good one and presents the so-called Wyatt program in its true light. But I'm inclined to believe that Samuel Dunn overlooked something in his editorial. Undoubtedly the Socialist tendencies in the New Deal made a favorable situation, but I think, from what I can see out here, that the real instigators of the program are the contractors who experienced the fat possibilities of non-competitive contracts and government-supplied materials during the war so promoted a situation under which they could continue with subsidies. Of course the "For the Vets" cry is just smoke screen and, believe me, a lot of the Vets know it.—OMER MOORE, Tualatin, Ore.

### Building trades wages

*To the Editor:* At the request of Mr. Wyatt I am acknowledging your letter of July 29, which comments upon certain wage and hour demands of plasterers in Los Angeles County that were reported to have been made during the prior week. You calculate that wage rates with the suggested working hours would give the plasterers a weekly pay of \$132.

Wage stabilization in the construction industry has been the responsibility of the Wage Adjustment Board for the Building and Construction Industry, with the Wage Stabilization Board being responsible for compliance. Wages under the Board's jurisdiction were stabilized at the 1942 level, with adjustments permissible only when authorized by the Board. Applications to the Board have usually been jointly submitted by employees and employers, notices of pending cases are sent to interested parties for expressions of opinion, analyses of cases are made by Labor Department analysts, and appeal from Wage Adjustment Board decisions is possible to the National Wage Stabilization Board.

As you know, the Wage Adjustment Board was inoperative during the period

of July 1 to 25 when the Economic Stabilization Act of 1942 was not in existence. During this period a number of wage agreements were reached which may not have been in line with wage stabilization regulations, and consequently these wage rates must be rolled back to the June 30 level unless authorization for their continuance can be obtained from the Wage Adjustment Board by August 10.

The record shows that the Wage Adjustment Board has succeeded in stabilizing wages in the construction industry far better than they have been stabilized in other segments of the economy. The National Housing Agency has supported the Wage Adjustment Board in its exercise of authority, and we definitely look to it to serve as a restraining influence on those who would upset a stabilized labor market in the construction field. The cooperation of the American Federation of Labor, the building contractors, and the public members of the Board has enabled it to function with good advantage in the past, and I am sure it will be an important asset to the Veterans' Housing Program in the future.—E. R. LERNER, Director, Labor Branch, National Housing Agency.

### A vital need

*To the Editor:* Having assumed recently the duties of executive secretary of this local unit, and virtually coming from the ranks, I hasten to surround myself with important sources of information.

I am told at our National Office in Washington, D. C., that your magazine is of vital importance, so please enter our subscription and bill us accordingly.—C. G. YAGEL, Home Builders Association of Richmond, Richmond, Va.

### Tops in building field

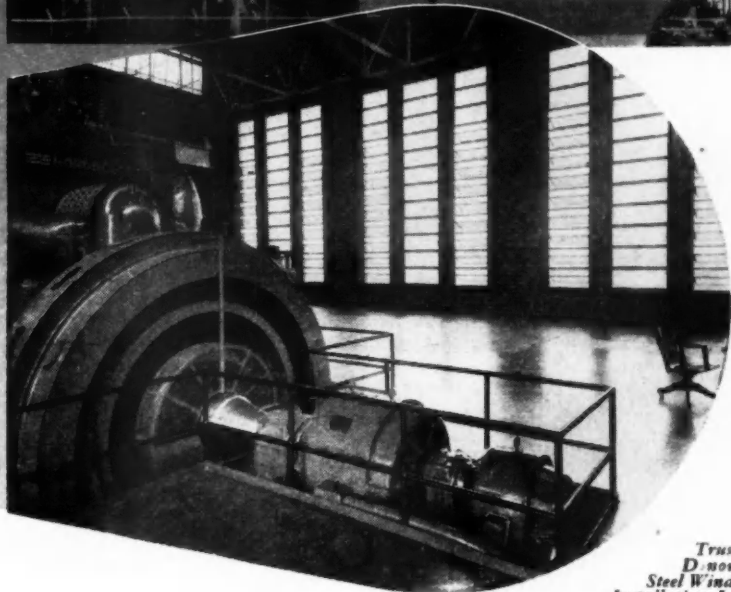
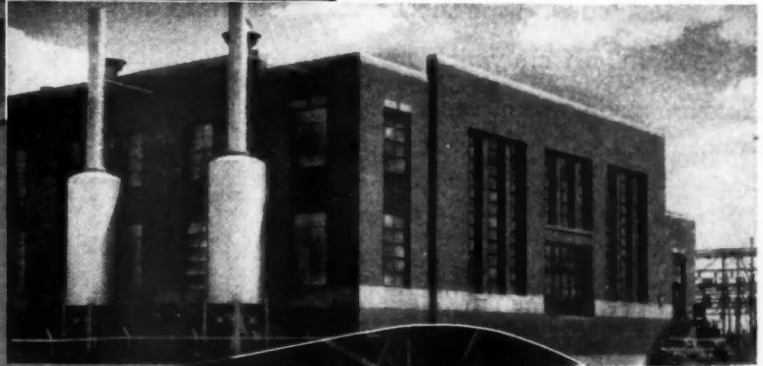
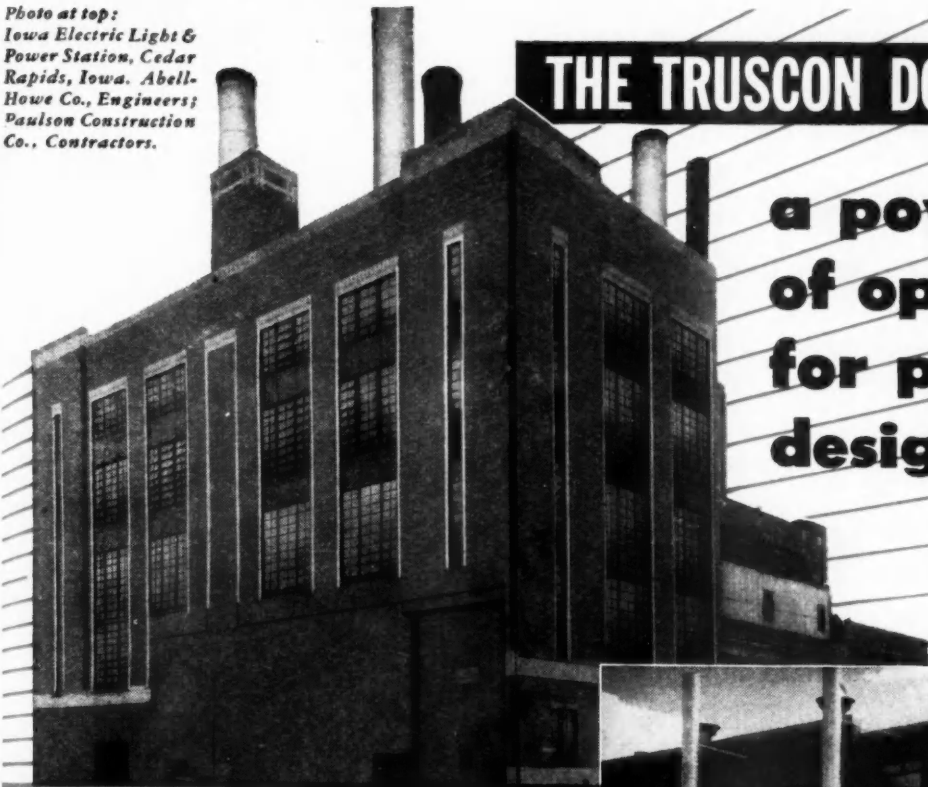
*To the Editor:* This is just a belated thank you for your wonderful article on our property on Prospect Avenue in Park Ridge, Ill.

May I take this opportunity of saying that we are all avid readers of your publication and think it is "tops" in the building field, as the articles contained in it are always forthright and right down to earth in their presentation. This means that for the average builder your publication is something that he can pick up, read an article and get all the good points in a short time. Lengthy discussions are something that the busy builder finds time to read and appreciate only on rare occasions. So again, thank you.—WM. C. McLENNAN, Pres., Wm. C. McLennan & Co., Chicago, Ill.

Photo at top:  
Iowa Electric Light &  
Power Station, Cedar  
Rapids, Iowa. Abell-  
Howe Co., Engineers;  
Paulson Construction  
Co., Contractors.

# THE TRUSCON DONOVAN WINDOW

## a powerhouse of opportunities for powerhouse design . . .



No other steel window offers the building contractor such a wide range of features for distinctive design and functional efficiency in the planning of powerhouses and similar structures requiring large window openings mechanically controlled. The Truscon Donovan Window delivers these advantages on such jobs:

1. All operator control mechanism is completely concealed in the window unit, resulting in the elimination of unsightly control arms and shafts.
2. Extra size and weight of Donovan hot-rolled sash sections permit construction of units in sizes exceeding anything possible with conventional types of windows.
3. All operating mechanism is readily accessible for inspection and repair, insuring uninterrupted window function and reducing maintenance cost to a minimum.
4. Units with integrally built operators are shipped completely factory-assembled, making total installed price unusually favorable.

Over 25 years experience in the manufacture and sale of this exclusive Truscon window assures you and your client of excellent service, both from the standpoint of initial value and lasting efficient operation. Write for detailed information on Truscon Donovan Steel Windows.

Truscon  
Donovan  
Steel Window  
Installation, Iowa  
Electric Light and Power Station,  
Marshalltown, Iowa. Abell-Howe  
Co. Engineers and Contractors.

## TRUSCON STEEL COMPANY

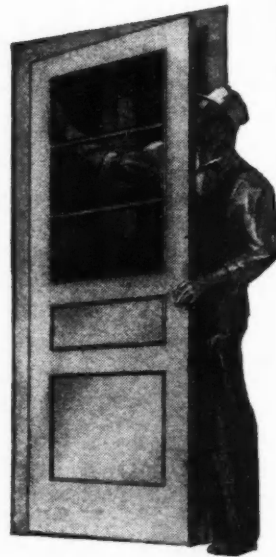
Reg. U. S. Pat. Off.  
YOUNGSTOWN 1, OHIO • Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Residential Double-Hung Windows . . . Residential Casements . . . Security and Basement Windows . . . Screens and Storm Sash . . . Metal Lath Products . . . Industrial Steel Doors . . . Coal Chute Doors . . . Steel Lintels . . . Concrete Bars . . . Welded Steel Fabric.

# Douglas Fir Doors Are Being Produced in Quantity for the Reconversion Housing Program

**T**ODAY, most Douglas fir doors are being channeled to meet the needs of the Reconversion Housing Program.\* This, combined with the shortage of shop lumber from which stock doors are made, makes the supply situation for general needs very critical. However, even though current demand for housing and inventories is momentarily overwhelming, productive capacity is

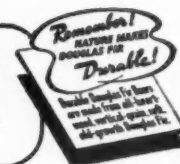
ample to produce more doors almost immediately if the quantity of raw materials available to the factories is increased in the period ahead. But when fir doors are readily available again you can be assured that every door will be produced to high quality standards by modern precision methods.



\*Study the Pre-fit and Factri-fit features of Douglas fir doors. They provide the biggest advance in stock door values in a decade; save time and labor in installation, improve appearance of doors in use.

Every door will be sturdy, attractive, durable—made according to rigid requirements of Commercial Standard 73-45 governing manufacture of fir doors.

**Douglas Fir  
DOORS**  
FIR DOOR INSTITUTE  
Tacoma 2, Wash.



THE NATIONAL ASSOCIATION OF FIR DOOR MANUFACTURERS

## PRE-FIT

Douglas fir doors will be available pre-fit to exact book size . . . ready to hang without on-the-job sawing and fitting.

## PRE-SEALED

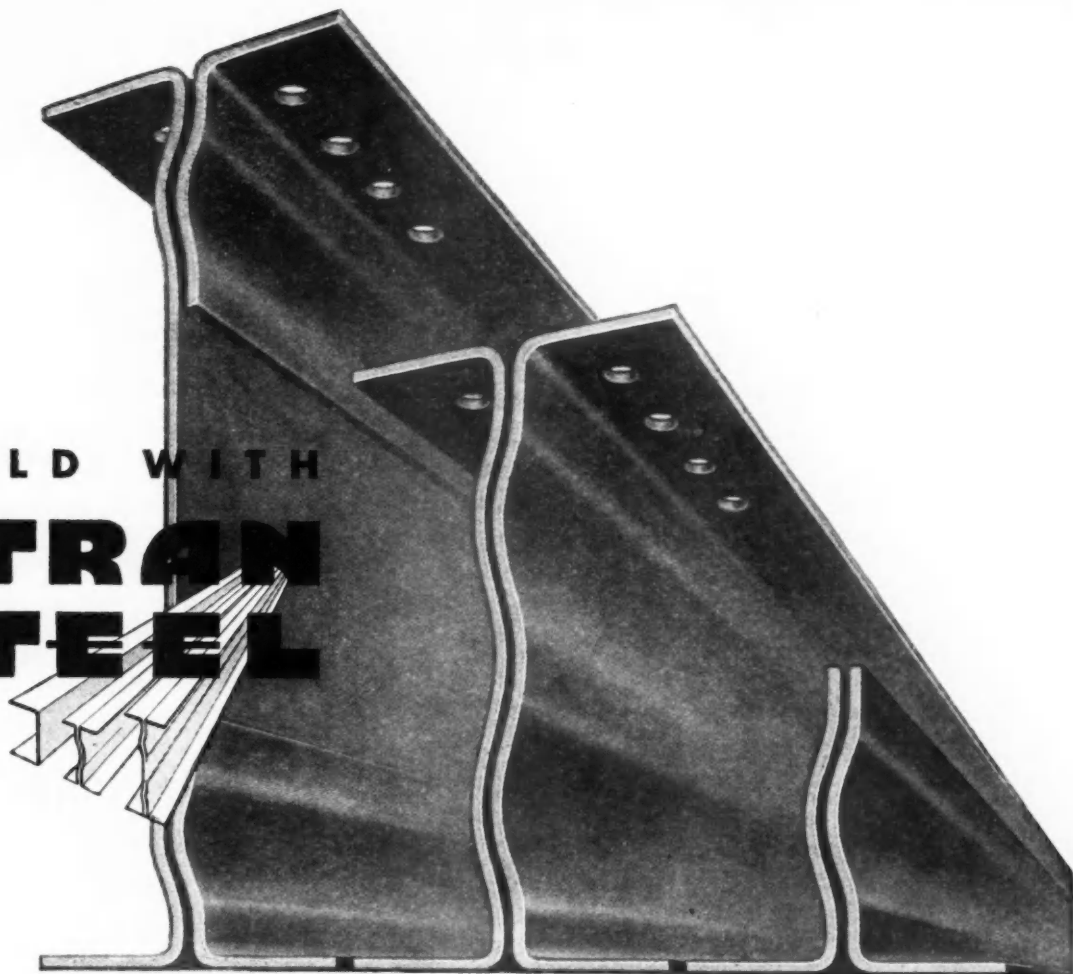
Douglas fir doors will be available pre-sealed . . . a feature which improves dimensional stability, reduces moisture absorption, and eliminates the need for one prime coat.

## FACTRI-FIT

Douglas fir doors will be available completely machined on order—pre-fit, gained for hinges and mortised or bored for locks. Doors will be grade-marked, of course—for ease in specification and ordering. Scuff-strips will protect the precision-cut corners during handling and shipping. They will be better doors in every way!



# BUILD WITH **STRAN STEEL**



## THE LIGHTWEIGHT STEEL FRAMING THAT GOES UP FAST

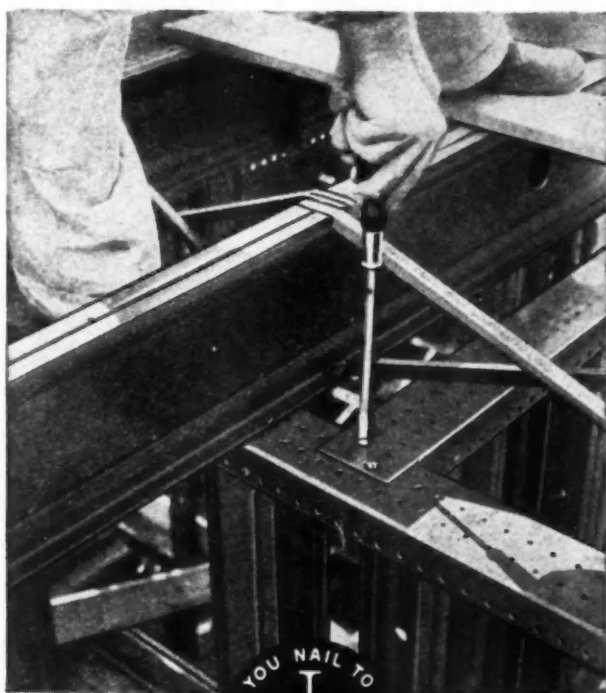
Stran-Steel's fast, efficient erection method appeals to both architects and builders. Studs, joists and channel plates are laid out on the ground and joined with self-threading screws to form a section of convenient handling size; then the whole is raised and secured in place. Other building materials are later attached directly to the frame with hammer and nails. No special tools or equipment is required.

Stran-Steel provides a fire-safe, rigid, long-lasting frame that assures low maintenance costs. It is a material of precision and uniform quality, free from such variations as are caused by growth, seasoning or "greenness." The patented *nailing groove* grips nails more securely than wood does.

Get the full story of this economical, *fast-erecting* framing system. See Sweet's File, Architectural, Sweet's File for Builders, or the January issue of Building Supply News.

### **GREAT LAKES STEEL CORPORATION**

Stran-Steel Division • Penobscot Building, Detroit 26, Michigan  
UNIT OF NATIONAL STEEL CORPORATION



★ There's a degree of *Electrical Living* for every home ★

## ...AND THIS IS THE MINIMUM FOR

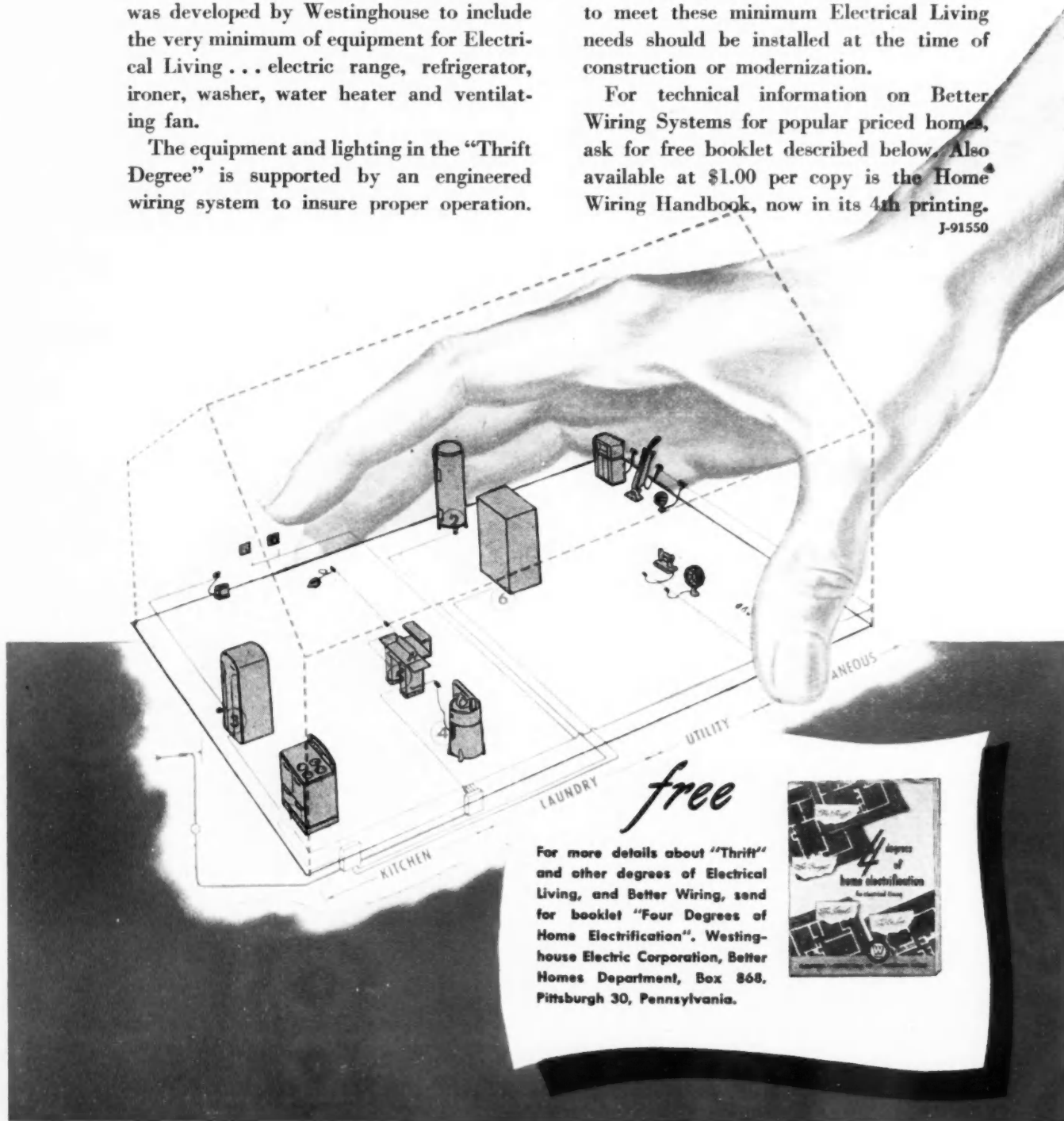
When planning and building homes for families with modest incomes, you will find this "Thrift Degree" a helpful guide. It was developed by Westinghouse to include the very minimum of equipment for Electrical Living . . . electric range, refrigerator, ironer, washer, water heater and ventilating fan.

The equipment and lighting in the "Thrift Degree" is supported by an engineered wiring system to insure proper operation.

Even though all this equipment is not bought when the house is built or modernized, a wiring system of sufficient capacity to meet these minimum Electrical Living needs should be installed at the time of construction or modernization.

For technical information on Better Wiring Systems for popular priced homes, ask for free booklet described below. Also available at \$1.00 per copy is the Home Wiring Handbook, now in its 4th printing.

J-91550



*free*

For more details about "Thrift" and other degrees of Electrical Living, and Better Wiring, send for booklet "Four Degrees of Home Electrification". Westinghouse Electric Corporation, Better Homes Department, Box 868, Pittsburgh 30, Pennsylvania.



# MODERN HOMES *the Thrift Degree*

These Bryant wiring devices will help insure a quality wiring job...



### GENERAL-PURPOSE SWITCHES

A complete line of Standard Type, Mercury Line and Interchangeable Line switches for single-pole, double-pole, three-way and four-way installations. These Bryant switches carry a "T" rating and are listed as standard by Underwriters' Laboratories, Inc. They have plaster ears to assure perfect alignment with wall surface when installed.



### SWITCH WITH OIL BURNER COVER

Where oil burner control near head of basement stairs is required, this single-pole, flush handle switch is ideal. Red covers are inscribed—"Oil Burner—Emergency Switch".



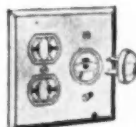
### DOOR SWITCH

A "must" in modern homes. Automatically turns on closet light when door is opened. Furnished with box and plate for mounting in door jamb. Has adjustable plunger (Nos. 2968 and 2969).



### CLOCK HANGER

The right way to hang a clock. Recessed to provide space for surplus cord. Clock conceals hanger. No. 2992 (Brown) and No. 2992-1 (Ivory).



### RADIO OUTLET

For modern radio installations. Two outlets... one for connection to power circuit, and other to aerial and ground wires. Brown (No. 27146) or Ivory (No. 22146-1).



### RANGE OUTLET

This three-wire outlet provides a convenient way to connect electric range. Brush brass plate (No. 3846).

Three-wire range cord set also available.



### DUPLEX CONVENIENCE OUTLET

Two types... one with separate terminals so only one outlet is controlled by wall switch (No. 4832-Y); other is conventional with common terminals (No. 4832).



### NIGHT LIGHT

A modern night-time convenience... lights the way to bedroom or bath. One switch controls night light; other controls hall or room lights.

switch controls night light; other controls hall or room lights.



### SWITCH AND CONVENIENCE OUTLET

Specially desirable for bathrooms. Convenience outlet is always hot. Switch controls lighting (No. 2989). Bakelite plate.



### CLOSET LAMP HOLDER

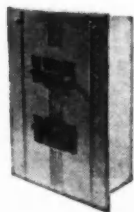
An inexpensive way to provide a closet light. Designed for wall or door switch control, or with pull-chain. Each type made in two sizes, for 3 1/4" x 4" box. Each has shade holder groove.



### WEATHER/ROOF CONVENIENCE OUTLET

Has plate and quick clamp cover, attached by chain, to prevent exposure to moisture when not in use (No. 3880).

And Westinghouse Circuit Breakers give modern circuit protection



Completely Automatic, they open circuits when a worn cord causes a "short" or if circuits are overloaded by too many appliances. A flip of breaker lever—even by a child—restores

service when condition is corrected. Nothing to replace. Avoids unnecessary interruptions. Flush mounted—can be installed in any convenient place, such as a kitchen. Reasonable in cost. Offers a sales advantage when installed in homes you build.



**Westinghouse**  
PLANTS IN 35 CITIES... OFFICES EVERYWHERE

*Better Homes Department*

PITTSBURGH 30, PA.

WATCH FOR OUR  
ADS IN THE  
SATURDAY EVENING  
**POST**

When a manufacturer asks you to "watch for our ads in the Post," he's calling your attention to the *best* kind of local support.

For advertisements in the Post reach your *best* customers—the *leaders*, who are first to buy the new and better things.

And advertisements in the Post get attention. For people *like* to read ads in the Post—far more than in *any other magazine*.

THE SATURDAY EVENING  
**POST**

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# HOW TO STIMULATE

# *Fan mail*



...and win  
**CLIENT APPROVAL**

## *Specify* **EMERSON-ELECTRIC Kitchen Ventilating Fans**

You're bound to increase your popularity rating with clients when you specify Emerson-Electric Kitchen Ventilating Fans in your home-building or modernization plans. Priced surprisingly low, these sturdy fans whisk out kitchen cooking odors, excessive heat, and prevent spread of greasy vapors to living room furnishings, woodwork, walls and curtains.

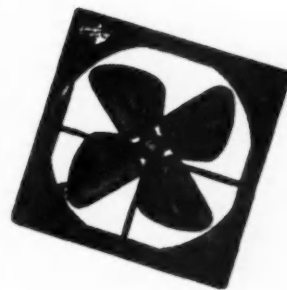
Square, weather-tight outer door frame is easy to brick or frame around. Telescoping sleeve is adjustable to any wall thickness up to 13 inches. Ten-inch quiet-type blades move 570 CFM in

free air... Write for catalog and installation data today, or refer to Emerson-Electric Catalog filed 29b-6 in 1946 Sweets Architectural File.

**THE EMERSON ELECTRIC MANUFACTURING CO., ST. LOUIS 21, MO.**  
Branches: New York • Chicago • Detroit • Los Angeles • Davenport

### **EMERSON-ELECTRIC HOME COOLER FANS** *for Summer Comfort!*

Turned on after sundown, home cooler fans expel hot air trapped in attics and living rooms; draw cool outside air through open doors and windows. Include an Emerson-Electric Home Cooler Fan in your plans and specifications.



41

# **EMERSON** **ELECTRIC**

FANS · MOTORS

APPLIANCES



News, Views  
and Comments

## On and Off the Record

### PUBLIC HOUSING OCCUPANCY

—National Housing Agency recently announced to those interested that Negro families now represent nearly 40 per cent of the occupants of public low-rent housing, and about 15 per cent of those in war housing. This shelter is administered by FPFA which, the announcement states, operates 611,000 public housing units. It also states that only "one-sixth of the Negro families are families of veterans and six per cent are families of servicemen."

**INVITATION TO WYATT**—A recent editorial in the Wall Street Journal, entitled, "The Housing Bungle," concludes: "With due deference to Mr. Wyatt's zeal and good intention, we suggest that the way for him to facilitate building is to get himself out of the way of people who want to build in getting together with the people who can build for them." There can be no argument with the Journal's statement in view of the fact that the net result of Wyatt's expediting has been to slow the pace of home building down to a walk.

**THE THORSEN CASE**—For months *American Builder* has said that thousands of Americans would build at current high prices, if allowed to, and thus vacate desirable quarters for young vets. Now comes the case of Thorsen, a Chicago educator. He voluntarily vacated an apartment to accommodate a young Navy veteran some months ago. He wanted to retire and build a small house for himself and his wife. He felt that he was doing a patriotic thing in giving up the apartment to the vet, and shifting around in temporary quarters until his new home would be ready to occupy. No one had told him that a man cannot be patriotic under the current form of socially planned government without suffering dire consequences. Thorsen learned the bitter way. He cannot get a permit to build or buy, although hundreds of new homes built for veterans lie unsold and unoccupied, because the vets do not want them. His appeal to NHA was denied on the ground that although his was a hardship case, it was not extreme hardship.

**THE CHICAGO BUNGLE**—Net result of the NHA disposition of the Thorsen case is: (a) Thorsen, with an unwell wife, forced to suffer privation

and distress. (b) Hundreds of completed houses that vets will not or cannot buy stand unoccupied. (c) Hundreds of vets forced to live in reconstructed prefabs, definitely substandard by reason of being knocked down, moved hundreds of miles and set up on new sites. The Expediter is expediting hardship and disease for veterans and others in Chicago, and the beginning of new slums.

**NHA REPORT**—The July report of NHA on the Veterans' Emergency Housing Program says in part, "By and large, as requested by government officials concerned with the housing program, the building materials industry held prices closely to former ceilings during the early weeks of July while waiting for the OPA situation to clarify." That is another blatant attempt to claim credit for government officials for something they had nothing to do with. Producers have been telling NHA and OPA for months that prices would not advance sharply. Neither agency wanted to believe it. Now that there is evidence that makes fooling the public no longer possible, NHA tries to grab credit. The vets, fortunately, are not being fooled by this double-talk.

**PREFABRICATION GOALS**—The same NHA report says that "It is now apparent that production of factory-built homes in large quantity will be an important factor in 1947 rather than this year, because of the time required for development work and tooling up for mass production. Consequently, the goal for factory-built homes in 1946 has been reduced to 100,000." That is exactly what the prefabricators themselves told Wyatt last February. As usual it took six months for a fact to become apparent to the Expediter and to NHA.

**BLUESTONE BLUES**—Morris Bluestone, a builder in Canton, Ohio, is another good citizen who discovered that patriotism and sound business are not tolerated by government planners if these traditionally desirable traits disturb government controls. Bluestone was building \$7250 homes and selling them to veterans for \$5850. He got the price down by paying his employees cash incentive bonuses. They were all union members, but getting more than union scales. Bluestone was ordered to cut out the bonuses and get down to union scales.

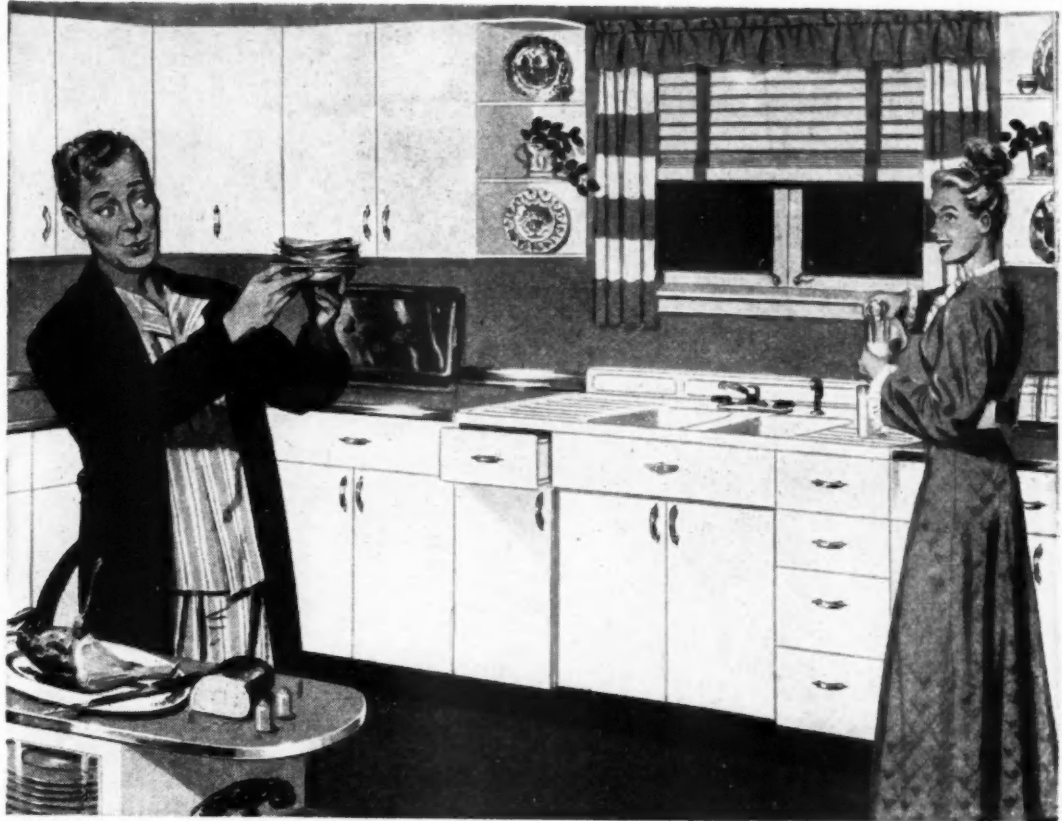
He did. His crews have shrunk, his completion schedules have gone by the boards, and the vets now have to pay \$7250 for houses that Bluestone knows can be sold for \$5850 if WSB would let him and his crews alone. Net result—fewer houses at higher prices. If the Housing Expediter had concerned himself with matters of this kind instead of spending his time pressing for socialized housing legislation there would be many thousands of new homes available today.

**NHA CASUALTY**—The principal casualty of NHA's attempts at skulduggery with the vets and the 79th Congress is Wilson Wyatt. Wyatt was fooled completely right at the start. Recently he has learned the truth about prefab production. Also, recently, he learned that most vets do not want to buy or build either low or high cost homes, but do want rental apartments and houses. Now, if he will take the trouble to study the facts about the trumped-up housing emergency, then act in the light of authentic information that has been available to him since he went to Washington, but which he is just now beginning to accept, he can belatedly and at last become a housing expediter.

**GOOD RECORD**—From the establishment of FHA in 1934 through 1945, gross income was \$198,224,123, and operating expenses, \$128,130,017. Thus, this agency, which the spendthrift NHA wants to take over, has accumulated a balance of income over expenses of more than seventy million dollars, and current income is almost three times operating expenses.

**KLUTZNICK**—It is rumored that Philip H. Klutznick, until recently head of the Federal Public Housing Authority, will soon make headlines again—this time as a private builder. If the very able former Public Housing Commissioner is successful it can be hoped that others trying to socialize the building industry will take the cue, resign from government payrolls, and get into private home building. In this way public housers at last could learn things they obviously do not know, things not found in their text books, and which cannot be learned behind a desk in Washington.

**THE SHOE PINCHES**—John J. Ryan, about to enter the real estate business in Chicago in June, said, "Holding the line on landlords and letting everything else go up is poor business. Landlords are entitled to some consideration." There would be nothing noteworthy about this statement except for the fact that Mr. Ryan, until he resigned earlier in the month, was the very zealous director of the Chicago area OPA rent control office. He may say, of course, that he has changed his mind, but it appears more likely that he has merely changed his job, and that his illuminating remark resulted from the necessity of bucking the unrealistic regulations he formerly enjoyed enforcing.



Every woman wants this Kitchen

## Many prominent builders have installed thousands of Youngstown Kitchens because:

### They Have Tremendous Appeal for Buyers...

These gleaming white enameled steel units make any kitchen modern, attractive and easy to work in. Every woman appreciates their advantages instantly.

### They Save Time . . .

Almost any Youngstown arrangement can be installed, ready for use, in less than a day. Compare this with the time needed to make special cabinets of wood.

### They Cut Costs . . .

All Youngstown equipment is shipped completely finished, painted with a durable enamel finish and with all hardware in place.

Labor costs, as well as installation costs, are substantially reduced.

You should have all the facts about this modern money-saving kitchen equipment that makes homes easier to sell.

Let us send you a booklet, "The Builder's Kitchen," that tells the whole story.

MULLINS MANUFACTURING CORPORATION  
 Warren, Ohio  
 Porcelain Enameled Products—Large Pressed Metal  
 Parts—Design Engineering Service

You'll make more money with



*Youngstown Kitchens*

BY MULLINS



**AT LAST...THE LIGHT WEIGHT CONCRETE MASONRY UNIT HAS A PERFECT WATERPROOFING PARTNER**

## ...AQUELLA!

What does this "partnership" mean to you as an architect, engineer or contractor planning or constructing a building of light weight concrete masonry units?

It means simply this...

That now...with Aquella adding the advantage of *watertightness* to the desirable construction qualities this type of masonry provides—you have a building material excellent in every respect.

Furthermore...Aquella also gives an attractive, glistening white, egg-shell-like finish that is truly beautiful in its natural color—or when

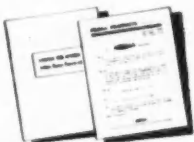
painted to match any decorative scheme. Aquella does not powder or rub off, nor does it blister, peel or flake.

### Specify Aquella for Brick, Concrete Stucco or Cement Plaster

Aquella is the new, scientific way to insure watertightness inside or outside...above or below ground...on all porous masonry surfaces, such as brick, concrete, stucco or cement plaster.

SEE DATA IN SWEET'S CATALOG

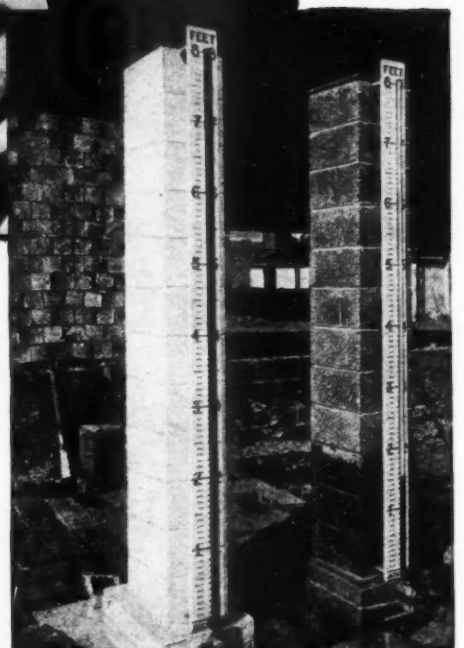
**You'll want this information for your waterproofing file**



Write today for your copies of "Aquella and Concrete Masonry Construction," and the "Key to Aquella Specification Types."

### PRIMA PRODUCTS, INC.

Dept. C, 10 East 40th Street  
New York 16, N. Y.



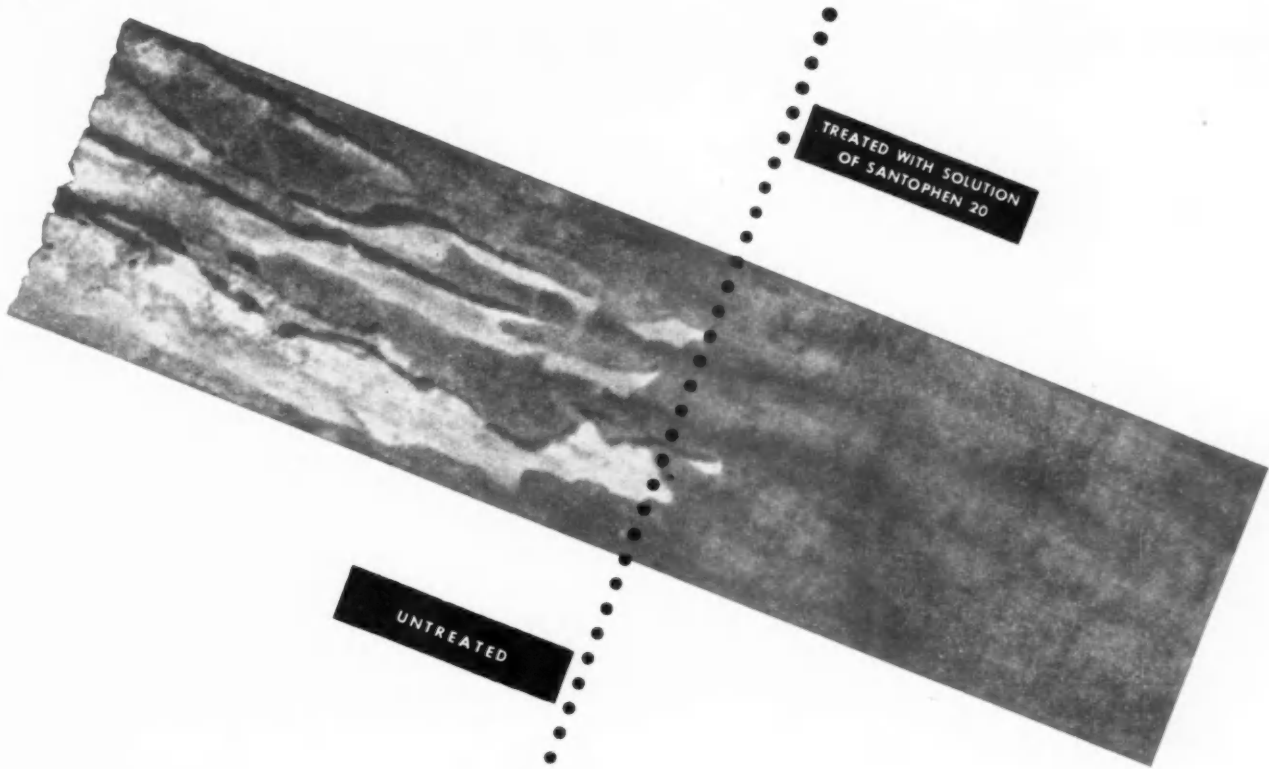
**500-lb. Hydrostatic Pressure Test Proves that Aquella Makes Cinder Concrete Block and Other Porous Masonry Surfaces Watertight**

First, both of the columns you see here were tested in their natural state and showed that they had identical coefficients for permeability. After such tests, the column on the *left* was treated with Aquella, while the one on the *right* was not. The Aquellized column withstood the pressure of an 8-ft. head of water, equivalent to a hydrostatic pressure of approximately 500 lbs. per sq. ft. The untreated column could not be filled with water higher than 18 3/4", because the water seeped through the cinder blocks at the rate of 2 gallons per minute.

Aquella, having proved its effectiveness on cinder concrete blocks, under conditions as extreme as this, must necessarily be equally successful when applied to other types of masonry construction such as concrete, brick, stucco or cement plaster.

**AQUELLA IS A "MUST" on every light-weight concrete masonry unit job!**





## protect wood against insects and decay with **SANTOPHEN 20**

**Santophen 20 possesses qualities which give it many outstanding advantages for use as a wood preservative**

1. It is toxic to wood-rotting fungi, is toxic to termites and wood-boring insects and kills grass roots and other deleterious vegetation.
2. It is stable to light, to normal temperatures and to soil acids and alkalies.
3. It is not appreciably soluble in water—does not leach readily.
4. It is a chemical compound with fixed identity—chemically reproducible year after year without variation.
5. It can be determined analytically, which makes possible accurate control of solution strength.
6. It can be determined analytically in wood, thus enabling the determination of its distribution in the wood.
7. It makes possible a "clean" oil treatment.
8. It does not require redrying of the wood after treatment.
9. When properly formulated, it shows less tendency to bleed than other oil preservatives, thus facilitating handling and storage of the treated wood.
10. It is economical to use.

Wherever you specify or use wood, insure it against insects and decay, with proper formulations of Santophen 20,\* Monsanto's pentachlorophenol, technical.

When correctly formulated and applied, Santophen 20 preserves lumber, heavy timbers, finished millwork, plywood, cellulose wall board and cellulose insulation... Santophen 20 is now recommended by leading Architects, Engineers and Builders for homes, industrial buildings, railway rolling stock and right-of-way, highway and public utility properties.

Whatever you build with wood, guard against the cost of avoidable repairs and replacements—standardize on Santophen 20 for all types of wood preservation... Further information will be supplied by **MONSANTO CHEMICAL COMPANY**, Organic Chemicals Division, 1700 South Second Street, St. Louis 4, Missouri.



\*Reg. U. S. Pat. Off.

do wiring questions stump you



what to specify?  
is it suitable?  
easy to install?  
what types available?  
where to get facts?



Is everything smooth sailing when you discuss building plans with your clients... until they ask about adequate wiring systems? Many of them do, you know, and it doesn't build up their confidence in you if you don't have the answers at your finger tips.

Take building wire, for instance. Did you know that General Electric makes small diameter thermoplastic building wire for all types of new wiring, rewiring, and maintenance wiring? The thermoplastic insulation is flame retarding, resistant to oils, acids, alkalis, and moisture. The insulation is color coded, too, to cut installation time, and its extra long service life means increased value to the user. Type T is used for most applications, Type TW for permanently wet locations.

What about cables? There's PVX\*, the new, non-metallic sheathed cable with Type T thermoplastic-insulated conductors for use in homes, farm buildings, stores, and other small buildings. This flame- and moisture-resistant cable has smaller over-all diameter which facilitates handling and installation, saves your client money in the long run because it outlasts ordinary cables on the job.

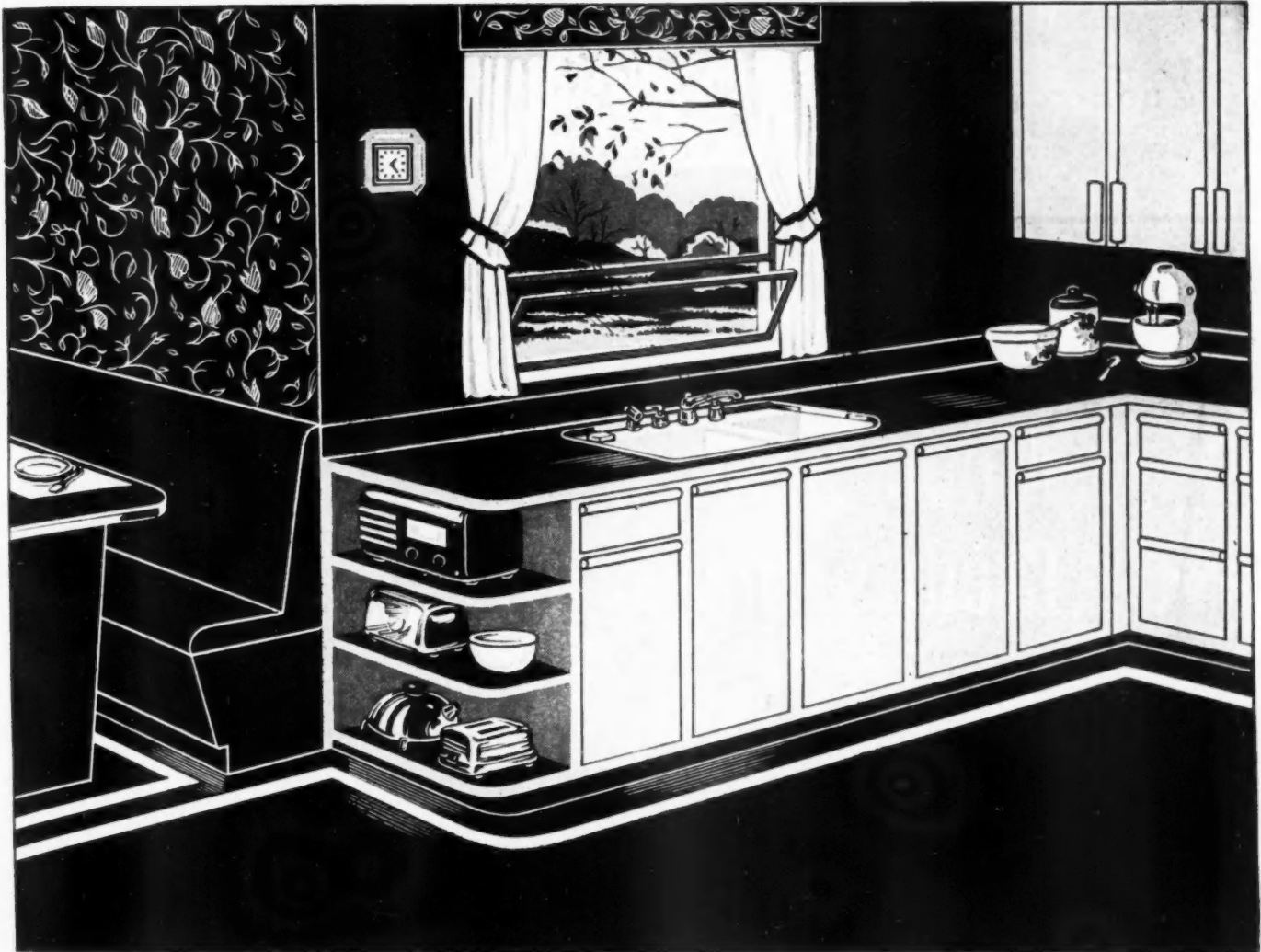
Information on other G-E cables should be in your "working acquaintance" file. BraidX\*, used for new construction or rewiring, and especially suited for farm buildings; BX\*, the best-known and most widely used armored cable made; service entrance cable for use from entrance cap to meter equipment; and many other types to answer every wiring need.

1. G-E thermoplastic building wire  
(Sizes No. 14 to 2,000,000 cm; Types T and TW)
2. PVX  
(Sizes No. 14 to 4; 2 or 3 conductors)
3. BraidX  
(Sizes No. 14 to 4; 2, 3 or 4 conductors)
4. Service entrance and service drop cables  
(Sizes No. 12 to 2; 2 or 3 conductors)

All we ask is that you know the good points of G-E wiring materials... how they compare with others, what the facts are. And the easiest way to know is to write for complete information to Section W7-980, Appliance and Merchandise Department, General Electric Company, Bridgeport 2, Connecticut.

\*Trade-mark Reg. U. S. Pat. Off.

**GENERAL  ELECTRIC**



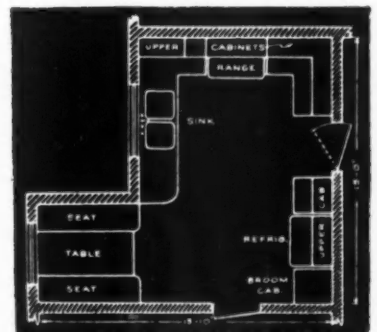
## Ideal sink for small homes ... the KOHLER Delafield

In the compact, attractively designed kitchens in so many recently built small homes, the Kohler Delafield sink has proved thoroughly practical and satisfying. With its two roomy compartments it provides working comfort and convenience, and is adaptable to many arrangements.

The Delafield is made of non-flexing cast iron, time-tested base for the lustrous, pure white, easy-to-clean enamel surface, which is acid resisting clear through. The smooth working faucet mounted on the 3-inch ledge has a swing spout and automatic spray which operates on pressure of lever on

nozzle. Fitting is made of durable brass and is chromium plated.

Like all Kohler plumbing products, the Delafield sink embodies recognized first quality maintained through adherence to the long-established, high Kohler standards of materials and workmanship. Kohler quality is further safeguarded by the fact that all products are made at one great plant where there can be unity of supervision, coordination, and effective control of production. Kohler products are backed by 73 years of manufacturing experience. For full information write Kohler Co., Dept. 9-AB, Kohler, Wis.



THE KOHLER DELAFIELD sink fits readily in a floor plan such as the one above, which combines efficiency, convenience and good economy of space. Two sizes—32x21", 42x21".

# KOHLER OF KOHLER

PLUMBING FIXTURES AND FITTINGS • HEATING EQUIPMENT • ELECTRIC PLANTS

To help you sell new  
non-residential buildings, remodeling,  
repair and modernizing jobs...

**Allied Building  
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**OFFERS**

**Complete Instalment  
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**THESE SERVICES** cover repairs, remodeling and additions to all types of structures, new non-residential buildings, plus equipment and appliances. From \$30 up—from 6 to 60 months or more to pay. ABC's complete note service gives you control of every sale because:

**ABC Makes No "Instalment Loans"**—ABC credit is arranged in your own office or right on the job. You keep your customers. You send no one away to look for a loan, not even next door. (Prospects sent loan hunting invariably become price shoppers.) With the Allied Building Credits' service you don't lose sales, immediate or future, for only through you can your customer obtain ABC credit. ABC terms are your terms.

**ABC Sends Customers Back to You**—If your customer contacts ABC direct for credit on a new job, he is referred to you. Allied Building Credits, Inc., makes no "Instalment Loans."

**You get paid in Cash**—No money is tied up in charge accounts. You escape the trouble of investigating credit and the headache of making collections. Your working capital is free to take advantage of any opportunity.

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**You Make More and Bigger Sales**—Many people who would not consider, say, a \$500 cash purchase will buy without hesitating when it is offered at the easy ABC monthly payment of only \$15.97 and no money down. With the services of Allied Building Credits, Inc., you "make it easy to buy." ABC selling enables you to increase the size of each sale too; you can sell a larger job for the same monthly payment, by simply extending the payment period.

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**THESE ARE THE REASONS ALLIED BUILDING CREDITS, INC. GIVES YOU PERFECT CONTROL OF EVERY JOB**

● For complete information, write to Allied Building Credits, Inc., 2501 First National Bank Building, St. Paul 1, Minnesota. Offices in principal cities.

**ALLIED BUILDING CREDITS, INC.**



FIRST NATIONAL  
BANK BUILDING  
SAINT PAUL 1  
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# INCREASING DEMAND FOR...



## STEEL DOOR FRAMES FOR MODERN HOMES



### IMPORTANT ADVANTAGES

- **STRENGTH**—Welded to form a complete integral unit of jamb, head, and two sides trim; resulting in great strength.
- **RIGIDITY**—Being one complete integral unit, they will not warp or crack, and mitres will not open. Aetna Frames will not absorb moisture and swell, thus the size of the frame will not change.
- **SIZE**—Designed for 1 1/4" and 1 3/4" standard size doors.
- **PERMANENCY**—Will not chip or damage, eliminating costs and inconvenience of repairs.
- **FINISH**—Prime coated at the factory, saving one coat of paint.
- **HARDWARE**—Hinges are welded to frames at the factory, saving the cost of a pair of hinges and application. They are spaced to fit virtually all prefabricated doors. Bronze strike plate is furnished to fit most standardized bit key and tubular locks and latches.
- **LOW COST**—Cost less than wood jambs and trim installed.

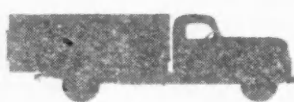
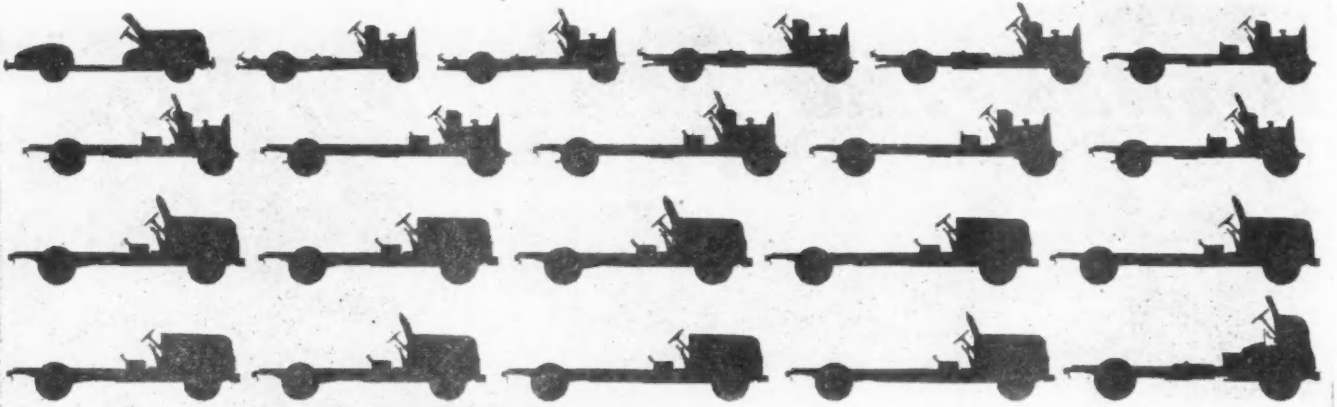
Aetna Steel Door Frames, like many modern improvements in the construction field, will serve as a stimulant toward building activity. Aetna Frames are easy to erect requiring less handling at the building site, offer you mass production economy and simplify your supply problems.

SEND FOR NEW AETNA STEEL DOOR FRAME FOLDER.



## AETNA STEEL PRODUCTS CORPORATION

EXECUTIVE OFFICES: 61 Broadway, New York 6, N. Y. • PLANT: Pottsville, Pa.



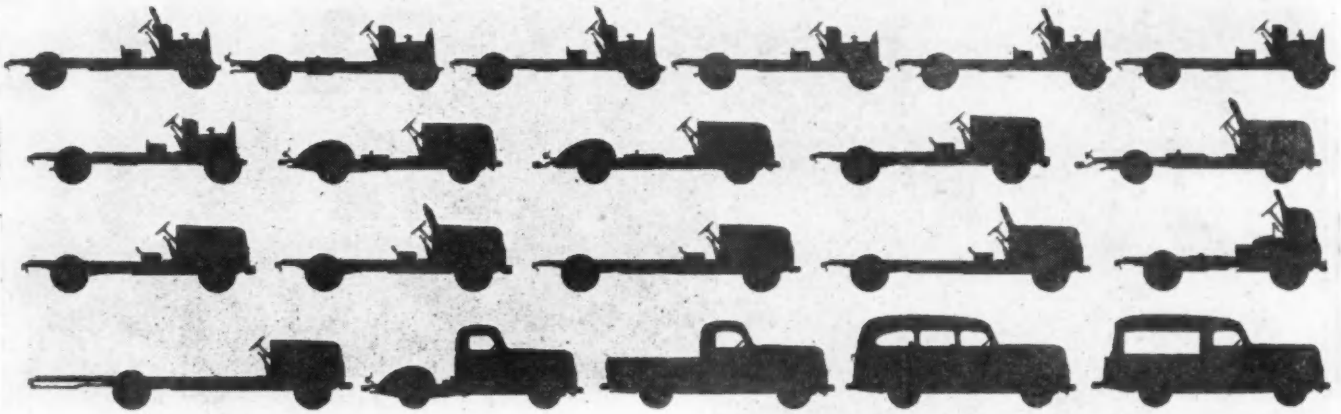
Count 'em . . .

**99 MODELS**

on 9 wheelbases

*The right truck for  
any hauling job*

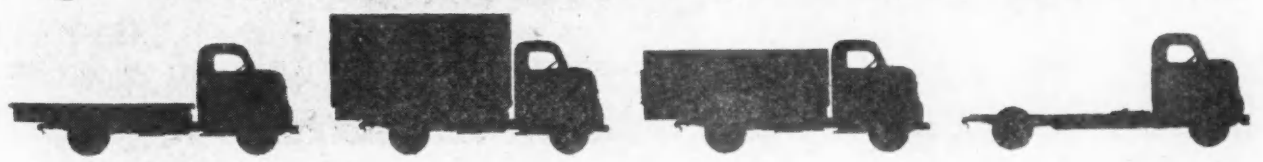
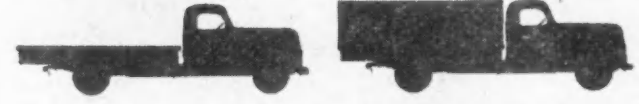
**CHEVROLET**



Now . . . still more truck users can enjoy the advantages of Chevrolet's traditional economy and efficiency—qualities that have placed Chevrolet in first position in sales year after year. For the new Chevrolet truck line includes additional models of still greater load capacity in the heavy-duty classification. Among Chevrolet's 99 models on nine wheelbases—some with the standard Thrift-Master engine, some with the high-torque Load-Master engine—there is a truck to fit your requirements and save you money.

CHEVROLET MOTOR DIVISION, General Motors Corp., DETROIT 2, MICH.

**YOUR CHEVROLET DEALER CAN SUPPLY CHEVROLET TRUCKS, STANDARD OR WITH SPECIAL EQUIPMENT, FOR ANY JOB.**



# TRUCKS

**COST LESS TO  
BUY • TO RUN •  
TO KEEP**



**MODULAR  
BRICK and TILE—**  
one solution of  
veterans' housing problems

Lack of materials—high cost of materials. These are the problems said to be delaying the veterans' housing so urgently needed throughout the nation.

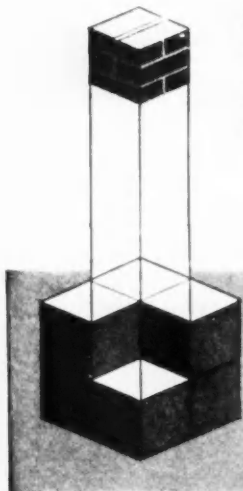
But these problems do not apply to brick and tile. Homes for veterans can be built NOW—with quality brick and tile. Brick production currently is 55% higher than that needed to supply housing for veterans this year. And brick for veterans' housing can be had for as little as \$230 per house.\*

Brick and tile coming out of our plants today are shaped to modular sizes. Building with brick and

tile of coordinated dimensions makes estimating easier, improves building practice and above all—cuts down waste and speeds building time. The end result is—site erection at lower cost.

Add all this to the traditional fire-safety, low maintenance and upkeep cost that long have been identified with these materials, and you realize that brick and tile provide one real solution of the problems of housing our veterans.

Write for FREE booklet, "8 Small Homes of Brick and Tile". Address Structural Clay Products Institute, Dept. AB-9, 1756 K Street, N. W., Washington 6, D. C.



**SCDI**  
STRUCTURAL CLAY PRODUCTS INSTITUTE  
WASHINGTON, D. C.

\*Based on a house of 10 M bricks at OPA ceiling price of \$23 per M.

Now it will be built with modular-designed  
**BRICK AND TILE**



This famous, all-purpose, low-cost

# DE WALT

will help  
build America's  
new homes

*faster  
at lower cost!*



Make this DeWalt Builder's Saw the No. 1 tool on your power equipment list . . . and it will help you build your customers homes faster--better--and for lower costs than ever before!

The new model GE DeWalt, illustrated above, is available in 3 and 5 HP single-phase, capacitor motors--motors that have no brushes, no armature, no commutator to look after. Motor is totally enclosed, wound with Formex-Fiberglas insulation, and provided with grease-sealed-for-life ball bearings.

This DeWalt is a precision-built tool for builders. And you can buy it today at 1938 prices! Write for catalog now. Address: DeWalt Products Corporation, 1<sup>o</sup> Fountain Ave., Lancaster, Pa.



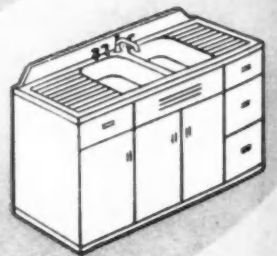
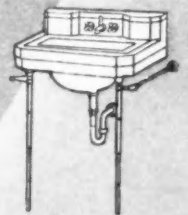
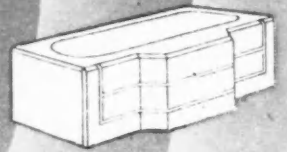
# DE WALT

Our  
business is  
**PLUMBING  
FIXTURES**

... and it's a full-time job!

Eljer is engaged solely in the manufacture of fine plumbing fixtures and brass trim. Production is coming along at a gratifying rate.

With Eljer you'll go ahead. Ally yourself with this complete line of Vitreous China and Enameled Cast-Iron Fixtures. For complete information, see your nearest Eljer wholesaler or write to us direct. Eljer Co., General Offices, Ford City, Pennsylvania.



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# MONTHLY REVIEW

NEWS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS AND AFFILIATED ASSOCIATIONS

## W-E-T Bill Killed By Congressional Adjournment

In the closing days of the session, the 79th Congress witnessed an all-out attempt to enforce the enactment of the Wagner-Ellender-Taft Bill. This exceedingly long and complex measure would go a long way in the direction of socializing the home construction industry according to the pattern in operation in Great Britain, where four of every five homes now are built by the government. (American Builder, Jan. '46, p. 90.)

Focus of the storm was the House Banking and Currency Committee, where hearings were to be scheduled on the 118-page housing bill. With nearly forty opposition witnesses clamoring for a chance to put in their case against the huge public housing measure, and with only five days left before adjournment early in August, the Committee decided to let the bill go by the boards for the time being. To all practical purposes, this killed the bill for the session despite its earlier passage by the Senate.

Last minute developments included a blast from NHA Administrator Wyatt accusing "very potent private lobby groups" of responsibility for delaying consideration of the bill, an elaboration of this charge by the president of the National Public Housing Conference, and letters from President Truman to House leaders asking for the "earliest possible action" by that body.

### Housing Lobbyists Not Mentioned

The blasts against lobbying made no mention of the activities of the socialized housing lobbyists, many of them on the public payroll, to exert pressure upon Congress. Nor did they explain that the tactics complained of were aimed at procuring serious and fair consideration by the committee of the many important, costly and significant changes proposed in federal policies and operations in the housing field.

The proponents did, however, play up to the utmost the claim that passage of the W-E-T bill was "essential" to the success of the so-called Wyatt Veterans' Emergency Housing Program, although all informed critics pointed out that a long-range socialized housing program could do little to relieve present conditions and, to the extent that it could have been made immediately effective, would have competed with the private builder for scarce materials and labor.

And they also overlooked the fact that Congress had already given the Housing Expediter ample powers to aid the veterans in their search for housing.

## The Wyatt Housing Program Has Bogged Down, NAHB Survey Reveals

A survey of active builders in twenty-three states revealed that less than 10 per cent of the veterans' houses started under the so-called Veterans' Emergency Housing Program have been completed because of failure of the government to assure a flow of building materials, Frank Cortright, NAHB executive vice president, recently announced.

"The survey showed that 92 per cent of all veterans' houses started since the inception of the Wyatt program January 15 are either at a standstill or seriously delayed because of lack of materials. In seven major areas builders surveyed reported 40,054 priorities taken out (since January 15); 21,766 units started and 1,355 completed—a ratio of 8 per cent of the 'starts' completed, 92 per cent unfinished," Cortright reported.

In all cases, builders reported that shortages of critical materials are responsible for the bogging down of the program.

"Unless something is done quickly to get more materials to builders, thousands of veterans face another winter with no place of their own to live," Cortright declared. "These reports from builders trying to get veterans' housing built show only too clearly that all the talk in Washington about government action and all the legislation enacted and proposed has been ineffective in producing houses."

A cross section of sixty-nine of the nation's most active builders' association groups were queried in 23 states.

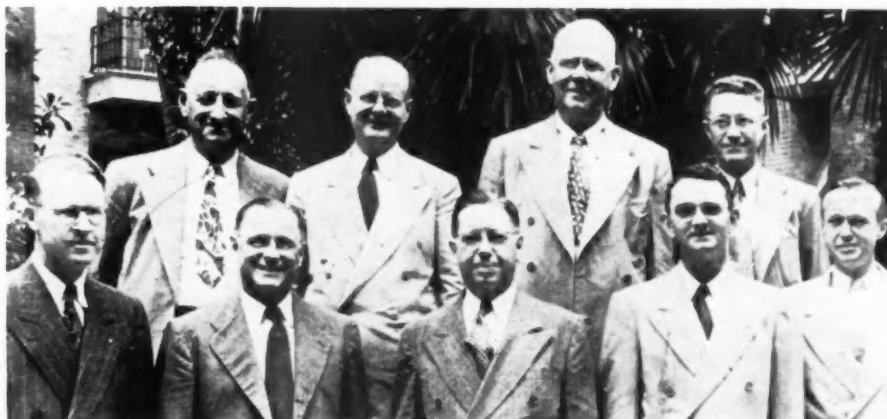
Builders reported that the time needed

to complete a house has lengthened from a normal three months to nine or twelve months. In San Francisco, one builder reported no completions out of 137 starts; another no completions out of 400 starts. In Denver, one builder had three completions out of 104 starts; in Chicago, no completions out of 400 starts were reported by another builder. On Long Island, 100 completions were reported for 1,800 starts. A Detroit builder was able to finish only 26 dwellings out of 310 started. In Buffalo, Niagara Falls and Syracuse, completions were zero out of 41, 74 and 32 respective starts.

"For months the home builders have warned the government that veterans can't live in paper plans, bound in red-tape," Cortright continued. "Builders have taken out priorities for more than 500,000 dwelling units; they have started more than 250,000, but everywhere construction is seriously stalled because of lack of materials that were supposed to back up the priorities. Mr. Wyatt assured us that they would be."

"It is most disheartening to find government heads still playing politics instead of taking effective action to stimulate the flow of critically short building materials and breaking material bottlenecks," Cortright concluded. "It is likely that the NAHB directorate will have to be called to Washington early this fall for another meeting, similar to our May conference with housing officials, in an attempt to break the continuing material log jam."

## San Antonio Association Officers Meet



BACK row—(l. to r.): H. C. Thorman, director; G. S. McCreless, secretary; W. T. Thrift, W. W. McAllister, directors. Front row—(l. to r.): Frank Robertson, vice president; Dave Young, director; V. F. Buchek, president; L. G. Hodges, treasurer; L. B. Miller, exec. secretary.

## Cortright's Column



By Frank Cortright

Executive Vice President  
NAHB

In Washington, it's a case of "After the Ball is Over." The orchestra has gone home; the lights are dimmed; the doors are locked; but as far as the W-E-T (Wagner-Ellender-Taft) bill is concerned, the melody lingers on. As an illustration of the determination of the public housing lobby to revive the knocked-out W-E-T bill, we quote below a letter sent out to its members by the National Public Housing Conference, Inc., spearhead of the public housing movement. If you thought that we are all through with our fight to maintain free business and build private housing, read the letter carefully. Mutterings continue about a special session of the Congress to be called after the elections. That continues to be the grand strategy of the housers, but would be resented by the Congressmen who would have to trek back to Washington a month-and-a-half earlier than otherwise.

The letter is as follows:

"The attached issue of PUBLIC HOUSING was prepared in a day, printed in two, and its entire purpose was to urge each of you to action in behalf of S. 1592, the Wagner-Ellender-Taft General Housing Bill.

"Before we could get it in the mails, the House Banking and Currency Committee on July 29, without a formal vote, agreed not to conduct further hearings. But the spirits of those who have been fighting for the legislation are not even dampened.

"We may have a fight to make in November, if there is a special session of Congress. We may have to begin all over again in January. But whatever it takes the job will be done. Every member of NPHC should be proud of the work of members from all sections of the country who came to Washington and said: 'We shall stick until a decision is reached.' They stuck, the President sent messages, there were hearings of the Committee both day and night—none of these things would have been possible had it not been for your representatives who came in to fight the tough battle.

"Nothing has been lost, much has been gained. This issue is sent because we want you to know that for the interests of all citizens, we are fighting."

## NAHB Membership Passes 10,000 Mark

Membership in the National Association has now passed the 10,000 mark and affiliated Home Builders' organizations have been established in every city in the United States with a population of more than 200,000, George J. Goudreau, Cleveland, NAHB secretary and membership committee chairman, recently announced.

"Our established rate of growth since February 1942, when we had only 252 members, has accelerated this year to such an extent that our 1946 goal of 12,000 is assured," he said. "This increase reflects the fine work of the membership committee and our fifteen regional vice presidents."

It was also reported that many new local organizations are in the process of formation in every part of the country. "Although the last great industry group to become organized," Mr. Goudreau said in conclusion, "home builders have effectively demonstrated the truth of Daniel Webster's statement: 'There are many objects of great value to man which cannot be attained by unconnected individuals, but must be attained, if attained at all, by association.'"

## National Convention Plans Gather Momentum

The 1947 NAHB Convention and Exposition, scheduled to be held in the world's largest hotel—The Stevens in Chicago—February 24-25-26-27, is already taking definite shape and promises to surpass the successful event staged in February, 1946, when an attendance record of 11,000 was set.

Convention Chairman W. Hamilton Crawford, Baton Rouge, La., has high hopes of establishing both exhibit and attendance records at the 1947 meeting. The huge Stevens' exposition hall has been carefully laid out with a view to giving exhibitors larger, better arranged spaces. More than 65 per cent of the 1946 exhibitors have indicated their intention of displaying their products at the exposition.

## West Coast Builders Meet with National President

A series of important regional meetings was recently held in Los Angeles, San Francisco, Portland, Ore., and Seattle by NAHB member builders in those areas to confer with President Joseph Meyerhoff and other national officers, including Frank W. Cortright, executive vice president, George J. Goudreau, Cleveland, secretary, Edward R. Carr, Washington, D. C., member of the NAHB executive committee, and Paul S. Van Auken, Chicago, 1947 Convention and Exposition chairman.

Under discussion were vital matters of national policy such as future action on the so-called Wyatt Veterans' Emergency Housing Program, the materials shortages



which are delaying the completion of hundreds of thousands of veterans' homes, and the 1947 NAHB Convention and Exposition.

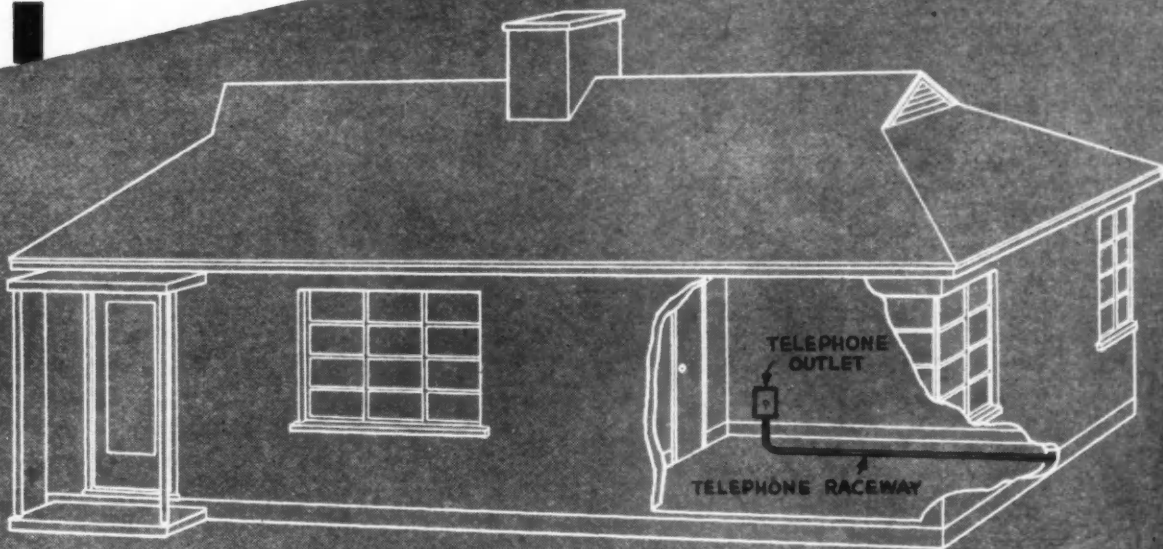
Shown in the photograph above is Mr. Meyerhoff addressing the Home Builders' Conference sponsored by the Home Builders Institute of Los Angeles and the Building Contractors Association of California, Inc., NAHB affiliated local associations. The meetings were held in the Ambassador Hotel, Los Angeles.

## Building Men Inspect Higgins House



SHOWN ABOVE, following an inspection of the recently announced Higgins' Thermo-Namel House, are: front row, left to right—C. Earl Colomb, president, New Orleans Chapter, NAHB; Lewis A. Lachin, FHA architect; A. K. Northrop, past president, New Orleans Chapter, MBA; Douglas W. Svendsen, FHA state director for Louisiana; M. I. Diggs, Higgins Industries, Inc.; D. C. McGinness, FHA district director for So. Calif.; Roland C. Higgins, Higgins Industries, Inc. Back row, left to right—R. J. Gelpi, FHA chief underwriter; M. P. Arnoult, Jr., chairman, Board of Governors, and C. E. Whitmore, president, Louisiana Homestead Savings & Loan League; and A. R. Lundquist, executive vice president, New Orleans Chapter, NAHB.

EVEN SMALL HOMES SHOULD HAVE RACEWAYS FOR TELEPHONE WIRES



## SMALL-HOMES TELEPHONE PROBLEMS

THE CASE OF THE ONE-STORY HOUSE WITHOUT A BASEMENT

It is simple and inexpensive to install raceways for telephone wires in the low-cost homes you build. And homebuyers will appreciate this mark of careful planning.

Telephone raceways are especially important for homes without basements. In these homes the telephone installer generally cannot run wires up through the floor to the telephone location. A simple wiring channel leading to a convenient telephone outlet should be installed before the floor is laid. This will avoid attaching telephone wires in plain sight on baseboards and around window and door frames.

Your Bell Telephone Company will be glad to help you plan telephone wiring facilities. Call your Telephone Business Office. Ask for "Architects and Builders Service."



BELL  
TELEPHONE  
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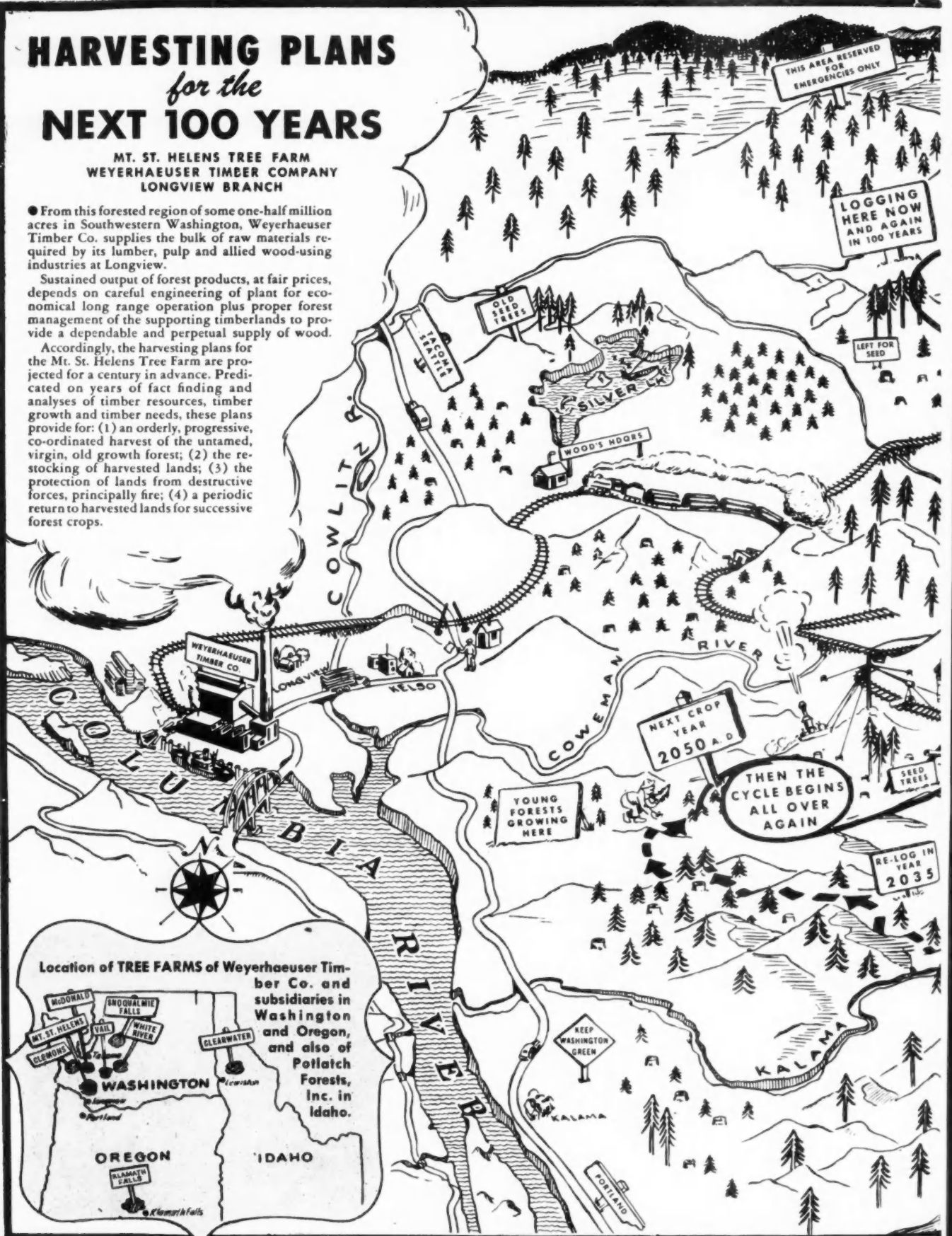
# HARVESTING PLANS *for the* NEXT 100 YEARS

MT. ST. HELENS TREE FARM  
WEYERHAEUSER TIMBER COMPANY  
LONGVIEW BRANCH

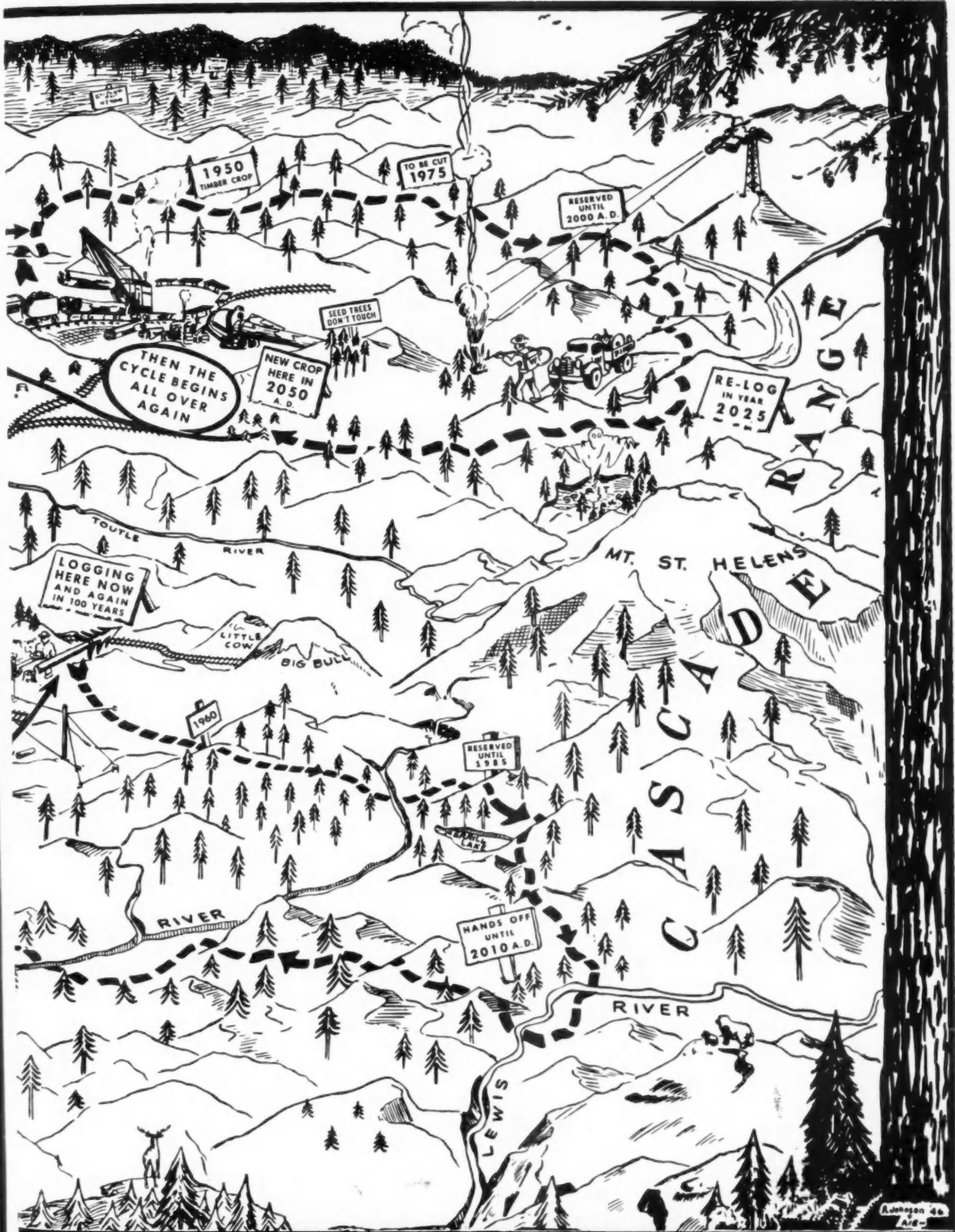
● From this forested region of some one-half million acres in Southwestern Washington, Weyerhaeuser Timber Co. supplies the bulk of raw materials required by its lumber, pulp and allied wood-using industries at Longview.

Sustained output of forest products, at fair prices, depends on careful engineering of plant for economical long range operation plus proper forest management of the supporting timberlands to provide a dependable and perpetual supply of wood.

Accordingly, the harvesting plans for the Mt. St. Helens Tree Farm are projected for a century in advance. Predicated on years of fact finding and analyses of timber resources, timber growth and timber needs, these plans provide for: (1) an orderly, progressive, co-ordinated harvest of the untamed, virgin, old growth forest; (2) the restocking of harvested lands; (3) the protection of lands from destructive forces, principally fire; (4) a periodic return to harvested lands for successive forest crops.



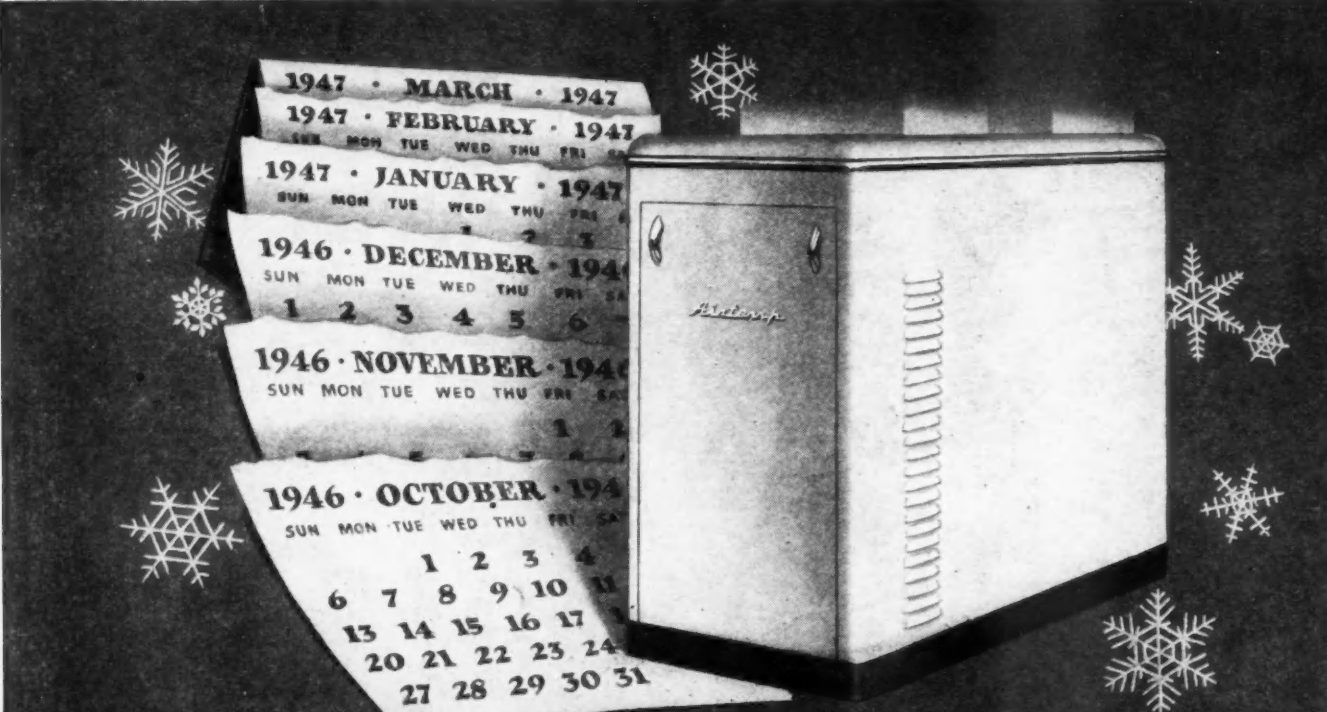
THIS ANIMATED MAP ILLUSTRATES THE CYCLICAL PROGRESSION OF THE PERPETUAL HARVEST. ITS FACTUAL BACKGROUND RESTS ON UNEMBELLISHED WORK-A-DAY MAPS, PLANS, ESTIMATES, ANALYSES AND VOLUMES OF DETAILED SUPPORTING DATA.



# WEYERHAEUSER

SALES COMPANY • ST. PAUL, MINNESOTA

# CHRYSLER AIRTEMP



**AUTOMATIC WINTER  
AIR CONDITIONER**

## For Owner Comfort Every Heating Month

Chrysler Airtemp brings a new standard of efficiency with automatic central home heating equipment to homes of all sizes and for any type of fuel—gas, oil or coal.

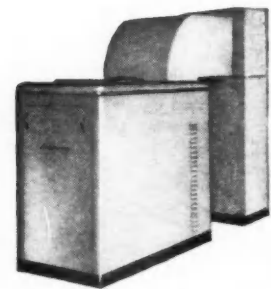
There's extra heating capacity for those mid-winter days when "the bottom drops out of the thermometer". Automatic control guards against underheating or overheating in Spring and Fall.

Chrysler Airtemp products also bring extra value and greater acceptance to new homes built by you for the market, because national advertising is creating a public preference and pres-

tige for Chrysler Airtemp home heating.

Chrysler Airtemp offers a wide range of heating equipment—furnaces which are fully automatic Winter Air Conditioners in that they filter and circulate the air as well as heat it, boilers for steam or hot water systems, and gravity furnaces. There's also a combination for home heating and cooling.

Behind these products stands Chrysler Corporation, famous for mass production and engineering skill—your assurance of high quality at low price. Write today for complete information.



Automatic home heating and cooling is provided by this Chrysler Airtemp combination furnace and "Packaged" Air Conditioner.

**AIRTEMP DIVISION OF CHRYSLER CORPORATION**

DAYTON 1, OHIO

In Canada: Therm-O-Rite Products, Ltd., Toronto

**A I R C O N D I T I O N I N G**  
HEATING • COOLING • REFRIGERATION



# Asbestos in Action



BEAUTY THAT  
WILL LAST...

## K&M "Century" ASBESTOS-CEMENT SIDING and ROOFING SHINGLES

This attractive cottage with its "Century" Asbestos roof and sidewalls has three qualities that countless GI's and other home hunters want . . . good looks, good value and low-cost durability. It's the type of construction that offers many advantages to dealers and builders . . . for K&M "Century" asbestos-cement products are easy to handle and apply.

They're economical in cost, suitable for any type building and last indefinitely. Being asbestos-cement, they are proof against weather, fire, rot, rodents and termites . . . and they never need to be painted.

"Century" Siding Shingles come in color-fast shell white and graytone . . . in ready-to-use 24" widths . . . with grained, weathered surface in wavy butt-line style.

"Century" Roofing Shingles are supplied in various styles to suit any taste, fit any architectural plan, harmonize with any environment.

Your local K&M dealer will be glad to show you samples, quote prices, name delivery dates and give you whatever other information you desire about K&M products.

*Original manufacturers of Asbestos-Cement  
Roofing Shingles in this country*

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# one less headache!

**B**UILDERS faced with shortages of materials on the one hand, and impatient customers clamoring for houses on the other, have one less headache when they secure the aid of a P&L color-trained representative.

Familiar with your painting problems, and competent to develop attractive, economical, color plans for all types of homes, the P&L representative can relieve you of all decorative details for the interior and exterior of your houses.

Outstanding, experienced builders are using P&L Decorative Service because it saves them time and money, sells houses faster, and insures satisfied customers. P&L authoritative colors were selected only after actual test-use in over a thousand residential units. P&L



Decorative Service lifts your houses above competition!

It costs you no more for attractive decoration than for ordinary paint jobs. In fact, it often costs less because fewer coats may be required, resulting in lower labor costs.

Write for painting specifications for low-cost, medium-priced and high-grade homes. On request, a P&L representative will call on you with full details. Pratt & Lambert-Inc., 80 Tonawanda St., Buffalo 7, N. Y.



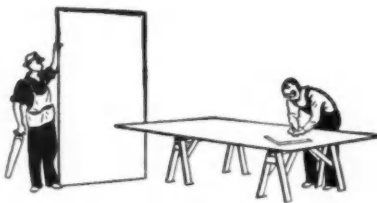
**PRATT & LAMBERT PAINT AND VARNISH**

These Grade Trade-Marks  
on Douglas Fir Plywood mean

# Quality

kept to Uniform Standards  
by Rigid Inspection!

THERE is a type and grade of Douglas fir plywood manufactured especially for every building need. Each must meet rigid standards of quality. Current production is constantly inspected . . . constantly tested in the Douglas Fir Plywood Association laboratory. Choose the type and grade for **your** particular job by these "grade trade-marks," which appear on every panel. Use it with complete confidence; its dependability is backed by an industry-wide quality standard.



## Substantial Production Now Allocated to Veterans' Housing

Because the needs of the Re-conversion Housing program are so acute, Douglas fir plywood is today being allocated by the Civilian Production Administration. This means that a substantial proportion of the Douglas fir plywood industry's current production must go to housing contractors, stock cabinet manufacturers, prefabricators and distributors.

As a result, the supply situation for all other industrial and con-

struction uses is temporarily a difficult one. It is a fact, however, that more plywood is being produced today than in pre-war years. Once the present overwhelming demand has been met, an increased amount will be available for all uses in construction and industry.

Anticipate **YOUR** needs as far in advance as possible — and discuss those requirements with your regular source of supply.

Douglas Fir Plywood  
Association

Tacoma 2, Washington



PLYFORM is the special concrete-form grade of Douglas fir plywood — a quality grade manufactured with highly water-resistant glues and intended for multiple re-use in form construction.



EXTERIOR-TYPE plywood is made with completely waterproof synthetic resin binder especially for permanent exposure to weather and water. It is widely used for building exteriors, for outdoor signs, for railroad car siding, and in all phases of marine construction.



PLYSCORD is an unsanded utility panel of unusual rigidity, made to withstand the rigorous service demanded of wall and roof sheathing and of sub-flooring.



PLYPANEL is the grade of interior-type plywood made especially for high quality interior work on walls, ceilings, for booth partitions, cabinet doors and similar uses.



PLYWALL is the grade of interior-type plywood made for use where only one side is exposed, as in wall paneling. It is suitable for most stained finishes, for painting or papering.



Now SOLVE  
YOUR  
HOUSING  
PROBLEM...

QUICKLY! ECONOMICALLY!

By the Easi-Bild® Pattern Method

Now Ruberoid brings you a year-round home for two—combination living-bedroom, dining, kitchen; bath—compact, practical, low priced.

The Easi-Bild Pattern Method takes all the mystery out of small home construction. Assembly illustrations show the location of all framing members. Patterns simplify making angle cuts. Easy-to-understand, step-by-step directions. Includes complete list of sizes and quantities of materials needed.

This is a practical, liveable house—planned so that two bed-

rooms and a garage can be added later. Or, if you prefer to build a larger house in the future, this "Cottage" will make an ideal guest house.

The materials needed are all stock items and include the famous Ruberoid windproof Tite-On Shingles and fireproof Asbestos-Cement Siding—two products famous not only for their beauty of appearance but for the exceptional protection they give!

Remember this Easi-Bild Pattern costs only \$2.00 complete. Send for your set today!

**RUBEROID**  
ASPHALT AND ASBESTOS BUILDING MATERIALS

The RUBEROID Co., Executive Offices: 500 Fifth Ave., New York 18, N. Y.

**MAIL THIS COUPON TODAY!**

The Ruberoid Co., Home Service Dept., P. O. Box 74, Pleasantville, N. Y.

I enclose \$2.00 for my Easi-Bild Cottage Pattern

Send literature on Tite-On Shingles and Colored Asbestos-Cement Siding.

Name \_\_\_\_\_ State \_\_\_\_\_

Address \_\_\_\_\_ County \_\_\_\_\_

City \_\_\_\_\_



• Typical of Ruberoid's big campaigns in leading farm and home magazines, these recent advertisements are planned to help you by maintaining your customers' interest in their building and remodeling projects.

This advertising offers practical construction help and advice, stimulating and keeping alive plans that might otherwise be shelved because of today's continued restrictions and shortages.

With such exclusive products as Tite-On Shingles and Stonewall Board, now being produced in greater quantities than ever before, Ruberoid is bending every effort to maintain a flow of profitable business for its Dealers and Contractors.

**The RUBEROID Co.**  
Executive Offices: 500 Fifth Ave., New York 18, N. Y.  
ASPHALT AND ASBESTOS BUILDING MATERIALS

# Keeping Your Customers Interested

**HERE'S THE LATEST DAIRY BARNS!**

SCIENTIFICALLY PLANNED FOR GREATER EFFICIENCY AND LOWER PRODUCTION COSTS

Mail the Coupon and see for yourself

• Build this dairy stable and the best brains in farm building design will be working for you—to build a long-lived, labor-saving structure.

Here's a one-story, 20-cow stable—meets Grade "A" requirements anywhere in the country. Suitable for any state and easily expanded if desired! Plans show how to insulate for any climate... North or South. Calls for the latest, improved methods and building materials... including im-perishable Stonewall asbestos-cement sidewalls and lining—that never need painting—and a wind-proof Tite-On roof.

Look at the easy-to-clean drains, scientifically-sized stalls, maternity pens and other modern features. And

the building is practically fireproof! It costs you nothing for small-sized 8 1/2" x 11" reproductions of the plans. For actual on-the-job use and estimating, 17" x 22" blueprints are available for only \$2.00.

This Ruberoid plan—prepared in cooperation with the Better Farm Buildings Association—pools the "know-how" of expert agricultural engineers, architects and manufacturers of building materials. These men developed this plan to meet latest dairy barn design standards established by the leading agricultural colleges and the U. S. D. A.

There are Ruberoid plans for other farm buildings, too. Write for information.

**RUBEROID**  
ASPHALT AND ASBESTOS BUILDING MATERIALS

**MAIL THIS COUPON TODAY FOR FULL INFORMATION**

The RUBEROID Co., 500 Fifth Ave., New York 18, N. Y.

Send me FREE set of small-sized reproductions of plans for Ruberoid Dairy Barn. Also send me free barn maintenance book "Profitable Farm Buildings."

I enclose \$2.00 for set of full-sized working blueprints of Ruberoid Dairy Barn.

Send me name of nearest Ruberoid dealer.

Name \_\_\_\_\_ State \_\_\_\_\_

Address \_\_\_\_\_ County \_\_\_\_\_

Town \_\_\_\_\_

# Their Performance Speaks Louder Than Words



Above — A Homelite Generator on the job furnishes plenty of power to operate time-saving electric saws.

Below — A Homelite Pump and Generator make the right combination for speeding dewatering jobs at night.



We'd much rather show you Homelite Portable Gasoline-Engine-Driven Pumps and Generators *in action* than just talk about them. Action speaks louder than words.

So why not let us give you a free demonstration... any place you want it. See how fast a Homelite pumps, how quickly it primes itself, how easily it handles heavy liquids and solids. See all the cost-cutting operations you can put to good use on day or night work with steady electric power furnished by a handy Homelite Generator.

To get such a demonstration, free from all obligations, simply write. We'll have our nearest representative get in touch with you.

**Homelite**  
 CORPORATION  
 Port Chester, New York  
**Portable Pumps  
 Generators and  
 Blowers**  
 GASOLINE-ENGINE-DRIVEN

# It's easier to finance homes that



## Servel All-Year Gas Air Conditioning keeps their resale value high

**A**LL OVER the country leading mortgage loan officers have indicated their willingness to extend more favorable mortgage terms on homes equipped with Servel *All-Year* Gas Air Conditioning. They agree the "new quality of living" provided by the Servel unit keeps homes modern longer, maintains their resale value on a higher level for a longer period of time.

Complete in one simple unit, this revolutionary Servel air conditioner permits home-owners to select just the climate they want indoors—the year round. At a touch of the central Selectrol switch, the Servel unit circulates cleaned, cooled, dehumidified air in

summer. In winter, the same unit provides clean, draft-free, properly humidified warmth.

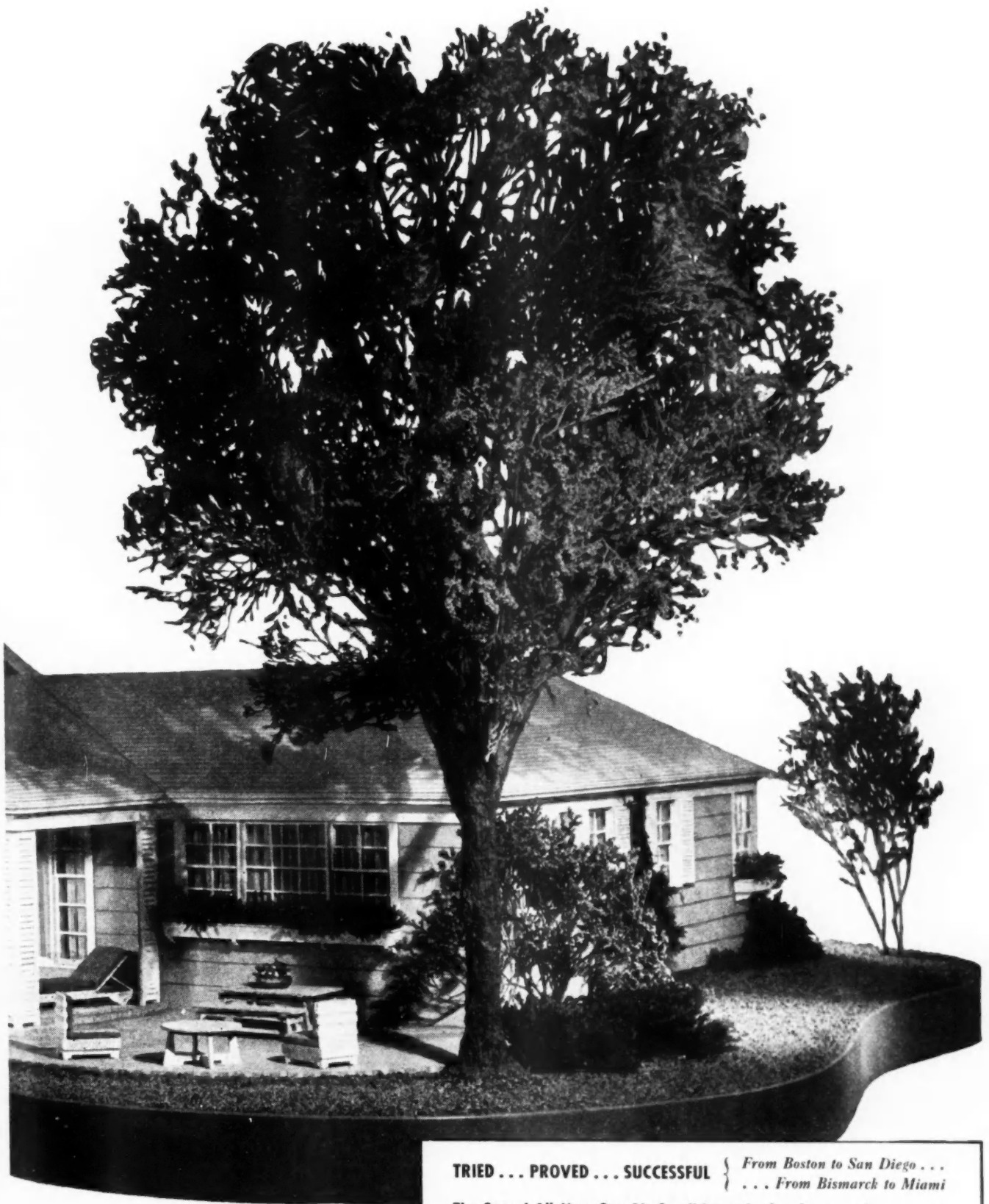
And unlike many features considered essential to the modern home which are used only intermittently . . . guest room, extra bathroom, laundry . . . home-owners get 100% "use value" from their Servel unit. Every member of the family enjoys Servel's "new quality of living" *every day in the year!*

Get full details of *all* the advantages of Servel *All-Year* Gas Air Conditioning from your local Gas Company today. Or write direct to Servel, Inc., 1609 Morton Ave., Evansville 20, Ind.

*"Contemporary Cottage," one of a series in Good Housekeeping's "Homes America Wants." Bertram & Webber, Chicago, Architects.*



# have this "new quality of living"



**TRIED . . . PROVED . . . SUCCESSFUL** { *From Boston to San Diego . . .*  
*. . . From Bismarck to Miami*

**The Servel All-Year Gas Air Conditioner** is already operating successfully in hundreds of installations from coast-to-coast. Some have been running for more than four years. The equipment is tried, tested . . . and *approved* by users everywhere.

# "8 to 1" today\* — and what it promises for tomorrow

**Nation-wide survey of public opinion shows overwhelming consumer preference for Johns-Manville—8 to 1 in roofing . . . 39 to 1 in home insulation . . . 60 to 1 in asbestos products!**

**D**URING this period of shortages, you are constantly faced with an important question: how to assure your customers that you are not using inferior materials in your construction.

No wonder builders report they have been impressed more than ever with the value of nationally known names accepted by the public as a symbol of quality.

When materials again become abundant, Johns-Manville believes this increased consciousness of quality on the part of the public will offer the builder even greater merchandising and selling opportunities than in the pre-war period.

Johns-Manville has been anticipating this situation. Through continuous national advertising, we have been preparing for the time when quality materials and consumer acceptance will become an invaluable asset to the builder of homes.

The result is that today J-M products enjoy an overwhelming consumer acceptance.

Through our advertising program over the radio, reaching up to 30,000,000 listeners a month, Johns-Manville intends to build and maintain this consumer acceptance for J-M products. We believe this will offer you an opportunity to increase your reputation as a quality builder in the face of future competition. Johns-Manville, 22 East 40th Street, New York 16, N. Y.

\* **In a scientific public opinion survey** recently completed, one of the questions asked was, "In what manufacturer of roofing materials would you have the greatest confidence?"

The vote was 8 to 1 in favor of Johns-Manville over any other manufacturer.

Overwhelming preference for Johns-Manville was also voted in reply to questions concerning home insulation and asbestos products. Complete details on request.

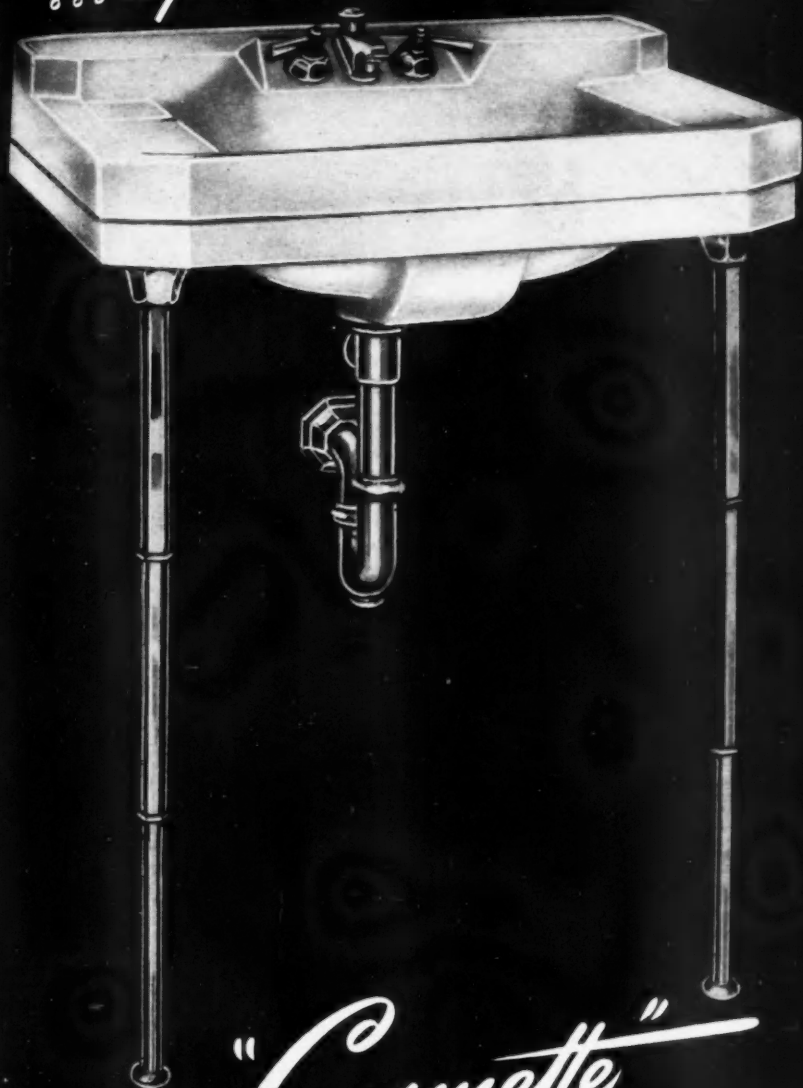


## Johns-Manville

**ASBESTOS SHINGLES AND SIDING • ASPHALT SHINGLES • ASBESTOS FLEXBOARD • INSULATING BOARD  
ROCK WOOL HOME INSULATION • WEATHERTITE SHEATHING • ROLL ROOFING • BUILDING ACCESSORIES**



*always Popular  
... again in Production!*



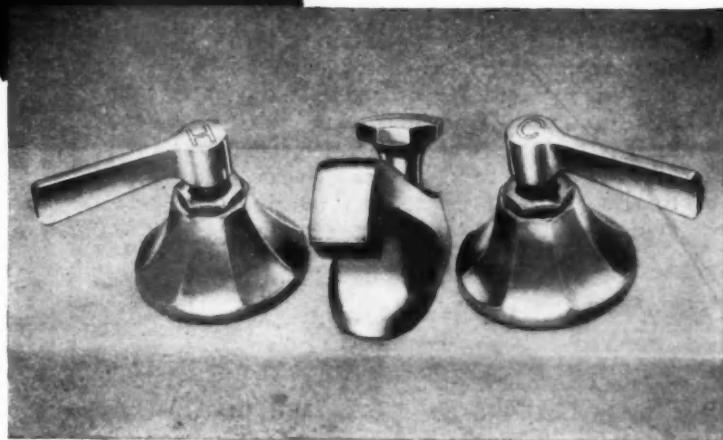
*the "Cosmette"*  
LAVATORY  
PATENTED

● So attractive to the eye as well as the budget, so generous in usable area, so skillfully designed to fit limited bathroom space... this is the *Cosmette* of 1946! Produced by Case and distributed nationally—see your Classified Telephone Directory or write W. A. Case & Son Mfg. Co., Buffalo 3, New York. Founded 1853.

- Dry shelf space for toilet articles.
- Built-in soap dish.
- Concealed front overflow.
- Towel bars, if required, free from the wall.
- Wall hung or with legs.
- All exposed parts chromium-plated brass.
- 20" x 13½" and (for production soon) 24" x 16½".

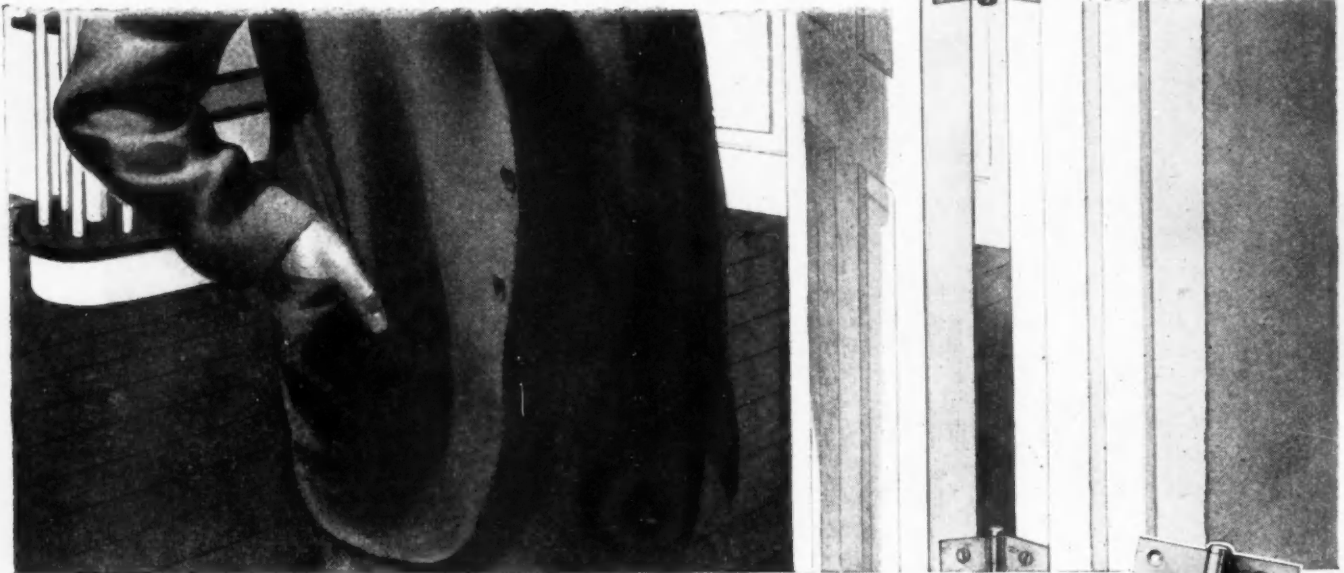
**Case**  
PLUMBING FIXTURES

● **NO. 90 EASY-ACTION "SLANT-BACK" FITTING.** A fully chrome-plated fixture with permanent non-splash device. Design provides for easy renewal of any wearing part or the entire unit.





WE DUCK TROUBLE...with **THREE HINGES ON**  **EVERY DOOR**



In ever-increasing numbers builders, architects and general contractors are discovering the true economy of *three hinges on every door* ... especially in these rush days. They have learned that even one trip to fix a warped door can easily cost more than the "hinge pennies" required to be sure all doors *stay* free swinging, with latches and locks engaging perfectly.

And think how your prospective customers will appreciate this tangible evidence of painstaking construction

... showing that you are offering a well-built house, carefully-planned even down to the little things.

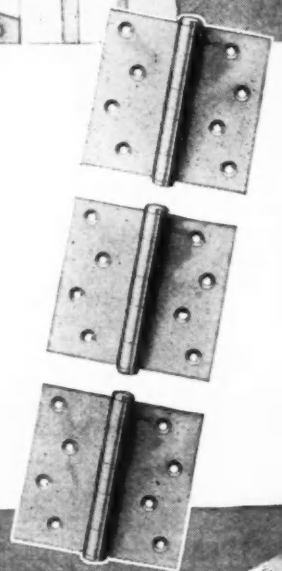
Build all your houses with *three* hinges to a door. Take advantage of this long range economy and customer satisfaction. The Stanley Works, New Britain, Connecticut.

THE TOOL BOX OF THE WORLD

**STANLEY**

Trade Mark

HARDWARE · HAND TOOLS · ELECTRIC TOOLS



REMEMBER . . .

THREE HINGES TO A DOOR

NOT  
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Sure as shootin' these big full-color Gold Bond ads are aimed straight at the hearts of home-loving Americans. They'll be building and remodeling just as soon as restrictions are lifted and materials are available—and they'll do it the GOLD BOND way thanks to this big new campaign in The Saturday Evening Post. They'll want homes like this, for example—designed by architect Perry Duncan. And they'll know they're getting the best when you build it for them with Gold Bond Building Products. National Gypsum Company, Buffalo 2, N. Y.

You'll build or remodel better with **Gold Bond**



Haven't you dreamed of such a home? You can have it a lot sooner if you start planning now. See your local Gold Bond dealer.

## How not to build a Haunted House . . .

NOT all haunted houses are old. Many a new house starts to haunt its owner from the day he moves in. Haunt him with troubles, worries, and ever mounting expense. This has always been true. And it's even truer today with so many people wanting homes that there isn't enough good material to go around.

But whether you can build today or not it's wise to start planning now. Planning to build so soundly that the ghosts of shoddy construction and flimsy materials will never rise up to haunt you. For, thanks to scientific research, new methods and modern materials assure you greater comfort and long-

lasting freedom from annoying repair expense. Take walls and ceilings for example. For over 100 years almost no progress was made in this field. Then research developed lightweight fireproof gypsum lath. Stronger than wood lath, it bonds so securely to modern improved gypsum plaster that a team of horses can't pull them apart.

The same kind of research discovered how to lock winter heat in and summer heat out, with fireproof high-efficiency rockwool home insulation. Pays for itself in fuel savings alone!

You can plan on stronger, tighter outside walls at low cost, too, thanks to fireproof Gold Bond storm-

sealed gypsum sheathing under the outside finish. In normal building times more than 10,000 lumber and building material dealers can supply all you need of the 150 research-produced Gold Bond Building Products. Today things are different, for even our full production can't keep up with demand. But just the same your local Gold Bond dealer is on the job, helping GIs to get housed, helping his customers in every way he can.

See him first when you plan your own house. He will help you build better. Not today perhaps, but tomorrow sure! National Gypsum Company, Buffalo 2, New York.

Over 150 tested Gold Bond Building Products for new construction or remodeling add greater permanency, beauty and fire protection. These include wallboard, lath, plaster, lime, sheathing, wall paint, insulation, metal and sound control products.

DEMAND THESE SIX GOLD BOND FEATURES IN YOUR NEW HOUSE

GOLD BOND FIREPROOF GYPSUM SHEATHING



Big, weatherproofed panels of Gold Bond Storm Sealed Gypsum Sheathing add structural strength and built-in fire protection. Costless than old-style sheathing.

GOLD BOND FIREPROOF GYPSUM LATH



Gold Bond Gypsum Lath is the perfect plaster base. Can't warp, expand or contract. Adds fire protection and structural strength for better wall and ceiling construction.

GOLD BOND FIREPROOF GYPSUM PLASTER



Gold Bond Gypsum Plaster is especially processed to bond perfectly with gypsum lath. Builds fire-resistant, rock-like walls and ceilings with greater durability and beauty.

GOLD BOND FIREPROOF FINISH LIME



Over the plaster, goes a coat of Gold Bond Finish Lime. This is the smooth white finish that you see in a new house before the wallpaper or paint is applied.

GOLD BOND FIREPROOF ROCK WOOL INSULATION

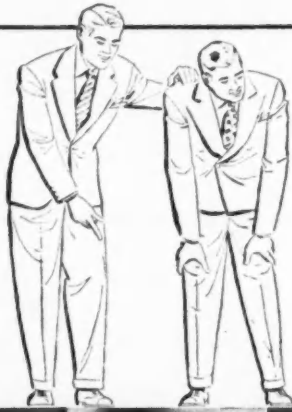


Builds a fireproof blanket of insulation around the house for greater year-round comfort, family health, and fuel savings up to 30%. Available for new or old homes.

GOLD BOND SUNLIX 1-HOUR WALL PAINTS

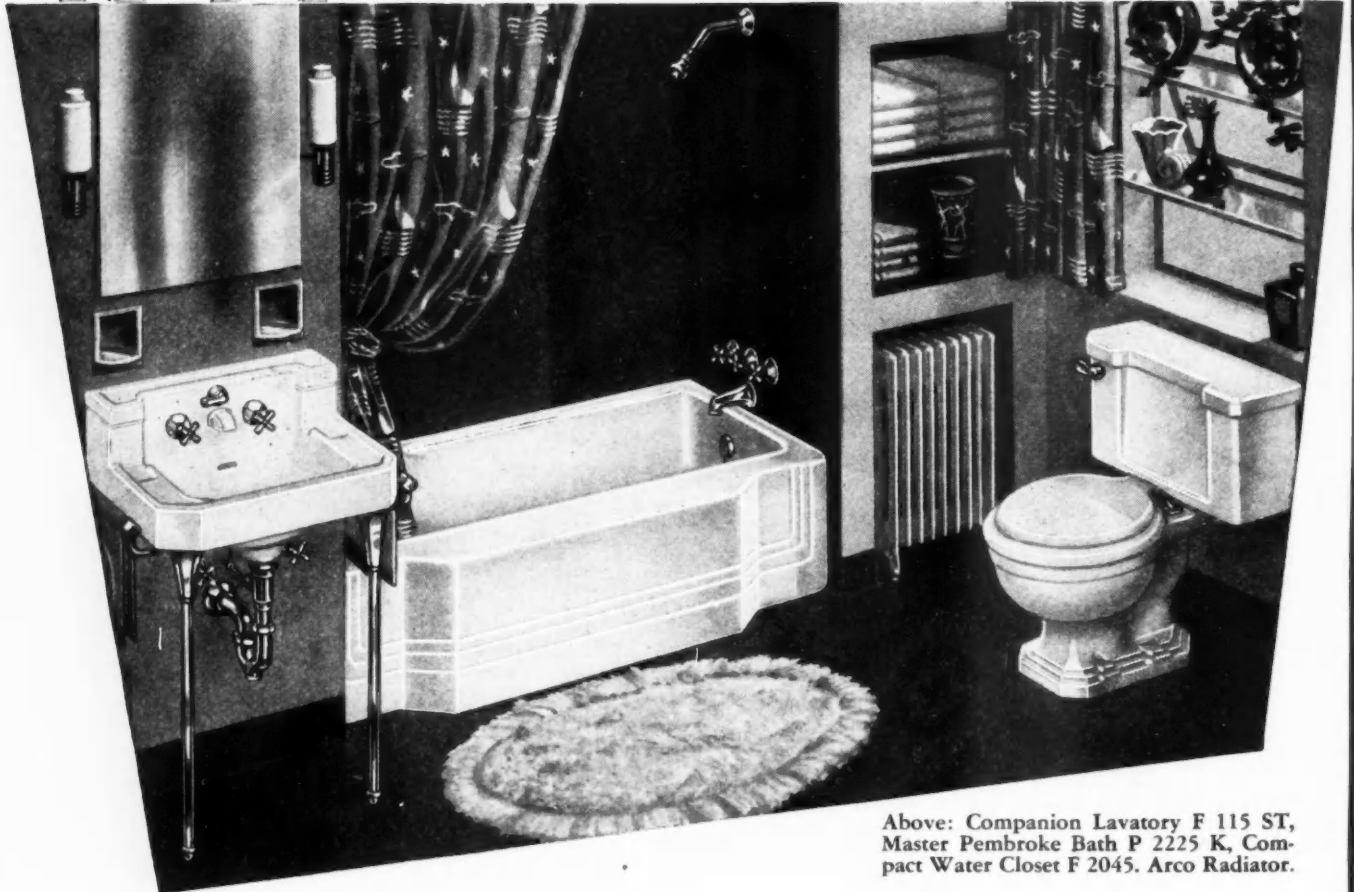


Dries in one hour with no objectional odors, slight odor. Easier to apply. This modern decoration is now available at your dealer's in a full range of colorfast tones.



## Quality fixtures like these cost no more than others

—and they're just right for today's small homes



Above: Companion Lavatory F 115 ST, Master Pembroke Bath P 2225 K, Compact Water Closet F 2045. Arco Radiator.

**W**HEN IT COMES to specifying plumbing fixtures for those new homes and modernization jobs, the surest way to please is to recommend American-Standard. No name is better known. No products enjoy greater public acceptance.

The recessed Master Pembroke Bath, Companion Lavatory and Compact Water Closet shown above are typical of the smart, modern styling you'll find throughout the complete line. Like all products bearing the familiar American-Standard Mark of Merit, they are distinguished by their superb craftsmanship, quality materials and sound construction.

With production and delivery conditions improving steadily, you're safe in specifying Ameri-

can-Standard bathroom fixtures, kitchen sinks and laundry trays. Your Plumbing Contractor welcomes an opportunity to figure with you. Fixtures for modernization can be bought on the Heating & Plumbing Finance Corporation convenient F.H.A. Time Payment Plan. **American Radiator & Standard Sanitary Corporation**, P. O. Box 1226, Pittsburgh 30, Pa.

# AMERICAN-Standard

HEATING  PLUMBING

*Serving the Nation's Health and Comfort*

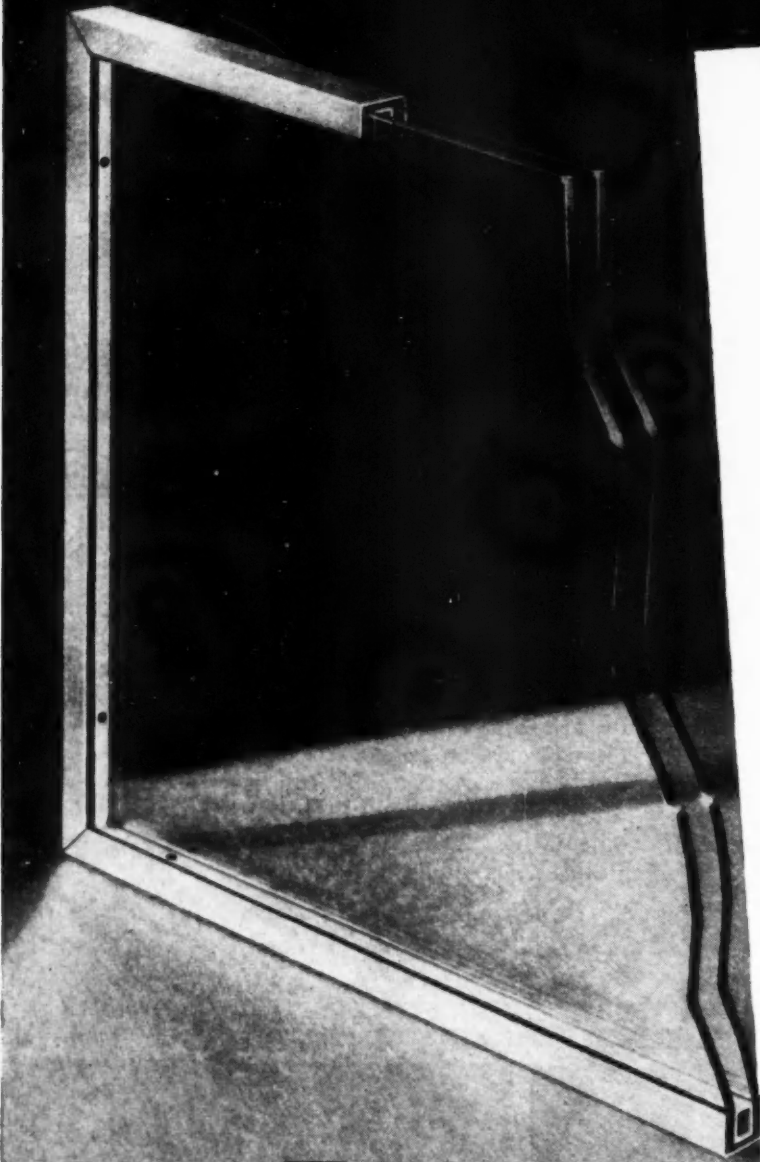


**LOOK FOR THIS MARK OF MERIT**—It identifies the world's largest line of Heating and Plumbing Products for every use . . . including Boilers, Warm Air Furnaces, Winter Air Conditioners, Water Heaters, for all fuels . . . Radiators, Convectors, Enclosures . . . Gas and Oil Burners . . . Heating Accessories . . . Bathtubs, Water Closets, Lavatories, Kitchen Sinks, Laundry Trays, Brass Trim . . . and specialized products for Hospitals, Hotels, Schools, Ships, and Railroads



# QUESTIONS and ANSWERS

## "Pittsburgh's" New Window



QUESTION . . .

What is **TWINDOW**?

ANSWER . . .

Twindow is the newest development in insulating windows. It is a simple, prefabricated window unit, consisting of two or more panes of glass with a hermetically sealed air space between and a sturdy protecting frame of stainless steel.

QUESTION . . .

Where can **TWINDOW** be used most advantageously?

ANSWER . . .

Twindow should be used wherever clear vision and effective insulation are important. It is a "natural" for large windows in homes, for store front windows, large windows in factories, office buildings and institutions.

QUESTION . . .

Why was **TWINDOW** developed?

ANSWER . . .

Twindow is the result of extensive research at the Pittsburgh Plate Glass laboratories to develop an efficient, eco-



*"PITTSBURGH" stands for Quality Glass and*

P I T T S B U R G H P L A T E G L A S S C O

# RS about **TWINDOW**

## ow with **BUILT-IN** Insulation

TRADE-MARK

nomical means of combining transparency with good insulating qualities.

QUESTION . . .

**Just how well does TWINDOW insulate?**

ANSWER . . .

Twindow reduces heat loss through windows to less than half that experienced with a single pane of glass. This insulation decreases the load on heating or air-conditioning equipment.



QUESTION . . .

**What effect does TWINDOW have on room comfort?**

ANSWER . . .

Twindow makes areas close to windows just as comfortable as other parts of the room. It minimizes downdrafts and helps to keep temperature and humidity at proper levels.

densation on the glass, assuring clear vision. And since no dirt or dust can reach its sealed-in surfaces, Twindow is as easy to clean as an ordinary window.

QUESTION . . .

**Does TWINDOW require some special installation technique?**

ANSWER . . .

No. Twindow is an easily handled unit, and installs as simply as a single window pane.

QUESTION . . .

**Can TWINDOW help eliminate the nuisance of fogged windows?**

ANSWER . . .

Yes. Except under extreme conditions, Twindow's sealed air space prevents con-

*We regret that current production is not meeting demand. Deliveries must continue slow until new facilities are completed. When planning new construction or modernization, we suggest you get in touch with our nearest branch to determine if our delivery schedule will permit your use of this finest of insulated windows.*

**Pittsburgh Plate Glass Company**  
 2301-6 Grant Building, Pittsburgh, Pa.

Please send me, without obligation, complete facts about TWINDOW, the window with built-in insulation.

Name.....  
 Address.....  
 City..... State.....

S S C O M P A N Y

# Windowalls by ANDERSEN



The view . . . the sunshine . . . the ventilation . . . the section of the wall, that although of glass, is thoroughly insulated . . . is an Andersen WINDOWALL.

Architect Frank Pichler specified Andersen Wood Casement Window Units arranged in an angle bay for this home in Columbus, Ohio. The sash in the center is fixed, while the

two casements on each side swing out to catch cooling breezes.

This is just one of the countless WINDOWALLS made by combining stock size Andersen Complete Wood Window Units. For additional information, consult Sweet's Catalog, or write Bayport.

*Andersen Corporation* • BAYPORT • MINNESOTA

CASEMENT • GLIDING • DOUBLE HUNG AND BASEMENT WINDOW UNITS



# ONE *Dial-ese* UNIT

FITS ALL NEW CRANE FAUCETS

Beautiful new Crane trim—both Temple and Crestmont lines—has the newly developed *Dial-ese* Unit. Water pressure below the seat is a boon to home owners troubled by hard-to-close, dripping faucets.

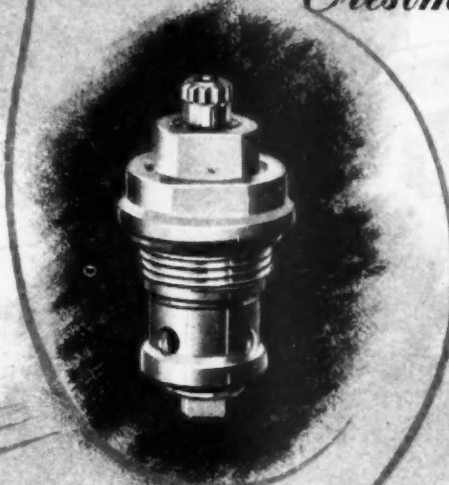
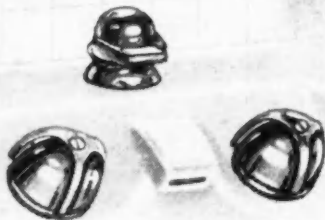
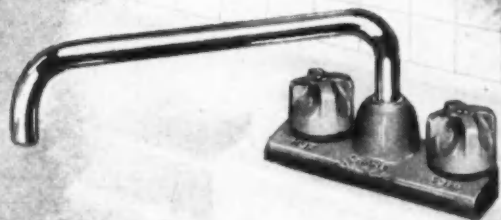
To the user, *Dial-ese* offers another advantage: a single unit fits all new Crane trim in bathroom, laundry and kitchen.



*Crestmont*



*Temple*



# CRANE

CRANE CO., GENERAL OFFICES:  
838 S. MICHIGAN AVE., CHICAGO 5

VALVES • FITTINGS • PIPE  
PLUMBING • HEATING • PUMPS

NATION-WIDE DISTRIBUTION THROUGH BRANCHES, WHOLESALERS, PLUMBING AND HEATING DEALERS

cooling  
made by  
Window  
Catalog,

UNITS



See this American Standard kitchen in a full color Kentile ad in the August House Beautiful.



Homemakers, these days, are on the alert for every new product that means better looks, better service and less work in their homes. (And they're remembering the builder who incorporates these modern ideas.)

We're telling Mr. and Mrs. America about Kentile in national magazines. We're telling decorators and architects too. We're telling them that Kentile stays cleaner longer because it shrugs off dirt, dust and scuff . . . that down-on-the-knees scrubbing is out, because Kentile "mops up" with plain soap and water . . . that Kentile takes abuse without a sign, lasts practically forever, and is the handsomest, most practical flooring they can find.

You probably know these facts. But do you know that Kentile offers YOU tremendous advantages, too . . . in flexibility of color and design—in fast, clean laying . . . in tested, guaranteed service.

You can perform wonders in making kitchens and basement play-rooms outstandingly smart with Kentile . . . for you can combine colors and effects—in any variety of patterns . . . and make use of borders and special strips to work out all sorts of designs. Foot for foot, Kentile has proved to be the lowest cost, longest wearing type of flooring—especially ideal to lay on concrete directly over earth. Get the facts from your Kentile contractor. And send for our handsomely illustrated color folder that reproduces colors, patterns and specific installations. There's no obligation.

DAVID E. KENNEDY, INC.  
61 SECOND AVENUE, BROOKLYN 15, N. Y.



# Roddiscraft

## DOORS AND PLYWOOD

*More  
for Everybody*

**Stock size ordering  
..greater production**



By devoting our production exclusively to stock sizes, we have been able to increase materially the volume of Roddiscraft products going to our customers. While this greater volume is still insufficient to meet all requirements, *more* customers are getting *more* Roddiscraft flush veneered doors and plywood. Plus-production of stock sizes has enabled us to increase our output considerably. Adequate stocks will be maintained in our conveniently-located warehouses to supply the Roddiscraft doors and plywood you need at the moment you need them.

### Roddiscraft WAREHOUSES

CAMBRIDGE 39, MASS.	229 Vassar Street
CHICAGO 8, ILL.	1440 W. Cermak Road
CINCINNATI 2, OHIO	457 E. Sixth Street
DALLAS, TEXAS	2615 Latimer Street
DETROIT, MICHIGAN	11855 E. Jefferson Ave.
KANSAS CITY 8, MO.	2729 Southwest Blvd.
LOUISVILLE 10, KENTUCKY	1201-5 S. 15th St.
LONG ISLAND CITY, N. Y.	Review and Greenpoint Ave.
MARSHFIELD, WISCONSIN	
MILWAUKEE 8, WIS.	4601 W. State Street
NEW YORK CITY 18, N. Y.	515 W. 36th St.
SAN ANTONIO, TEXAS	727 N. Cherry Street

DEALERS IN ALL PRINCIPAL CITIES

★   ★   ★   ★   ★

# Roddiscraft

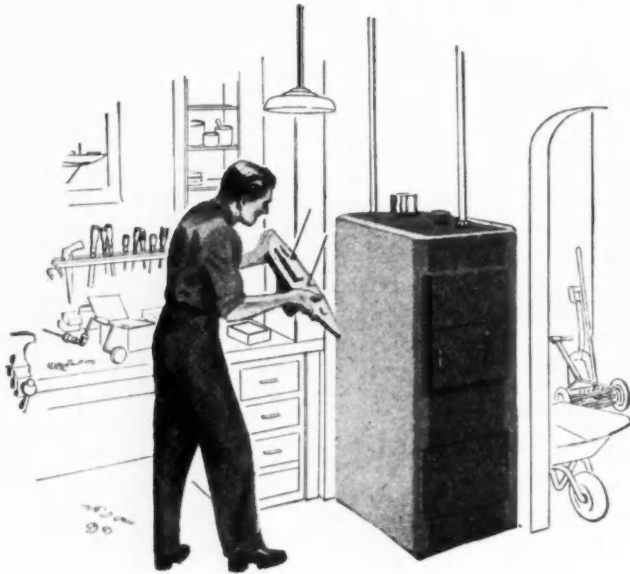
*Roddis Lumber & Veneer Co.*

MARSHFIELD, WISCONSIN



# Space-Saver

FOR MODERN **SMALL HOMES!**



✓ **COMPACT**

✓ **CONVENIENT**

✓ **CONVERTIBLE**

Designed especially for small space installations, the No. 1 Series National **HEAT EXTRACTOR** can be converted—after installation—to automatic firing with oil or gas.

Space requirements are cut to a minimum by the compact No. 1 Series National **HEAT EXTRACTOR**. This efficient boiler affords the advantages of Hot Water or Steam Heat in installations where floor area and head room are limited.

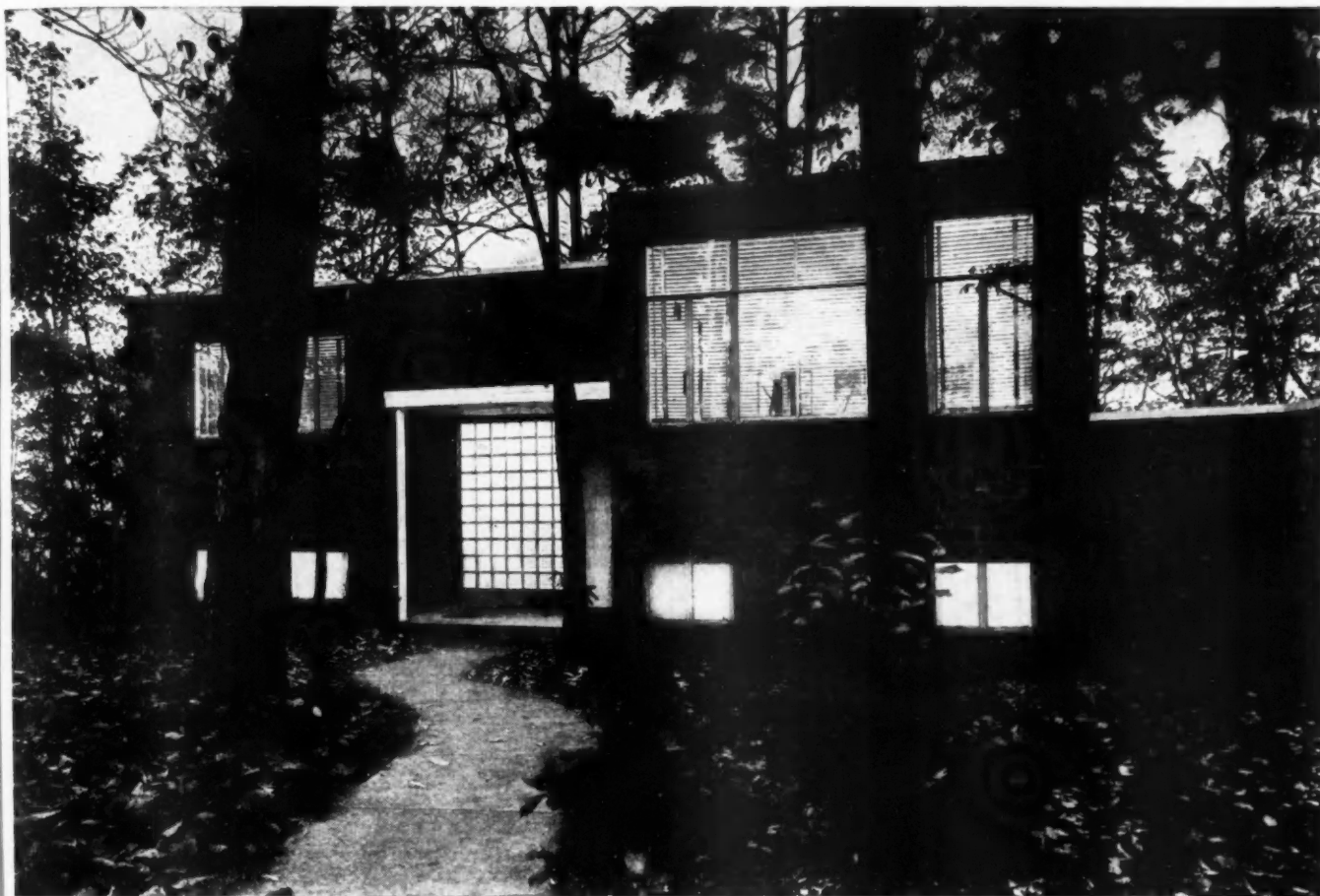
A water insulated base permits installation in kitchen or utility room without expensive fireproofing, and a copper coil water heater may be included to provide an adequate hot water supply both summer and winter.

*Send for your copy of our booklet "Plan To Be Comfortable." There's no obligation, of course.*



**The NATIONAL RADIATOR Company**

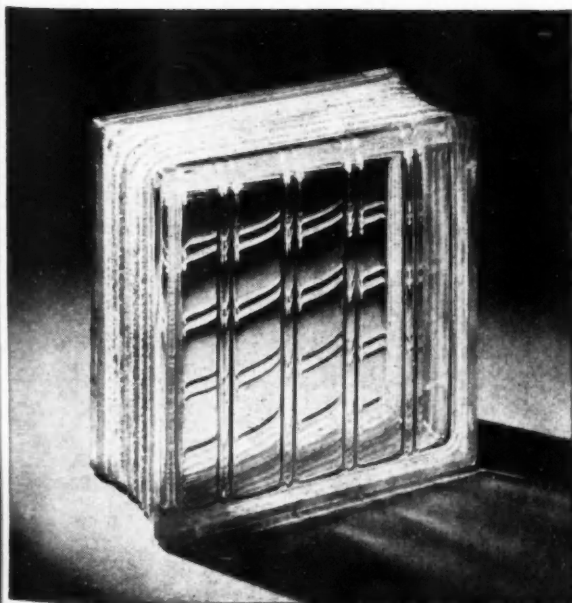
JOHNSTOWN, PENNSYLVANIA



When inside lights go on, the cheerful panel of Insulux Glass Block at the entrance of this home in the Little Switzerland development extends a friendly welcome. In daytime the stair hall is flooded with diffused natural daylight—

without sacrificing privacy. Restricted to homes of contemporary design, the Little Switzerland development is located high on Brown's Mountain, six miles from Knoxville, Tennessee.

## Bright idea from Brown's Mountain



There's profit for builders in Insulux Glass Block. This functional building material is designed to do many things other materials cannot do. Investigate!

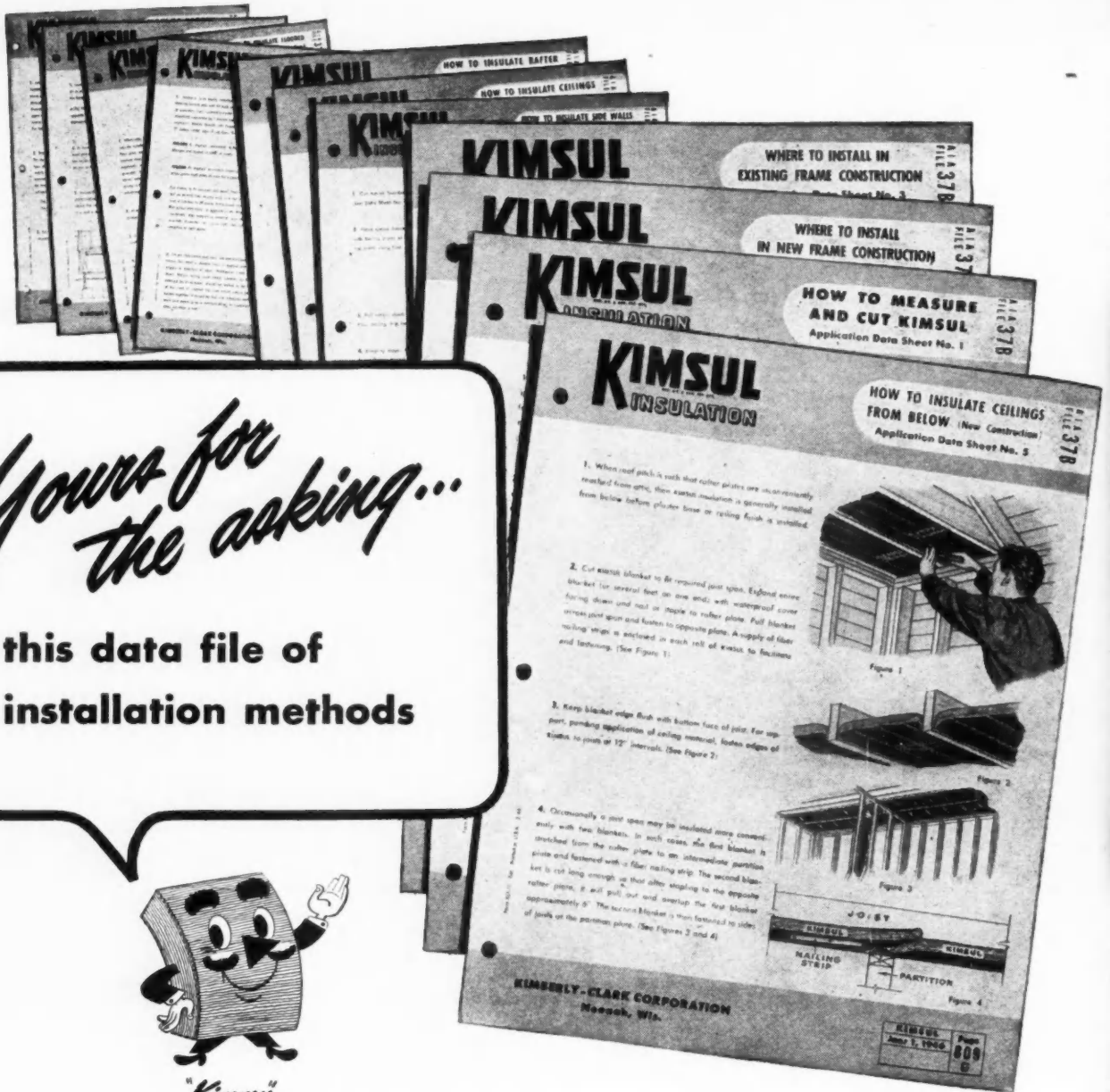
Be it Brown's Mountain, Poughkeepsie or Chicago, home buyers like extra light.

With Insulux Glass Block a wide range of pleasing and functional lighting effects are at the finger-tips of any builder. Frequently, a little imagination and a few Insulux Glass Block will make a home more livable, attractive and increase its value.

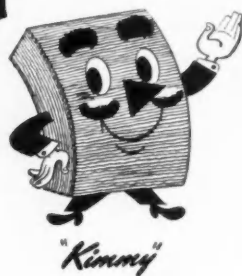
Insulux blends with other building materials and is in keeping with contemporary or traditional design. Consider the sales possibilities offered by natural daylight—with privacy—for bathrooms, kitchens, entrance halls and stairways.

Complete information on the many uses and advantages of Insulux Glass Block will be furnished on request. Address Dept. C-73, Owens-Illinois Glass Company, Insulux Products Division, Toledo 1, Ohio.

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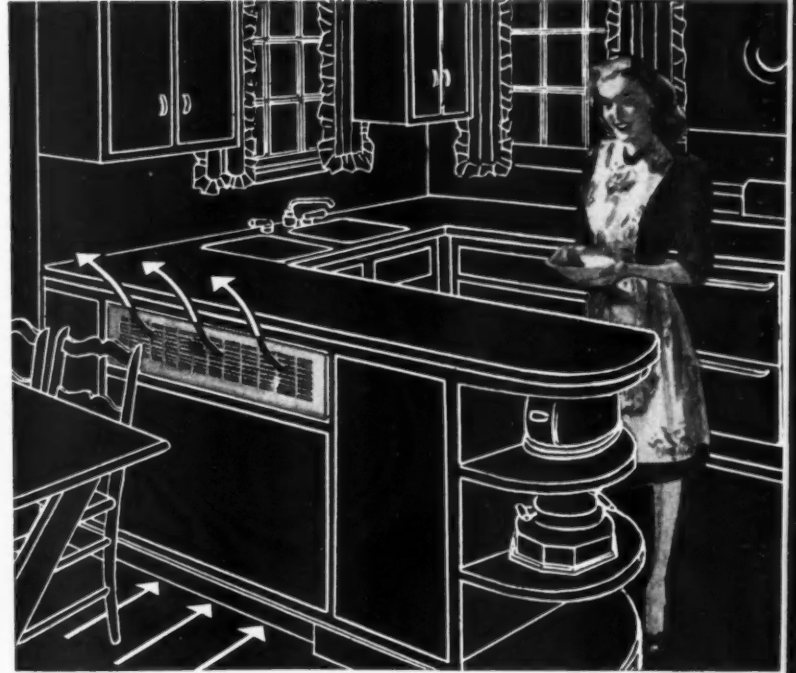
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1946.

# TWO GREAT HEATING PRINCIPLES BLENDED INTO ONE!

*that's what Modine Convector Radiation offers you!*



## 1 RADIANT HEATING

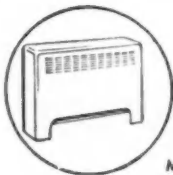
Notice those arrows? That's radiant heat... mild radiant heat coming from that Modine Convector panel in just enough quantity to offset heat loss from window areas. But we don't stop with just *radiant* heating. To it we add...

## 2

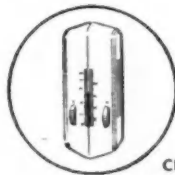
## CONVECTION HEATING

Convection heating. The hot water or steam circulates through the copper heating unit, draws the cooler, floor-line air into the bottom of the convector where it's warmed, rises, and is then gently circulated throughout the room.

**RESULT:** A modern, blended heating system for modern living! • A heating system that gives you *individual* room control, that responds almost instantaneously to sensitive automatic controls... that gives you gentle air circulation without use of moving parts that wear out. • Yes... the dependable heating comfort, distinctive charm, space-saving, cleanliness and long service life of Modine Convector Radiation is now available for moderate cost homes and apartments. Look for Modine's representative in the "Where to Buy it" section of your phone book. • Write for complete information and free descriptive literature. MODINE MANUFACTURING CO., 1701 Racine St., Racine, Wis.



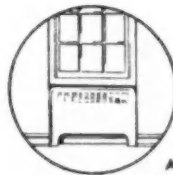
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CLOSE TEMPERATURE CONTROL



EASY TO INSTALL



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PRICED FOR TODAY'S HOMES AND APARTMENTS

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## CONVECTOR RADIATION

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No window eyesores on the Lumite-screened house! Lumite

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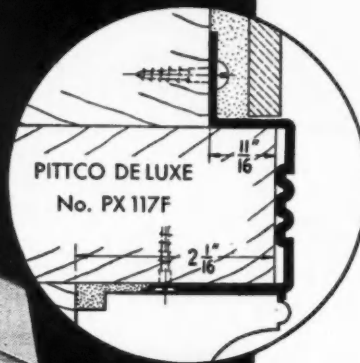
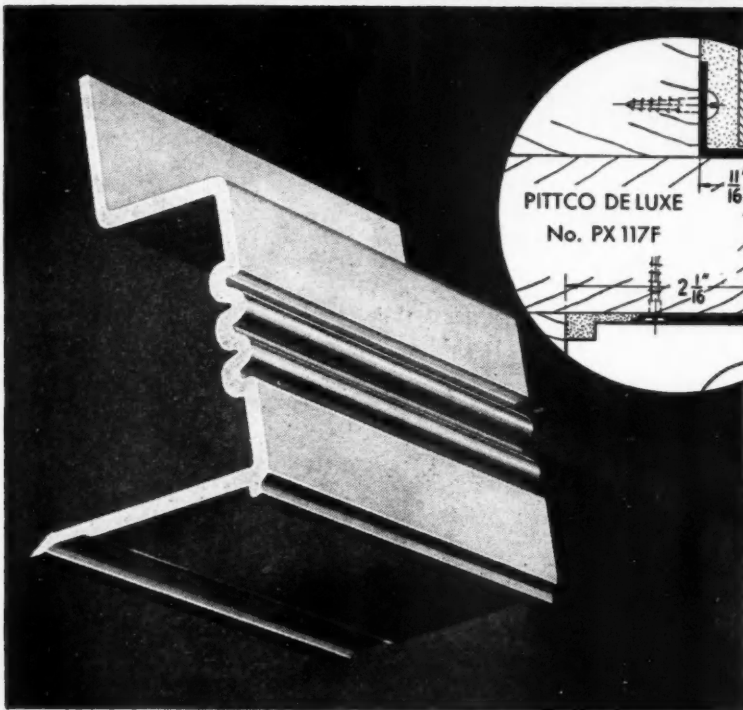
Please send me set of Balsam-Wool Application Data Sheets.

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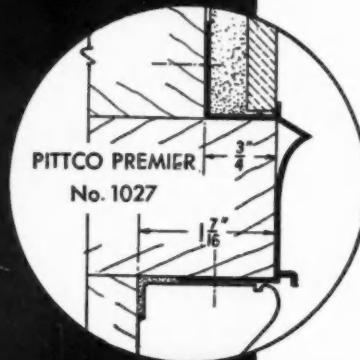
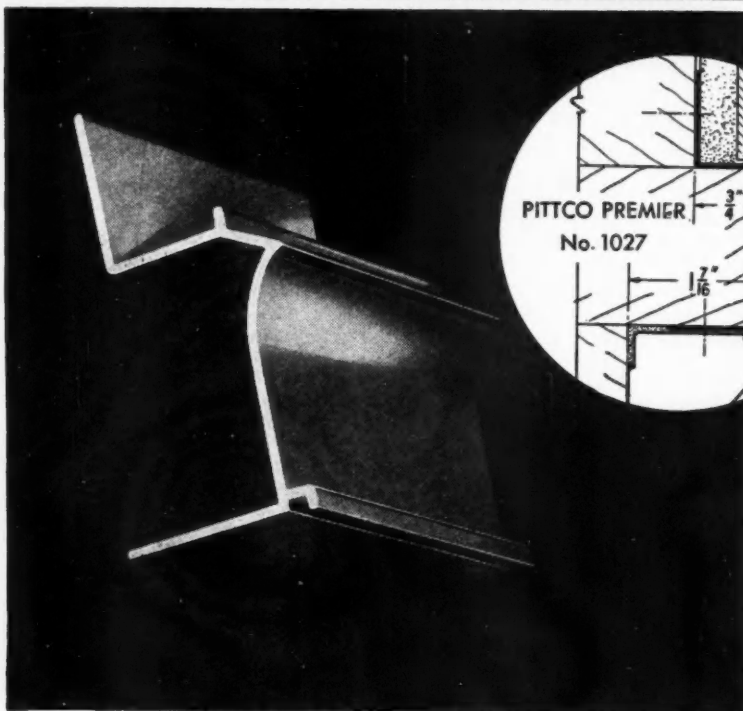
CITY..... STATE.....

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Pittco DeLuxe Store Front Metal has a satin-smooth finish, rich in tone and gloss, which has delighted both architects and store owners. They like it because it harmonizes perfectly with any material or color combination. And the Pittco De Luxe line also has rugged, sturdy strength and clear, sharp profiles assured by its extruded method of manufacture. Imaginative styling and the wide variety of bars, mouldings and sash in the De Luxe line permit the architect many effective combinations. For symmetry, strength and perfect finish, Pittco De Luxe is the ideal choice for impressive, distinctive store fronts of high quality.



### **PITTCO** **PREMIER**

Pittco Premier, although lighter in weight and more moderately priced than Pittco De Luxe, has the same rich, smooth finish. And into the Premier line, too, has gone the same careful planning which has made the De Luxe line so popular. All Premier members were styled at one time so that perfect harmony would be inherent in the line . . . each Premier unit complementing the beauty of other pieces used with it. Pittco Premier construction can be set quickly and easily . . . a simple outside procedure that effects a substantial savings in setting time. In Pittco Premier architects will find a lightweight, economical metal with which to create pleasing, appealing store fronts.

## PITTCO STORE FRONT METAL



"PITTSBURGH" stands for Quality Glass and Paint

PITTSBURGH PLATE GLASS COMPANY

# AMERICAN BUILDER

## L D I T O R I A L

### **NHA Will Start New Battle**

**A**DJOURNMENT of the 79th Congress brought to a halt the continuous series of legislative threats to private enterprise in the home building industry which, added to the unrealistic policies of OPA, plagued builders in their attempts to provide new housing in quantity during the past year. The interim between the 79th Congress and its successor, however, should be viewed only as a recess during which the advocates of government control of housing can be expected to outline new strategy for a renewal of their assault on private home building at the earliest appropriate moment. It is advisable, therefore, to review the highlights of the past year, and to appraise the net results of government interference with home building as a clue to what can be expected when the 80th Congress convenes.

The highlights were the passage of the Patman Act, the appointment of Wilson Wyatt as Housing Expediter, the defeat of the President's Reorganization Plan No. 1, and the defeat in the House of the Wagner-Ellender-Taft Bill. The Reorganization Plan, if it had been accepted by Congress, would have resulted in placing NHA permanently at the head of all government housing branches, and would have been a decisive victory for NHA and its public housing aspirations. NHA officials and social planners can be expected to make renewed fights for the life of the agency, and for more power to control.

The Wagner-Ellender-Taft Bill was beaten, because the House committee was unable to hear testimony on so controversial an issue in the short time that remained in the session. The chances are that it would have been beaten on the floor even if it had been reported out of committee. That does not mean, however, that it will not be re-introduced, probably in revised form, in the new Congress. It will be.

What are the net results of government interference? *American Builder* stated pointedly last March that Wyatt had been duped into believing that there was a housing emergency requiring strong government action, and then followed with the same statement to the public over radio stations and in a nationally shown newsreel. The proof that Wyatt was duped was provided in statements by Senator Wherry of Nebraska and Senator Ferguson of Michigan, as published on pages 10377 to 10386 of the July 27, 1946 issue of the Congressional Record-Senate. In his statement Wherry shows conclusively that NHA deliberately withheld a housing survey made by the Bureau of the Census in order to make their own fantastic statistics bear out the claim of housing emergency. It is now a matter of record that there is not and was not a housing emergency. It is to be expected that the 80th Congress will have no faith whatever in NHA claims and figures.

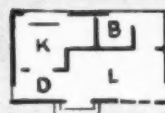
Wyatt is just about as thoroughly discredited. *American Builder* and all segments of the industry told him that he need not and should not try to build or start 1,200,000 dwelling units in 1946, and that he could get only a small percentage of the prefabricated units he called for. He disregarded that and all other sound advice offered to him, and chose the fiction provided by Bowles and the NHA.

The Expediter expedited nothing. On the contrary, he slowed down what would have been a rate of 750,000 starts this year to 400,000 starts and according to his own figures, 40,000 completions. Wyatt is through, and may be back in Kentucky before this is printed.

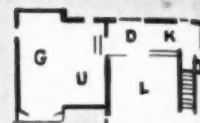
The private building industry has chalked up sizable victories, and has gone far toward vindicating itself in the eyes of Congress and the public. But the industry battle to provide housing for Americans is not yet over. There are a lot of facts that industry must find a way to tell the public, and there will be more proposed social housing legislation to beat next year.

# What Prospective Home Owners WANT TODAY

## Number Rooms and Price of House

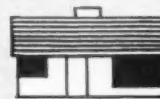


2 ROOMS

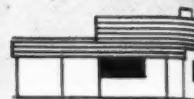


3 ROOMS

## Architectural Style of House



CAPE COD



COLONIAL

## Equipment Wanted

AIR  
CONDITIONINGAUTOMATIC  
HEAT

**A**MERICA is rich in materials, in skills and in good old-fashioned common sense. Of these three assets perhaps our native common sense is the greatest. It has carried this country forward for over 300 years, through many crises of war, economics and politics. Given the facts, the people have always proved themselves capable of sound, sensible judgment.

However, during periods of rapid change and dislocation of our normal living habits, such as the one from which we are emerging, there is a tendency for many to predict violent changes and for people to listen and believe. Such predictions have been made about the building industry in general and about residential building in particular. For the most part, these forecasts of "Tomorrow's Homes" that will "dust their own floors, cook their own meals and make their own beds" originate with those who have no direct connection with the building industry, nor even a primary interest in it. The residential building industry deals with basic shelter, public safety, health and sanitation. There is no room, and never has been in this business, for misinformation or unsound thinking.

That our people want and need a large volume of new homes is certain. That they want better homes at the lowest possible cost is also true. Consequently, they are anxious to read and talk about these homes, thereby offering an unusual opportunity for the more spectacular prophets to predict a revolutionary future and capture widespread public attention. In the future, however, as in the past, there will be orderly changes rather than a violent overthrow of accepted and established building practices. Progress will be solid and enduring—but certainly not as radically rapid as some present-day prophets would have us believe. Nonetheless, it is important that sensible, residential building data be continually assembled, analyzed and appraised so that misinformation and irrational thinking may be counterbalanced by documented fact.

First and foremost, the purpose of residential building is to shelter people. Thus, before considering such building it is necessary to consider the people; their *needs*, their *wants*, their *habits* and their *ability to pay* for what they buy. All these factors taken together fall into the general category of consumer research and all of them must be considered if a true picture of the prospective home owner is to be had.

Basically, all the people *need* comfortable, safe, sanitary and well-built homes. This is not strange when one recog-

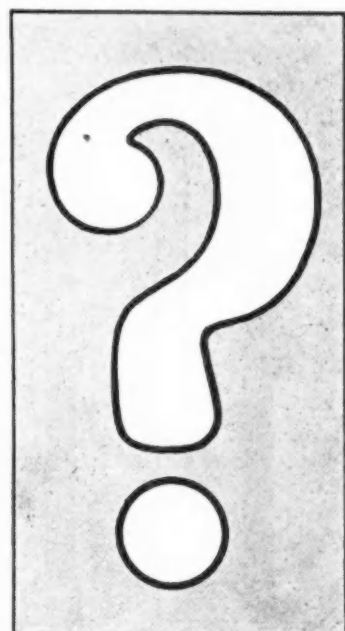
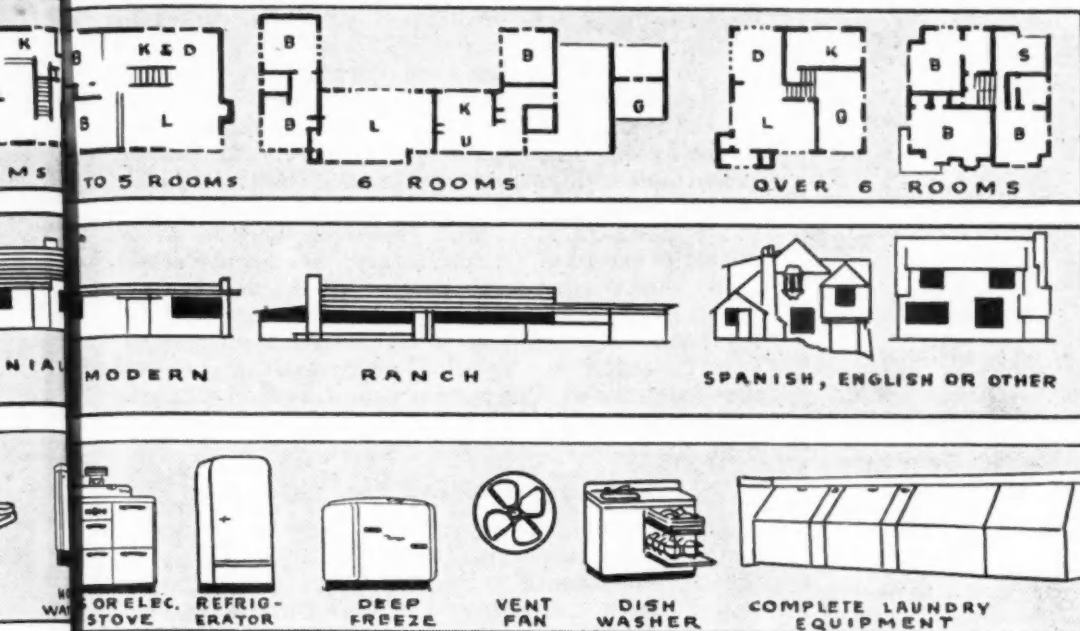
**Successful builders will be guided by the findings of nationwide surveys made by well-known national consumer magazines. They establish that a vast number of American families want new and better homes, designed for comfort and made convenient with modern equipment and built-in features**

nizes that the people of this country are entitled to this and the other necessities of life because they have developed the country and assume the responsibility of governing it. Private enterprise, the backbone of our economy, has been the incentive for the building industry to provide Americans with the best shelter in the world. And it is this same system that will encourage the home building industry to supply the needs of the people in future years at a cost they can afford to pay.

In the second place, we must consider the *wants* of the people. When taken collectively, these provide a practical means of determining the shape of things to come because American people have a way of eventually obtaining what they want. The *wants* of the prospective home owners are now rather clearly defined.

Results of surveys recently completed by national consumer magazines indicate that shelter will be among the foremost desires of a large portion of our population in the years just ahead. Although these cannot be construed as forecasts of actual building demand and volume, they are significant because they help to reveal the *wants* of the people and show that these desires lean toward staple necessities of life rather than the superfluous luxuries. Many of the people interviewed or queried in the course of the surveys will, of course, be unable immediately to fulfill their desire for home ownership. However, they will be in the market for better shelter and have so expressed themselves.

It is the type of information developed by consumer surveys that helps to clarify the question, "What does the



prospective home owner want?" Such answers as those obtained are the only sound and sensible ones because if the prospective owner doesn't want what private enterprise produces, the production is fruitless and wasteful.

In a national survey recently conducted by the Curtis Publishing Company, covering all geographic sections and all economic levels of the population, it was found that 34.3% of all families interviewed expect to build or buy a house to live in; 58.5% do not plan to acquire a house, while 7.2% are uncertain what they will do.

Some very significant facts are disclosed by breaking down these figures into groups of owners and renters. Surprisingly enough, 17.2% of the families who own and occupy their homes expect to build or purchase another house to live in; 79.9% have no plans in this direction; and 2.9% are undecided. As might be supposed, renters were found to be the best housing prospects, and 47.3% of this group expect to acquire a house to live in. (6.9% of all renters surveyed now own a house but do not occupy it. In the survey they were classified as renters.) However, 42.4% of the renters said they do not expect to own a home, and 10.3% are uncertain.

**New Family Formations Loom Large**

To this measurable demand must be added the new families being formed in the country, which are increasing at the rate of about half a million a year. It has been estimated that between 1940 and 1950, 4,600,000 such new families will be formed. In one form or another, family units must be provided for this group also. This does not necessarily mean that a like number of new houses need to be built during this period but it does indicate a large potential future demand for housing accommodations.

Another important factor to consider, particularly today, is where the prospective home owner wants to live.

During the war, thousands of families migrated from country to city and from city to city. This trend increases the population in one center and reduces it in another. A late estimate indicates that something less than 50% of the war migrants are expected to return to their former homes. As these large industrial centers expand, the 1920 to 1930 trend toward decentralization will accelerate. High property taxes, deteriorated housing, congested urban areas and an unpleasant industrial atmosphere will cause people to seek the advantages of decentralized suburban

communities. Improved transportation facilities, a part of most city development programs, will further encourage this movement.

**Family Habits Dictate Shelter Requirements**

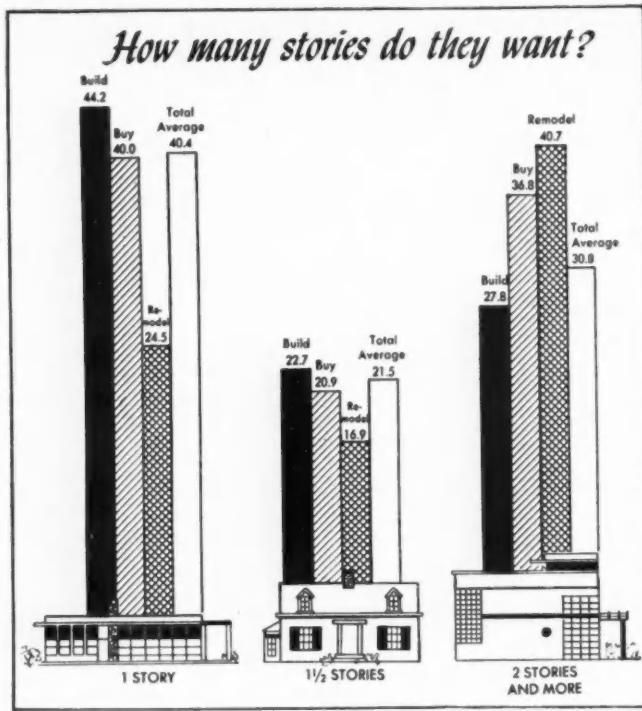
Having considered the *needs* and *wants* of the American people, the next major question concerns their *habits*. During the past fifty years these *habits* have changed, and with them have changed the requirements in shelter. The 11th census, taken in 1890, showed that the average family consisted of the mother and father with three children. The 16th census, conducted in 1940, revealed that it included only the mother and father with one child. Where a city would have required only 20,000 family units in 1890, it would have required over 33,000 units in 1940. Furthermore, the size and layout of the 1940 units would be quite different from those in 1890.

The home of the early 1900's was much more than a place that provided shelter. It served as a manufacturing plant. Here the housewife did her knitting, sewing, laundry work, preserving and other essential household tasks, which were done in the home or not at all. Homes of those days provided for these tasks and were designed to suit the people's *habits*.

In 1940 small neighborhood business concerns took care of the laundry, local stores furnished the clothing and the development of canned goods had largely replaced home preserving. Such developments as this have had a direct influence on the changes of the people's *habits* and the design of the homes in which they live. Kitchens have become smaller, sewing rooms have been eliminated, laundries are more compact.

The automobile during the last thirty years has become a major necessity in most households. At first the garage to shelter the horseless carriage was built like a stable apart from the house. In later years progressive builders and architects built it into the house where it properly belonged as a service unit. According to statistics for 1940, 56% of all one-to-four family homes had a one-car garage and 20% had a two-car garage. With the resumption of normal building activity, a house built without proper shelter for the automobile will be obsolete when built and a poor mortgage risk simply because the people's *habits* require such conveniences.

Case after case can be provided to show that people's *habits* constantly change shelter requirements and that



Courtesy of Parents' Magazine.

successful builders and architects carefully study such habit trends when planning housing developments. These trends are usually pointed out considerably in advance in well conducted surveys such as *American Builder* reports on in this article.

Since public attention is now being particularly focused by publicity and propaganda on the low- and moderate-cost home, let us first appraise the possibilities of this segment of the total anticipated building market by examining our prewar experience. In a typical building year the single-family dwelling accounted for about 35% of the grand total. On a national scale, the single family house costing less than \$3,000 has been in turn only 1% of the total dollar volume for buildings of all types.

**Prospective Owners Confused on Costs**

Within a specific survey area, only 3.1% of the single-family dwelling units built in 1940 cost \$2,999 or less, according to FHA statistics. In this survey the valuation included the land, house and all other physical improvements which, as a rule, are 25% to 35% of the "sale price." The land in particular averaged 12.7% of the value of the property as a whole. Thus, in the past, the \$3,000 single family house has been an extremely small part of the total building dollar volume.

On the one hand there is actual experience of the past to indicate from 1% to 3% of the single-family units in the \$3,000 bracket. On the other hand there is a survey completed by the United States Chamber of Commerce which reveals that 23% of the people intending to build immediately after the war expected to spend less than \$3,000. Why such a difference? Obviously, there is no doubt that misleading publicity by government bureaus, "dream builders" and "ivory-towered prophets" has led many people to believe that they were going to get their miracle house immediately and at an amazingly low cost. Such false and misleading information is unfortunate and is now having serious repercussions.

Publicity of this kind may well cause many potential home owners to wait indefinitely for the impractical and impossible miracle house they have read about to actually become available at a ridiculously low price. This hesitation can provide ample time for others to urge these

people to spend their savings, which are earmarked for new homes, on other desirable products, thereby causing the new home to lose its present position as the most cherished desire of the people.

Notwithstanding the many favorable factors developed by the national consumer magazine surveys, the industry is confronted with numerous problems which must be met and solved if it expects to capitalize on sales opportunities to the fullest extent. Certain problems, particularly those related to the results of the surveys, are discussed here. Many others are not covered. Included in this latter group are such problems as necessary revisions of building codes, more efficient utilization of building labor, standardization of material dimensions, changes in statutes governing mortgage and real estate investments, price and material controls, federal competition in the building field, and numerous others.

**Industry Practices Need Review**

The building industry can derive considerable satisfaction from the fact that its business relationships with urban families, based on their experiences and opinions of values, are generally favorable. Nevertheless, it cannot afford to become complacent about this for two reasons: first, because a great many families have had no direct contact or previous experience with building interests as such; and second, because the surveys detected a distinct undertone of dissatisfaction with certain industry methods, practices and values on the part of both past and potential customers.

Fortunately, this unfavorable attitude has not reached the point where it has seriously damaged public good will but, if not counteracted, it may grow and hamper sales opportunities. While no single group in the industry is entirely immune from criticism, merchandising and service methods are among the practices frequently singled out for attack. Although the control of distribution or sales policies at the local retail level is a difficult task, it appears that the building industry could very well take a critical look at all its methods and practices with the object of eliminating consumer irritants and protecting its markets.

The chief element of resistance to home ownership is cost. Rightly or wrongly, many people are imbued with the idea that it is much cheaper to rent than to own a home. More than 40% of the people interviewed or questioned in some of the surveys felt that the building industry was not particularly successful in reducing prewar building costs, while about the same proportion thought lower prices were the key to the stimulation of housing demand on a large scale. Many revealed skepticism, how-

**STYLE OF ARCHITECTURE PREFERRED**

Style	Prospective Owners
	Who Mention %
Colonial, Early American	18.8
Bungalow	17.1
Modern	11.8
Cape Cod	5.8
Ranch-patio	5.3
English	3.4
Other	8.1
Don't know	31.9

Some gave more than one answer

Courtesy of The Curtis Publishing Co.

ever, of the industry's ability to bring about reductions in the cost of home construction.

It is frequently alleged that building costs are inflexible and are unnecessarily inflated as a result of wasteful and uneconomic practices within the industry itself. Lack of integration, excessive decentralization and specialization, duplication of functions, adherence to rigid traditions, resistance to technical advances or material standardization and the absence of coordination among labor groups are among the items most frequently cited as contributing to high costs. To combat these criticisms the industry must intensify its efforts to eliminate unsound and costly practices wherever they occur.

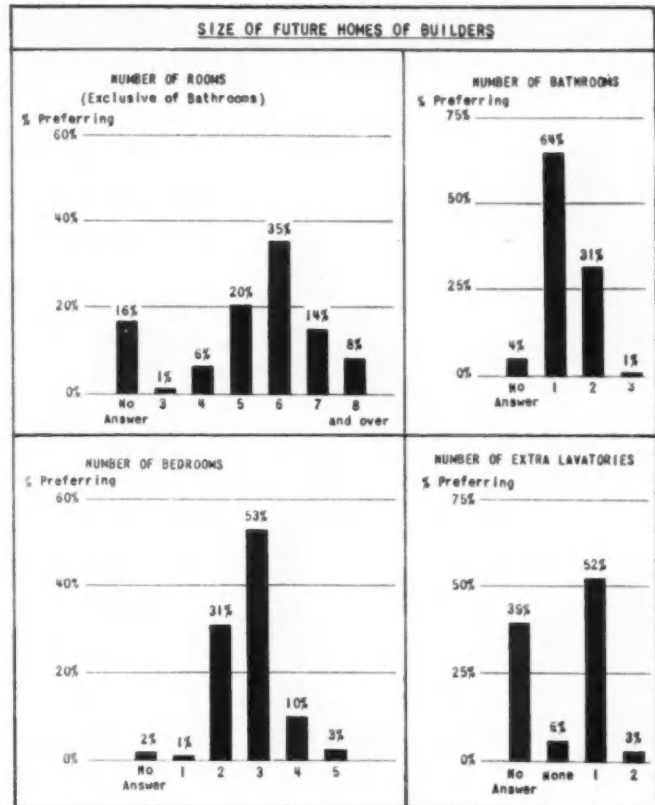
People are found to be especially critical of material and labor costs. This attitude can eventually create a problem for the building industry. It is confronted with the necessity of changing public thinking on the subject of building costs, where erroneous, or of finding a way to bridge the gap between the prices people say they will pay for the house they want and its actual cost. In either event, extensive public relations provide a necessary tool that can be used to advantage in achieving the proper objective.

**Surveys Point Up Wants of Home Owners**

The surveys on which this article is based were all national in scope although varying techniques were used in the survey process, and different segments of the population, both from the standpoint of economic level and geographic location, were covered. Regardless, similar questions asked of families having like characteristics developed remarkably uniform replies, showing that thinking about home ownership follows fairly well defined lines.

In its extensive survey among readers, Parents' Magazine mailed 13,766 questionnaires entitled "What Kind of Postwar Home Do you Want?" A total of 3,653 replies were received—a 26.5% return to the survey. When queried about the number of stories wanted the answers indicated a predominant preference for a one-story house (44.2%) by those who plan to build; 22.7% of this group want a one and one-half-story home; 27.8% replied that they want two or more stories. In the category of those who plan to buy or remodel the percentages were somewhat different, as can be seen from the chart in the upper left corner of the opposite page.

Because in all of the surveys some of the respondents gave more than one answer, indicated that they "don't know" or failed to answer the question, there will be seeming discrepancies between the number of replies, either



Courtesy the Woman's Home Companion.

numerically or percentage-wise, and the total number of interviews, questionnaires, or a one hundred per cent coverage.

The Curtis Publishing Company's "Urban Housing Study," based on complete interviews with 4,007 separate families located in 35 states and 118 urban centers of population, found opinion widely diversified on the question of style of architecture. Accounting for this by the fact that climatic and geographical differences strongly influence desires it revealed that: (see chart, opposite page, lower right) 18.8% prefer a Colonial or Early American style of architecture; 17.1% want a bungalow, 11.8% lean toward the modern in design; 5.8% mention a Cape Cod cottage; 5.3% prefer a ranch-patio combination; 3.4% want an English type house but did not specify the kind; and 8.1% mentioned miscellaneous other architectural designs; 31.9%, however, had no particular style in mind. Present home owners and rent-

Price Range of House,	ESTIMATED PRICE OF HOUSE BY INCOME GROUPS					
	Total %	\$5,000 & Over %	\$3,500-\$4,999 %	\$2,500-\$3,499 %	\$1,500-\$2,499 %	Under \$1,500 %
Under \$3,000	4.5	1.3	1.4	3.5	7.6	14.9
\$3,000-\$4,499	16.1	5.0	9.9	15.2	24.6	33.3
\$4,500-\$5,999	25.0	7.8	20.1	32.9	30.9	26.3
\$6,000-\$7,499	21.8	18.3	29.4	25.3	16.7	8.8
\$7,500-\$9,999	11.3	20.1	19.5	7.9	5.1	4.4
\$10,000 and over	10.5	38.8	13.6	3.5	.6	1.8
Don't know	10.8	8.7	6.1	11.7	14.5	10.5
	100.0	100.0	100.0	100.0	100.0	100.0
Median Price	\$5,943	\$9,148	\$6,802	\$5,665	\$5,020	\$4,342

Courtesy of The Curtis Publishing Co.

HEATING SYSTEMS PREFERRED IN THE NEW HOUSE			
13,204 RESPONDENTS NAME A <u>FIRST</u> CHOICE, GIVING 59.3% OF THEIR VOTE TO HOT AIR, CLEANED AND HUMIDIFIED			
TOTAL ANSWERING		13,204	
HOT AIR (CLEANED & HUMIDIFIED)	59.3%	VAPOR	6.7%
STEAM	19.3%	HOT WATER	7.2%
HOT AIR (DIRECT)	5.5%	ALL OTHERS	2.0%
12,805 RESPONDENTS STATE THEIR <u>SECOND</u> CHOICE GIVING 35.1% OF THEIR VOTE TO DIRECT HOT AIR			
TOTAL ANSWERING		12,805	
HOT AIR (CLEANED & HUMIDIFIED)	20.5%	VAPOR	20.4%
STEAM	19.9%	HOT WATER	3.6%
HOT AIR (DIRECT)	35.1%	ALL OTHERS	0.5%
11,688 RESPONDENTS NAME THEIR <u>THIRD</u> CHOICE GIVING STEAM 32.6% OF THEIR VOTE			
TOTAL ANSWERING		11,688	
HOT AIR (CLEANED & HUMIDIFIED)	13.1%	VAPOR	30.0%
STEAM	32.6%	HOT WATER	2.4%
HOT AIR (DIRECT)	20.5%	ALL OTHERS	1.4%

Courtesy of McCall's Magazine.

ers ranked these styles in the same order and in approximately the same proportions, but the bungalow type house was the outstanding choice of prospective home owners in income brackets up to \$2,500. Furthermore, it was learned, families in the lowest income group (those under \$1,500) exhibited the least interest in architectural design.

A survey conducted by the Woman's Home Companion Magazine returned an unusually high percentage of replies. Three thousand questionnaires were mailed to subscribers throughout the United States. The names were apportioned to conform to the magazine's circulation pattern in regard to city size and geographical location, and names were drawn at random; 1,935, or 65%, of the questionnaires mailed were returned. It was learned that the typical house planned by prospective home owners will have six rooms with three bedrooms, one bathroom, and one extra lavatory. The chart shown on the preceding page (top) details these answers. To be noted is the fact that 35% want six rooms, exclusive of the bathrooms; 64% want one bathroom and 31% want two; 53% express a desire for three bedrooms while about one-third of the respondents will be satisfied with two bedrooms; and, 52% also want an extra lavatory. A high percentage, 39%, failed to answer this question, indicating a lack of knowledge of this added convenience, or feeling that the extra expense would not be justified.

Any adequate market survey should include some idea of the price consumers will pay for the product. Housing is no exception. Accordingly, when families interviewed in The Curtis Publishing Company survey were asked, "What price house do you expect to buy or build?" the responses showed that the principal demand was for a moderately priced home, (see chart at bottom of preceding page), and that 4.5% expected to pay less than \$3,000; 16.1% stated they would pay from \$3,000 to \$4,499; 25% from \$4,500 to \$5,999; 21.8% from \$6,000 to 7,499; 11.3% from \$7,500 to \$9,999; 10.5% will pay more than \$10,000; while 10.8% gave no indication. The price of the house, it was determined, also shows a very definite

relationship to income, increasing as the level of the family purchasing power rises.

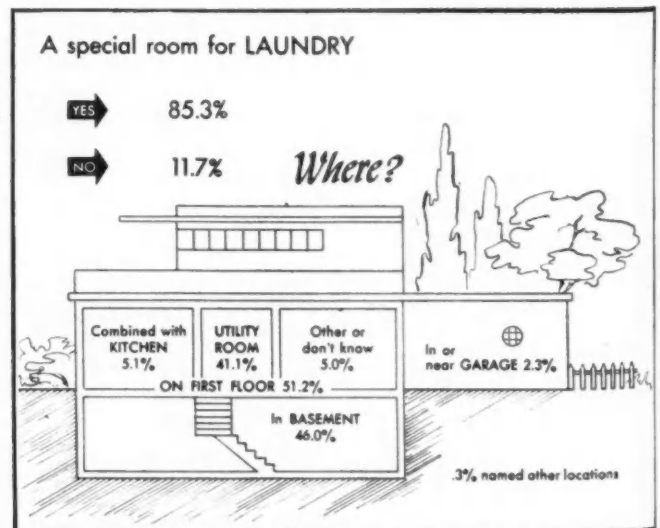
The median estimated price all prospective home owners expect to pay is \$5,943, but those who expect to build or purchase a brand new house plan to spend \$6,223 or about \$300 more than the overall figure. Land value is an important factor influencing urban housing costs, and some allowance must be made for this element in analyzing these price structures. The Curtis Publishing Company ascertained that 24.1% of the prospective home owners do not include the cost of the land in their price estimates, and 11.6% didn't know, but 64.3% said the price included land cost. A majority of those having a definite idea on land values felt it makes up between 10% and 20% of the total costs. Because of wide local variations in land values, adjustments in prices were not attempted. It was clearly apparent, however, that the building industry cannot formulate a price policy based on the results of a survey without considering land values.

**Heating System Wants Vary**

"The American Woman's Home of Tomorrow," a contest sponsored by McCall's magazine, was developed around a 10-page questionnaire. Being entirely voluntary it was interesting to find that nearly 50,000 requests for contest entry blanks were received, and doubly so to find further that 18,580 were so interested in prospective home ownership that they completed the detailed form.

House heating proved to be an important item in the plans of the prospective home owners competing in the McCall contest. In a three-way question designed to obtain information on the type of heating system desired for the new house, respondents were asked to indicate first, second and third choices. The preferences, shown in the chart to the left, revealed that of 13,204 respondents, 59.3% want hot air, cleaned and humidified; 12,805 named their second choice as direct hot air by giving it 35.1% of their vote; and 11,688 said that steam was their preference by a 32.6% vote. In the overall vote the percentage totals rank as follows: Hot air, cleaned and humidified, 31.8%; steam, 23.6%; hot air, direct, 20.2%; vapor, 18.6%; hot water, 4.5%; and all others, 1.3%.

It must be remembered that geographic and climatic differences and local fuel costs affect consumer choices both with respect to the type of system and equipment installed. In the same questionnaire, 96% of 14,132 respondents gave an affirmative answer to the question: "Will you install thermostatic controls in the new house?" When asked: "Have you heard of radiant heating?" it was found that 69.9% of those replying to the query said they



Courtesy of Parents' Magazine.



had; 30.1% said they had not. And, on the same subject, 86% of 9,952 respondents said "Yes" to the question: "Are you interested in radiant heating?"

The Curtis Publishing Company survey inquired about the type of house heating equipment preferred. It was learned that nearly all the prospective home owners favored a central system. Relative preferences indicate that 35.1% want a gas furnace, 29.5% an oil furnace, 23.8% a coal furnace, 3.9% an electric furnace, and 3.1% a space heater; a few mentioned other types or gave no preference. More than three-fourths of those indicating preference for a coal furnace stated they also wanted it equipped with a mechanical stoker, interest in this item of equipment being quite high for all economic levels of prospective home owners but increasing slightly with income. This survey also disclosed that preferences for house heating equipment shift with income, those in the lower income brackets being more partial to the coal furnace, while those in the upper brackets favor the gas and oil furnace. Whatever the cause, this fact has important market implications.

The Parents' Magazine Home Building Survey questioned its respondents about where they wanted the laundry, and 85.3% indicated a desire for a special room (see chart on opposite page). When queried where they wanted it if space requirements necessitated the use of dual purpose rooms, 46% voted for the laundry in the basement and 51.2% wanted it on the first floor. This latter group gave the following choices as to combinations: 41.1% prefer the laundry in a utility room, 5.1% combined with the kitchen, 2.3% said in or near the garage, and 5% gave some other preference or don't know.

The growth of the dual-purpose room in popularity among prospective home owners is reflected by the reply to the question asked as to how many planned to have dual-purpose rooms. One or more such rooms were wanted by 64.6%. Of these, 68% want one dual-purpose room, 27% want two dual-purpose rooms, 4.2% want three, 0.3% want four, and a smaller fractional number, 0.1%, want five dual-purpose rooms. Another significant point with regard to the dual-purpose room is the fact that in the same survey 67.6% stated that they plan to have a separate dining room, 30.7% preferred the combination of dining room with another use—presumably the living room—and less than 2% didn't know.

### Kitchen Eating Place Popular

That there is a definite trend toward kitchens with eating facilities and specifically kitchens with built-in tables or nooks is pointed up in the Parents' Magazine survey (see chart right, above). Notable is the finding that 93% of those who plan to build want an eating place in the kitchen; 96.3% of those planning to buy want one; and 85.9% of those planning to remodel want one also. While a built-in table and benches rate highest with those who want a kitchen eating place, the counter and eating bar and the customary snack and breakfast dining furniture enjoy wide popularity among all groups of home owners.

It became apparent during the course of the surveys that people expect a number of changes in housing design and appearance. But how radical are their ideas? What do they mean by modern improvements, innovations in building, and so on? Several of the surveys endeavored to find out what the people had in mind when they talked about new developments in home building.

Among these was the question of windows. Parents' Magazine wanted to know how many windows were wanted; for which rooms larger than average windows would be desired; were corner windows popular and for which rooms? The chart to the right (center) reveals the answers to these questions. The answers are pre-

## 93.0% of those who plan to BUILD want an EATING PLACE IN THE KITCHEN

Of those who plan to BUY 96.3% want one  
Of those who plan to REMODEL 85.9% want one  
Those who want an eating place in the kitchen prefer



	BUILT-IN TABLE AND BENCHES	COUNTER AND EATING BAR	REGULAR KITCHEN TABLE AND CHAIRS	DINETTE TABLE AND CHAIRS
BUILD	33.8%	16.8%	17.9%	25.4%
BUY	35.7%	17.4%	27.5%	17.9%
REMODEL	29.2%	15.6%	27.5%	24.2%
TOTAL	33.2%	16.7%	20.2%	24.6%

## About WINDOWS About CORNER WINDOWS

<b>How many?</b>			<b>Do they like them?</b>		
	Build	Buy Remodel		Build	Buy Remodel
More windows	72.3%	74.0% 55.9%	YES	69.7%	67.9% 60.9%
Same number	11.3%	11.6% 26.6%	NO	26.3%	26.5% 30.3%
Fewer windows	8.2%	8.3% 4.4%			
Don't know	8.2%	6.1% 13.1%			
<b>What size?</b>			<b>If so, are they planning any for their postwar house?</b>		
	Build	Buy Remodel		Build	Buy Remodel
Larger than average size	73.0%	59.5% 45.0%	YES	81.6%	60.3% 41.5%
Average size	25.0%	34.4% 37.0%	NO	11.2%	22.6% 53.0%
<b>For which rooms do they want larger than average windows?</b>			<b>For which rooms?</b>		
	Build	Buy Remodel		Build	Buy Remodel
Living room	77.7%	91.4% 70.5%	Living room	34.0%	43.1% 37.0%
Dining room	42.3%	39.1% 37.2%	Dining room	17.1%	19.3% 21.0%
Breakfast			Bedroom	33.4%	21.6% 10.5%
Bedroom	37.0%	20.3% 18.4%	Kitchen	38.4%	55.7% 26.6%
Kitchen	29.4%	34.4% 26.3%			

Courtesy of Parents' Magazine.

dominantly in the affirmative on the queries regarding number and size; that corner windows are "liked"; that they will be a part of the prospective home; and that they will be used in all rooms.

The Curtis Publishing Company's survey inquired about the features prospective home owners would like included in design. They found that certain features of house design have less appeal than others. From one-third to about one-half of those interviewed indicated that recreation rooms, vestibules, attics, sun rooms, libraries, and center hallways are unessential. A majority, however, regard basements, dining rooms, porches, laundry rooms, cedar closets and fireplaces as desirable and necessary.

(Continued to page 146)

## OPINION OF HOUSING FEATURES INCLUDED IN DESIGN

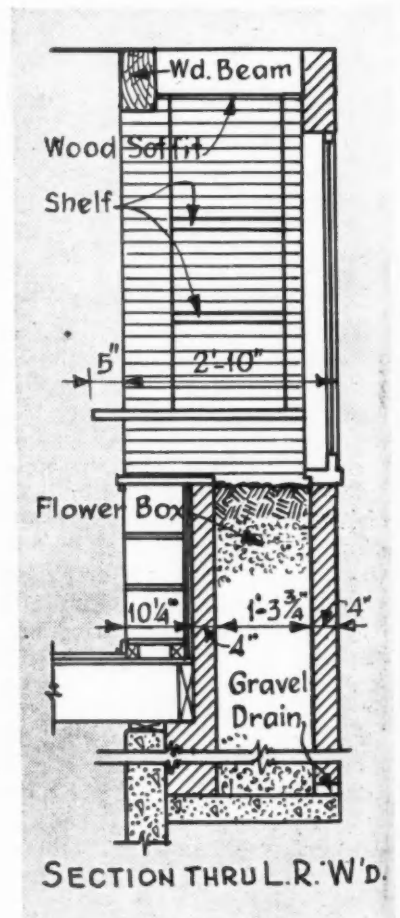
Features Mentioned	Prospective Owners Who Say		
	Necessary	Desirable but Not Necessary	Unnecessary
Basement	76.9	9.7	13.4
Dining room	73.9	13.6	12.5
Porch	69.1	23.8	7.1
Laundry room	64.0	20.1	15.9
Cedar closet	61.2	29.0	9.8
Fireplace	60.0	30.2	9.8
Breakfast nook	44.8	34.9	20.3
Attic	41.8	22.4	35.8
Vestibule	31.0	33.4	35.6
Center hallway	22.2	32.2	45.6
Recreation room	21.2	45.1	33.7
Library (den)	19.4	38.3	42.3
Sun room	16.2	43.8	40.0

Other items are mentioned by a few

Courtesy of The Curtis Publishing Co.



# Wood, Brick and Glass Give Unique Character to



DRAWINGS show layout of first floor and finished rooms in basement, as well as details of flower box and shelving below window.

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## to Country Home

**A. M. Runtz, Architect**

**S**OME strikingly unconventional features were incorporated by A. M. Runtz, Portland (Ore.) architect, in a home for his own occupancy built across the Columbia River near Vancouver, Wash. It shows how available materials can be utilized and combined under today's spirit of freedom for a delightfully comfortable and altogether modern home.

The exterior is of beveled cedar siding, stained, together with Roman brick for the fireplace corner, and considerable glass area double glazed. It is a large, rambling, two-bedroom house, plus utility room and double garage on the main floor and a big recreation room, study and hobby work room on the lower level.



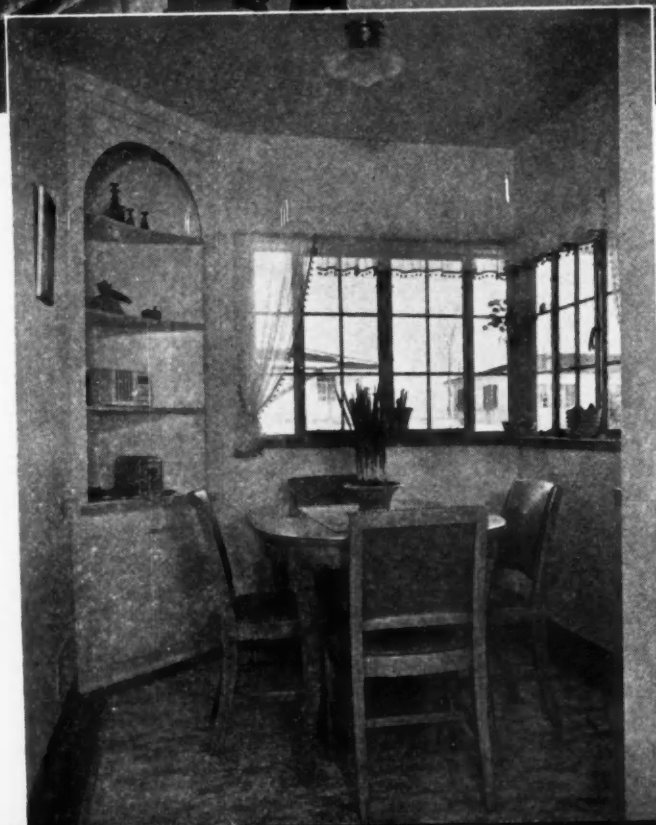
**LIVING ROOM, above, and dining room alcove, below, are finished in horizontal boarding of 1 x 6 inch white pine. ceiling beams the same but applied vertically. All rooms have Acousti-Celotex ceilings. Fireplace front and room corner of salmon color Roman brick. Glass block screen in entry.**

# Every Window Frames A Western Landscape

An attempt to capture an unparalleled mountain view has influenced the design of this western ranch house



VIEW in living room looking toward large picture window. Left: Breakfast room showing corner window arrangement.



KITCHEN looking toward bay. Cupboards are continuous.

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**STREET VIEW** of house with windows looking out to the mountains. Brick walls and trim are painted white, roof in contrasting color.

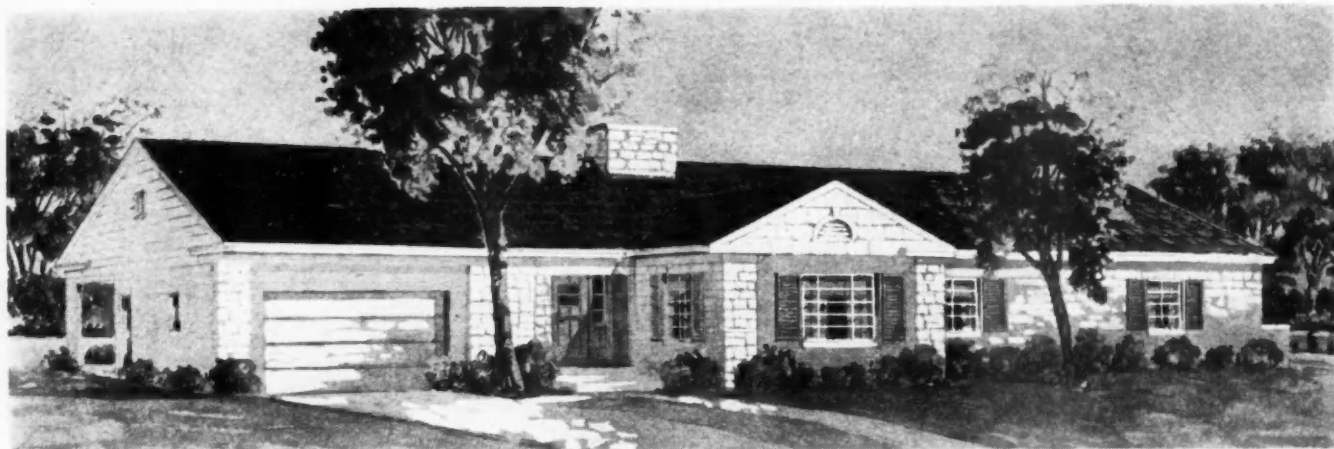
**D**ESIGNED for a family with several children, this house located in Denver, Colo., has been planned to make the most of the magnificent view of Longs Peak which forms a part of the great Rocky Mountain chain.

B. G. Morriss, a contractor of long standing in this community, designed and built the house after a prolonged visit to California where he had come in contact with the ranch house idea. This house is part of a group development called Clermont Park, all designed and built by him.

The house shown on these pages and owned by W. E. Blomgren cannot be pigeon-holed and placed in any particular architectural niche, but rather is a borrowing of ideas from several different types, the result being a house that is pleasing and livable and particularly adaptable to its environment. The large picture window which frames the mountain view beyond is the dominant feature of the house. With more careful consideration, it is thought that the designer might have eliminated many of the separate roof projections, especially over the bay windows, by integrating them with the main roof.

The main walls of the house are constructed of 8-inch thick common brick painted white with a contrasting color on the trim. The roof and shutters as well as the friendly front door boast gay colors. In summer bright awnings accentuate colors of the roof and shutters. This house contains six main rooms and two baths on the first floor, as well as a two car garage and several smaller units. Basement is provided with a maid's room and bath, large recreation room, boiler and laundry.





A COMBINATION of Lannon stone in blended shades, brick and wood siding, makes this ranch house extremely attractive.

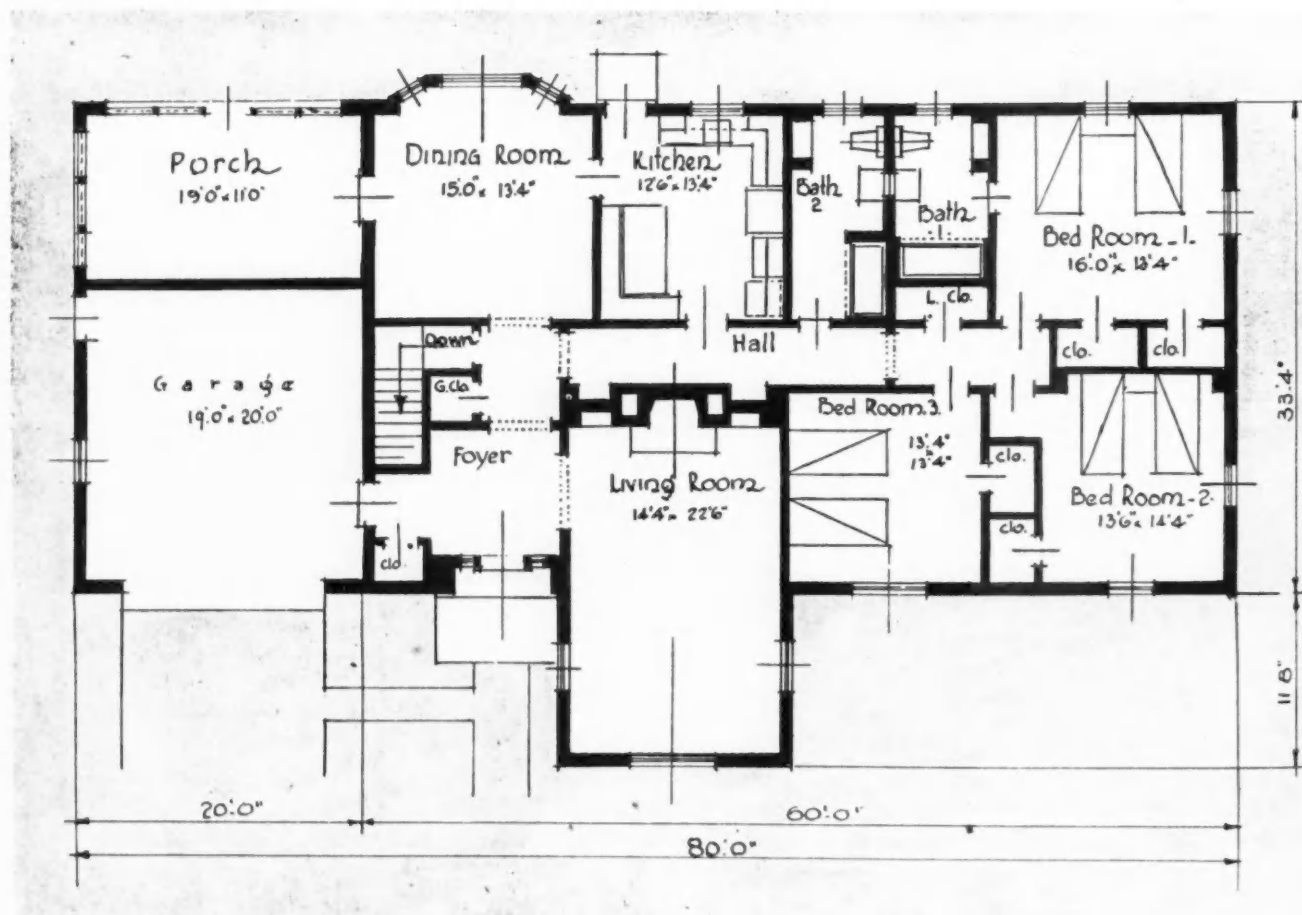
## A "Chicagoland" Ranch House

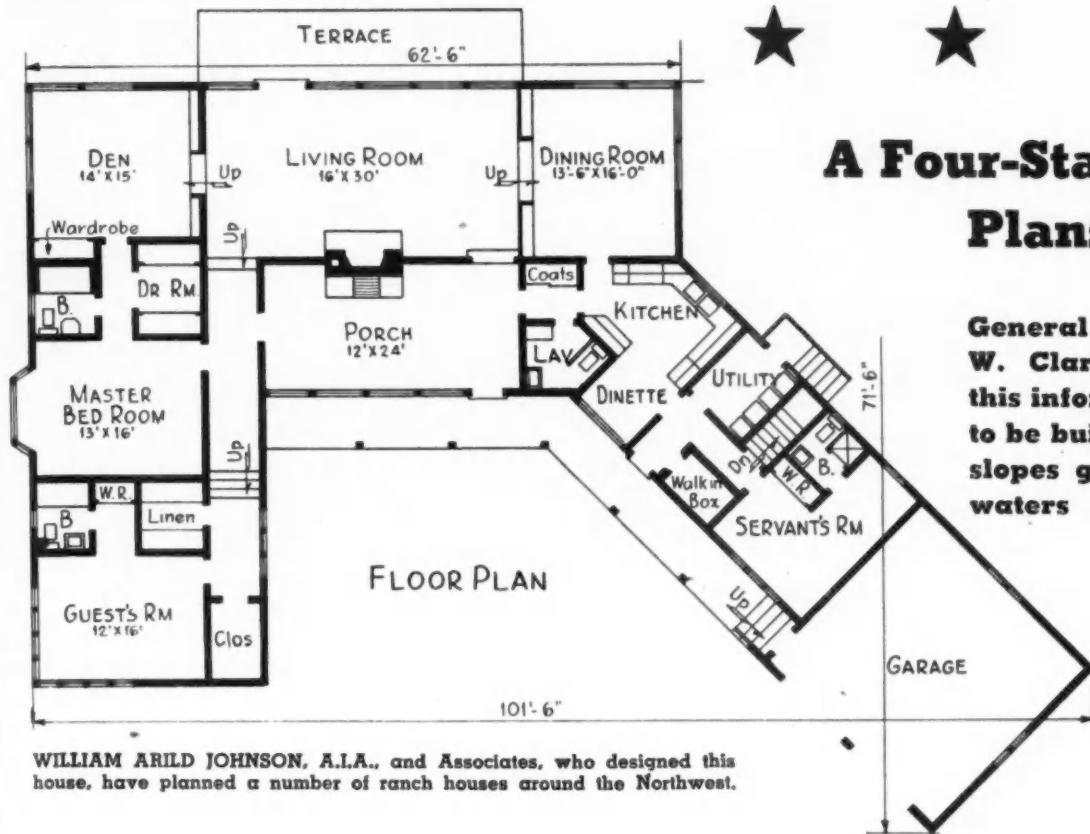
**W**C. TACKETT, large scale developer of homes in the Chicago area, is now constructing a group of ranch houses in his new development called Scarsdale Estates, a suburb of Arlington Heights, of which the above house is a part.

Employing traditional motifs and adhering to tried and accepted standards, this contractor has designed and built a house that is nicely proportioned with the various units well related to each other. The exterior is faced with a combination of Lannon variegated

shades and brick with wood siding in the gable ends.

In spite of the overall size of the house, the rooms are all in proper relation to each other. Access from the garage to foyer is excellent. The porch exposure is away from the street, and adjoining the dining room which invites serving of meals during the hot weather. Separation of the bedrooms and baths from the balance of house has been nicely handled. Basement under the entire house provides for all necessary utilities, as well as additional storage and recreational facilities.





## A Four-Star Veteran Plans to Build

General and Mrs. Mark W. Clark have selected this informal ranch house to be built on a site which slopes gently toward the waters of Puget Sound

WILLIAM ARILD JOHNSON, A.I.A., and Associates, who designed this house, have planned a number of ranch houses around the Northwest.

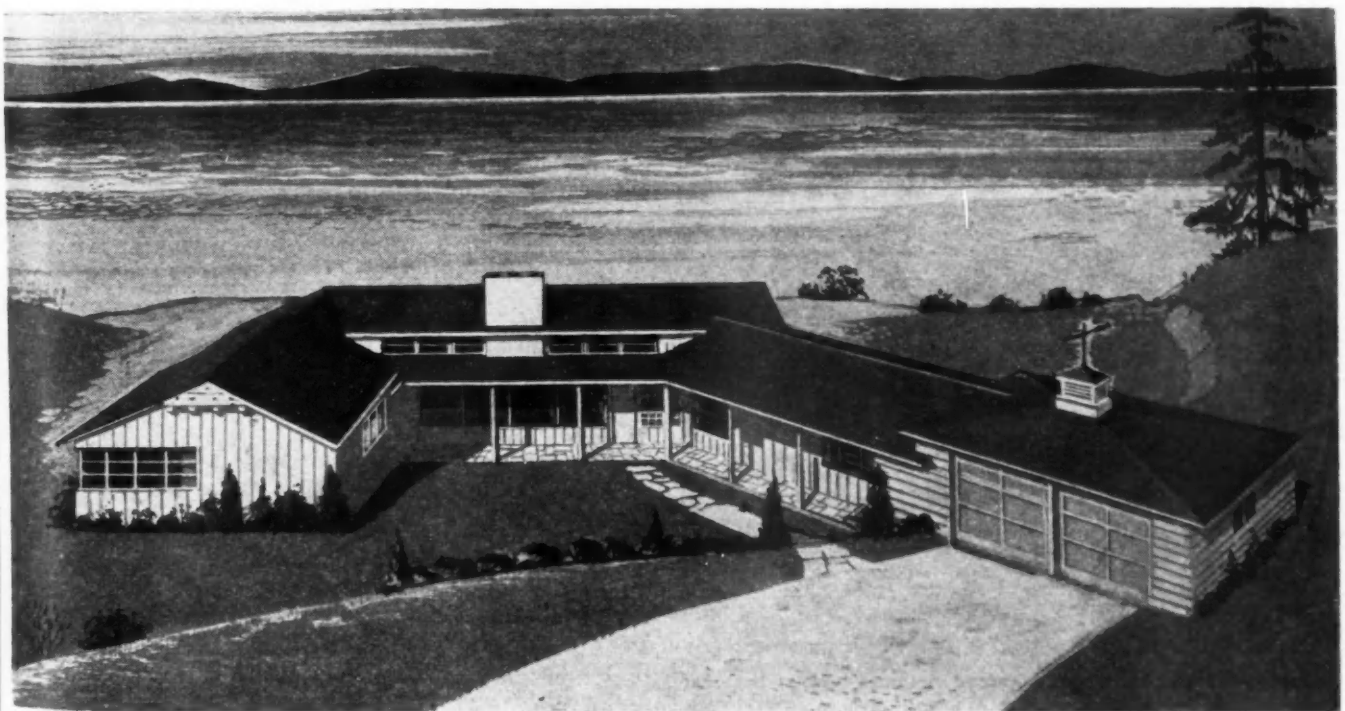
THIS rambling house is to be located on property which General Clark has owned for several years on the west shore of Camano Island, near Stanwood, Wash. The view shown here is the approach side and reveals few and small windows. The side facing the sound will be liberally provided with plate glass windows. Every room in the house except the enclosed porch has an

unobstructed view of Puget Sound, the Olympic Mountains and the San Juan Islands.

The house is of all wood construction, with wide boards and battens on the exterior. Considerable wood paneling will be used on interior walls. The living room will have an unusually high ceiling with an open truss effect and clerestory windows over the enclosed porch. Windows on

the porch will be removable so that in mild weather it may be used as a semi-outdoor living room.

There will be a basement under the living and dining rooms only, to accommodate a heating unit and also to provide storage space. Plans call for the addition later of a horse barn to the end of the two-car garage that will emphasize the rambling appearance of this western-style home.





ROBERT PODGUR, builder, and Walter S. Rossbach, president.



GARAGE door and main entrance dominate first-floor elevation.



LARGE window areas and a second entrance are at the rear of each unit, overlooking a 20 x 35-foot garden or lawn space.



## Attached Houses for v

**Private builders erecting village-within-a-city at Flushing, Long Island, using six different exterior designs for 250 five and one-half room houses**

**I**N an outlying section of New York City private builders are erecting a \$2,500,000 housing project of attached dwellings that will form a self-contained community for war veterans.

When completed by Rossbach Honfes, Inc., a new building enterprise, the village-within-a-city at Flushing, Long Island, will provide homes for about 250 families. The project, covering an area of six city blocks, will include all the stores and shops needed by its residents.

The one-family homes, which are selling faster than they can be completed, are being built in units of eighteen attached dwellings. Each two-story house is designed to a functional floor plan of 5½ rooms and is made distinctive by variations of six different exterior designs.

Construction of the project under HH priorities began this spring, and the first two eighteen-house units are nearing completion. Weather and the uncertainties of material supply have delayed progress by more than a month.

Two men, experts in their respective fields, are behind the project. They are Walter S. Rossbach, president of the firm and a prominent New York realtor, and Robert Podgur, veteran builder of Manhattan apartment houses. Their architect is B. H. Whinston, a small-home specialist.

In combining their talents, Mr. Rossbach and Mr. Podgur have sought to provide veterans with the best money's worth commensurate with today's prices and costs. Hence they are incorporating into the homes

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NEARING COMPLETION, the first row of eighteen homes in the Rossbach project is a complete sell-out to war veterans.

## Veterans in a New Self-Contained Community

rooms of generous size and facilities, plus a number of unusual features. Some of the factors which add to livability and value of these houses include: (1) A garage at grade level; (2) First-floor powder room; (3) Glass block in fenestration; (4) Large rooms and closets; (5) Brass plumbing and copper rain spouts and gutters; (6) Gas-fired hot water heating system.

To place the garages at street-level and thus avoid easements and space-wasting driveways, the architect placed the large living rooms, kitchens and dining areas in the rear. These are designed on an open plan and overlook a 20x35-foot garden at the rear of each house.

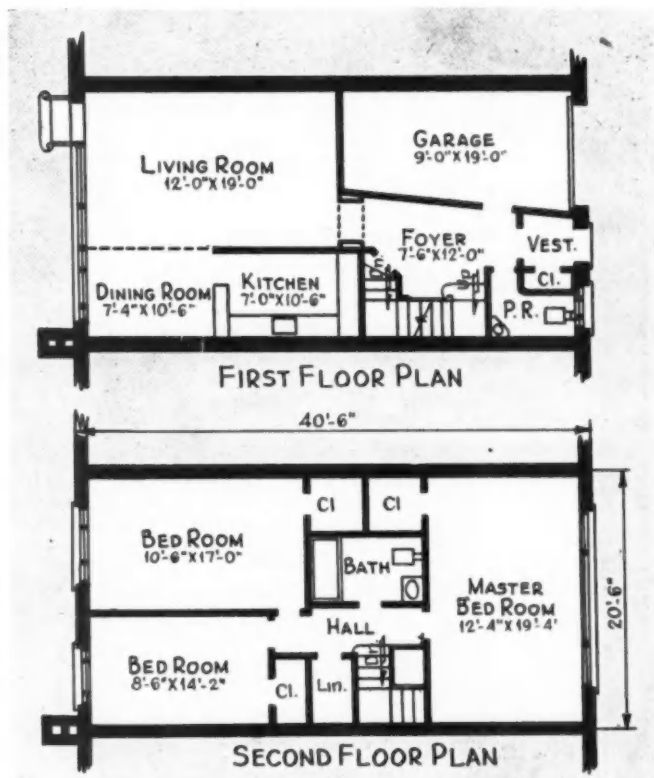
Adjoining the garages at the front of all homes, which are built fifteen feet from the curb, are stairways to the second floor and to the finished basement. A large guest closet and powder room are opposite the inside entrance to the garage, which is equipped with an upward-acting door.

On the second floor each home has three large bedrooms, each equipped with a spacious clothes closet. The tile bathroom, which has no exterior walls, is daylighted and ventilated by a skylight.

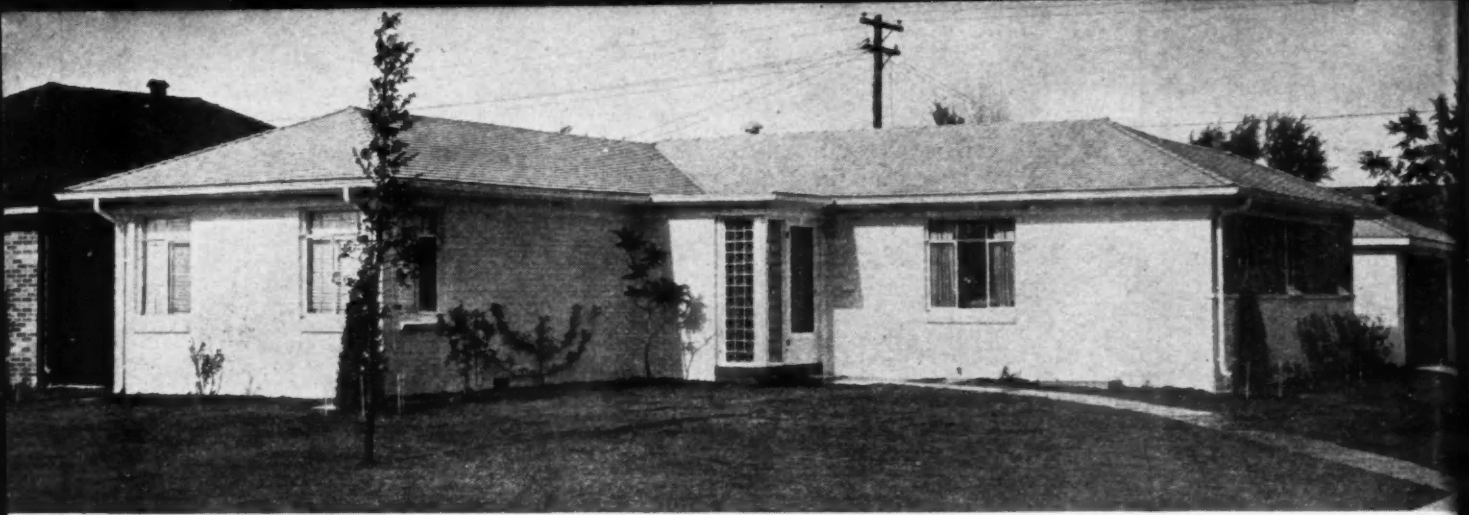
The project, scheduled for completion within eighteen months, is being financed by the Dime Savings Bank of Brooklyn which is also taking the 25-year mortgages of the purchasers. Veterans who buy the homes will pay \$52.80 per month to amortize the loans obtained under the G.I. Bill of Rights. Taxes will amount to about \$180 a year.

Included in the purchase price of \$9,990 for each house is a fully-equipped kitchen.

The shopping center to house stores and other service buildings will be constructed when the housing is completed. It will be designed to harmonize with the project's architecture. The whole project will provide modern homes with a country atmosphere within a nickel subway ride of Times Square, New York City.



ARRANGEMENT and size of rooms in these two-story 3½-room houses for veterans is shown here. Adjacent homes have powder rooms side-by-side, permitting considerable economy in plumbing installation. On a 25-year mortgage, veterans will pay \$52.80 per month to amortize a loan obtained under the G. I. Bill of Rights.



**LONG, low, sweeping lines emphasize the horizontal aspect of this house. The view above was taken from the corner.**

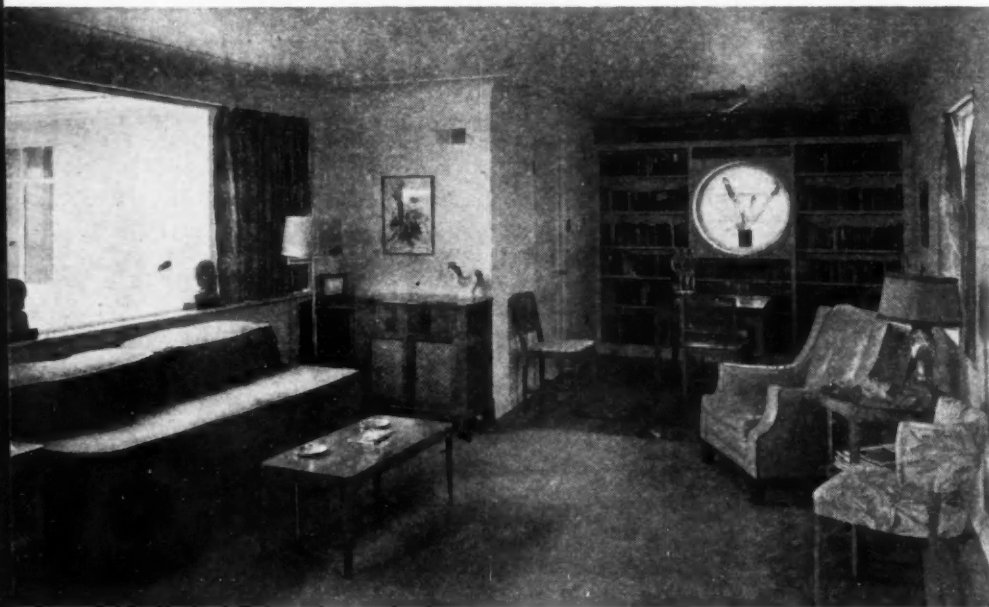
## Designed for a Corner Location

**This house of the month with its irregular plan is ideally suited for an outside city lot**

**O**UT along the fringes of Denver, Colo., often referred to as the "City of Homes," Don E. Vestal Co., builders, started last November a program of fourteen rambling one-story houses of which nine have been completed and sold. These houses have ranged in cost from \$10,000 to \$28,000.

In addition to the above program, this builder has embarked upon a project composed of twenty G.I. houses that are now well under way. If the labor and material shortages are eased soon, he expects to complete the entire thirty-four houses this year.

The house shown by photographs and blueprints on this and the opposite page is one of the best of the original group of fourteen. Securely rooted to the ground through the effect obtained by its low horizontal lines, this house with its restraining touches of tradition presents a pleasing appearance. An interesting effect is obtained on one wall by the application of siding from sill to cornice. Within the house, rooms have a modern, open arrangement that gives full consideration to sunlight, view, use and traffic control.



**ABOVE: View in living room looking toward alcove and large picture window.**

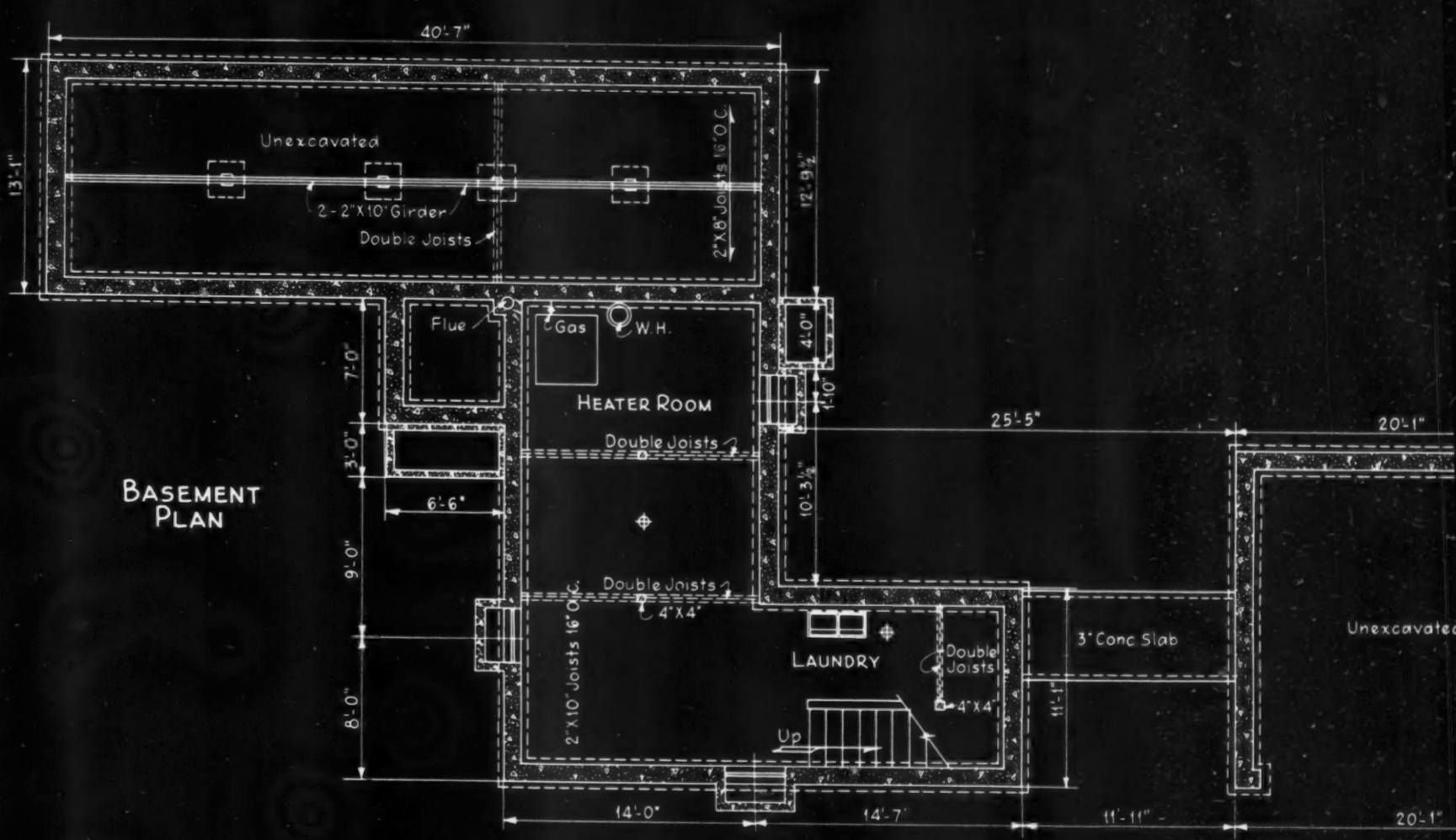
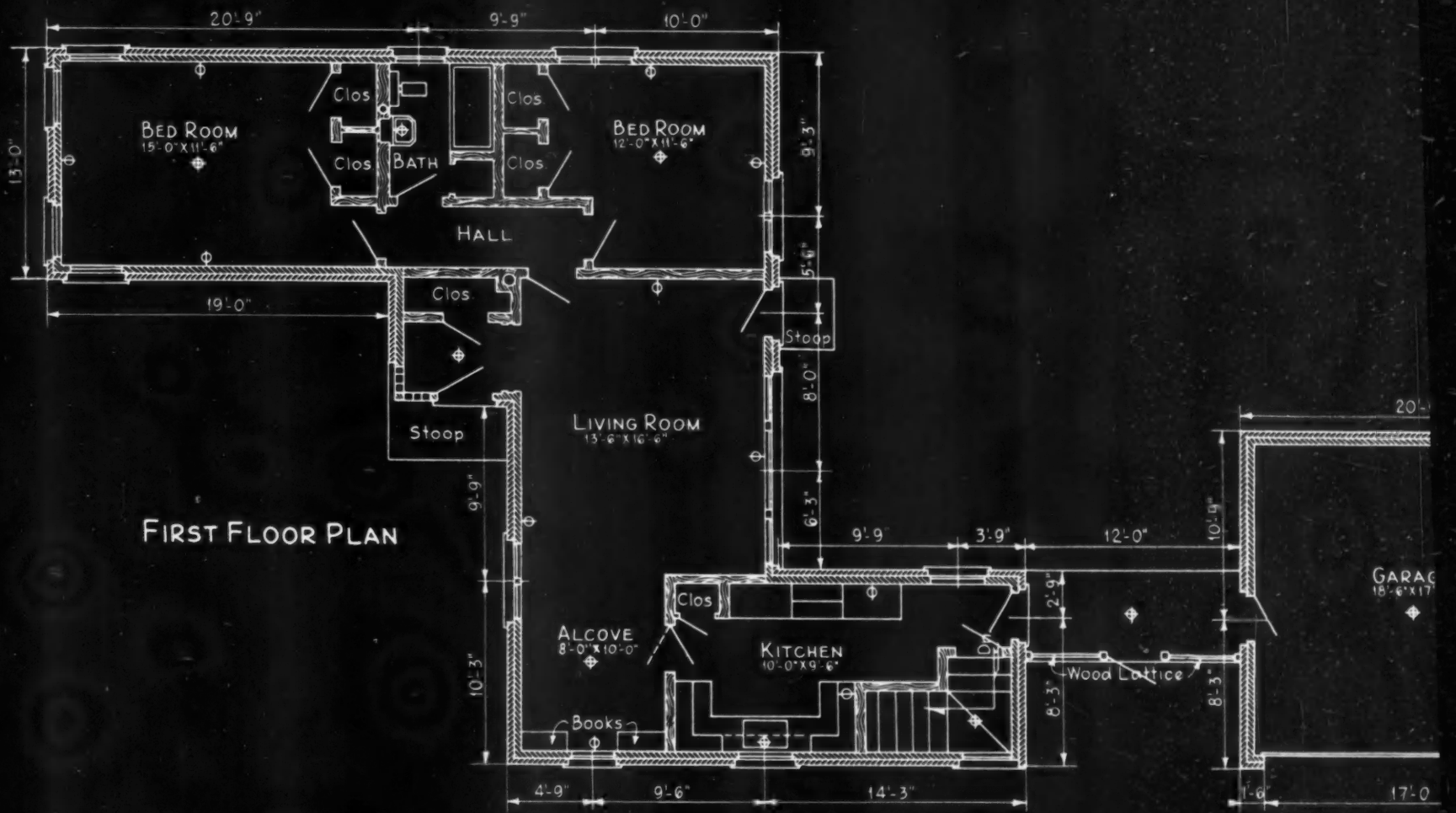
**REAR of house shown below. Projecting wing forms a secluded area for outdoor living.**



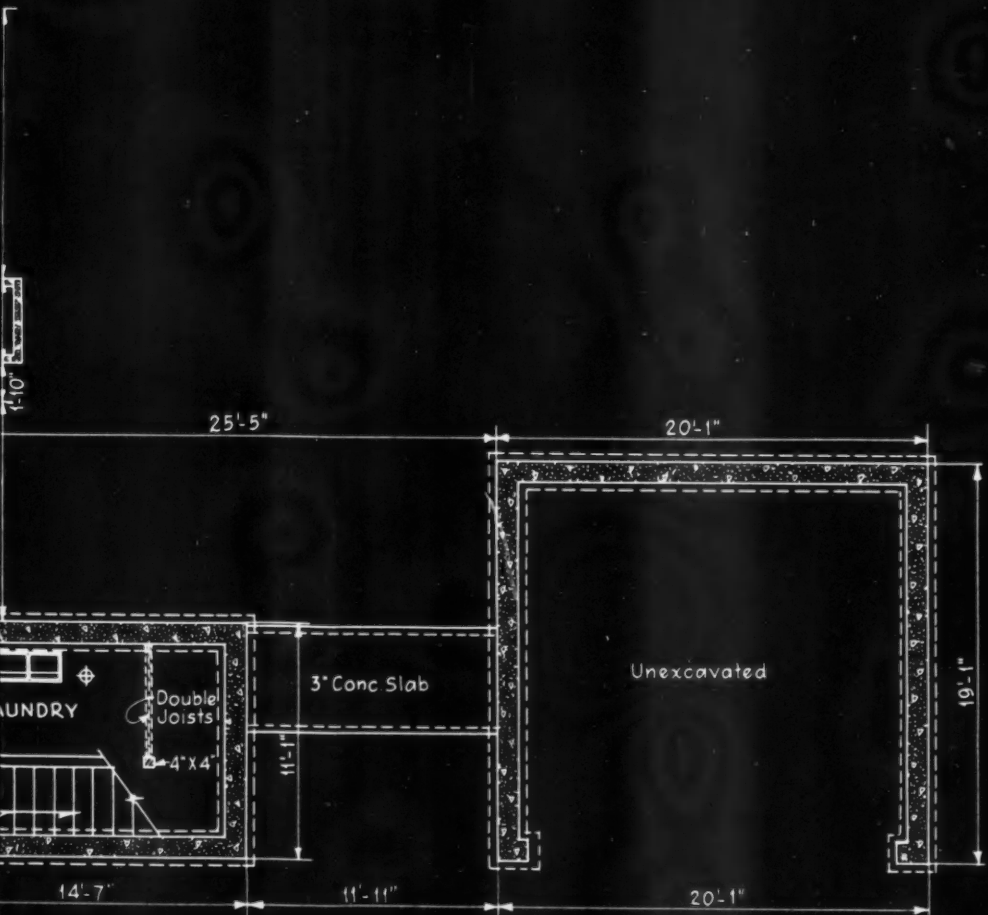
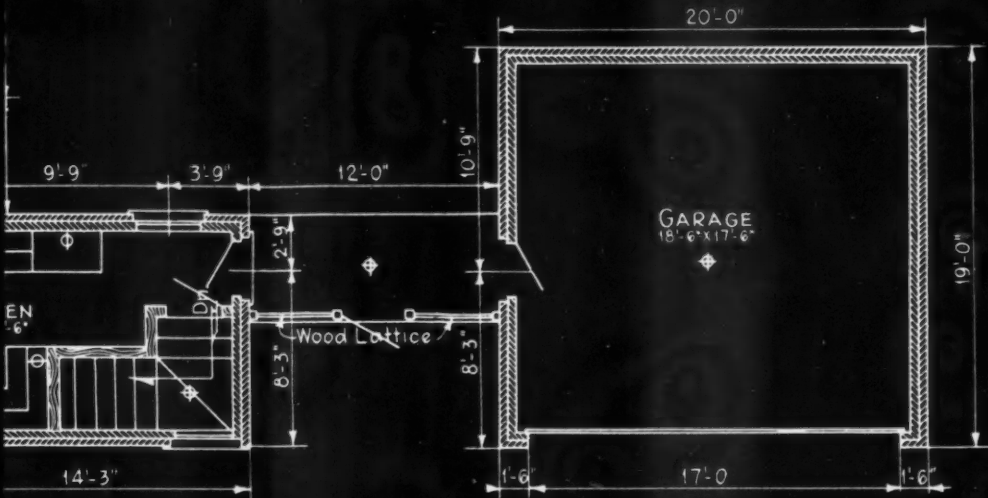
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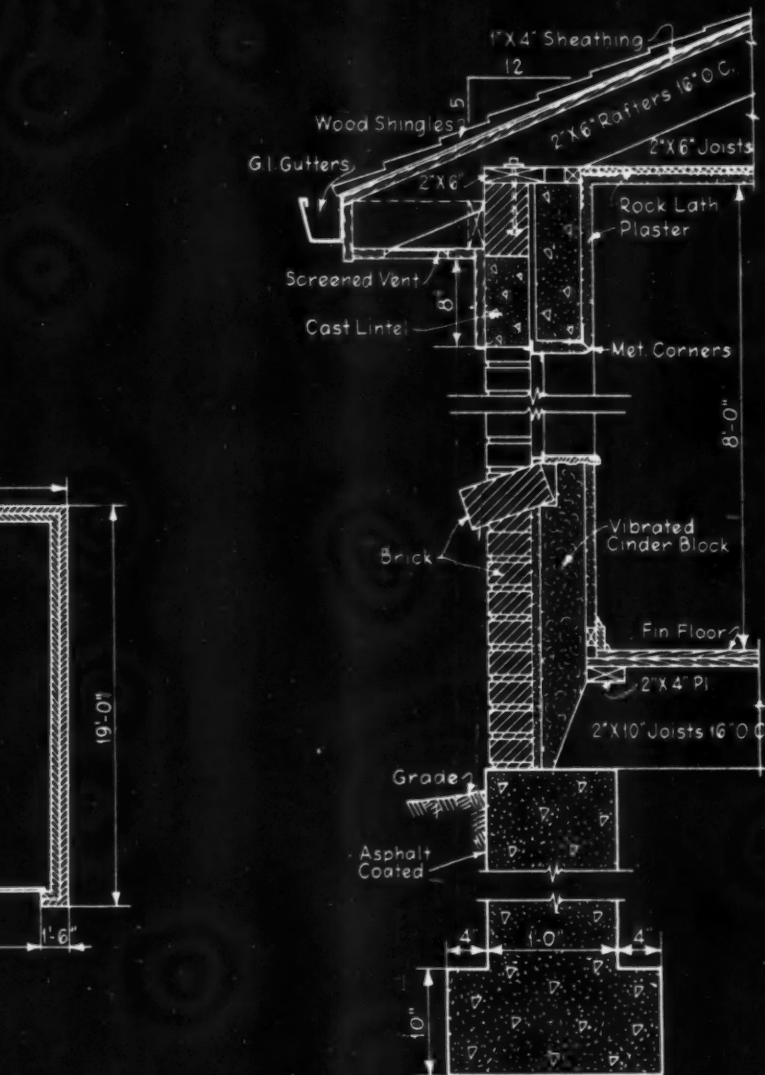
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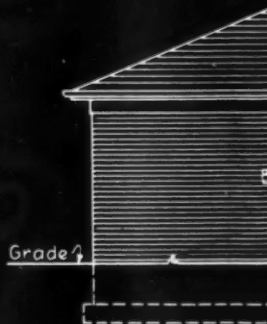
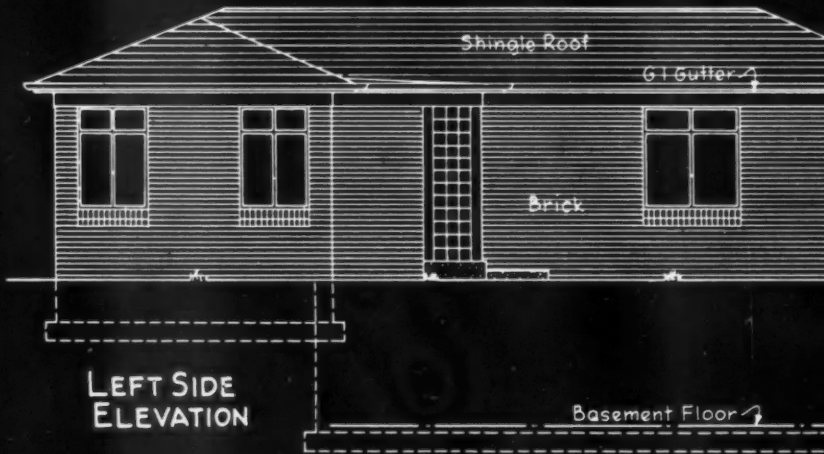
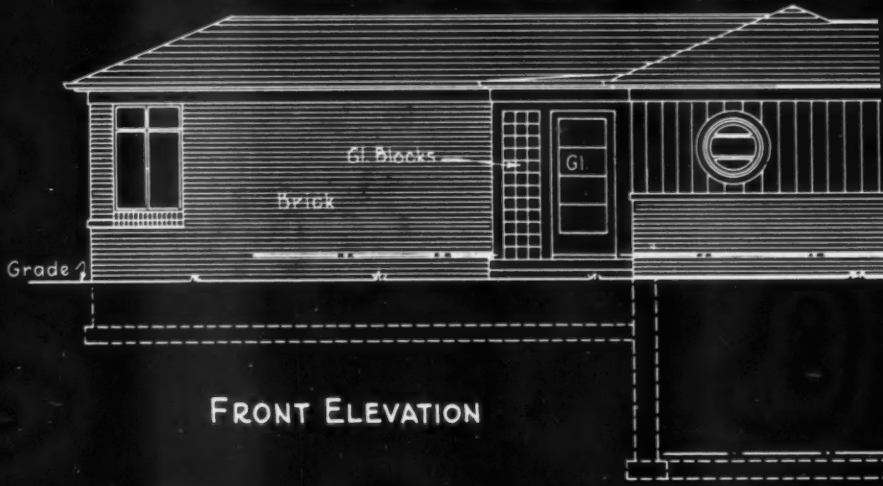




TYPICAL WALL SECTION

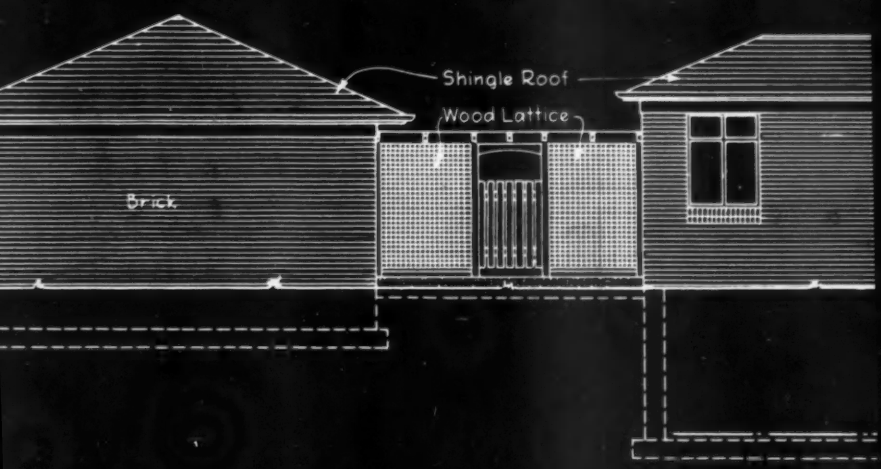
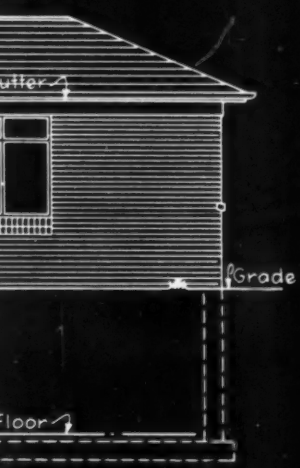
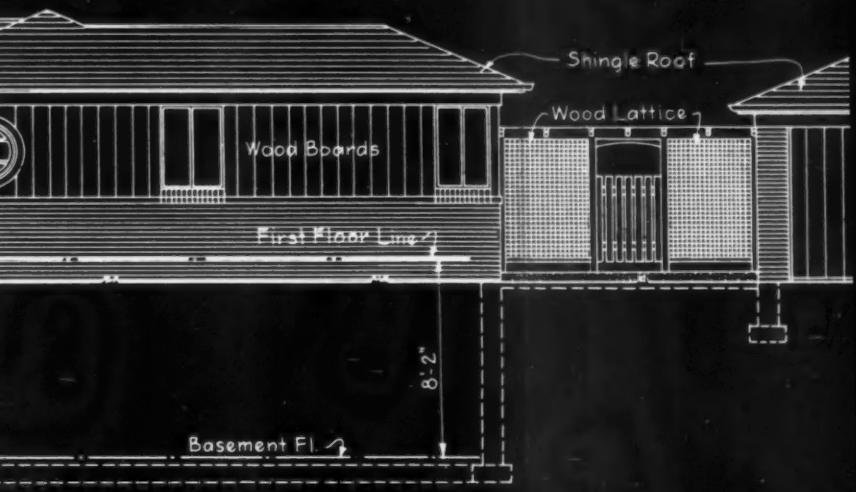


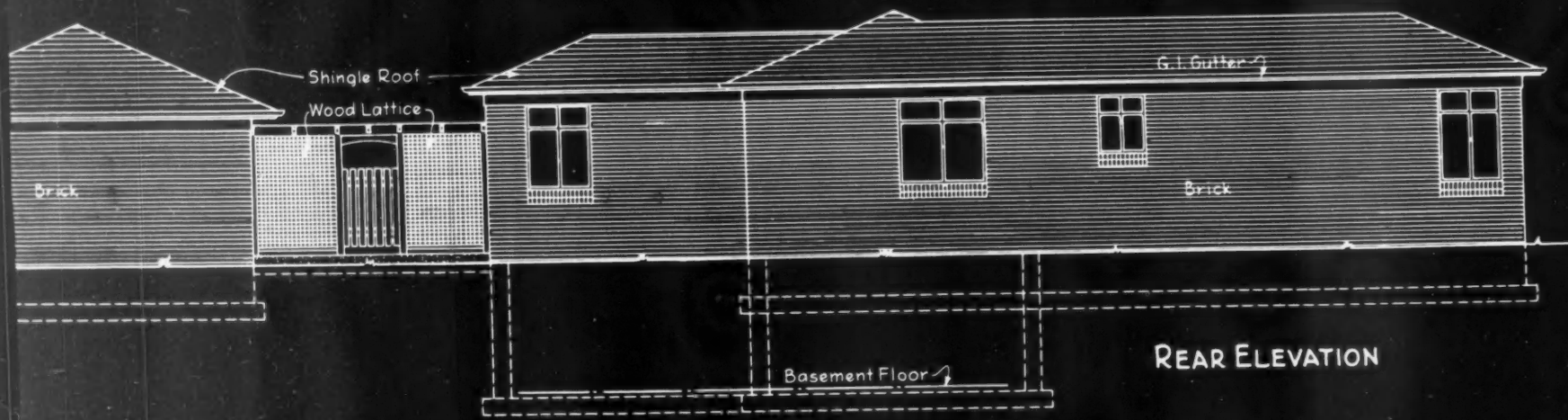
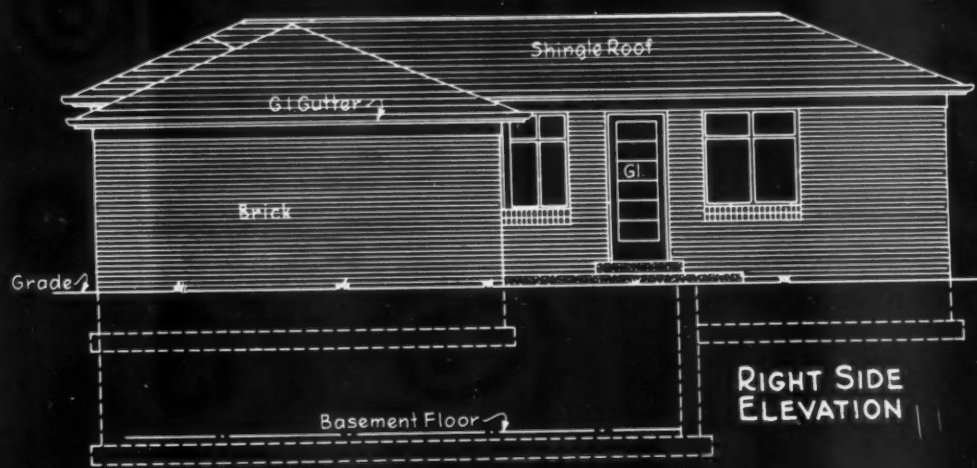
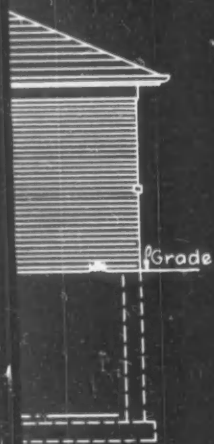
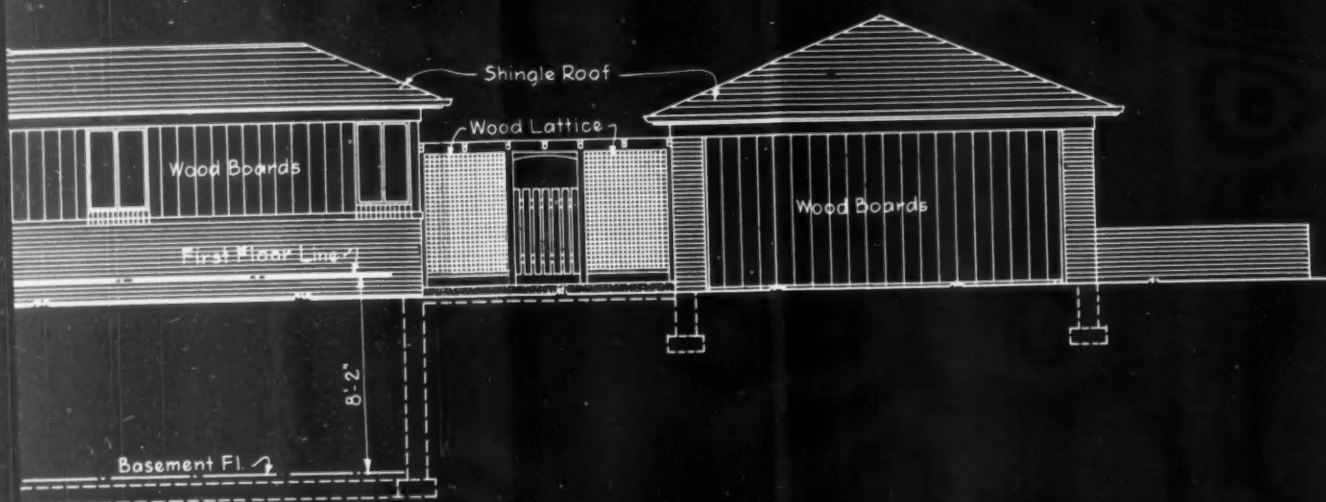
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## It's a Matter of Record

**Facts previously suppressed by NHA published in the Congressional Record of July 27 verify American Builder's repeated claims that Wilson Wyatt and the American public have been duped by fictitious statistics and propaganda issued by public housers**

**E**DITORIALY, *American Builder* has insisted for months that Wilson Wyatt was duped into believing that a national housing emergency existed, and that he was the victim of fictitious statistics cooked up by NHA for the purpose of furthering that agency's public housing schemes. The editor of *American Builder* supplemented the magazine's editorials by telling the facts over national and wide territorial radio hook-ups, and by telling some of the facts briefly in a "March of Time" newsreel. The editors of *American Builder* knew, without statistics which Senator Wherry of Nebraska charges were withheld by NHA, that no national housing emergency existed, and claimed that the condition was one of acute local housing shortages that could be corrected by the home building industry, and would have been corrected by builders if Chester Bowles had been intent upon reasonable price control instead of profit control; and if Wyatt had turned a deaf ear to NHA propaganda and busied himself with learning the real story of housing needs.

The following excerpts from *American Builder* editorials are indicative of the stand taken. *American Builder* said in an editorial appearing on page 75 of the April issue, "The program [Wyatt's] was based on data and conclusions supplied by government agencies and bureaus whose real objectives are not housing for veterans and others, but regimentation and socialization of the housing industry through allocations, continuance of price and profit controls, and expansion of public housing activities. It was built essentially on three false claims. The first of these is that there is a great national housing emergency which can be relieved only by more legislation and tighter government control of the housing industry . . . Examination of the facts concerning an alleged national housing emergency shows that there are acute local housing shortages in many communities, and a nationwide shortage of new, desirable housing without a nationwide shortage of total housing . . . There

is nothing in the record of actual facts showing that there is a nationwide acute shortage demanding the hysterical and demoralizing action proposed by Wyatt."

*American Builder* said on page 59 of the May issue, "In his report, Wyatt said, 'I have examined the principal available data.' Industry wondered what the principal available data was, and how Wyatt or any other novice in the building industry could compose the report from scratch in five weeks. The answers came in March through publication of a letter which Chester Bowles wrote to Wyatt at the time Wyatt arrived in Washington. The letter, with the exception of the subsidies feature and some minor items, was what on Feb. 7 became the Veterans' Emergency Housing Program. Thus, the principal available data came from Chester Bowles. Therefore, since the Bowles letter, which was accepted by Wyatt as his so-called housing program, is so full of NHA terms and data that are at least questionable, it is in the public interest to ask that a Congressional committee investigate the entire obscure proceeding, find out just what is going on between Bowles, Wyatt and the NHA, and find out who is trying to use Wyatt and for what purpose they are trying to use him."

On page 75 of the June issue, *American Builder* said, "What was the situation then? [Jan. 1, 1946.] There were two million unoccupied dwelling units, at least three-fourths of which could have been made into desirable sale and rental properties with relatively little repair and modernization. . . . What was the situation on May 1? Builders had stepped up their operations from a rate of 750,000 new units a year at the end of 1945 to 1,200,000 units a year by April 26, 1946 . . . There was no housing emergency at the beginning of 1946."

On the subject of propaganda, *American Builder* had this to say on page 55 of the August issue: "How was all of this [the near victory of the public housers in the last six months] possible? Well, it is reported reliably that there are 22,000 public

relations men in government, 100 of them in OPA and 97 of them in NHA. All they have to do, at taxpayers' expense, is write propaganda. It is used by Wyatt, Bowles and others, who seem to have free and easy access to all the radio time they want; it is used by various government officers (Wyatt in July stumping for the W-E-T bill) who find time to tour the country on personalized propaganda campaigns; it floods the offices of newspaper and magazine editors; and it appears by the ream in the offices of Congressmen."

The myth of the housing emergency finally has been officially exploded, and NHA is sufficiently suspect of duplicity and under-cover plotting against private industry to warrant a thorough Congressional investigation at the earliest possible moment.

As complete and irrefutable verification of what *American Builder* has repeatedly claimed are statements by Senator Wherry, Nebraska, and Senator Ferguson, Michigan, together with statistics prepared by the Bureau of the Census and withheld by NHA during Congressional debates on housing, all published on pages 10377-10387 of the July 27 issue of the Congressional Record — Senate. The following is quoted from Senator Wherry's remarks:

"Last fall, the President of the United States told the Nation that 5,000,000 new homes were needed in this country. The National Housing Agency, which among other things is interested in building up a case for a huge public housing program, backed up the President with a statistical statement purporting to show that 4,660,000 homes were needed.

"Then a new face came among us, a Housing Expediter, who also is Administrator of the National Housing Agency. Soon we were told that there was an urgent need for 2,700,000 new homes for veterans alone. This figure also was backed up with an impressive statistical analysis.

"It will be recalled that I asked in the debate how many homes were  
(Continued to page 152)



THE simplicity, charm and beauty associated with early Colonial architecture are captured in this distinctive two-story Cape Cod.

## A "World's Fair" of Demonstration Homes At



TREATMENT of the rear entry is characteristically Colonial.

**A** PROGRAM of test house construction on a scale of unequalled magnitude is nearing completion in Ingersoll Village, Kalamazoo, Mich., to demonstrate and determine the flexibility and create a "living" showroom of the utility unit recently introduced by the Ingersoll Steel Division, Borg-Warner Corporation, for housing, particularly low-cost housing. (American Builder, Feb. '46, p. 98.)

Seven nationally known architects were selected for this unique task. Their assignment was to take the consolidation of utilities, fixtures and appliances, and design conventional homes around it. It was believed that the unit, combining as it does the facilities for the kitchen, laundry, bathroom, household heating and other services, offered an opportunity for economies beyond the savings which mass production of the unit itself are expected to make possible. This was quickly confirmed by the architects.

The group of architects includes Alden B. Dow, Midland, Mich.; Harwell Hamilton Harris, Los Angeles; George Fred Keck, Chicago; Edward D. Stone, Great Neck, Long Island; Hugh Stubbins, Jr., Belmont, Mass.; Royal Barry Wills, Boston; and L. Morgan Yost, Kenilworth, Ill.

This group contributed nine plans. Three other plans were contributed by J. Fletcher Lankton, Peoria, Ill., the originator of the utility unit idea. These comprise the plans for the twelve houses in the development. The program was in charge of Ralph Gulley, New York architectural consultant, who is on the staff of Donald Deskey and Associates, which firm styled the unit.

It is probably the first time in architectural history that men of such prominence and renown have joined to

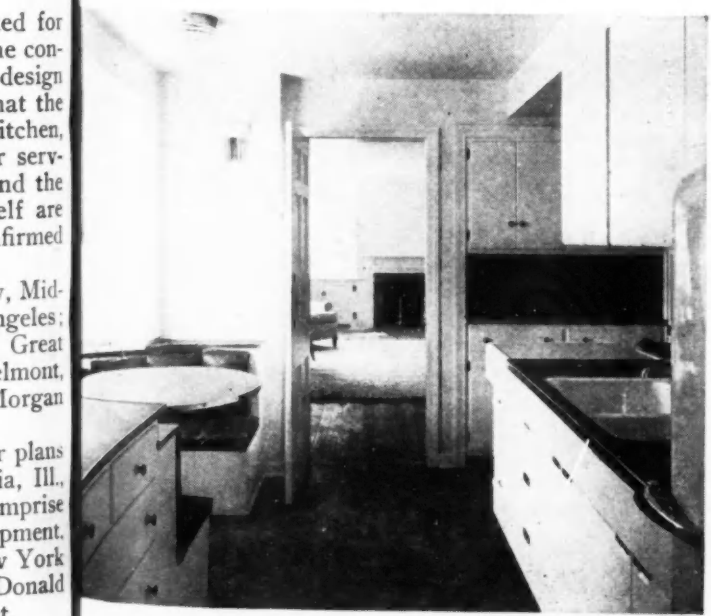


THE fireplace wall, with cupboards and bookcase of simple design, adds beauty to this end of the bright living-dining room.

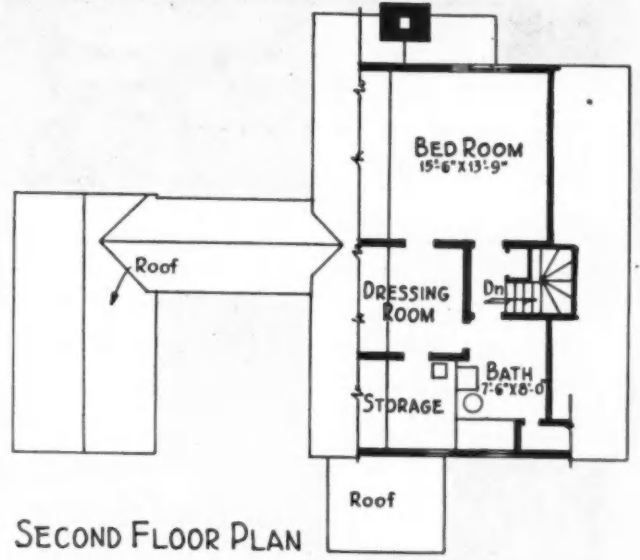
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## At Ingersoll Village

Architect Royal Barry Wills designs a two-story, three-bedroom, Cape Cod Colonial suitable for the average family. Plans layout to capitalize on the advantages of modern mechanical equipment



THE COMPACT kitchen provides for dining as well as laundry while having an unusual amount of convenient cabinet space.





THE wide eaves, gentle roof slopes, and sloping window walls and ceilings are features of the Dow house.

**Architect Alden B. Dow creates an interesting modern by combining outward sloping walls with a flexible interior**

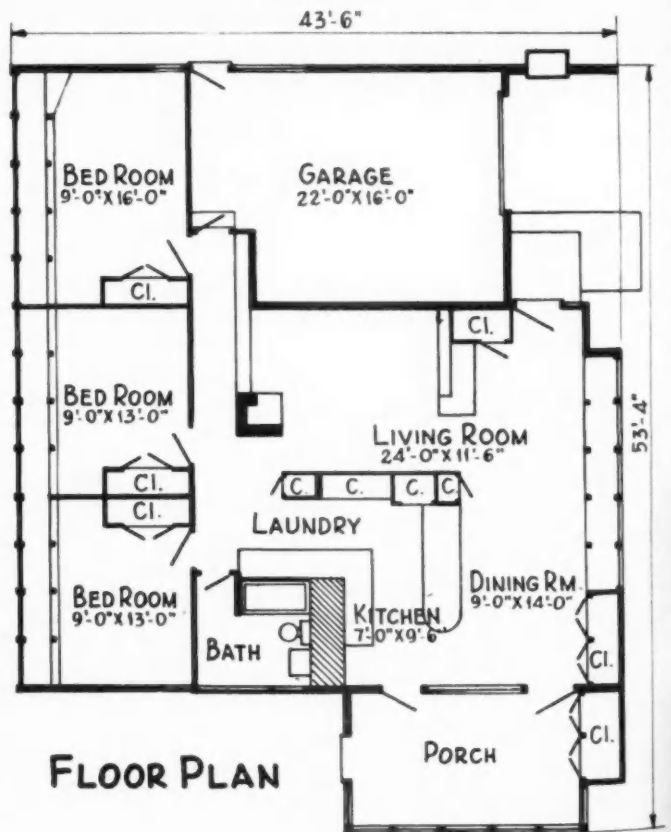
work out their respective small home ideas virtually side by side. For that reason, the whole experiment is commanding attention from the nation's builders.

As a site for the project, a picturesque rolling section outside Kalamazoo was chosen. Here the designs of these architectural leaders have been blended into a harmonious whole by landscape architects Clarke, Rapuano and Holleran.

Many of the houses have features in common. All are without basements and all but one have pitched roofs. Practically all seek interior flexibility through more efficient arrangement of wall partitions. Most strive for spaciousness within narrow limits, and for a close link between house and site. The living areas are placed to provide maximum privacy. The test houses reflect, in other words, the best that is being thought and done in small home architecture.

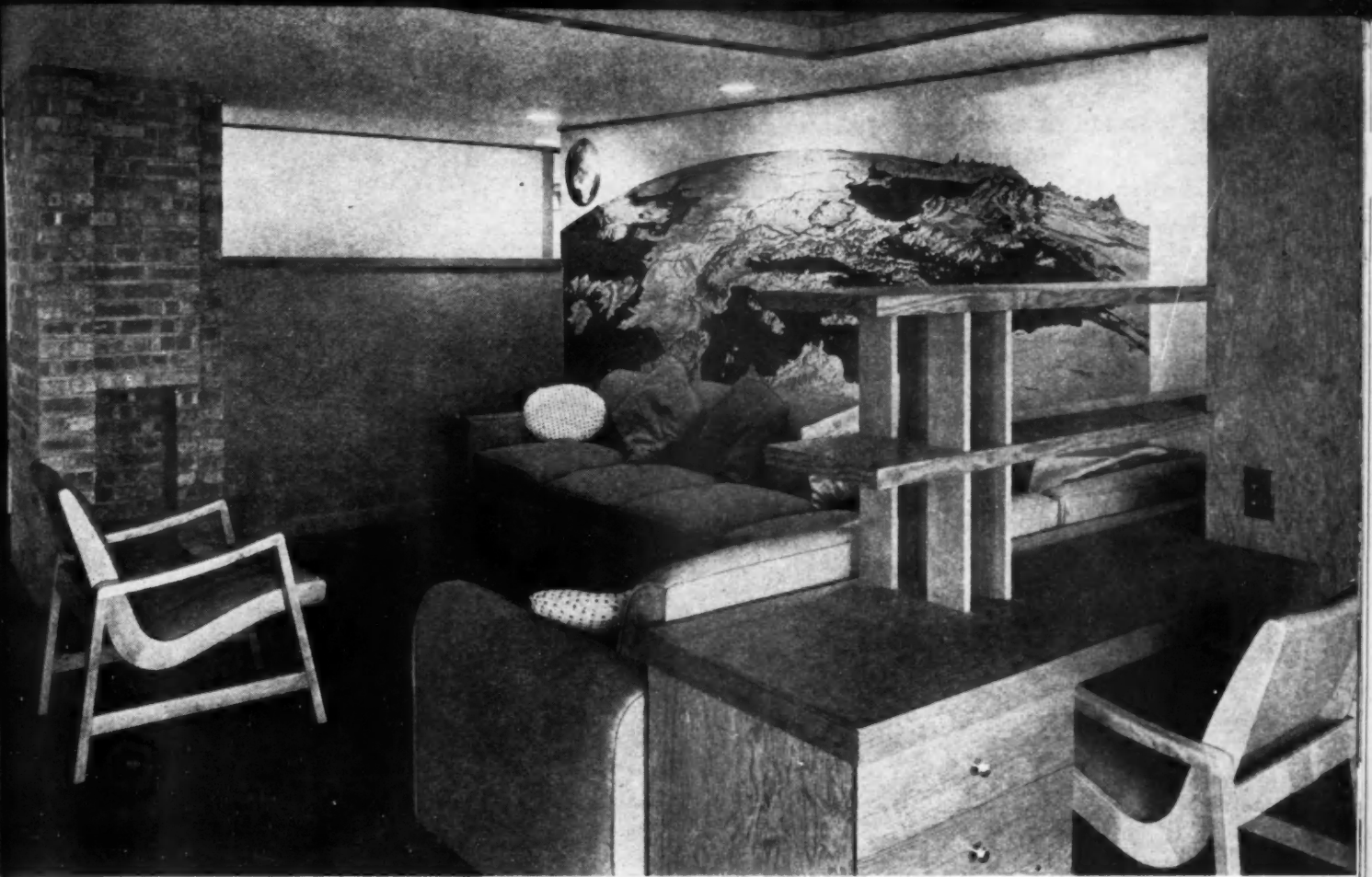
The Royal Barry Wills Cape Cod Colonial, shown on the preceding pages, follows his familiar custom of white clapboard, green shutters and pitched roof. The garage is joined to the main building by a narrow, roofed-over porch fronting on an entry court with a white picket fence. In keeping with the developing trend toward placing living areas in the rear for greater privacy wherever possible, Wills has put the utility unit at the front of the house and arranged his living-dining space to open out on a garden at the rear. There are two bedrooms on the first floor and another on the second, where he has also placed an additional bathroom, a dressing room and extra storage space. Cubage of the Wills house is figured at 12,233 feet.

The Dow house, shown here, was designed to accomplish spaciousness within very narrow limits and also



**FLOOR PLAN**

supplies a design adding two bedrooms. Outward sloping window walls and a flexible interior without the usual partitions are two important elements in his basic pattern. For interior flexibility, bedroom partitions can be moved back and forth without major alterations.

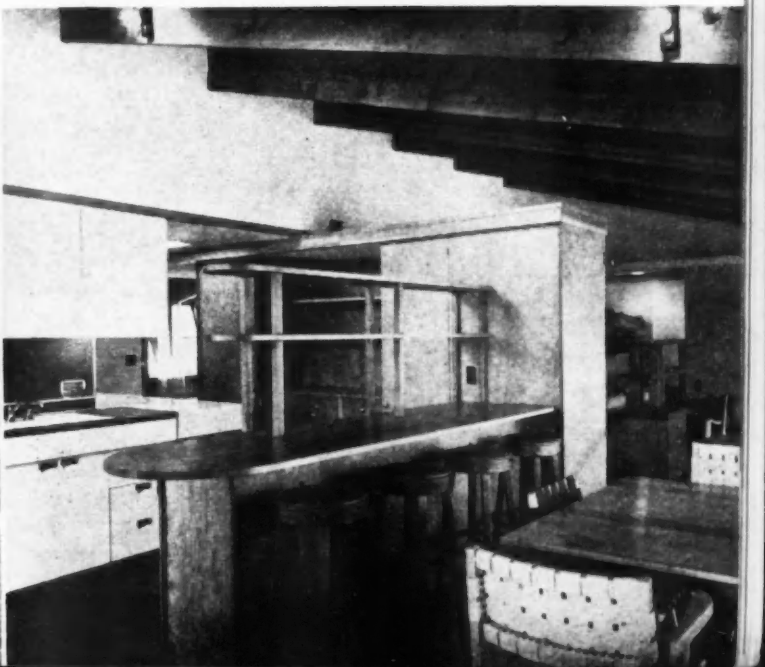
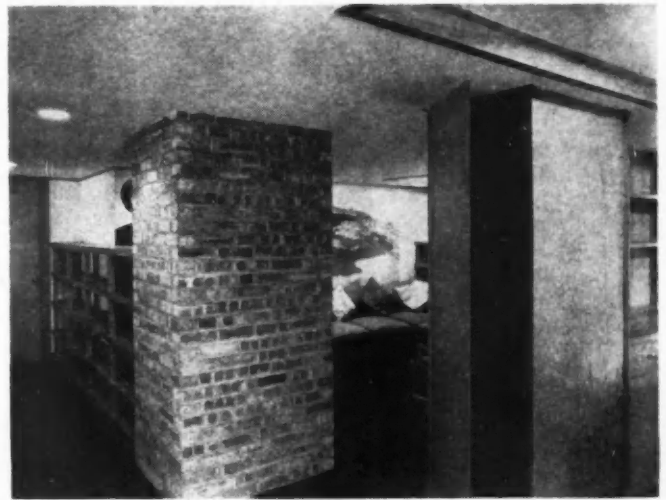


**THIS interior view shows living room corner fireplace.**

Living room, dining room and kitchen have been closely coordinated in order to make use of the space. Kitchen and laundry are separated within that area by door-height cabinets, counters and shelves. The back of one cabinet supplies the wall for the living room.

With the same aim, Dow allowed his main ceilings to follow the line of the low-pitched roof. Roof rafters are exposed for economy's sake and to enhance design. It is to be noted that he has incorporated adequate areas for closets, wardrobes and drawers. The screened porch has a storage closet for card tables, folding chairs and similar items. The concentration of window and wall

**RIGHT: Interior of the Dow house showing built-in furniture. Below: Well protected garage entrance adjacent to the front door. Below, right: View of dining-kitchen area showing built-in breakfast bar and part of the Ingersoll utility unit in the adjoining kitchen.**



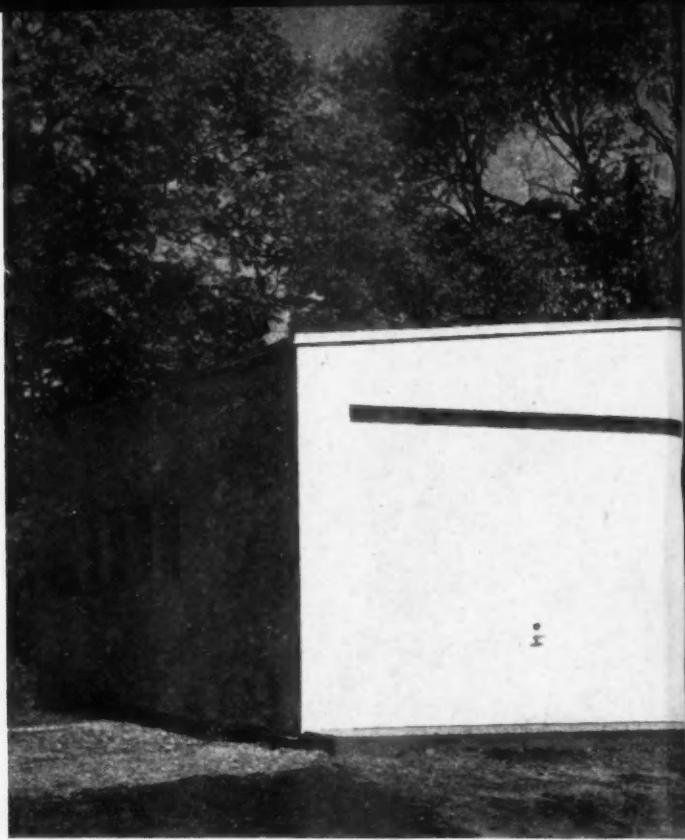
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**Architect Hugh Stubbins, Jr., achieves spaciousness within a confined area by linking indoors and outdoors through skillful integration of these areas**



THIS corner of the living room show unusual fireplace wall.



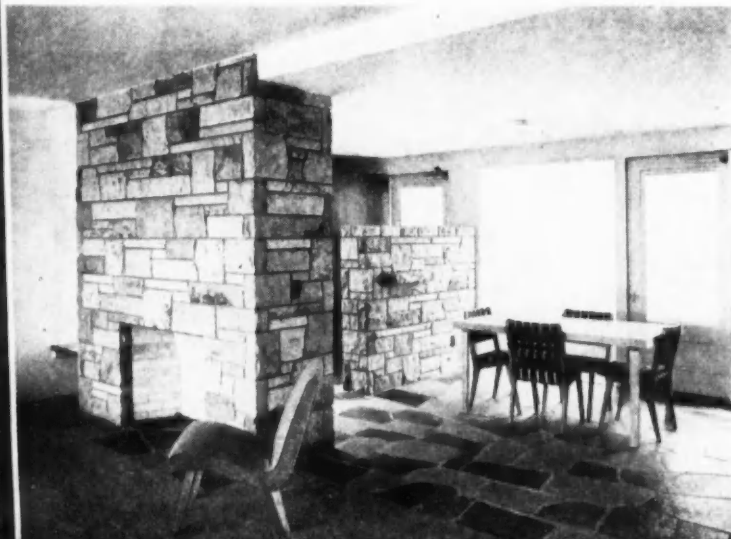
THE ATTRACTIVE, practical courtyard of the expanded

areas on the exterior makes a highly effective background for landscaping. Cubage of the Dow basic unit is 11,697 feet, of the expanded unit, 16,407 feet.

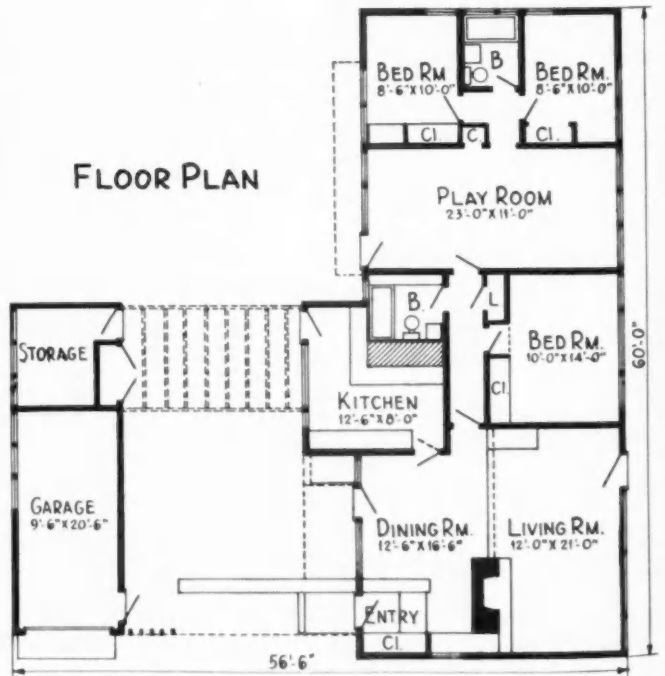
The Stubbins' designs, appearing on these pages, are skillfully handled in meeting the problem of a growing family. In the basic unit (opposite) the living, dining and sleeping areas would be suitable only for a small family; expanded, it provides all the facilities necessary for a family with young children. In the latter, the main bedroom is a separate entity instead of being melted into other areas as in the basic unit. The former, the smallest of the Ingersoll village homes, has a cubage of 9,941 feet, while the expanded plan has 16,262.



ABOVE: Part of playroom in the expanded plan. Below: View through dining room to the outdoor courtyard area.



**FLOOR PLAN**



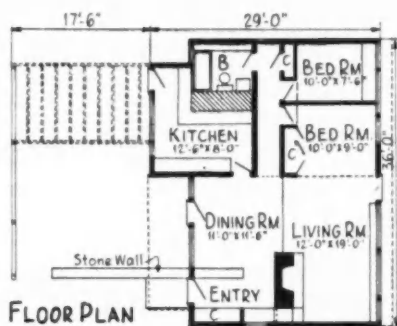
THIS PLAN shows expanded version of the Stubbins' house. The expansion is simply an extension of basic design.



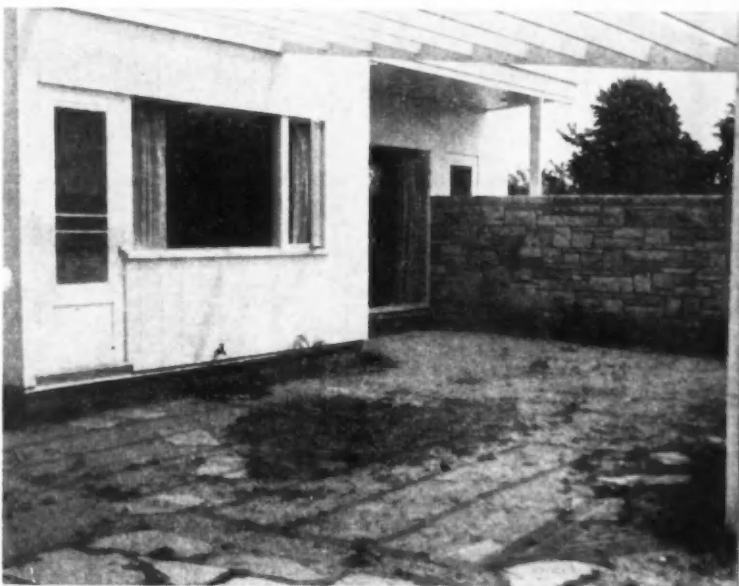
version of the Stubbins' design is accomplished by simple combination of arbors and masonry wall, between garage and main house.

**Expansible house design is adaptable to the requirements of a growing family**

IN the basic design (right), the living, dining and sleeping areas are more or less open to one another but can be screened off by curtains and other devices. Note how courtyard wall penetrates the plan to create a small entry with closet space.



SHOWN above is the 'curtained sleeping portion of the living-dining-sleeping area of the Stubbins' minimal plan.



ABOVE: Top photograph pictures basic unit of Stubbins' design. Lower view shows courtyard formed by arbor and masonry wall.



ROBERT HALLIS, architectural designer, and Eugene H. Hannah, builder.



## Putting Quality and Individuality into

**Moderate-priced seven-house project in Ann Arbor, Michigan, being completed by builder who veers away from monotony in both exterior and interior design**



PICTURE window distinguishes this house.

**A**DHERING strictly to conventional methods, but incorporating the newest in equipment and conveniences, Eugene H. Hannah of the Hannah Construction Co., Ann Arbor, Mich., is well along on a seven-house project which emphasizes quality and individuality in the medium price range.

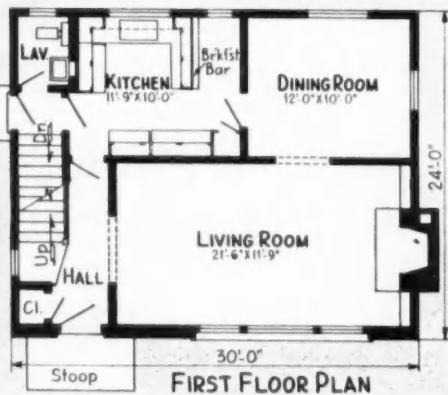
These five, six and seven-room houses are all located on one side of the same block. Each of the seven

homes has a distinctive exterior which is entirely different from any other in the same project. A different interior plan has also been used in each home so that no two of them are similar.

Exteriors have been varied in an interesting way, not only by the use of different designs, but also by utilizing good judgment in varying combinations of wide and narrow bevel siding, along with several different types of brick. In several of the houses large plate glass windows have been used to good advantage, not only to add to the distinctive exteriors, but to enhance the charm and livability of interiors. When construction of the homes is completed, expert landscaping will place each home in an individual setting of shrubs and trees.

The designer, Robert Hallis, and Mr. Hannah, the builder, are firm believers in good construction. An examination of these homes proves their good intentions. Both rough and finish hardware is of top quality, along with the lighting fixtures and other similar equipment installed by the builder.

The plumbing and heating system in each house embraces the best quality available in both workmanship and material. Every house is



EFFICIENT room arrangement and adequate storage space of this plan are typical.



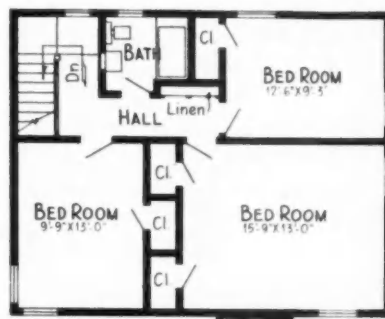


STREET view showing six of the seven homes in this project.

## a Street of Medium-Priced Homes



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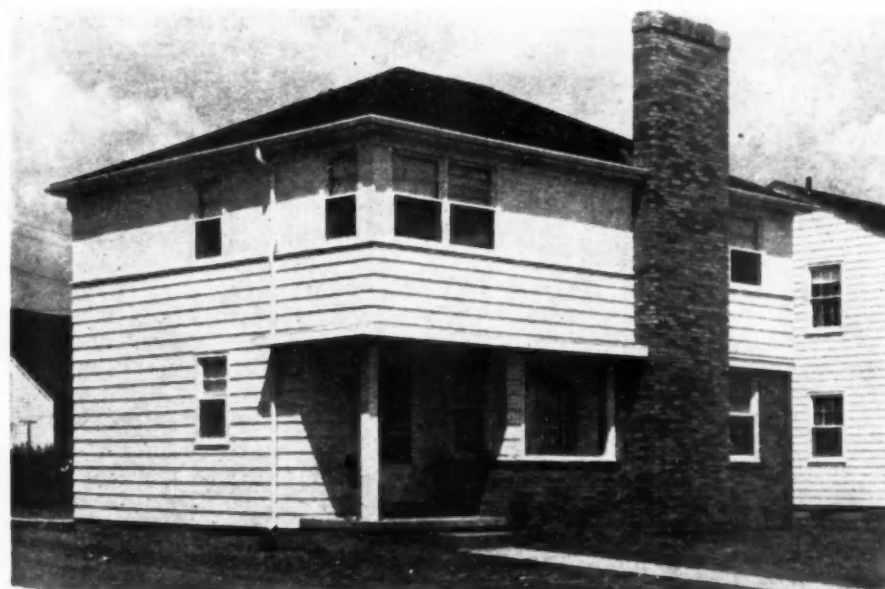


SECOND FLOOR PLAN

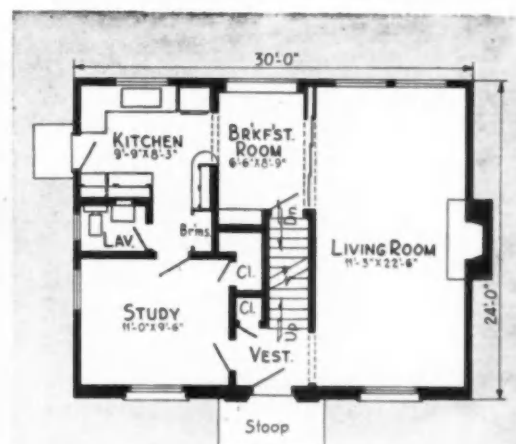
THE open planning of lower floor rooms in this house has public appeal.



NOTE the distinctive second-floor front.

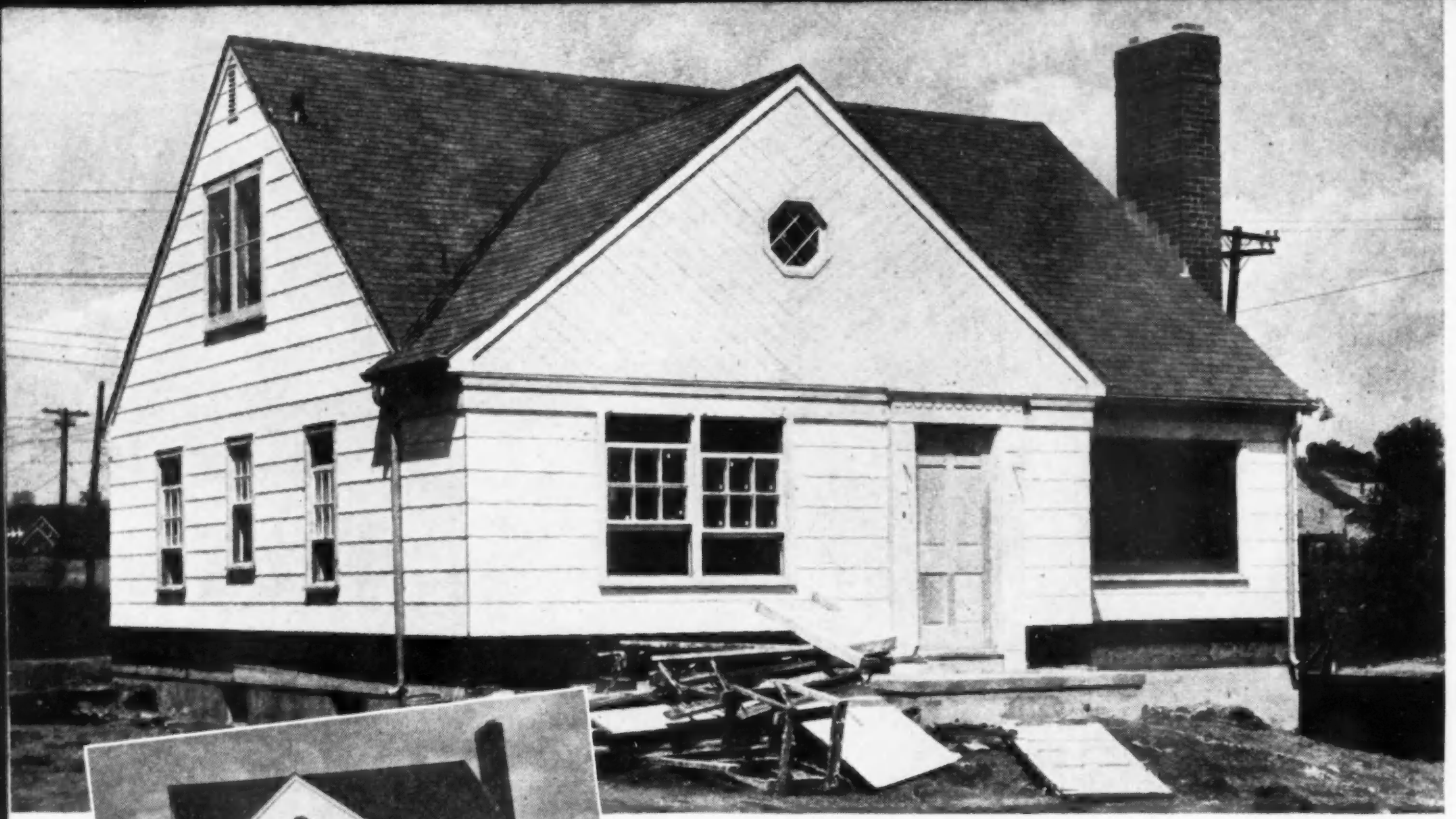


ONE of the most popular homes on the street is this conservative modern.



FIRST FLOOR PLAN

CENTER entrance, large living room, study, breakfast room with sliding doors between it and living room, feature this house. Second floor provides three bedrooms and one bath.



THE gable treatment and large plate glass window in the living room of this five-room modified Cape Cod add a distinctive note of spaciousness to the exterior appearance. The simple room arrangement fits this house to meet the needs of the average family.

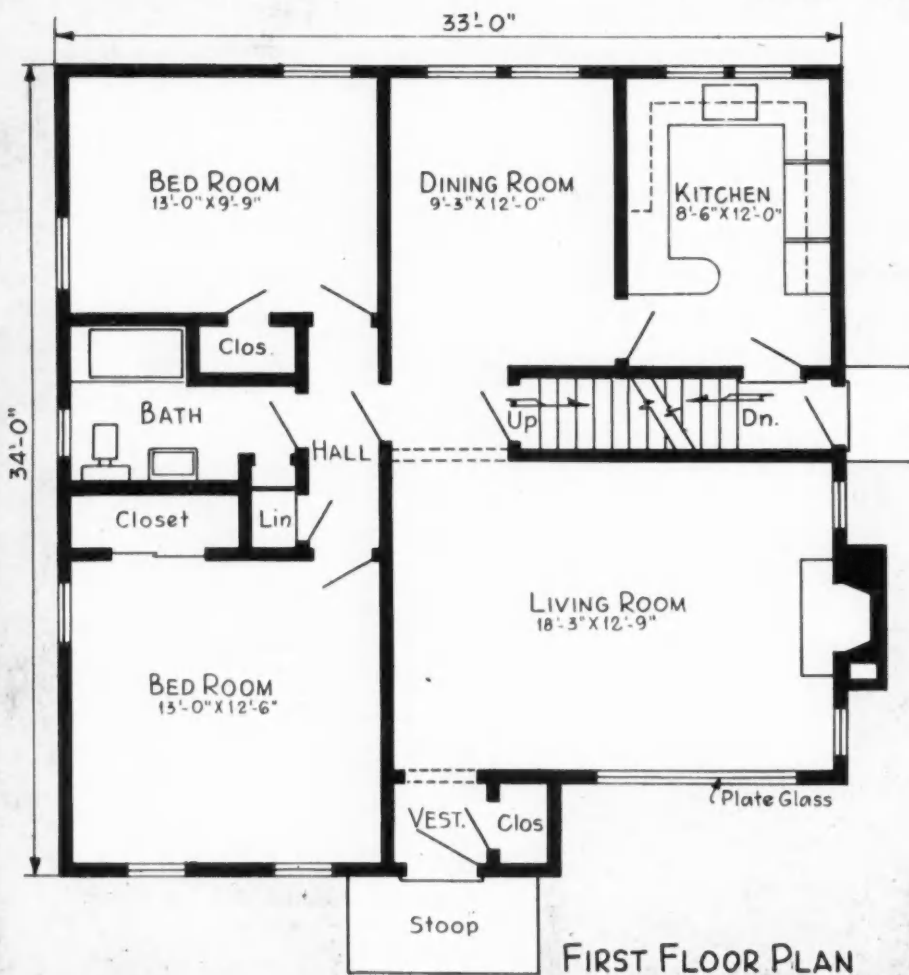
equipped with an automatic gas or oil fired forced circulation hot air furnace. An electric or gas automatic hot water heater is also part of the completed job on each of these homes. In some of the houses, Mr. Hannah also installed gas or electric cooking ranges and refrigerators as well as kitchen ventilating fans. All houses have full basements.

The charm and moderate individuality of the interior of each of the houses is the result of the work of Mrs. Robert Hallis, wife of the designer. Because Mrs. Hallis is a professional interior decorator, buyers of the houses built by Mr. Hannah are assured of the ultimate in interior decoration.

Even though all these houses were sold before they were completed Mr. Hannah built all the quality and livability into them that he would have in a highly competitive market. Because he plans to be in business after the current sellers' market is a matter of history, he intends to maintain this policy to protect the future of his enterprise.

Mr. Hannah and Mr. Hallis now own the block across the street from their present development and plan to continue the construction there of homes similar to those in this group.

Mr. Hannah says, "I have found it pays to use standard brands of advertised products in the homes I build. Home seekers are keenly aware of quality in materials, equipment and workmanship, and in a competitive market built-in quality makes selling easier."

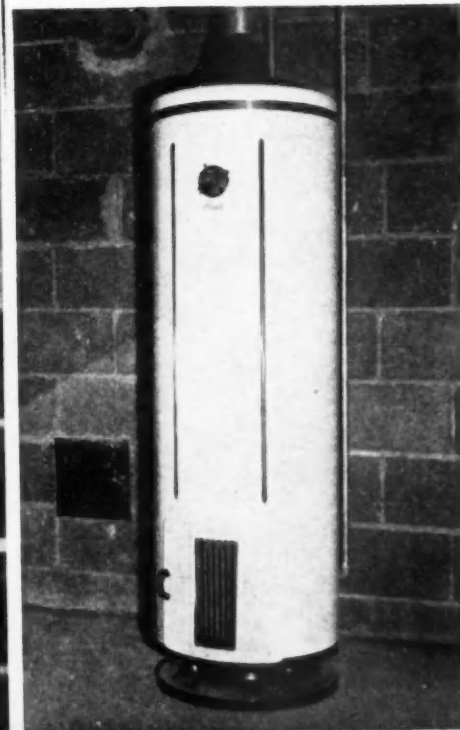
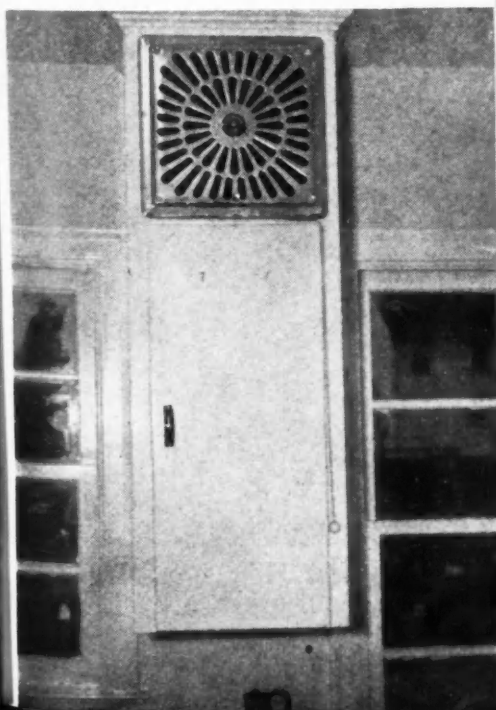
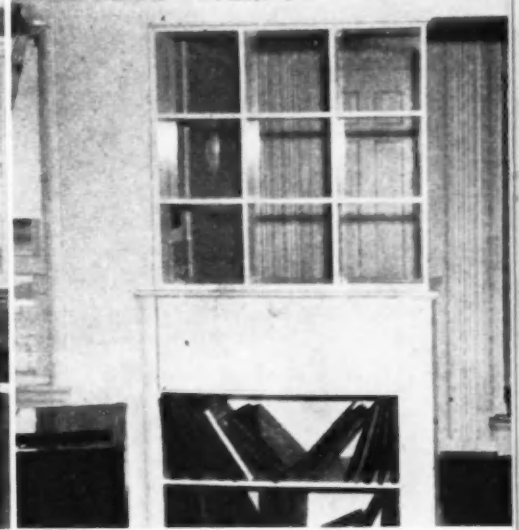


**Appointments and equipment in the Hannah houses meet today's requirements**

GOOD taste in the selection and installation of kitchen cabinets, closets, shelves, and other storage facilities adds materially to the attractiveness and desirability of these homes. At right is a partial view of one of the kitchens and dinettes. Sliding doors are installed for use in closing that portion of the house from other quarters. Below, right, is one of the all-red cedar kitchen cabinet jobs finished in natural wood. At far right is a built-in phonograph record cabinet which also acts as a partition between the entrance and the living room of one of these attractive houses.



BELOW is a partial list of the materials and equipment used in the construction of these houses; J-M and Ruberoid shingles; Perfection oak flooring; Pratt & Lambert paint; Surface Combustion and Janitrol furnaces; Minneapolis Honeywell regulators; Hart & Cooley and Airflow registers; Corbin locks; National and McKinney hardware; Standard, Eljer, Crane and Briggs plumbing fixtures; Pittsburgh plate glass in view windows; Pennvernon and Lustraglas window glass; Douglas fir plywood in cabinets and for subflooring and under linoleum; Curtis and Andersen millwork; A. O. Smith water heaters; Electrovent kitchen ventilating fans; Donley fireplace dampers.



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## Making the M

**A well-planned small restaurant can appeal to the man in overalls as well as to the man in a top hat**

**R**IKER'S sales formula has always been to appeal to the man in the street as well as the man in the cab," says Edward I. Wechsler, secretary of Restaurant Associates, which operates Riker's chain of eating places. "When we remodeled our Greenwich Village, New York City, establishment we tried, of course, to make it more attractive. We were concerned, frankly, that we might improve it too much, and 'scare off' some of our trade. But we have been pleasantly surprised.

"Customers still come dressed in overalls, and they come dressed in top hats, too. The increase in business since remodeling has been so great that we are now running the Greenwich Village branch on a 24-hour-a-day, seven-day-a-week basis. More important, we are using it as a basic model on which to plan all future remodeling work of the other links in our restaurant chain."

As a remodeled eating place, or as a plan for a new structure, the layout of Riker's Greenwich Village branch.

THE overhead panels contain lighting and carry air conditioning and exhaust ducts.



BLACK tile provides an attractive background for the stainless steel equipment. Blue and buff striped tile add a distinctive note.

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# e Most of an Eleven-Foot Frontage

designed and engineered by Daniel Laitin, architect, and Mark J. Joseph, engineer, is worthy of study by builders whose trade is likely to take them into this type of construction work in cities or towns of any size, anywhere in the country. While eating tastes may change from town to country, the appeal of neat and sanitary surroundings in which to satisfy the inner man is universal.

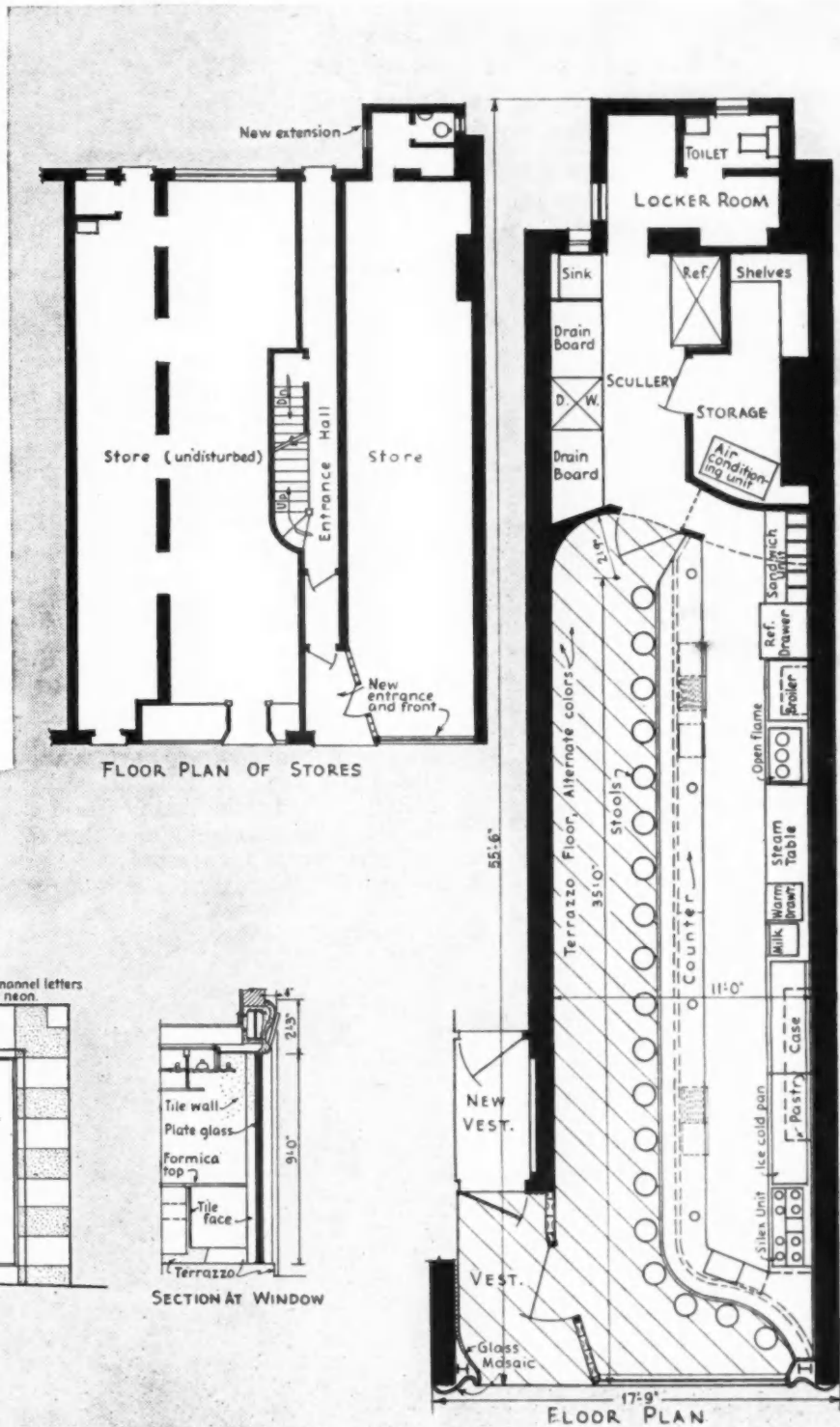
As will appear from the plan at lower right, in remodeling the existing structure to best advantage the door of an adjoining apartment house was pushed back eight feet to provide a common entrance, and to present a wider expanse of glass front through which the attractive interior would offer its appeal to the passerby. Glass block was used on either side of the restaurant entrance door, and a glass mirror the length of the rear wall of the room itself adds a definite note of spaciousness to the whole interior.

Other wall surfaces are done in buff and cerulean blue ceramic tile, set at an interesting sixty-degree angle. The same theme is carried out on the counter front.

Riker's, according to Mr. Wechsler, long has realized the psychological advantage of having all cooking facilities behind the counter where the customer can see them,

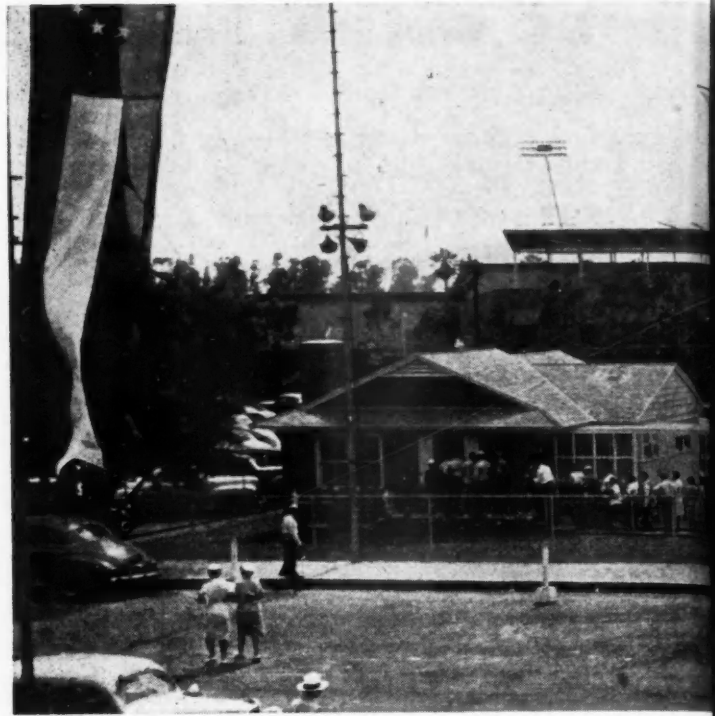
rather than in a separate kitchen, and this was done in the remodeled Greenwich Village branch. Air conditioning, and exhaust ducts to carry off the offensive cooking odors, are concealed in overhead panels, along with lighting equipment. The wall behind the cooking counter is of

black tile with white grouting. This, Mr. Wechsler declares, is not only impervious to steam and cooking fats with its consequent reduction in labor, maintenance and replacement costs, but also serves as an attractive background for the stainless steel cooking utensils and equipment used.



# California Home Builders Conduct Successful Exhibit

Ten-day exposition drew attendance of 103,937 to set record for events of that type in Southern California; fourteen building trades associations sponsored non-profit effort which officials predict will be a permanent Los Angeles show



THE TWO model homes constructed opposite entrance



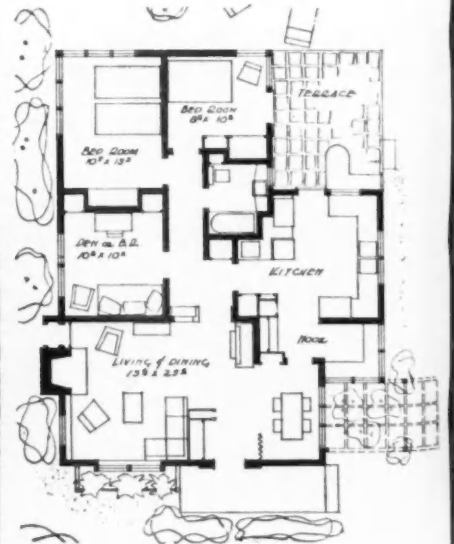
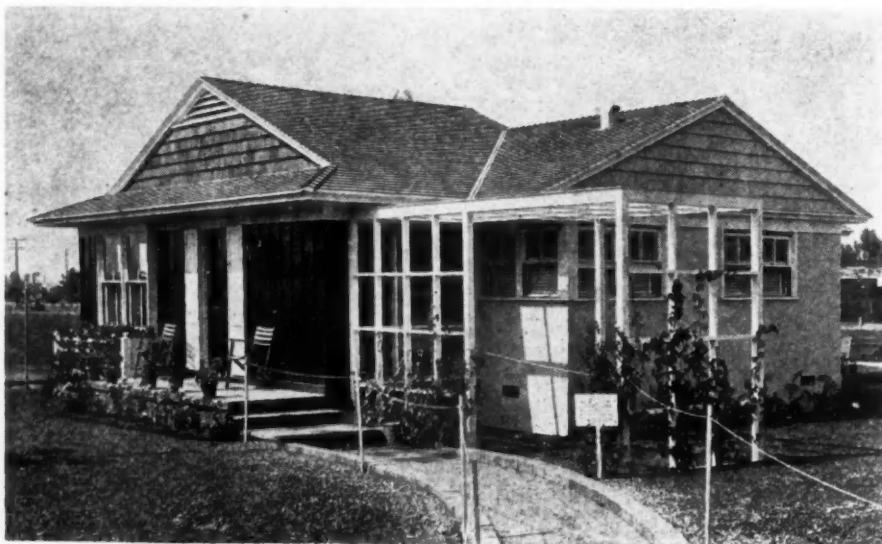
LAWRENCE B. GIBBS, left, secretary, and Milton J. Brock, president of the Home Show.

THE first annual Construction Industries Exposition and Home Show of Southern California, conducted July 12 to 21 in the Los Angeles Pan-Pacific Auditorium, drew an aggregate attendance of 103,937. This is by far the largest attendance ever recorded for a similar event in Los Angeles, according to Milton J. Brock, Home Show president, who is a leading Los Angeles builder and treasurer of the National Association of Home Builders.

Two model G.I. homes located opposite the main auditorium were feature attractions. A total of 89,300 persons visited these two houses and 59,000 of them were questioned as to their preference for the provincial or modern design. Sixty per cent of the

59,000 questioned preferred the provincial and forty per cent expressed preference for the modern. Both homes were of standard, permanent construction over substructure devices which made it relatively simple to move them to residential sites. This was done because the five-room home was given outright by the home show sponsors to Arvil W. Gabbard, 32, a veteran who served twenty months overseas. The six-room house was sold to another veteran for \$7,500, far less than the actual construction cost. These winners were selected under the supervision of a committee of judges made up of prominent Los Angeles businessmen and service club leaders.

The home which was given away is



EXTERIOR VIEW and floor plan of the conventional design house which drew the preference of sixty per cent of the 59,000 visitors.



entrance to the exposition. In the ten-day period the show was open 89,300 persons visited these two G.I. houses.

of the modern architectural concept, with interior appointments in the same theme. It has two bedrooms, one of which is cleverly designed for ready conversion to use as a den or library. In this all-electric home the lighting, heating, cooking and refrigeration needs are fulfilled by the snap of a switch.

Exterior of the larger, three-bedroom home, which was sold during the show, follows the California conventional design, and was furnished in Dutch Provincial. In this home, gas is utilized exclusively for heating, cooking and refrigeration. Furniture and appliances were not included in awarding the houses to the veterans.

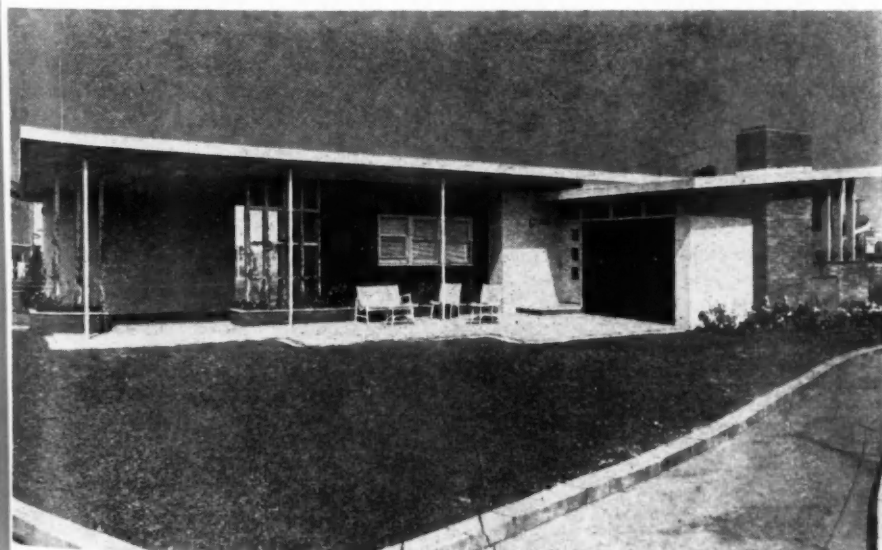
The tremendous interest of the public in home building and the dis-

plays of appliances and equipment is evidenced by the fact that the 162 national and local exhibitors distributed more than 800,000 pieces of merchandising literature. One exhibitor, a Culver City stove manufacturer, alone gave away 69,000 souvenirs in the form of cast steel griddles. The booth operated by the Veterans' Administration fulfilled more than 20,000 requests from former servicemen for information on G.I. home loans.

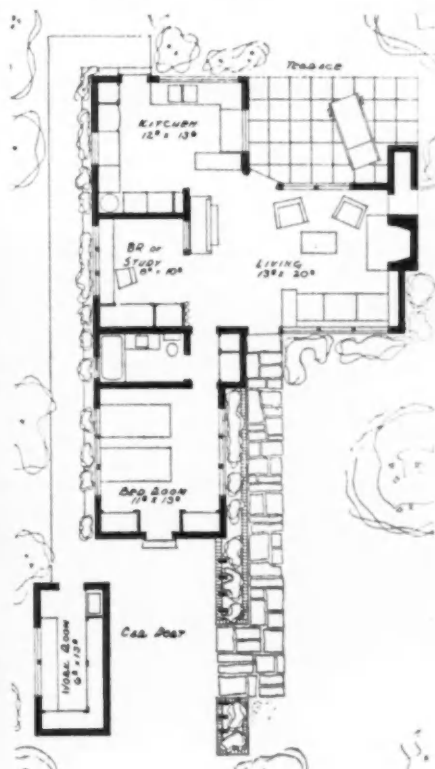
"So successful has been this first postwar home show, in the face of handicaps and obstacles thrown up by retarded reconversion and limited production," said President Brock, "that the sponsoring organizations already have decided to make the event

an annual feature in Los Angeles." In citing attendance and other figures reflecting the great popular appeal of the show, Mr. Brock pointed out that the auditorium was open only eleven hours daily, from noon to 11 p.m. for a ten-day period.

Sponsors of the non-profit event were the Los Angeles Chamber of Commerce and the fourteen building trades associations in Southern California.



EXTERIOR VIEW and floor plan of the five-room modern home for which forty per cent of those interviewed expressed preference.





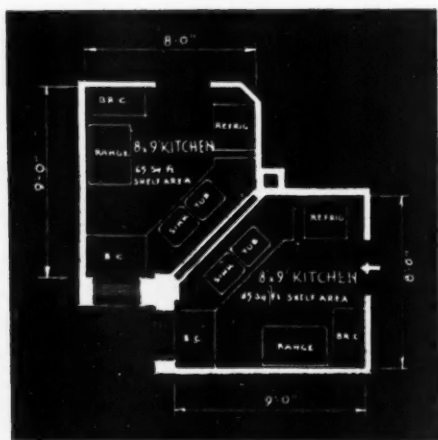
AN eight-foot Earle Unit Kitchen showing dish dryer in use.



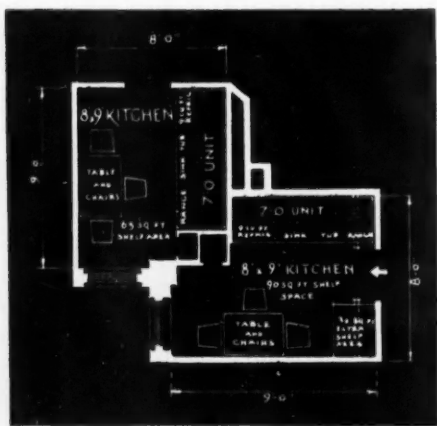
A SIX-FOOT four-inch "One-Wall Unit."

## All-Metal, Compact One-Wall Unit Kitchen

combining refrigerator, stove and sink with storage space



MULTIPLE-HOUSING kitchens back-to-back laid out to accommodate major appliances and cabinets in the conventional manner.



THE same kitchens planned for the One-Wall Units, permitting use of the extra space for table and chairs. The compactness of these units should make them especially valuable to designers and builders of small apartments.

A NEW, compact one-wall unit kitchen consisting of an L-shaped refrigerator, a standard stove, sink, dish dryer, cabinet space and counter has been designed by Guyon L. C. Earle, a Long Island builder. Mr. Earle already has been granted more than a dozen patents and approximately thirty are pending.

The units, made of aluminum except for the stainless steel counter and sink, will be produced in four different lengths by the Reynolds Metals Co.

Outstanding feature of this new one-wall kitchen unit is the built-in nine cubic foot L-shaped refrigerator, which is so efficient it uses about the same kilowatt consumption and the same compressor as the standard six-cubic foot box. The use of drawers instead of shelves permits maximum utilization of refrigerator space with a minimum of cold loss when opened. The four drawers close by gravity

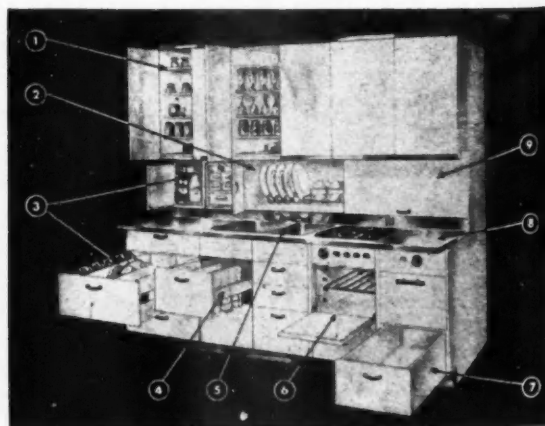
when pushed to within one inch of the opening. Waste heat from the compressor is diverted to dry towels and dishes.

The 20 x 20-inch standard four-burner stove is fully insulated throughout and has an oven, broiler, automatic timer and thermostatic temperature control.

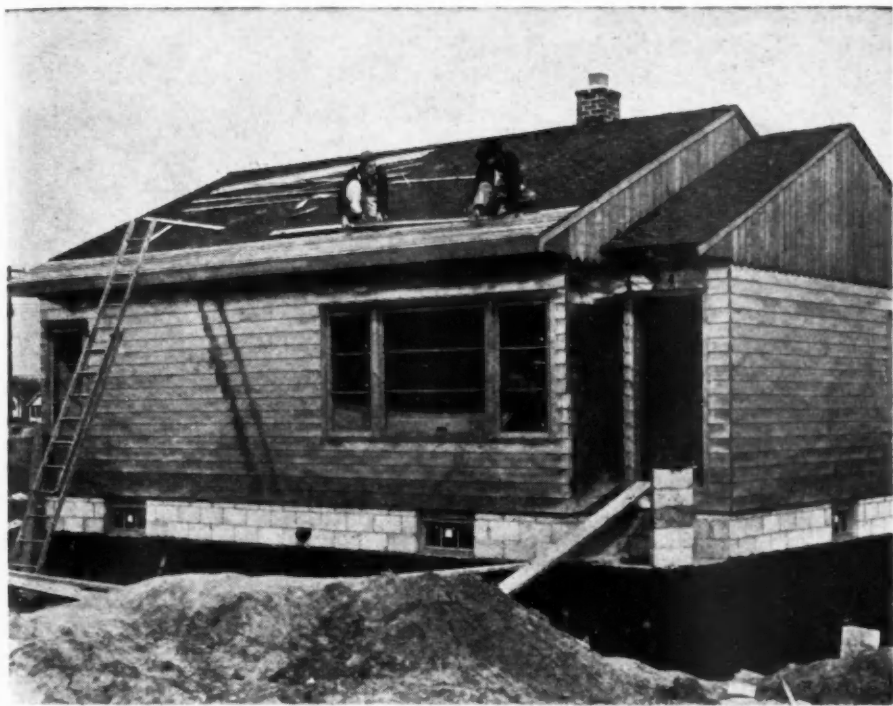
The wall cabinets have more and deeper shelves than conventional kitchen cabinets. Because the unit projects farther from the wall, space above the counter and below the overhead cabinets is utilized for storage. Capacity of the four different length models varies from 35 to 80 square feet. By combining the standard Earle cabinet units, any length one-wall kitchen can be designed after the minimum five-foot six-inch space for the refrigerator, stove, and sink has been allotted.

The largest unit provides space for a washing machine.

1. Deeper-than-usual shelves.
2. Dish dryer behind sink.
3. Nine-cubic-foot L-shaped counter-top refrigerator. Ice-cube compartment above counter.
4. Small laundry dryer.
5. Sink.
6. Full-size gas or electric stove.
7. Adequate drawer space in base cabinet.
8. Stainless steel counter top welded to sink.
9. Cabinets behind counter and below overhead cabinets.







WORKMEN are applying aluminum roofing. Installation of aluminum siding is complete. ALUMINUM siding in process of application.

## Builders Use New Aluminum Siding and Roofing

**F**ACED with a critical shortage of many conventional building materials, private industry is once again demonstrating its resourcefulness by developing a promising array of new building materials.

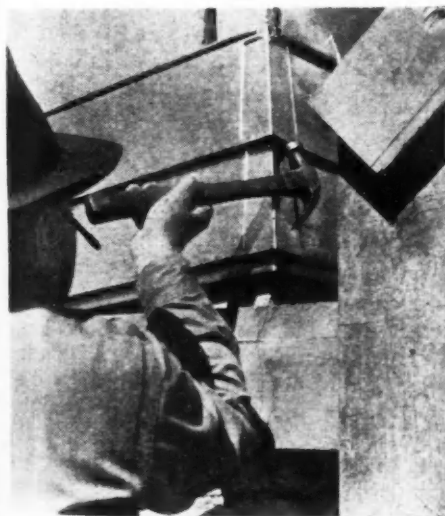
An example is the new aluminum siding and roofing material which boasts of many qualities desirable in an exterior building material; it is applied in the orthodox manner and can be cut with metal cutting saw or ordinary tinsmith shears. The product, Hoess metal siding, roofing and

trimming, manufactured by Metal Building Products, Inc., Detroit, Mich., is produced in 4, 6, 8, and 10 in. widths, and lengths of 8, 10 and 12 ft. The wide variety of widths lends itself to almost any building requirement where siding and roofing of a conventional material are used. Cornice and coping fittings complete the line.

The photographs on this page show Hoess metal siding and roofing "on the job." It can be handled by any carpenter or roofer and can be

applied directly to the studding on both roof and sidewalls, with blanket insulation in the walls.

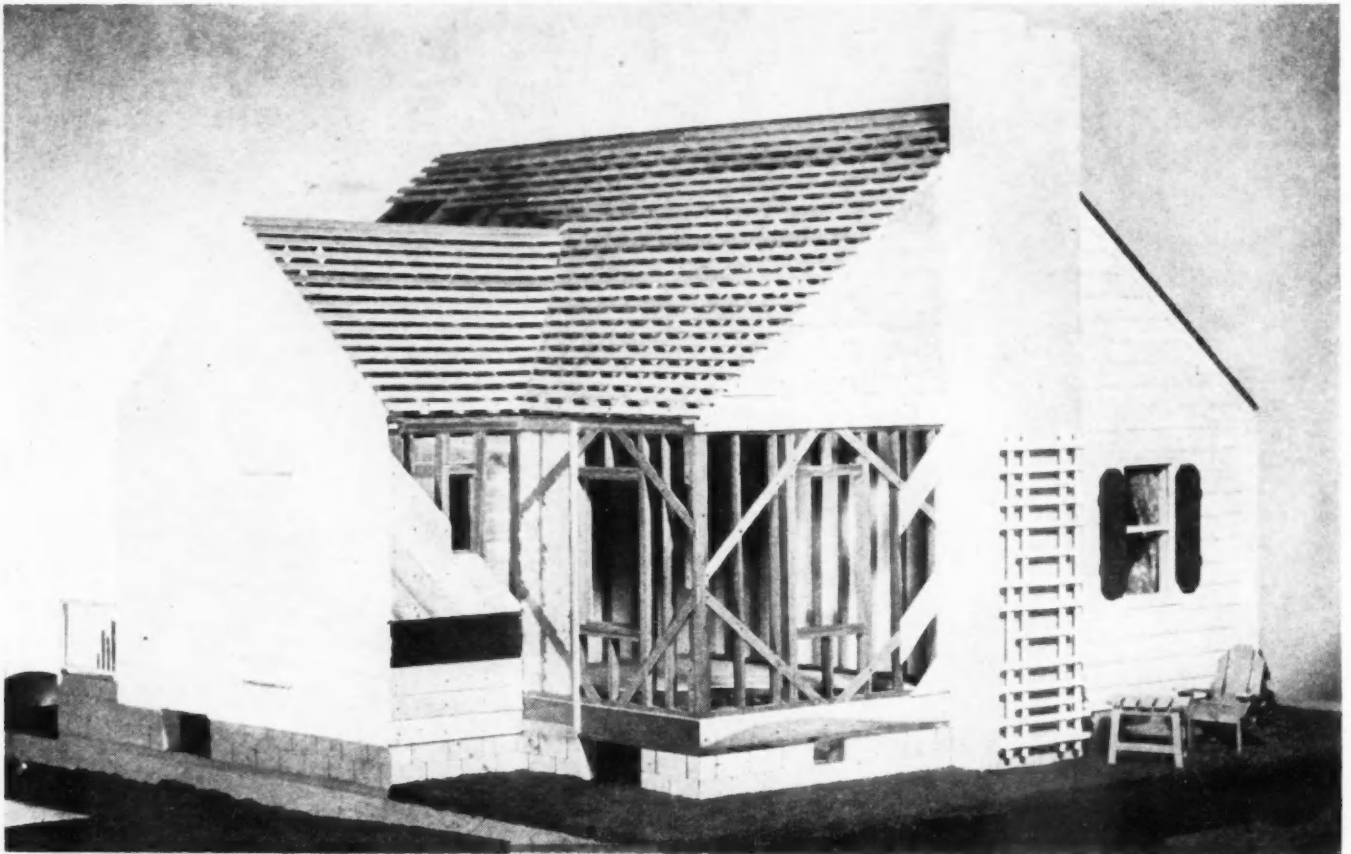
The manufacturers point out that the ingenious method of fastening one piece of the material to the other makes an absolutely weatherproof seal. Other features claimed for the new product, besides its ease of application and lasting low cost, are its permanent beauty; its fire protection and insulating qualities; and the fact that the material is weatherproof and vermin-proof.



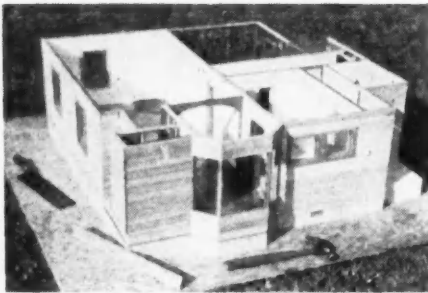
CORNERS being installed (above) come in suitable widths for each side of siding.



SHOWN cutting a piece of aluminum siding are: (l. to r.) Frank Benesh, Metal Buildings Products, Inc.; William Hoess, Hoess Bros.; C. M. Whelan, of Alcoa; William Zimmerman, architect.



MINIATURE model home under construction with bevel siding exterior.



ANOTHER view of model house at top.

## Serving the Miniature Model Home Industry

**Accurately manufactured standard lumber items scaled to 1/10 actual size in softwoods and hardwoods produced for display houses**



ROBERT KOONS assembling a lumber order in the miniature lumber yard.

**C**ONSTRUCTING good miniature model homes for display and demonstration purposes during the past few years has been about as difficult as building a full-size structure. Lack of suitable material to build them has been one of the prime deterrents.

Cognizant of the need for workable miniature model home building material, two brothers, Gene and Robert Koons, 1932 South Florence Place, Tulsa, Okla., have established what is probably the only miniature lumber yard in existence. They are manufacturing and selling standard stock lumber in a wide range of sizes cut to 1/10 actual board foot size. They offer boards from 1 x 2 through 1 x 12 and dimension from 2 x 2 through 2 x 12 in hardwood or softwood. Miniature model home builders may also order 6-inch baseboard, 10-inch bevel siding and 3-inch hardwood flooring, all cut accurately to 1/10 of actual size. They also offer

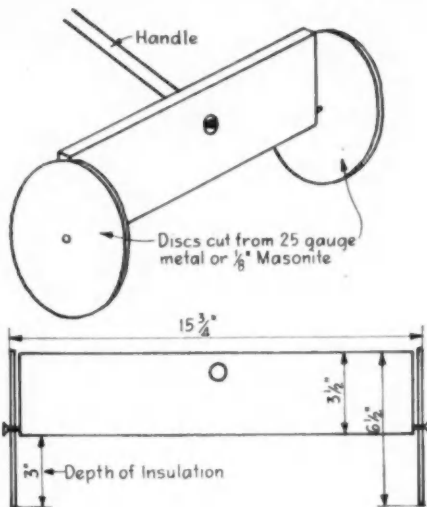
miniature cement blocks for foundations, miniature beams and other components needed for miniature home construction.

Because the lumber is scaled accurately to 1/10 actual size, it is small enough for practical model building, yet large enough to be handled easily and nailed if desired. Half-inch 20-gauge wire brads are available for nailing.

The lumber is all cut on standard machinery jugged up for mass production. When filling orders by mail, each piece is stamped to specify the dimensions of the standard board or structural member it represents.

Gene and Robert Koons call their firm the Miniature Lumbercraft Co., and have adopted the trade name "Min-A-Lum" for their product. All the material required for the construction of an average six or seven room miniature model home may be had for approximately \$25. They also offer lumber for miniature furniture.

### How to Make an Insulation Spreader



VICTOR P. MAURER, Millwood, Wash., submits this idea which he has found to be practical for spreading dry fill, mineral fill or sawdust insulation.

This spreader distributes the insulation evenly over the area to its required depth, and is very handy in spreading the material in the hard-to-reach spaces.

The insulation is poured between the ceiling joists at a convenient place, and then by rolling the spreader in a back and forth motion between the joists, the material will be spread evenly over the surface.

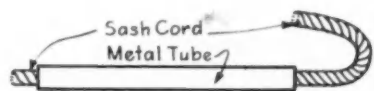


### How to Make a Glue Brush

WALTER J. MERNER, Pequannock, N. J., says: "A glue brush is hard to keep around the shop, and when you do catch up with it, then it is just that hard.

"I now use a short piece of metal tubing, 1/4 in. in diameter and 6 in. long, into which is placed a short piece of sash cord, leaving about 3/8 in. of the cord extending beyond the tube.

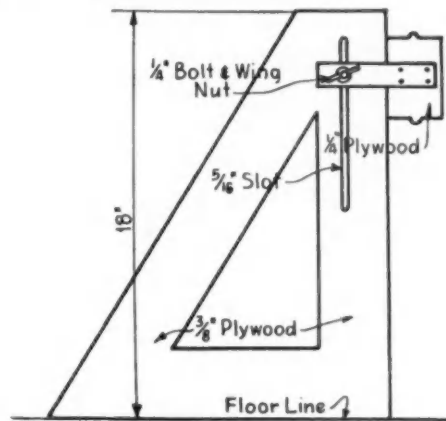
"This makes a swell glue brush and it can be made new again merely by pulling out another 1/2 in. of the cord and cutting off that part which has become hard."



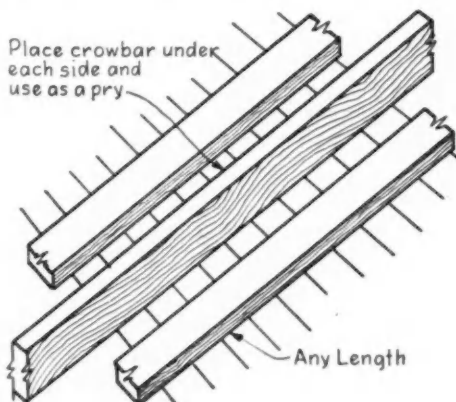
J. G. CALDWELL, San Mateo, Calif., says: "When nailing up plaster board it is difficult to locate the outlet boxes for switches, plugs, etc.

"To minimize this difficulty I made a marker as shown. A plywood template of the electric outlet box is first made. That is fastened to a wooden square as shown. Place bottom of square on floor, loosen wing nut and slide template up until it covers outlet box. Mark on floor at B. Nail plaster board on wall and replace marker. Scribe around template and cut. This gives exact location. No measuring—no mistakes."

### How to Make an Electric Outlet Marker



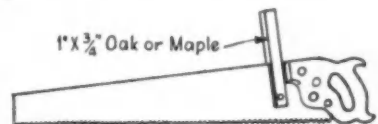
### How to Remove Old Lumber When Wrecking Buildings



JOE TROTTNER, Wabasha, Minn., submits an idea for saving lumber at a time when materials are so hard to get.

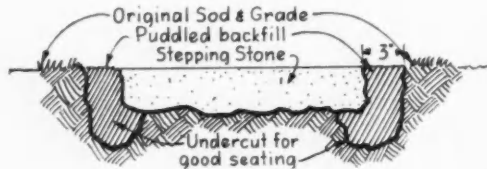
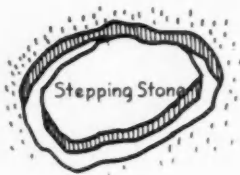
"To remove siding or flooring from studs or joists," he says, "it would first be necessary to cut a section of the material from the wall or floor and then drop the section flat on the ground. Place blocks of 2 x 4's along both sides of studs and pry the studs loose from siding, thus leaving the siding intact. Flooring can be removed in the same manner."

### How to Make a Saw Serve as a Square



ED NICKERSON, East Harwich, Mass., suggests that with the addition of a wood strip the saw may be made to serve as a square if it has a straight back. In order to do this, rip a piece of oak 3/4 in. thick, 1 in. wide and 7 in. long down the center for 3 1/2 in. to permit it to straddle the saw blade. Drill hole through oak and saw blade and insert small bolt to hold in place. It can now be used as a square for laying floor or siding.

### How to Set Stepping Stones That Don't Wobble



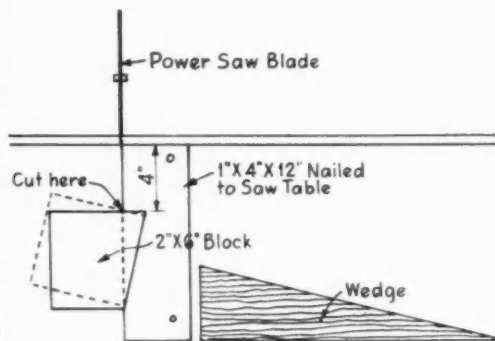
GEORGE T. MANN, Fort Myers, Fla., says: "To set a stepping stone for gardens and lawns excavate a hole approximately the shape of the stone to be used. Allow a margin somewhat deeper than the stone is thick and wide enough at the bottom to insure a good undercut as indicated in the sketch.

"Place the stone in the hole level with the existing grade and puddle the backfill well with a hose as you work it under and around the edges of the stone."

### How to Cut Wedges on a Power Saw

J. G. CALDWELL, San Mateo, Calif., in submitting this idea, says: "When cutting wedges for form work or for blocking up window sills, etc., I cut the shape of the wedge out of a scrap piece and nail it to the saw table as shown.

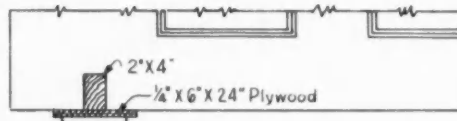
"Then I cut blocks from 2x6 in. soft lumber about 12 in. long. After I cut one wedge I turn the block over and repeat. This is fast and safe."



### How to Make a Door or Window Jack



ROY E. SMITH, Seattle, Wash., in submitting this idea for a door and window jack, says that it is easy to make and the most efficient that he has ever used. "If properly made," he says, "there will be just enough spring in the plywood to grip the door firmly. By placing foot on end of the jack it will allow the door to drop in easily."



### \$5 for an Idea

HAVE you a job pointer, a short cut or a method of solving some building problem? We are sure you have some time- and labor-saving kink you would like to pass along to the fellow members of your craft. Send us a rough draft of your idea. For any idea submitted which is found suitable for publication, *American Builder* will pay \$5. Address material to Managing Editor, *American Builder*, 105 W. Adams St., Chicago 3, Ill.

## Exterior Mouldings and Cornices

By R. J. Alexander

MOULDINGS are used primarily to beautify the exterior of a building. They are the means of embellishing the form conceived by the designer.

The type and size of the moulding to be used will be governed by the size and height of the building, location and scale of cornices, and by the general design of the structure.

Generally speaking the horizontal cornice of a building is called the "level cornice," while the cornice running up the edge of the roof or gable is spoken of as the "rake or gable cornice."

The cornice is made up of crown mould, fascia, soffit, bed mould and frieze. Carpenters usually refer to the soffit as a plancier. According to practice the moulding in the angle between shingles and fascia is referred to as the crown mould, and the moulding in the angle formed by soffit and frieze is called the bed mould.

Originally the terms "crown" and "bed" referred to the design of the mouldings as well as the location. Many designers prefer the use of a large moulding in the angle between soffit and frieze and a small moulding in the position usually occupied by the crown mould.

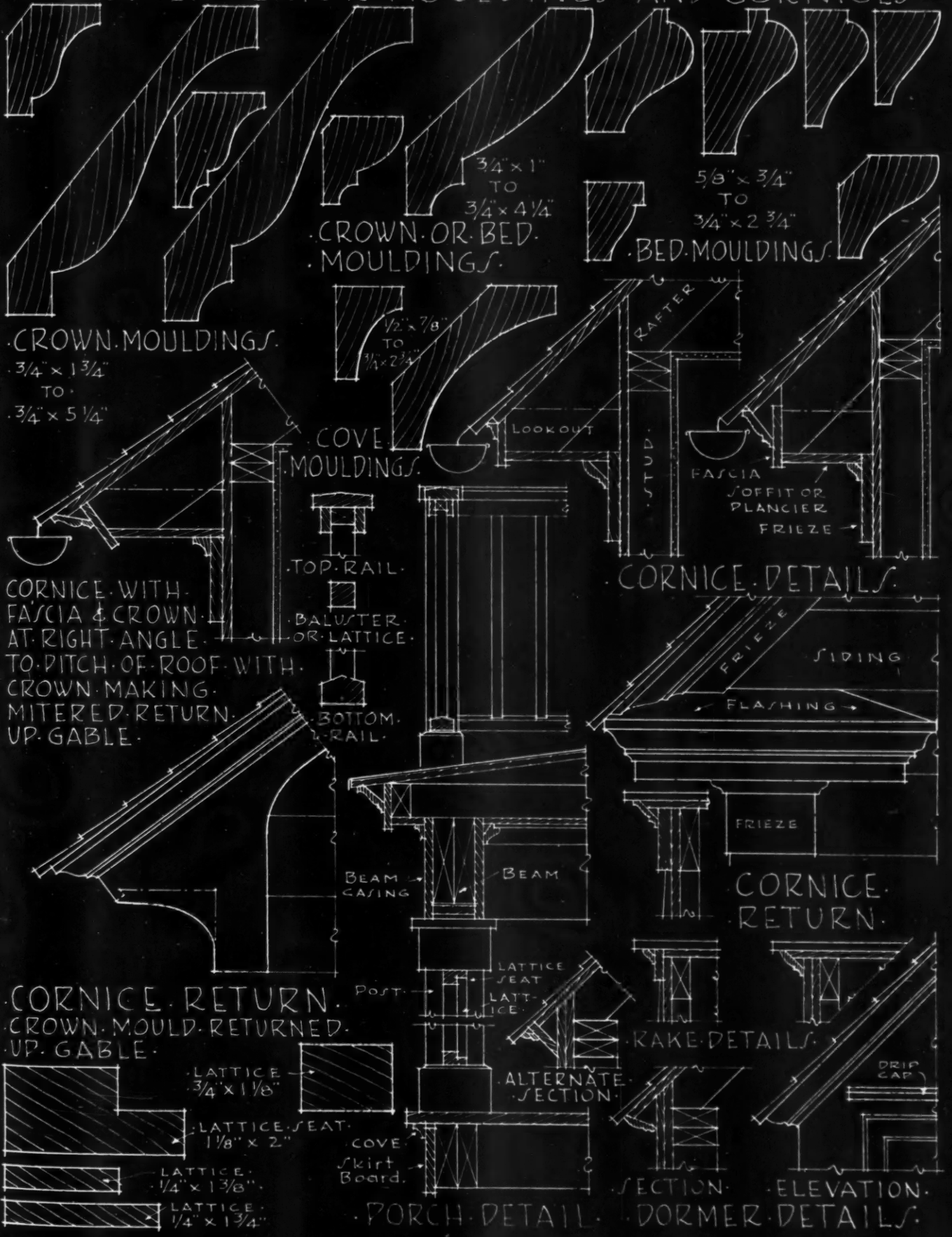
Mouldings are of two types, solid or sprung. The small cove mould illustrated is an example of a solid mould, while the crown moulds are all of the sprung type. Where it is necessary to bend a moulding, sawkerfing may be employed.

An important point in good cornice construction is the use of sufficient blocking. Each member of the cornice should be provided with good solid blocking for nailing. Blocking and lookouts should be accurately located and lined up to insure a straight and level cornice.

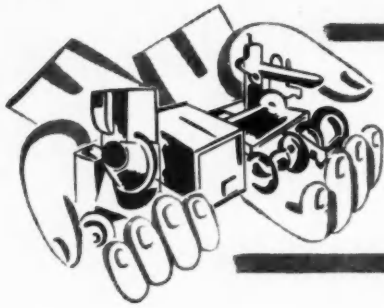
The gable or rake cornice, if made up of the same parts as the main or level cornice, usually has less projection. More often, however, the rake cornice consists of only a frieze and crown mould. Rake cornices without soffits are especially suited for small houses and for all dormers.

Good cornice construction requires a careful and accurate craftsman. Building the rough work square and level, and placing the mouldings square in the mitre box will eliminate a lot of "jack-knife carpentry."

## No. D. 24. EXTERIOR MOULDINGS AND CORNICES.



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# NEW PRODUCTS

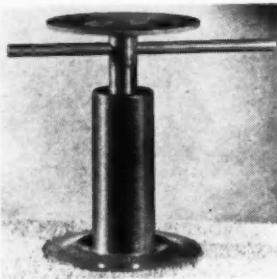
Offered by Manufacturers

## ADJUSTABLE JACK

AB9611

A new adjustable jack for "off the shelf" selling is being offered by Harris, Inc., 1157 Cleveland Ave., Columbus 3, Ohio.

The jack is designed for use with any 2-in. pipe, new or used, for the



support and leveling of sagging floors, weak construction points, sagging porches, etc.

The Harris jack has a 6-in. adjustable screw top and self-centering top and base plates. It can be installed by a home owner and can be used by repair men, contractors, plumbers, engineers and property and industrial maintenance firms.

For easy storing on ordinary store shelves, the jack is packed individually in a package  $6\frac{1}{4} \times 10\frac{3}{4} \times 2\frac{1}{4}$  inches. It weighs only  $6\frac{1}{2}$  pounds.

## COLD PROCESS ROOFING APPLIED BY SPRAY

AB9613

The Flintkote Company's latest development—successful application of cold process materials, both adhesive and top coating, by spray—was announced recently.

Previous efforts to develop this faster means of assembling built-up



roofs always resulted in failure, but by cooperative tests and development between The Flintkote Co. and the spray equipment manufacturers, and the development of two new Flintkote products especially engineered for spray application, the company has

now achieved the successful application of cold process materials by spray.

Spray material suitable for handling Flintkote cold process materials is available in one convenient "Package Unit," manufactured by the Alemite Corp.

The Flintkote Co., 30 Rockefeller Plaza, New York 20, N.Y., will supply details.

## HAND GRILL TAMPER

AB9612

Epecially suited for the smaller job is the Whiteman hand grill tamper. This 5-foot lightweight tamper with mesh surface tamps down the larger aggregate, leaving the finer materials on the surface, resulting in a more



dense and compact floor and eliminating the use of dry-topping. It is adjustable for height and collapsible. It is a product of the Whiteman Manufacturing Co., 3249 Casitas Ave., Los Angeles 26, Calif.

## VACUUM-DRAFT OIL-BURNING FURNACE

AB9608

A new vacuum-draft oil-burning furnace which eliminates the need for the standard chimney as a draft-creating device has been introduced by the Norge-Heat division of Borg-Warner Corp. The new "chimneyless" furnace, which also filters and humidifies the heated air, is being made available to heating contractors for distribution to home owners.

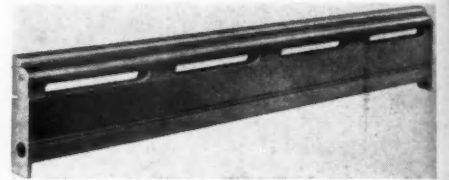
The furnace is so designed as to create its own draft through use of a suction fan which pulls rather than pushes air through the combustion chamber. According to C. S. Davis, Jr., general manager of Norge-Heat, the furnace is the result of four years of field trials during which some 3,500 of these units were subjected to various trials under all conditions of weather and climate in homes throughout the country.

The Norge-Heat division of Borg-Warner is located in Philadelphia, Pa.

## RADIANT BASEBOARD

AB9606

A high power radiant baseboard, for heating large areas, or for rooms in which baseboard space is at a minimum, is the newest product developed by the Burnham Boiler Corp., 2 Main St., Irvington, N.Y. It will operate on any hot water, two-pipe steam or vacuum system. As no structural



changes are required for its installation, it can be used in modernized buildings as well as in new construction. In old buildings, the radiant baseboard takes the place of wood baseboards. It is 7 in. high and 2 in. thick, and to complete the effect of a baseboard, an ordinary wood molding is installed at the top of the unit.

## TIMELY TEMPLATES

AB9614

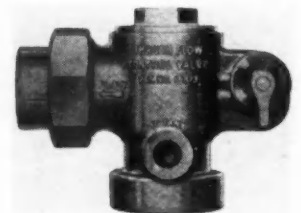
Templates to speed up uniform drafting and to give the designer an opportunity to check for clearance and proportion before actually drawing the symbol have been announced by The Timely Products Co., Box 206, Columbus 9, Ohio. They have been named "Timely Templates."

## STREAMLINED FLOW CONTROL VALVE

AB9602

A new streamlined flow control valve which provides a positive method of controlling circulation on a hot water heating system is being made by H. A. Thrush & Co., Peru, Ind.

An opening provided beneath the seat to direct the air and gases to the



pressure tank before they are circulated into the system is an exclusive feature of the valve. Another important feature is the adjusting lever provided to manually open the valve to obtain gravity circulation or to completely drain the system.

(Continued to page 110)



# Easy UP Easy DOWN

Manually or with Electric Power  
(Illustration shows Power-Operated Door)

**4 EXCLUSIVE FEATURES  
GIVE EXCEPTIONAL  
EASE OF OPERATION TO**

## **Ro-Way** OVERHEAD TYPE DOORS

- 1 Friction-Reducing Track**  
Makes rollers ride away from the track sidewall . . . provides extra clearance . . . gives greater strength . . . assures easy, almost effortless operation.
- 2 "Double-thick Tread" Track Rollers**  
Each rolling smoothly on seven ball bearings.
- 3 "Tailor-Made" Power Springs**  
Each individually "Power-Metered" to give just the right lift to the weight of the door.
- 4 "Crow's Foot" Outer Bearing Support**  
Holds sheave wheel in permanent alignment . . . no twist or sag to cause friction or binding.

. . . and for a fifth plus value, note this—  
All Ro-Way Door Hardware is rustproofed by Parkerizing and painting after fabrication. No wonder so many architects, builders, and owners are so completely "sold" on Ro-Way. For further details, write for complete catalog.



"The Modern Door for this Modern Age"—Complete and Dependable Ro-Way Overhead Type Door Sales and Installation Service is Available Nationwide.

See Our Catalog in Sweet's

Easy operating Doors for the Residential Garage are also available.

## **ROWE MANUFACTURING CO.**

713 Holton Street

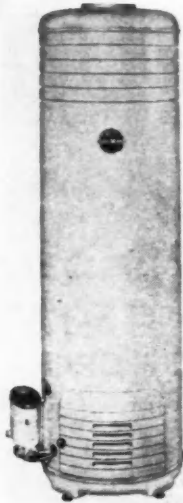
Galesburg, Ill., U.S.A.

*There's a Ro-Way for every Door way!*

(Continued from page 108)

**FUEL OIL WATER HEATER AB9610**

A complete new 1946 line of fully automatic fuel oil water heaters has been announced by Duo-Therm Division of the Motor Wheel Corp. Four models comprise the line, all designed in modern streamlined styles and finished in white enamel with contrasting red or black nameplate. A major factor behind the economy feature of the new heaters is Duo-Therm's patented dual chamber bias baffle burner, a simple device which gives clean and efficient performance on both pilot flame and high fire.



The new heaters are manufactured by Duo-Therm Div., Motor Wheel Corp., Lansing 3, Mich.

**READY-MADE STAIR UNITS AB9601**

Designed to speed construction of stairs in homes and commercial buildings, the Home Ola Corporation, 9 So. Clinton, Chicago, is currently producing a pressed steel sectional stair unit which combines tread and riser in one piece of formed metal, punched and



slotted so that an average stairway can be erected in ninety minutes.

A standard unit is made of 12 gauge steel with an overall width of 36 in., the net tread 9 in. deep and riser 7½ in. high. A lip extending above the tread, with a 1¾ in. slotted hole through which bolts secure the lower unit to the one above, permits adjustment for the height of the rise of 1 in. per unit, from 7 in. to 8 in.

Finished in a standard gray, the units may be covered with rubber treads, carpeting, or may be painted.

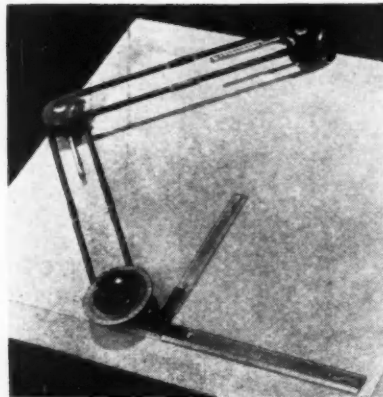
**NEW LADDER SHOES AB9609**

The new "Life-Saver" ladder shoe was recently put on the market by The Fritz Ziebarth Co., P.O. Box 1029, Rialto, Calif. Made of zinc-plated

metal the shoe is fastened to the ladder by three bolts. The sole of each shoe contains ten suction cups designed to grip all types of surfaces: wet, slippery, smooth, dry, soft, greasy, snowy, etc. A specially designed steel toe digs into snow, ice, and loose, uneven surfaces. The device was originally designed to meet the requirements of our armed forces.

**NEW MODEL DRAFTING MACHINE AB9604**

Offering many new features never before found on a drafting machine, the Universal Boardmaster, put on the market in August, marks an advance over previous models in ease of operation, precision accuracy, ruggedness and versatility. Most revolutionary is



its design as a basic drafting machine adaptable to all types of drawing tables: horizontal, sloping, or vertical. A product of the Universal Drafting Machine Co., Cleveland 14, Ohio, it was completely redesigned, engineered and developed throughout the war years.

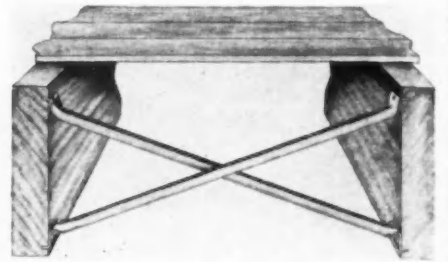
**NEW WALL TILE AB9607**

Available for immediate shipment is a new wall tile material for home, commercial, and industrial installations.

Made of plastic, its surface will not crack, chip, or fade, nor will it sweat, stain or discolor. Light in weight, it is easy to handle, easy to apply and to keep clean. It resembles glass and marble tile but does not glare nor have their reflective qualities. Its trade name is "Plas-Tile" and its parent the Plastic Tile Co., 620 Penn Ave., Wilkensburg, Pa.

**STEEL JOIST BRACE AB9603**

A new, patented steel joist brace is being manufactured by The Carter Machine and Tool Co., Rockford, Ill. Flange-grip ends provide two advantages unequalled by other steel or

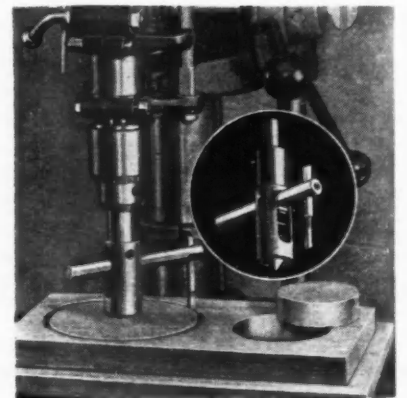


by wooden braces, namely (1) ease in installing, and (2) more strength and grip than that provided through the use of any amount of nails.

The braces, light in weight, are zinc-plated after fabrication to make them rust-resistant.

**"3-IN-1" CIRCLE CUTTER AB9605**

Waterston's, 44 East Larned St., Detroit 26, Mich., have perfected a new circle cutter that cuts holes, discs, and circles in wood, plastics, etc., without drilling a pilot hole in the center of the work. This new tool pilots with a spring tension center, which feature not only holds the work down on the table but permits the user later to drill any size center hole he wishes for nail, dowel, or screw, or eliminates



the necessity of plugging a center hole if a solid disc is desired.

Named the "3-in-1," the new center cutter is designed for use in drill press, band saw or jig saw.

**CHECK NUMBERS AND MAIL COUPON FOR INFORMATION**

American Builder, 105 West Adams Street, Chicago 3, Illinois

Name ..... Address .....

City ..... State .....

- |        |        |        |        |        |
|--------|--------|--------|--------|--------|
| AB9601 | AB9602 | AB9603 | AB9604 | AB9605 |
| AB9606 | AB9607 | AB9608 | AB9609 | AB9610 |
| AB9611 | AB9612 | AB9613 | AB9614 |        |

When you address inquiries direct to manufacturer concerning a new product described here, please mention that you saw it described in American Builder.



**Successfully Used for 26 Years!**



**This paint has NEVER  
been surpassed in quality**

● Just 26 years ago, Medusa Portland Cement Paint was formulated as a special paint for making a decorative and weather resistant finish on concrete, stucco and masonry surfaces.

This is why it has never been surpassed in quality . . . First of all, it is a cement paint made by a cement company using as a base a triple ground White Portland Cement combined with other ingredients. Our years of experience has shown that no cement paint coating can withstand all water conditions. Therefore, we do not claim that Medusa Paint will waterproof nor water-tight any wall . . . We do claim, backed by 26 years of successful use, that this paint damp proofs, is water resistant and makes a permanent decorative cement-like finish when properly applied to concrete, stucco and masonry. Furthermore, we claim that it can be used on damp or dry surfaces, that it is unaffected by alkalis and can be washed repeatedly.

There are eight beautiful colors, black or white for your selection. Medusa Paint is used successfully on interior and exterior walls, on basements, swimming pools, industrial buildings, etc. Send for a copy of the book, "Painting Concrete, Stucco and Masonry". It gives complete information on where and how to use this paint.

**MEDUSA PRODUCTS DIVISION**  
of  
**MEDUSA PORTLAND CEMENT CO.**  
1002 Midland Building • Dept. "E" • Cleveland 15, Ohio

Also made by Medusa Products Co. of Canada, Ltd., Paris, Ont.



**"FIFTY FOUR YEARS OF CONCRETE PROGRESS"**

*Certified*  
**INSL-COTTON**  
**INSULATION**



**IS**  
**GUARANTEED**  
**SUPERIOR**

**TO GOVERNMENT  
 SPECIFICATIONS  
 AND  
 REQUIREMENTS**



Certified Insul-Cotton insulation is guaranteed to exceed government specifications in FHA, FPMA, and HH-1-528 specifications. We know of no other insulation manufacturer who makes this claim!

The architect, contractor, builder and homeowner know exactly what they are getting in Insul-Cotton—they know the thickness, density and width, and they know it will not vary under any conditions. For Insul-Cotton cannot settle or sag—rather, it tends to expand with age. And, the contractor who uses Insul-Cotton is using an insulation that already has been inspected, tested and certified. Yes, Insul-Cotton is tested and inspected by a Federal inspector.

For worry-free insulation that cuts installation costs to a minimum—for insulation that is from 4% to 36% more efficient than any other type of insulation available today—specify INSL-COTTON.

**DEALERS . . . DISTRIBUTORS** — Some territories still open for competitively priced Insul-Cotton. Write today for details.

**INSL-COTTON DIVISION**  
 Taylor Bedding Mfg. Co.  
 The Originators of Flame-Proof,  
 Fire-Retarding Cotton Insulation  
**TAYLOR, TEXAS**

- INSL-COTTON DIVISION
- Taylor Bedding Mfg. Co., Taylor, Texas
- Gentlemen:
- Please send specifications and full information on INSL-COTTON.
- NAME \_\_\_\_\_
- ADDRESS \_\_\_\_\_
- CITY AND STATE \_\_\_\_\_
- Am interested in:  Distributor  Architect  Contractor

## Catalogs and HOW-TO-DO-IT INFORMATION

**257—OPPORTUNITIES IN AIR-CONDITIONING AND REFRIGERATION FIELDS**—is the subject of a booklet prepared by the General Electric Company, 5 Lawrence St., Bloomfield, N. J., for the ex-G.I. interested in these lines. However, anyone interested in these fields should find the book useful.

**258—ASPHALT ROOFING**—is the theme of a well-planned, carefully-prepared book for home builders just released by the Asphalt Roofing Industry Bureau, 2 West 45th St., New York, N.Y., titled, "Choose Your Roof for Rain . . . and Shine." Besides emphasizing the merits of asphalt shingles, the book contains important tips for builders and those interested in remodeling.

**259—A NEW BUILDING MATERIAL, FORMSTONE**—is the subject of an elaborate, attractively illustrated book published by the Lasting Products Co., Baltimore, Md. Formstone is a stone finish for home exteriors and interiors.

**260—ELECTRIC PLANT UNITS**—and the many benefits enjoyed through their use on farms, at cottages, resorts, hunting and fishing lodges, as well as the service they render commercial users, is the subject of a colorful four-page pamphlet put out by Kohler of Kohler. Featuring models of various capacities, the pamphlet gives detailed information concerning construction and operation of the units.

**261—NEW MODUFLOW BOOK**—Titled "Comfort Unlimited" and following an earlier publication on the subject, the new booklet published by the Minneapolis-Honeywell Regulator Co., 2753 4th Avenue So., Minneapolis 8, Minn., describes the application of Moduflow to the conventional methods of heating and also its application to zone control, radiant panel heating, solar heating, electric heating and air conditioning.

**262—PLASTIC-FACED PLYWOOD**—How to work with it, what can be expected of it, and its limitations, are covered in a folder just issued by Kimberly-Clark Corp., Neenah, Wis. It is a working manual for anyone having use for surfaced plywood.

**263—INDUSTRIAL BUILDINGS AND AIRPORTS**—their engineering and construction from simplified standard designs are covered at length in two pamphlets put out by the Luria Engineering Corp., 500 Fifth Ave., New York City. The pamphlets outline the many services rendered by the corporation to those interested in either new building or in expansion programs. In addition to its standard lines the company is prepared to design and furnish hangars and buildings to meet special requirements.

### SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department, (September, 1946)  
 American Builder,  
 105 W. Adams St., Chicago 3, Ill.

Please send me additional information on the following product items, or the catalogs, listed in this department:

Numbers \_\_\_\_\_

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

OCCUPATION\* \_\_\_\_\_  
 \*Please note that occupation must be stated if full service is to be given.



**MECHANISM FOR RELIEF OF HEADACHE AND INSOMNIA**  
 U.S. PATENT No. 737,473  
 Issued Aug. 25, 1903



**NO HEADACHES**

There is no unhappy aftermath — no going back to adjust or repair — when you use Dexter-Tubular locks and latches. Dexter's stay put, owners stay pleased. This in-built quality is supported with an actual guarantee packed in each box and backed by a company rated AA A1 in Dun & Bradstreet.

Moreover, they are faster, easier to install. Just bore a couple of holes and the rest is like inserting a cartridge in a gun.

It certainly doesn't cost anything to take a look. See their advantages demonstrated—at the Dexter dealer in your community.

Catalog No. 1159 Dexter Screen and Storm Door Latchset equipped with locking rose inside, solid wrought brass trim, polished brass finish.

**NATIONAL BRASS COMPANY, Mfrs.**  
 Grand Rapids, Michigan  
 MAKERS OF BUILDERS, CABINET, SCREEN DOOR AND SHELF HARDWARE



# Monowall

satisfies all three



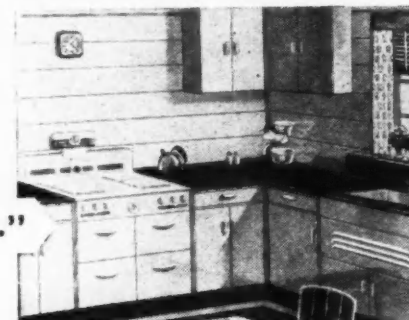
"I want a  
TILE-DESIGN."



"I like a  
PLAIN SURFACE."



"Make mine  
MODERN."



SO MANY PEOPLE want Monowall today that it isn't possible to supply as much as you—and we—would like. This smooth, brilliant, lightweight wall surface cleans like a china dish and offers designs to suit everybody. Even though your stocks are necessarily small, it pays to carry all three styles—tile-designs, plain, and streamline. Armstrong Cork Company, Building Materials Division, 1609 Lincoln Street, Lancaster, Penna.

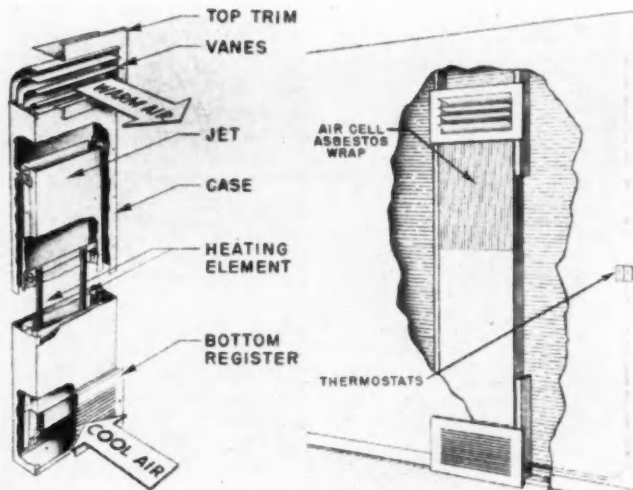


\* REG. U. S. PAT. OFF.



Made by the makers of Armstrong's Temlok Building Insulations

## New Electric Heater Circulates Warm Air by "Jet" Principle



ELECTRO-JET heat unit built into stud space in wall. Cut-away view shows construction with heating elements placed in lower half of stack or "jet" to create strong upward movement of heated air to circulate throughout the room.

A SIMPLE and inexpensive method of warm air heating for homes by means of electricity requires no fan for circulation but gets a high rate of air motion over the heating elements because of its flue or stack construction. The heater, known as "Electro-Jet", is placed between wall studs in its insulated sheet metal case. There is a cool air inlet at the floor line and a warm air outlet at the ceiling. Within the case the two heating elements, arranged vertically, are enclosed in an inner case or flue which produces the jet action to circulate the warmed air as it passes over the heat elements.

The average five-room house would require five or six of these heating units, one built into each room with perhaps two for the living room, if large. Each unit has its own automatic thermostat control.

Service wiring for Electro-Jets is the same as for electric range or water heater, as they operate on 230 volt circuits. The present list price is \$60 per unit.

Prefabricated house producers are finding this heating equipment well suited to their needs since the complete unit—light in weight, can be built into their wall panels at the factory and delivered to the job all set to operate.

Electro-Jet heaters are in production at the plant of the Ravenna Metal Products Co., 6518 Ravenna Ave., Seattle 5.

\* \* \*

### Coleman Expands Production Facilities

A COMPLETE new factory unit, occupying 22,000 square feet of floor space, for the exclusive manufacture of gas floor furnaces, is now in operation at the Coleman Company plant in Wichita, Kans.

First furnaces came off the assembly line in August and output is being steadily increased. The new plant is completely outfitted with the latest type electronic welders, heavy brakes, presses, rolls, and paint spraying equipment.

The new manufacturing unit will make possible a stepped-up production schedule on oil space heaters and oil floor furnaces by releasing needed space in another part of the Coleman factory.

\* \* \*

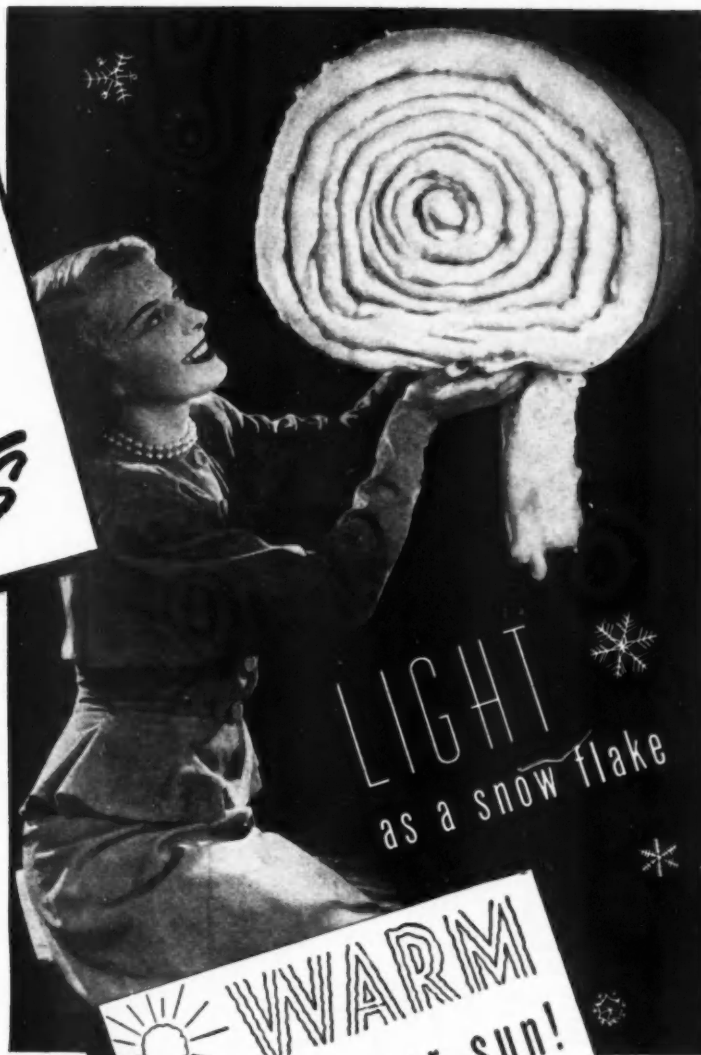
### Andersen Employees Share in Profits

FRED C. ANDERSEN, president of the Andersen Corp., Bayport, Minn., wood window unit manufacturers, recently announced a midyear share by employees in company profits. While wage increases, restriction in volume shipments of materials and other factors raised operating expenses, employees drew a share in profits, under a plan started in 1914 equal to two per cent of their first six months' earnings.

**LIGHTENING UP**  
*your Sales Job*  
 by **WARMING UP**  
*your Prospects*

Reproduced at the right is another dominant advertisement which will appear in Better Homes & Gardens, Pathfinder, and Small Homes Guide during the months of September, October and November. This convincing message about Cotton Insulation will reach 5,564,000 more of your prospects.

You'll find Cotton Insulation sales are easy pickings, for your customers have recognized the advantage of Cotton Insulation and are ready now to talk installation. Too, this matter of installation is another case of sheer ease... for you simply roll out Cotton Insulation as you would a blanket. Help is no problem either, for Cotton Insulation is not irritating to the skin.



**LIGHT**  
 as a snowflake

**WARM**  
 as a summer sun!

● Give your home the cozy warmth of Cotton Insulation this winter—and pay for it with savings in fuel costs!

Government tests show that Cotton Insulation is up to 36% more efficient—keeps your home more comfortable with less fire and fuel—than other commercial insulations.

Read for yourself the amazing story of Cotton Insulation, its comfort and safety advantages for you. In this 38-page illustrated book you'll see how easy it is for you to use Cotton Insulation. It's simply and easily installed. And there you have it—real insulation forever, for Cotton Insulation never packs, is flame proof, repels vermin. In fuel savings alone, Cotton Insulation pays for itself time and time again. Use the convenient coupon below. Get your free copy of this book now.

★ NATIONAL COTTON COUNCIL OF AMERICA

★ COTTON INSULATION ASSOCIATION



National Cotton Council  
 Box 18, Dept. B, Memphis, Tennessee  
 Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_

*Use this same  
 COUPON your prospects  
 are using—*

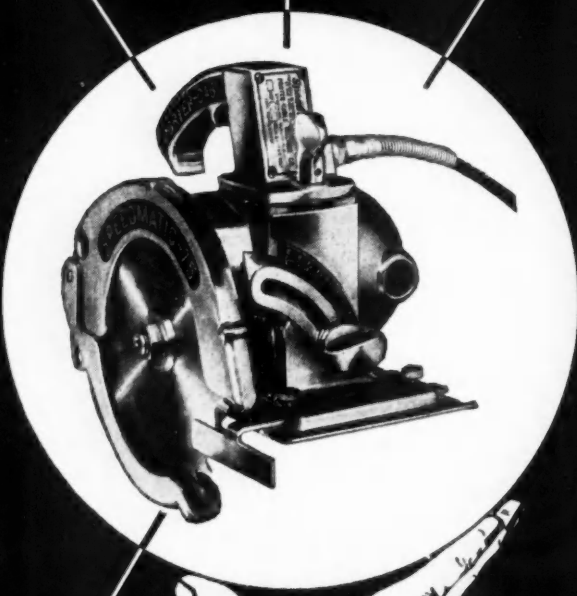
Get your copy of this informative book on Cotton Insulation, giving detailed accounts of government tests; and fully illustrated with facts that make sales easy for you. Mail the coupon today for your FREE copy.

**Speedmatic**  
 does MORE work with  
**ONE HAND**  
 gives GREATER production with  
 LESS fatigue and LOWER costs

Balanced for one-hand operation in any position.

Extra wide shoe assures a steadier, truer cut—less guiding effort.

Depth and angular set easily adjustable by thumb and finger.



Blade starts cut at 7000 rpm, cutting without apparent effort — practically feeds itself.

Saw stays on main piece — no need to use other hand for support.

You'll get more work done with a **SPEED-MATIC**, and you'll do a better, more uniform job with a saving of manpower. Easy, fast, accurate cutting enables one man to multiply production 10 times over old-fashioned hand saw use.

Try **SPEEDMATIC'S** balanced, **ONE-HAND** operation, and you'll see what we mean!

**PORTER-CABLE MACHINE CO.**  
 1721-9 N. Salina St. Syracuse 8, New York

### Paint Brush Manufacturers Caution Industry on Quality of Present Supply

**T**HE American Brush Manufacturers Association reports that since all regulations and restrictions on the manufacture of paint brushes have been removed, some abuses of public confidence by irresponsible individuals have occurred.

The industry has been handicapped in procurement of bristle since 1937, when Japan precipitated the "China incident," and felt the effects of international tensions long before war actually occurred. Regulations during the war limited bristle content of paint brushes to 55 per cent of the brush mixture in order to conserve the critically scarce material. They point to the hazard now in existence because of no regulation.

Demand for paint brushes is greater than capacity of the industry. Bristle, some of it of prewar quality, is increasingly available in many lengths and grades, but not in all. Plate for ferrules is extremely difficult to obtain and the lumber shortage will curtail manufacture of handles sufficiently to curb production for some time to come. The unprecedented demand and high prices have led to some abuses which the industry wishes to eradicate.

Some of these abuses include selling brushes as pure bristle when they are actually adulterated; mis-stating the percentage of adulteration; the use of reclaimed bristle in place of new bristle; the omission of stamping to indicate contents of the brush, and misbranding the bristle mixture.

Federal Trade Commission regulations specify that where natural hog bristle has been the standard previously, any departure from 100 per cent bristle must be shown in the stamping on the brush. If a brush is made of a mixture, the chief ingredient is shown first. Thus a mixture of 55 per cent bristle and 45 per cent horsehair may be stamped "Bristle and Horsehair," even though the actual percentages are not shown. If the percentages were reversed to give a greater percentage of horsehair, the brush should be stamped "Horsehair and Bristle." Brushes made of other materials, such as fibre or synthetic bristle, must be clearly stamped as to contents. Failure to do so is contrary to law.

The American Brush Manufacturers Association is anxious to stamp out these practices and requests the co-operation of distributors and users. To help them in their efforts the association offers the following suggestions: 1. Buy brushes only from reliable manufacturers or distributors who are known; 2. Do not, under any circumstances, make cash purchases of brushes without invoices from unknown individuals; 3. Never buy unbranded merchandise, or brushes which are not stamped as to contents; 4. At present, while brushes are scarce and quality is gradually improving, buy for current requirements only—the brushes to come out may be better; 5. All large users of brushes should take the best possible care of them so they will last as long as possible.

\*\*\*

### Ceramic Tile Industry Production Increases

**T**HE nation's ceramic floor and wall tile industry is now producing at the rate of 52,452,000 square feet annually, according to figures compiled by the U. S. Department of Commerce. This is far above the 33,358,000 square feet produced in 1945.

Reports from the industry indicate that by early 1947 production will be at the rate of 90,000,000 square feet annually, which would be 21 per cent above the previous peak year of 1925, when 74,500,000 square feet were produced.

Estimates made by the industry indicate potential sales of tile by type of building when construction gets under way as follows: new homes, \$60,000,000; schools, \$26,000,000; home modernization, \$14,500,000; hospitals, \$14,800,000; commercial buildings, \$9,000,000; religious buildings \$2,000,000; tourist courts, \$2,000,000; hotels, \$1,000,000, and theaters, \$300,000.

Although there are about 20,000 persons employed at present in the United States as tile layers and helpers, the industry estimates that 50,000 will be needed to meet the anticipated demand for tile installation. Apprentice-training programs are being inaugurated and conducted under industry sponsorship, with the co-operation of governmental and private organizations.

# INSULATE AS YOU BUILD



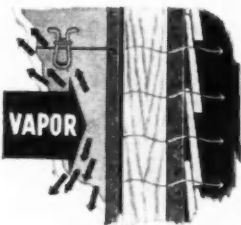
## ... Insulation Outside:

Insulite sheathing builds a strong, weather-tight, windproofed wall... providing effective insulation.



## ... Insulation Inside:

Insulite Sealed Lok-Joint Lath provides a strong, rigid plastering surface... plus a second wall of insulation.



### Vapor Control

Insulite Lok-Joint Lath, with asphalt barrier against the studs, retards vapor travel. And Insulite sheathing, being permeable to vapor, permits what little vapor that escapes the barrier to pass on toward the outside.

Refer to Sweet's File... Architectural Section 10 a/9.

# INSULITE

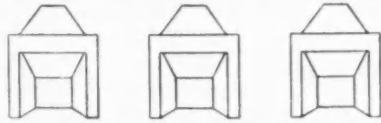
## Insulates as you build

INSULITE  
Minneapolis 2,  
Minn.

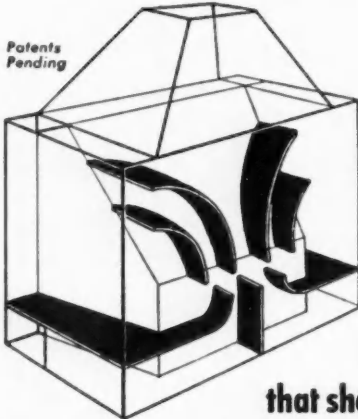


The Original and Best\* Wood Fibre Structural Insulating Board  
\*As Determined by Leading Testing Authorities.

# BAFFLED?



IF YOU LOOK AT THE OUTSIDE, MOST FIREPLACE UNITS DO LOOK ALIKE . .



**BUT...**  
it's the INSIDE

that shows the difference in heating engineering with Thermaflo's scientific

# BAFFLES!

● There's nothing new about a metal fireplace unit that is complete from firebox to chimney throat . . . that provides a form for masonry . . . that circulates warm smoke-free air throughout the room.

**BUT THERMAFLO IS NEW AND NEWS . . .** because Thermaflo does all this—Better! Only Thermaflo scientifically baffles all incoming cold air directly to the hottest part of the firebox, thereby producing maximum heat per pound of fuel consumed.

**THERMAFLO** is a Quality product throughout. All bends are reinforced . . . 3 inch steel stiffener prevents warping of back plate . . . Thermabar supports keep wood off wall assuring steady draft . . . Smooth working damper control sets at all positions . . . Entire firebox is constructed of heavy steel plate 3/16 of an inch thick.

DEALERS: Thermaflo's STEEL FIREPLACE DAMPER is another good product! Contact your distributor or write for literature.

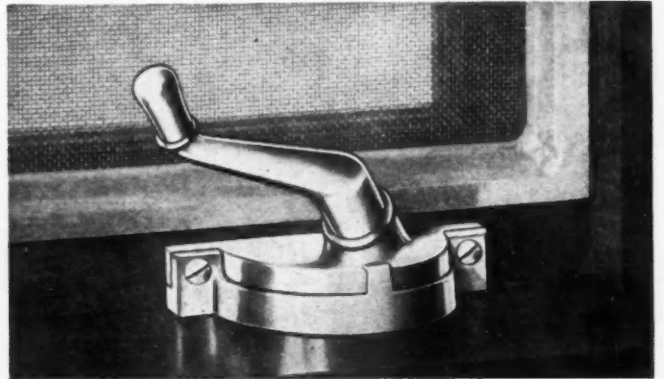
**THERMAFLO**  
THE *Scientific* FIREPLACE

BATTLES THE COLD BY BAFFLING THE HEAT

Division of EASTERN CONNECTICUT WELDING CORP.  
NEW LONDON, CONNECTICUT



No. 4703 AW1  
INTERNAL GEAR OPERATOR



*Exclusively with*  
**GETTY!**

This precision-built casement operator, with exclusive Getty internal worm-and-gear construction, is preferred on performance by leading architects and casement window manufacturers. This modern, compact type of operator provides life-long, efficient operation. May be used for light, or heavy casement windows for residential, commercial and institutional construction.

**Check these points of preference :**

**INTERNAL CONSTRUCTION**—Cannot freeze or bind—Always runs free. No exposed working parts to catch on hangings. Gearing positively protected from damage. Pre-lubricated for life at the factory.

**SUPERLATIVE FINISH**—High-strength, close-tolerance castings assure a soft, lustrous finish. Comes in various metals and combinations of finishes. Also supplied in special finishes to correspond with decorative effect.

**FUNCTIONAL REFINEMENTS**—Knob of handle cannot come off. Smooth, low contour—no sharp edges. Channel-well finished for smooth operation. Arm-button is locked in the channel and rides with minimum effort.

**EASY MOVEMENT**—Getty internal gear construction always perfectly lubricated—assures constant and continued ease of operation.

Cut-away view shows the case-hardened steel worm, integral with operating arm, fully engaged at all times with the accurately-machined internal-gear teeth. This exclusive feature, pioneered by Getty, is responsible for the strength and dependability of these operators.



Getty manufactures operators for all types of casements for both wood and metal. Also a complete line of high-quality accessory hardware for casement windows.

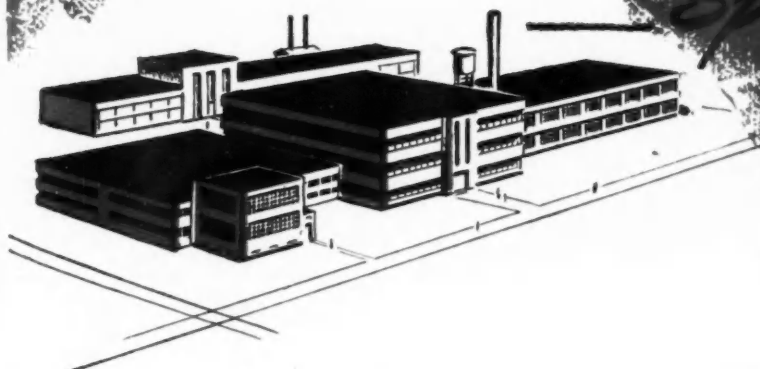
Write today for descriptive literature and prices. See page 168 of Hardware Age Annual Directory for details of other Getty casement hardware.

**H. S. GETTY & CO., INC.**  
3342 N. 10th ST., PHILADELPHIA 40, PA.



Three acres  
of roof

sprayed on!



● A huff, and a puff... and you *blow* the roof on. At a real saving in application costs!

Years ago Flintkote introduced the first practical Cold Process Built-up Roof, speeding up application enormously, and eliminating heating equipment dangerous to men, materials and structures. Its superiority has been established, on thousands of roofs, by the acid tests of time and weather.

Now, Flintkote pioneers again... with Cold Process Roofs, both for new construction and for maintenance, **APPLIED BY SPRAY**.

Now... with Nu-Static\* Roof Coating and Fibrex\* II Adhesive designed especially for Spray Application, Flintkote provides an even more rapid, *mechanical* means of assembling what amounts to a "pre-fabricated" roof.

Spray Application has been thoroughly tried and proved. It gives you a glassy-smooth Cold Process Roof. (Far smoother than hand finish.) Saves up to 50 per cent of application costs! And height of building is no limiting factor.

Write for full information on how spray application of Flintkote Cold Process materials results in better roofs at lower application costs. The Flintkote Company, 30 Rockefeller Plaza, New York 20, N. Y. Offices in principal cities.



\*Trademark

**FLINTKOTE**

*the extra years of service cost no more!*

**Flintkote Quality Building Materials  
For Many Purposes**



Flintkote Asbestos-Cement Shingles and Siding are ideal for new construction... or for modernizing existing homes.



Flintkote Thickbut Shingles come in a wide variety of colors. Extra home protection with built-in double thickness at the butts.



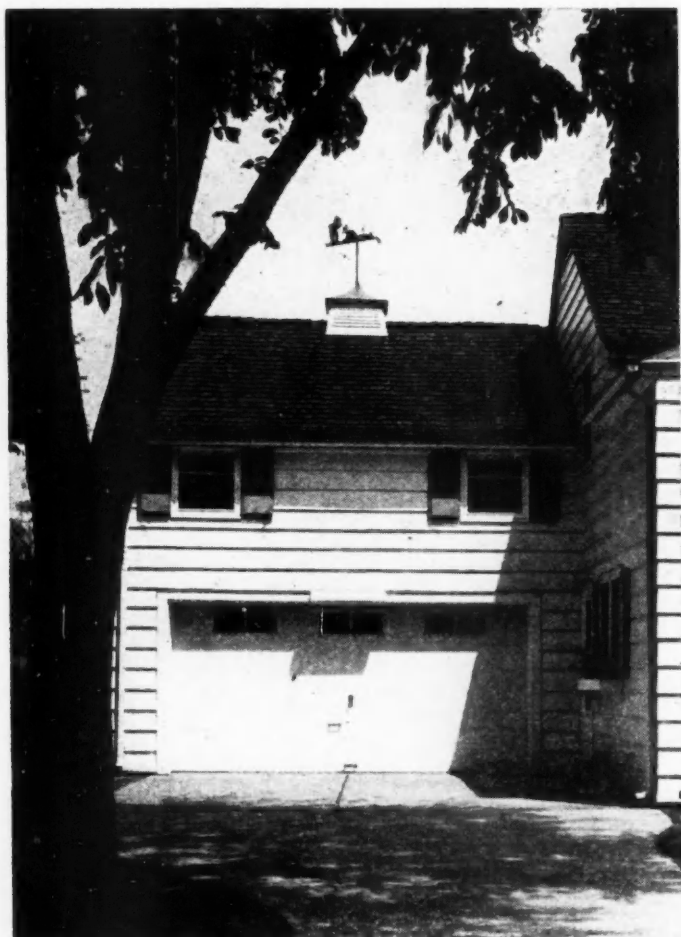
Flintkote is deep rooted... and still growing. A 16 million dollar plant expansion program now under way!



A complete line of thermal insulating materials... Asphalt Coated Sheathing, Insulation Lath, Roof Insulation, Insulating Wool.

WHEN YOU NEED  
**SPECIAL-DESIGN GARAGE DOORS**  
 SPECIFY  
**Barcol OVERDOORS**

Where standard panel arrangements would clash esthetically, special sections can usually be made to complement the exterior design. With this added distinction you keep the outstanding Barcol OVERdoor features . . . tailored twin-torsion counterbalancing springs, roller-crank closing action, self-latching bolts, continuous vertical track brackets. Talk with your Barber-Colman representative about the possibilities . . .



FACTORY-TRAINED SALES and SERVICE REPRESENTATIVES IN PRINCIPAL CITIES

**BARBER-COLMAN COMPANY**  
 104 MILL ST. • ROCKFORD, ILL.

**Maxson Corp. Acquires Victor Electric Products**

THE W. L. Maxson Corporation, New York, has acquired, through an interchange of stock, the Victory Electric Products, Inc., Cincinnati, prominent firm in the electrical appliance and fractional horsepower motor business for 23 years. William L. Maxson, president of Maxson Corp. and Charles L. Harrison, president of the Victor Co., made the announcement jointly.

There will be no change in Victor management, name, or personnel and



WILLIAM L. MAXSON

the company's expansion program toward a wider variety of electrical appliance products will continue. Mr. Harrison remains as president of Victor, T. R. Harris as vice president

**AMERICAN FLURESIT**  
 MASONRY WATERPROOFING PRODUCTS  
 Nationally Advertised in  
 The Saturday Evening Post  
 FOR WATERPROOFING  
 CONCRETE  
 CEMENT BLOCK  
 BRICK and STUCCO  
**WALLS**  
 Inside or Outside  
 The AMERICAN FLURESIT CO., Inc.  
 635 ROCKDALE AVE., CINCINNATI 29, O.

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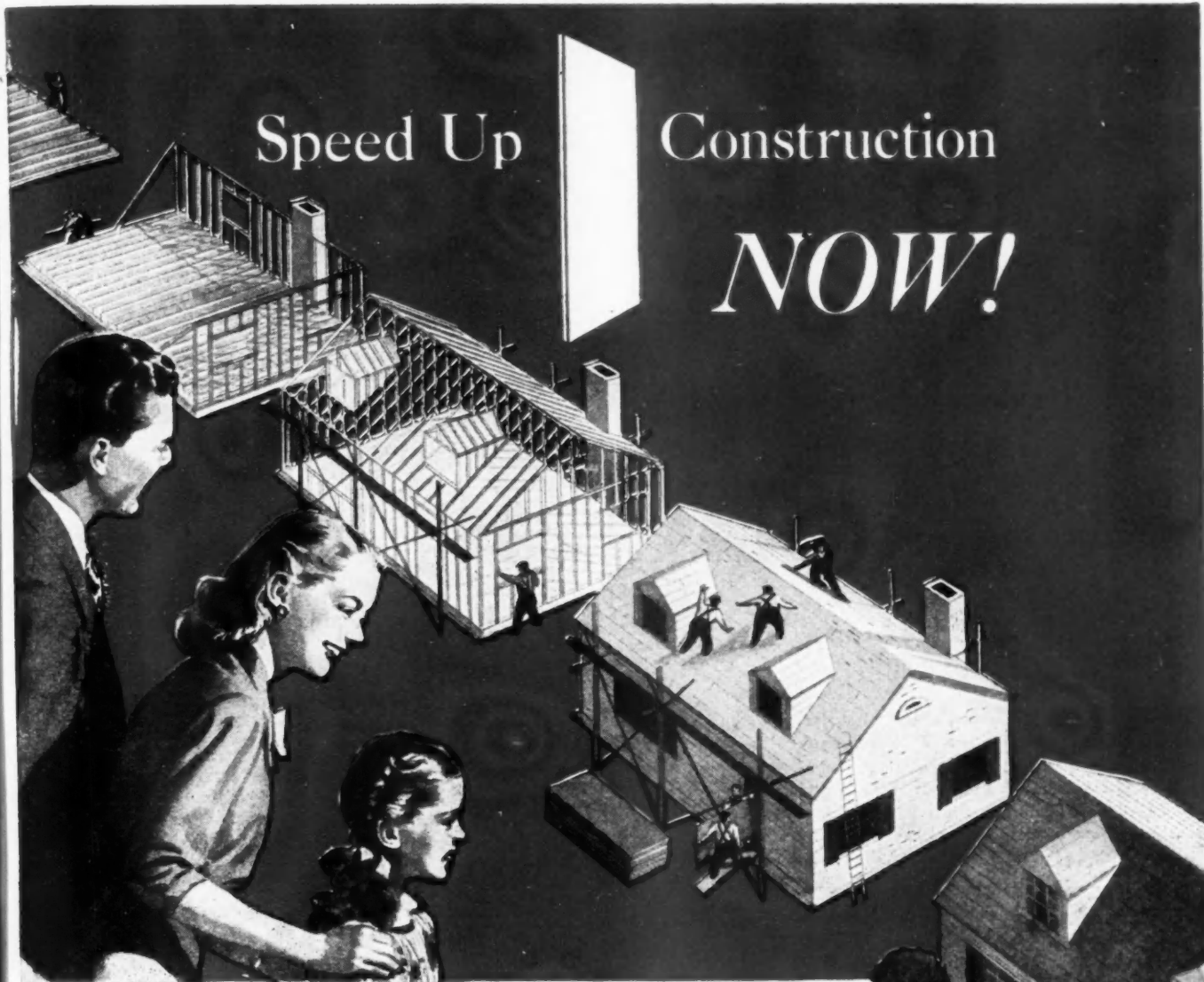
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**SHEETROCK**  
**FIREPROOF**  
**WALL AND CEILING**  
**PANELS**

When 4,000,000 families desperately need housing . . . that calls for "production line" speed. When more new homes than ever before must be built and more existing buildings remodeled into additional dwelling units . . . that calls for faster methods and materials. That's why more and more architects and builders are using Sheetrock\*. These big panels finish up to 48 sq. ft. at a time, are quickly cut and fitted. Then Perf-A-Tape\* "welds" them

into smooth, trouble-free walls and ceilings. Or you can remodel even faster with Bevelled Edge Sheetrock. Important, too,

Sheetrock is made of gypsum which cannot burn. Because of this versatility, demand for Sheetrock still is greater than the supply. But more and more is being produced every month . . . breaking all production records is our goal. Write today for your free Sheetrock book to 300 West Adams Street, Chicago 6, Illinois.

\*Reg. T. M.

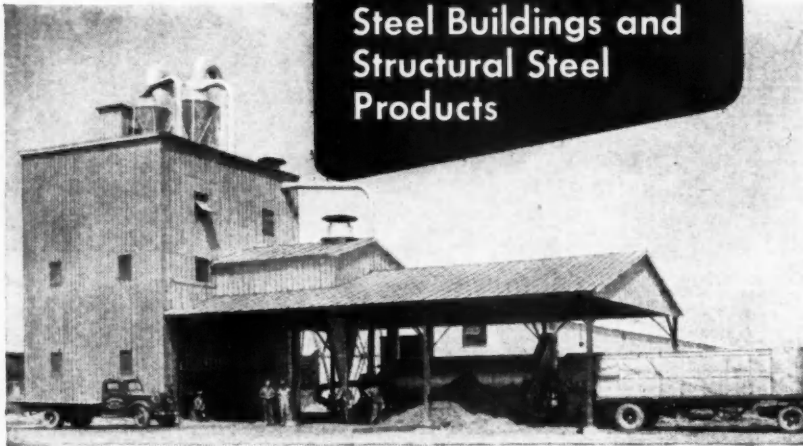


**United States Gypsum**

**For Building • For Industry**

Gypsum • Lime • Steel • Insulation • Roofing • Paint

Build Better and  
Faster with  
**INTERNATIONAL**  
Steel Buildings and  
Structural Steel  
Products



Take advantage of the new features in design and construction techniques developed by International—improvements aimed at giving you better buildings—faster!

Along with complete variety of structural steel products and prefabricated buildings—engineered for adaptation to every building requirement and recognized for superior strength and quality—International offers you the benefit of vital improvements developed by our skilled and experienced engineers.

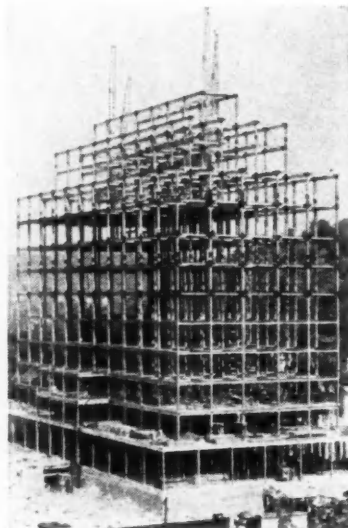
**NEW TYPE WELDED CONSTRUCTION FOR BUILDINGS**, for example,—perfected in furnishing steel fabricated products for the army and navy—saves up to 10% in initial steel weight—speeds construction—assures maximum strength—and eliminates construction noise.

Just name your problem! If it's a building for aviation, agriculture, commerce, or industry—you'll find a ready answer in International's standardized steel building products, bowstring steel roof trusses, steel deck fire-resistant roofing that eliminates wood sheathing, steel windows and scores of other cost-and-time saving products.

**WRITE FOR DETAILS.** To get specific data quickly and accurately, tell us the purpose of your building use and approximate specifications and dimensions in your first letter.

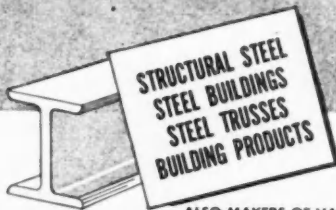
▲ This alfalfa mill constructed of International prefabricated steel buildings and standardized units, demonstrates the adaptability of International Steel products.

Kentucky State Office Building, Frankfort, Ky., is one of the first all-welded, multi-story structures. It involves 1,624 tons of steel by International. International welded steel is equally practical for small buildings of a ton or less. ▼



# INTERNATIONAL

## Steel Co.



1522 Edgar Street  
Evansville, Indiana

ALSO MAKERS OF VAN KANNEL REVOLVING DOORS; FAIRHURST UNITFOLD PARTITIONS AND SCHOOL WARDROBES; HANGARS; HANGAR DOORS, AND ORNAMENTAL STEEL

and general manager and Leslie E. Gaut as vice president and general sales manager.

Victor's modern factory in Cincinnati is being enlarged to provide a total of 116,000 square feet of floor space. Besides expanding its present line of products, the Victor factory will also produce new devices developed by the Maxson Corp. In addition to the Victor Cincinnati plant, other Maxson factories are located in Connecticut, New Jersey and Long Island.

\* \* \*

### Philippine Importer Desires Connections in United States

**T**HE Tyy Sales Co., 1048 Narra St., Manila, Philippines, importers and manufacturers' representatives, announce they are now prepared to represent reputable American firms in the Philippines, either by direct purchases or on a commission basis.

They are interested in plywood, nails, plasterboard, mild steel bars, cement, roofing paper, hard tempered wallboard, cast iron, wire and such items.

\* \* \*

### Hayden Crocker Organizes Sales Service Company

**H**AYDEN CROCKER, recently released from active duty as a Commander in the Naval Reserve, has established the Crocker Sales Service, 33 West 42nd St., New York City. His

It will pay you to

**LOOK INTO  
THIS!**



**TORNADO Makes Blueprints—  
Prints—Photostats—in 1/2 the  
time—saves up to 80%**

ALL the prints you want—when and as needed—speeding up bids—making records private—with TORNADO Duplicator. Operates from any electric outlet. Makes one print or 100—anytime, anywhere, day or night.

Two models. Model S makes prints up to 24" x 34", or several smaller ones in one operation. Timing device insures clean-cut, uniform prints. Model J makes prints up to 17" x 17". Both models compact, portable, attractive; efficient, economical. Investigate!

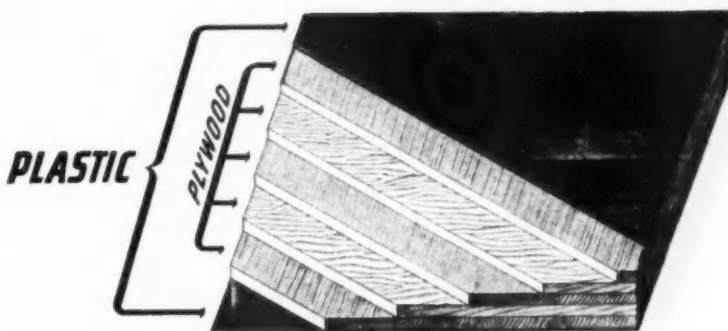
Write for details  
and demonstration.

**BREUER ELECTRIC MFG. CO.**  
5126 N. Ravenswood Ave., CHICAGO 40, ILL.



Get the advantages of both plywood and plastic with new

# Laminex PLASTIC *faced* PLYWOOD



*Manufacturers of*

**L A M I N E X**  
Plastic Faced Plywood

**L A M I N E X**  
Douglas Fir Plywood

**T R U - S I Z E D**  
Doors

**L A M I N E X**  
Doors

**W O C O D O O R S**

**C R A W - F I R - D O O R S**

**S A V - A - S P A C E**  
Sliding Door Frame

Made by weld-pressing a plastic surface on phenolic resin bonded plywood, Laminex Plastic Faced Plywood combines the strength, flexibility and easy working characteristics of plywood with the permanence and hard surface of plastic!

Among its almost unlimited uses for farms, for homes, for industry—Laminex Plastic Faced Plywood is excellent for building freight cars and reusable concrete forms, silos and troughs, siding, flooring and showers.

Laminex Plastic Faced Plywood has a **HIGH STRENGTH-WEIGHT RATIO . . . a HIGH RESISTANCE** to chemical action, abrasion and decay. It is **STAINPROOF . . . IMPERVIOUS** to alcohol . . . **WATERPROOF** even under extreme conditions . . . and it **TAKES PAINT WELL**.

Laminex Plastic Faced Plywood comes in thicknesses of  $\frac{1}{8}$ ,  $\frac{3}{16}$ ,  $\frac{1}{4}$ ,  $\frac{5}{16}$  and  $\frac{3}{4}$  inches, in standard panel sizes, and is available in limited quantities today in brown, black and olive-drab. Its price is surprisingly low!

*For further information contact your nearest  
Wheeler Osgood office*

## THE WHEELER, OSGOOD COMPANY

*Plants and General Office: Tacoma 1, Washington*

NEW YORK OFFICE . . . . .	1326 Empire State Building, New York 1, New York . . . . .	Phone: Penn. 6-2954
CHICAGO OFFICE . . . . .	134 So. LaSalle Street, Chicago 3, Illinois . . . . .	Phone: State 5335-6-7
SAN FRANCISCO OFFICE . . . . .	3045 19th Street, San Francisco, California . . . . .	Phone: Valencia 2241
LOS ANGELES OFFICE . . . . .	P. O. Box 7685 Del Valle Station, Los Angeles 15, Calif. . . . .	Phone: Vandike 6326
TACOMA OFFICE . . . . .	1216 St. Paul Avenue, Tacoma 1, Washington . . . . .	Phone: Main 8101

# STANLEY ZIG-ZAG RULES



*Made to Measure  
for the Job*

In the shop or out on the job, Stanley Zig-Zag Rules prove their practical worth. Pocket-size, they open easily to serve as six-inch rule or six-foot measuring pole.

There's a wide choice—many builders and carpenters like the "Green End" Zig-Zag with vertical figures—readable at any angle. The sticks are of selected rock maple, fitted with concealed joints, tips and strike plates of rustproof metal. The fine, durable finish is marked with large black figures and graduations.

To make the most of building skill—make use of the best of tools—buy Stanley.

Due to the great demand for Stanley Tools, your dealer may not always have "Green End" Rules in stock. Stanley Tools, 133 Elm St., New Britain, Conn.

# STANLEY

Trade Mark

**HARDWARE · HAND TOOLS · ELECTRIC TOOLS**

new firm will cover the wholesale hardware trade in metropolitan New York and New Jersey, New York State and New England, specializing in builders' hardware and allied products.

Mr. Crocker is well known to the building material trade through his many years as eastern sales manager of the Barber Asphalt Co., with offices in New York City.

\* \* \*

## Home Owners Organization Protests Rent Freeze

**A** NATION-WIDE protest against the freezing of rents in the face of sharply increased living costs has been carried to President Truman and the Office of Price Administration by Arthur W. Binns of Philadelphia, president of the National Home and Property Owners Foundation. He asked that an equitable adjustment be made in residential rents "to bring them into balance with the rest of the economy." Continuation of the "tragic, utterly un-American discrimination practiced against landlords and property owners," he maintained, "can only mean the liquidation and disappearance of houses and apartments for rent."

Mr. Binns pointed out that of the 8,000,000 landlords in this country, at least 90 per cent are little people dependent upon rental income for their bread and butter.

The National Home and Property Owners Foundation was organized to

## LEARN to ESTIMATE

Today, more than ever before, you must know how to analyze building costs. If you want to become a successful builder, learn how to prepare a correct estimate in a hurry. Get in on the profitable work now available wherever you turn. Your success is assured if your estimates are right; otherwise you are licked before you start.

The Tamblin System of Estimating will make a real estimator out of you in a few weeks of your spare time. We are so sure that you will want to learn it, that we will send you our complete home study course for ten days examination absolutely free. If you don't think it is the finest thing you ever saw, just return it and it won't cost you a cent. If you like it and want it, send us five dollars a month until you have paid the total price of only thirty dollars.

This estimating system is based on forty years of actual construction experience. It has been sold all over the world for more than twenty years. Thousands of estimators and contractors swear by it. Our offer isn't hot air and big talk. We don't give you a diploma or a lapel button, but we do teach you down to earth estimating which will bring you profitable business.

Just send us your name and address today, and we will mail you the complete course at once for your approval.

**TAMBLIN SYSTEM**

210 Johnson Bldg., AD, Denver 2, Colo.

# BUILD LIVABLE BASEMENTS

*under those NEW HOMES!*



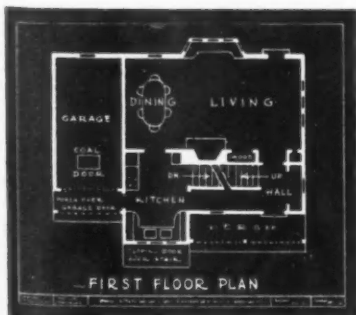
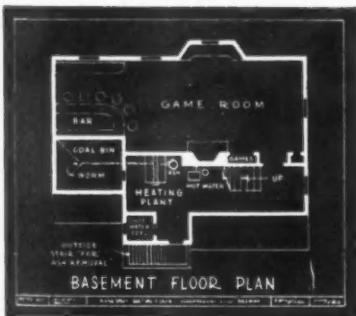
*... with modern COAL-BURNING heating plants for economy ...*

Here's a nice little house with a great big game room . . . the kind of home our veterans are looking for . . . and it can be built at a price they can afford.

**COST and LIVABILITY** are always major factors in home selection. You can help serve these interests by designing homes with modern coal heating plants. Whether designed with fully automatic heating equipment like the house above, or, less expensively, with a hand-fired coal furnace equipped with automatic controls, coal heating is the most economical in the long run.

A coal heating plant is the only installation that can be converted to all other types of heating. This is important in determining a home's market value, sales appeal and owner satisfaction. We have a three thousand year coal reserve. Other fuels may soon be exhausted. When you design or build, play safe, provide coal storage space and chimneys adequate to handle any fuel.

Build livable basements under those new homes . . . with modern coalburning heating plants. Coal heat is economical, clean, quiet, odorless and abundant.



*Basement floor plan above shows playroom with refreshment bar as an added feature. Novel first floor plan shows kitchen at front so housewife can "see what's going on outside" while she works. Combination living and dining room is at the rear—away from the street—for quietness and privacy.*

## Norfolk and Western RAILWAY

CARRIER OF FUEL SATISFACTION

*Born with a 2000-year-old reputation...*



**EAGLE Ready-To-Use  
WHITE LEAD PAINT**

Preferred painting material of American planners and builders since Thomas Jefferson's day, white lead's 2000-year-old reputation is still unmatched for durability, beauty and economy.

Now you can specify a new, convenient form of pure white lead. It's more useful to your clients, easier to use for painters. We give you Eagle Ready-To-Use White Lead Paint, in gallon form, ready to open, stir and apply.

**White lead protection that's extra smooth!**

This marvelous new Eagle-Picher paint brings you a new plus—greater brushability, greater smoothness—and until you try Eagle RTU yourself you can't possibly know what we mean. It covers evenly, leaves practically no brush marks. Its flexible film clings fast despite wear and weather. It dries to a brilliant white gloss that doesn't crack or scale, but chalks gradually, actually preparing the surface for eventual re-painting.

Eagle Ready-To-Use White Lead Paint comes in two forms: Primer Sealer Coat and Outside White Finish Coat. One, two and five gallon pails. Made by a company with 103 years of experience. It is being made available as rapidly as possible.

**THE EAGLE-PICHER COMPANY**

*Cincinnati, (1), Ohio*

Member of the Lead Industries Association



**EAGLE PURE WHITE LEAD**

*A favorite  
since 1843*



Made by the makers  
of Eagle White Lead in Oil  
—a favorite since 1843

speak as the unified voice of the 27,000,000 home and property owners of America. Its primary purpose is to encourage and protect private ownership of homes, farms and businesses.

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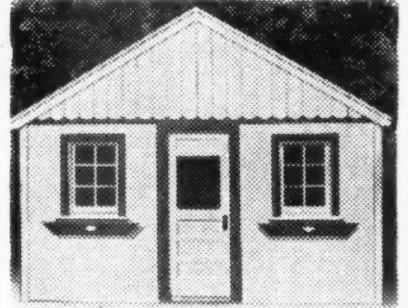
**John Squires Joins  
Peerless Housing Company**

**JOHN H. SQUIRES, Jr.**, formerly of the Westinghouse Electric Corp. better homes department, is now associated with the Peerless Housing Co., New York City. Mr. Squires is well



**JOHN H. SQUIRES, JR.**

known in the building industry, especially in the east, where he has spoken before many audiences on the subject of "Electrical Living." He will act as procurement coordinator for the Peerless organization.



**Dealers Wanted**

**FOR**

**"FACTORY-BILT"**

**UTILITY BLDG.**

**No Priority Needed**

Attractive 14x10 ft. building of all seasoned lumber in 10 easy-to-assemble sections. Many excellent features. Suitable for roadside stand, real estate office, tool shop, storage building, etc. Immediate delivery. Applicant must be capable of purchasing in carload lots. Write today. Include references. Address: Mr. R. E. Randall, The Strathmoor Co., 14000 Grand River Ave., Detroit 27, Mich.



*The Ugly Duckling Room gets a Beauty Treatment*



BEAUTY LIKE THIS IN THE BASEMENT IS POSSIBLE WITH STEEL JOIST CONSTRUCTION

## CECO STEEL JOISTS BRING LIVINGROOM LOVELINESS TO THE BASEMENT

Now both beauty and efficiency are possible in modern homes because of steel joist construction. Yes, there's new beauty . . . new efficiency ahead, even for basements. That's because steel joists eliminate unsightly supports . . . provide unobstructed floor areas . . . permit neat, trim ceilings.



Simplicity of construction is made possible by Ceco steel joists. No skill is needed in placing them. They are easily moved into position and quickly spaced. After bridging, floor and ceiling are installed.

### Bigger buildings point the way!

Ceco drew from wide experience with light occupancy buildings to bring steel joist construction to home building. For in bigger buildings where both permanence and beauty are desired, builders turn to Ceco steel joists for flexibility in design, rigid floors, greater safety.

#### Why builders prefer CECO Steel Joists

- |   |  |
|---|--|
| <ol style="list-style-type: none"> <li>1. Easy to install—no special skill or equipment required.</li> <li>2. Eliminate fitting electrical fixtures to chopped-up ceiling areas.</li> <li>3. Provide convenient tunnel system for pipes and conduits.</li> <li>4. Provide cooler floors in summer—warmer floors in winter.</li> </ol> | <ol style="list-style-type: none"> <li>5. Eliminate sagging partitions and squeaky floors.</li> <li>6. Eliminate dry rot and termites.</li> <li>7. Cut insurance costs by reducing fire hazards.</li> <li>8. Reduces plaster cracks and shadow lines.</li> </ol> |
|---|--|

#### CECO STEEL PRODUCTS CORPORATION GENERAL OFFICES

5701 W. 26th STREET, CHICAGO 50, ILLINOIS

Dealers, Offices, warehouses and fabricating plants in principal cities

*In construction products CECO ENGINEERING makes the big difference*



**CHECK THESE THREE ABESTO FEATURES**

*Check* **ABESTO COLD ROOFING ADHESIVES REMAIN ELASTIC AFTER CURING** thus allowing expansion and contraction without cracking and checking.

*Check* **ABESTO COLD ROOFING ADHESIVES BOND LAYERS OF ROLL ROOFING\* TIGHTLY AND SMOOTHLY.**

*Check* **ABESTO COLD ROOFING ADHESIVES HAVE A HIGH RESISTANCE TO OXIDATION.**

\*Abesto materials can be used with any (standard brand) plain roll roofing.

Write for our free specification sheets and explanatory literature.



**ABESTO**  
Manufacturing Corporation

Dept. 38

Michigan City, Indiana

**Curtis Companies Establish New Safety Record for Woodworking**

**C**URTIS Companies, Inc., sash and door manufacturers of Clinton, Iowa, recently completed one full year without a single accident necessitating loss of time. This record, unique in the woodworking industry, was recognized by Employers Mutuals of Wausau, Wis., which awarded a bronze plaque to the firm in recognition of the accomplishment. Headed by G. L. Curtis, president, the 500 Curtis employees gathered for the presentation which was made by Fred W. Braun, vice president and chief engineer of Employers Mutuals.



G. L. CURTIS, left, president of Curtis Companies, Inc., receives the bronze plaque from Fred W. Braun of Employers Mutuals in recognition of the excellent Curtis safety record. Members of the plant safety committee are in background.

\*\*\*

**P. & F. Corbin Announces Personnel Changes**

**T**HE appointment of Philip E. Barth as general manager and Richard G. Edwards as general sales manager of P. & F. Corbin was announced recently by Charles B. Parsons, president of the American Hardware Corp.

Mr. Barth started his career with the Simmons Hardware Co. where he served in every position from stock department to road salesman to assistant general manager. After the merger of Simmons and Winchester Repeating Arms Co., he was president and general manager of Winchester-Simmons Co. From there he went to Western Cartridge Co., as general sales manager and from 1929 to 1942 he was president and general manager of Sargent & Co., New Haven, Conn. From 1942 until the present he served as a board member of the Price Adjustment Section, War Department.

Mr. Edwards, a resident of New Britain, Conn., is a graduate of Harvard University, class of 1931, and a veteran of World War II. He first joined the American Hardware Corporation in 1942 after wide experience in allied fields. From June 1943, until January 1944, when he entered military service Mr. Edwards was assistant sales manager of P. & F. Corbin.

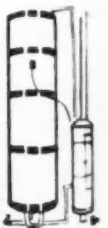
Where can you find a market so unsaturated. Every home owner who uses a side arm gas water heater (and 2 out of 3 have them) can use and will buy a **Sav-U-time** once you tell him about it. A **Sav-U-time** gives all the advantages of automatic hot water with gas savings up to 50%—touch button control from bathroom, kitchen and laundry turns on the gas water heater providing hot water quickly, economically and just when needed.

**Low Cost and 100% Profit for You**  
**Sav-U-time** is priced at \$39.50 plus a small installation charge—and there's a 100% for you. Low enough price to make sales easy and high enough profit to make it well worth while for you.

**Territory Open for Dealers**  
Here is a wanted product with immediate deliveries being made. Dealers in St. Louis, Detroit and Philadelphia are ordering and reordering. Some territories are still available for dealerships. National advertising, dealer helps support you. Write or wire for details now.

**SAV-U-TIME SALES CO.**  
MANHATTAN STREET  
ROCHESTER 2, NEW YORK

**Sav-U-time** →

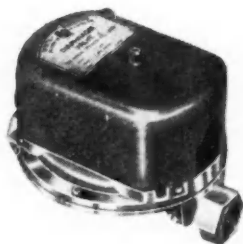
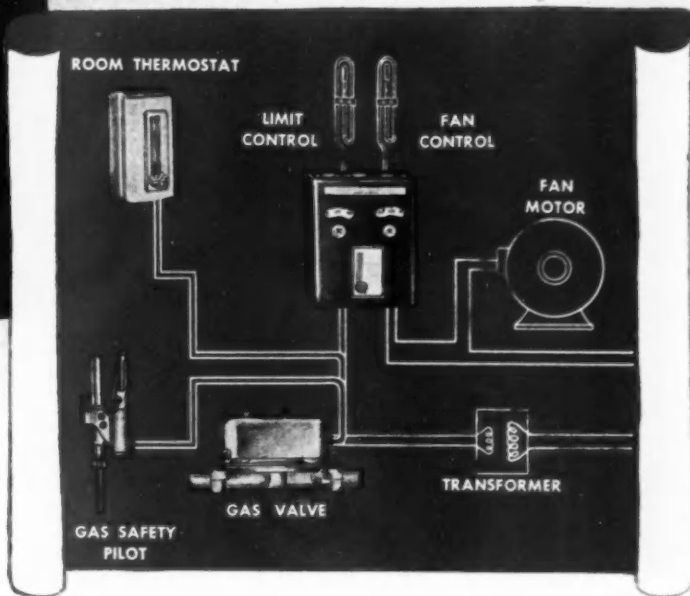


# WHITE-RODGERS CONTROLS MEAN BETTER SATISFIED CUSTOMERS

Specify  
**WHITE-RODGERS  
CONTROLS**  
for accuracy and  
complete dependability

Builders everywhere are specifying White-Rodgers automatic controls for the heating plants in the homes they build. Their accuracy and dependability eliminate the need for service calls, and give you better satisfied customers.

These controls are so flexible in application and range that the same standard types can readily be adapted to different heating requirements. Write today for heating catalog and installation data.



Electric diaphragm gas valve automatically protects in case of current failure. May be operated before current is turned on.



Designed to grace any home, the attractive series 120 Room Thermostat is essential to real home comfort.

Fan, circulator and limit controls, singly or in combination, are available for any type of system or any kind of fuel.



## WHITE-RODGERS ELECTRIC CO.

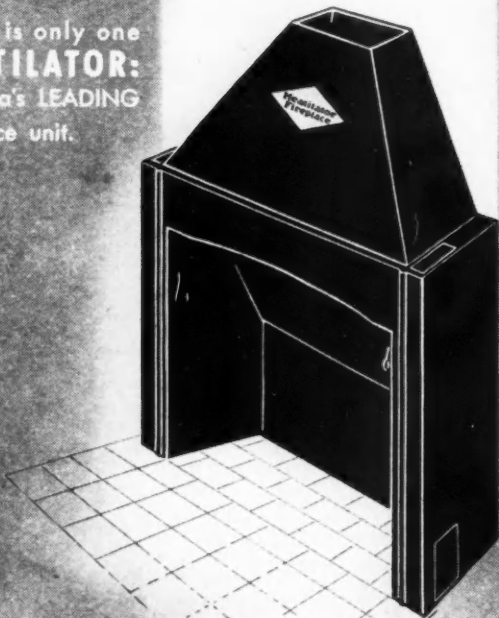
ST. LOUIS 6, MISSOURI

*Controls for Refrigeration • Heating • Air Conditioning*

*Any Fireplace is*  
**EASIER TO BUILD**  
*around the*  
**HEATILATOR**

● The Heatilator makes any fireplace easier to build correctly. There's no damper or smoke dome to install, no throat or firebox to form. All these are built in parts of the Heatilator. That's why it saves you labor . . . goes up faster. There's less masonry to lay . . . fewer parts to handle.

There is only one  
**HEATILATOR:**  
 America's LEADING  
 fireplace unit.



● The Heatilator is a metal form around which the masonry for any style of fireplace is easily laid. It assures correct construction, eliminates faults of design that commonly cause smoking. And it actually circulates heat—warms all the room and even adjoining rooms. Write for installation data. Heatilator, Inc., 176 E. Brighton Ave., Syracuse 5, N. Y.

**Heatilator Fireplace**



"Welcome—" is written—on the entrance door that is graced with hardware by SAGER. And as a "line" of builders hardware—from first to last—SAGER is made with firm accent on durability and dependability, on precise operation, convenience and ease of installation. So for modest cottage or imposing sky-scraper, SAGER stands for distinctive style in builders hardware, for enduring charm and beauty . . . for hospitality moulded in metal.

BETTER STYLE IN BUILDERS HARDWARE by

**SAGER**

NORTH CHICAGO, ILLINOIS

# Did you miss this announcement in 1944?

# IT'S STILL NEWS!

**REVOLUTIONARY NEW WINDOWPANE FOR EVERY TYPE OF BUILDING.**

## Thermopane

**THE WINDOWPANE THAT INSULATES**

*with the*  
**BONDERMETIC SEAL**

Choosing fourteen years of research, L.O.F. THERMOPANE is the first successful window pane ever made with permanent, built-in insulation. It is made of two panes of glass, separated by an insulating layer of air and sealed around the edges at the factory with a metal-to-glass bond. This Bondermetic Seal has a life of 100 years up to 1000 years, and is so strong that it will not fail under any conditions of strength. You install THERMOPANE in a matter of minutes. THERMOPANE is a modified single window sash, just as you would ordinary window glass. And what a difference it makes!

Cuts heating costs amazingly. Double street windows keep homes warmer in winter, cooler in summer. In short, THERMOPANE, the new patented insulating windowpane, makes possible an entirely new standard of comfort and economy in the home. It provides all of the benefits of double-pane insulating glass without the seasonal problems of putting up and taking down extra sash. There's no extra glass to keep clean. For a descriptive booklet, write Libbey-Owens-Ford Glass Company, 1336 Nicholas Building, Toledo 3, Ohio.

### 4 IMPORTANT FEATURES OF THERMOPANE

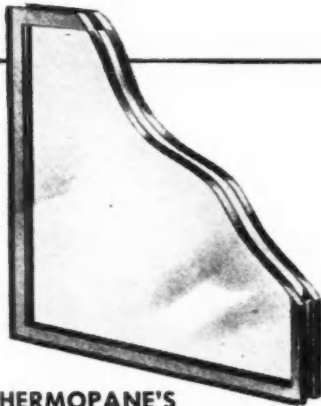
- 1 INSULATING AIR SPACE. The air inside the Thermopane pane is completely sealed and hermetically sealed. This insulating air space Thermopane its high insulating efficiency.
- 2 BONDERMETIC SEAL. This metal-to-glass seal permanently bonds two panes of glass into a single unit. Strong and moisture proof, it seals the insulating air space from dirt and moisture.
- 3 NO FOGGING UP. Because of the patented Bondermetic Seal, and the insulation afforded by the seal-in air, frosting up and condensation are eliminated on the two inner surfaces.
- 4 ONLY TWO SURFACES TO CLEAN. The inner glass surfaces are specially cleaned at the factory... stay clean.

**LIBBEY · OWENS · FORD**  
*a Great Name in GLASS*

Copyright 1946, Libbey-Owens-Ford Glass Co.



Trade Mark Registered



### THERMOPANE'S

metal-to-glass Bondermetic Seal bonds the panes into one unit. This hermetic seal guards against dirt and moisture entering the dry air space. Thermopane is made for most window openings...and in 50 standard sizes for simplification of design and replacement. Write for our booklet on Standard Thermopane Sizes, Libbey-Owens-Ford Glass Company, 1396 Nicholas Building, Toledo 3, Ohio.

\*Reg. U.S. Pat. Off.

Early in 1944, after fourteen years of research and development, Libbey-Owens-Ford announced Thermopane\*. Although this was the first public announcement of the windowpane that insulates, Thermopane already had been proved by years of service in hundreds of actual installations.

Since its public announcement, Thermopane has captured the imagination of architects, builders and homeowners...has become one of the most talked-of advancements in the building industry.

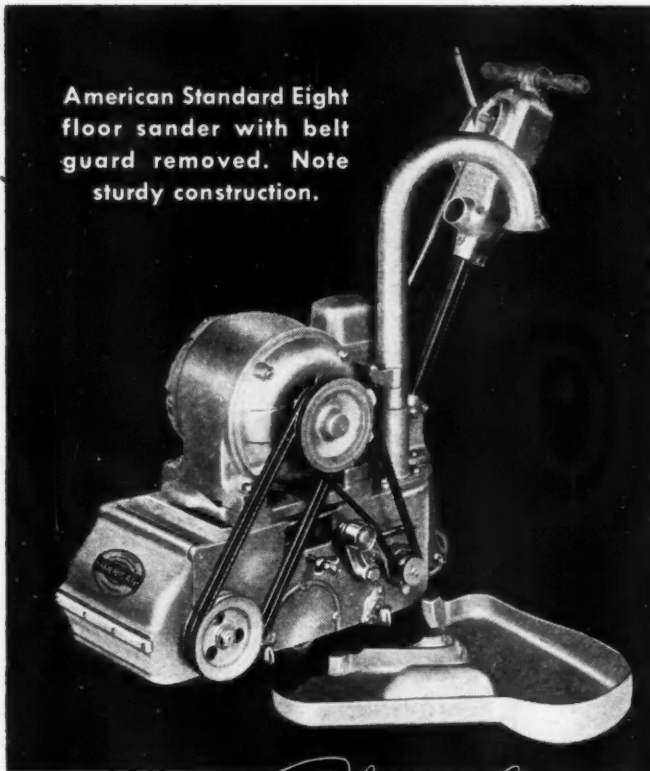
Why do we refer to this advertisement now? Because everything we said about Thermopane has been borne out by the tremendous demand.

All of this adds up to one fact—you can install Thermopane with complete confidence...for time has added its proof to laboratory promises. Thermopane has proved itself in homes, schools, hospitals, offices and public buildings...in the United States, Mexico, Canada, Alaska and even Iceland.



**LIBBEY · OWENS · FORD**  
*a Great Name in GLASS*

American Standard Eight floor sander with belt guard removed. Note sturdy construction.



## ONLY A *Husky* FLOOR SANDER CAN "TALK BIG PROFITS"

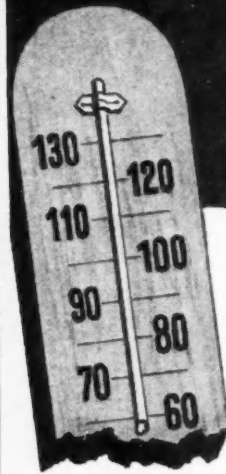
Floor surfacing contractors using their sanders day in and day out know that the machine has got to be sturdy and robust to bring *continued* profits!

You can SEE the built-in quality that makes the American Standard the outstanding floor sander value. Compare it point by point... feature by feature and you will choose the American Standard to "talk big profits" for you.

No sander standing idle awaiting repairs ever made money. American machines are engineered to reduce idle time to a minimum but complete repair service, when needed, is quickly available through the American distributor in your territory with genuine parts and a factory trained mechanic.

Remember—no American machine has ever become an "orphan" nor long been out of service. Write today for complete details and prices on American's finest floor sander, no obligation.

**THE AMERICAN FLOOR SURFACING MACHINE CO.**  
511 So. St. Clair Street, Toledo 3, Ohio

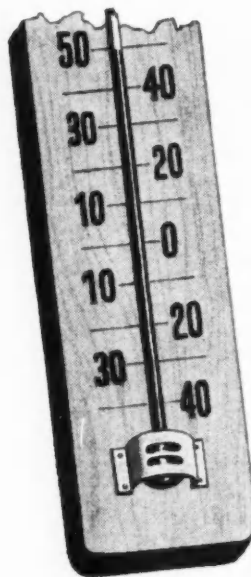


# AVOID DELAYS!

## Maintain Summer Construction Speed

### USE CALCIUM CHLORIDE IN ALL CONCRETING

## BELOW 50 DEGREES



*Save Time*—When the temperature drops from 70° to 50°, it takes twice as long for normal concrete to acquire specified strength. By using 2 pounds of calcium chloride per bag of cement, concrete is back on normal strength-attaining schedule. At freezing temperatures, when covers and artificial heat also are necessary, calcium chloride reduces the time this protection is required.

*Save Forms*—Concrete placed at the average rate of two feet an hour requires 50% greater form strength when the temperature is 50°, due to the slowness of the concrete in hardening and acquiring strength to support succeeding placements. By using calcium chloride, concrete can be placed at 50° without additional form cost.

Substantial additional gains at all times come from better appearance, less voids, reduced crazing and smaller volume change with calcium chloride in the mix. Our booklet "Calcium Chloride in Concreting" is available on request.

**CALCIUM CHLORIDE ASSOCIATION**  
4145 Penobscot Bldg. • Detroit 26, Mich.

**Better Concrete Faster**

with **CALCIUM CHLORIDE**

# AN IMPORTANT MESSAGE TO THE BUILDING INDUSTRY

## ABOUT

# ALWINTITE

## ALUMINUM WINDOWS

Everybody in the building industry seems to want ALWINTITE aluminum windows... and they want them right away.

We appreciate this tremendous interest and the demand for these low-cost aluminum windows. We also want you to know that we are doing everything possible to supply your needs as soon as we can.

Production schedules are being increased month by month. More and more windows are going out to the trade each week...and still we can't supply the demand.

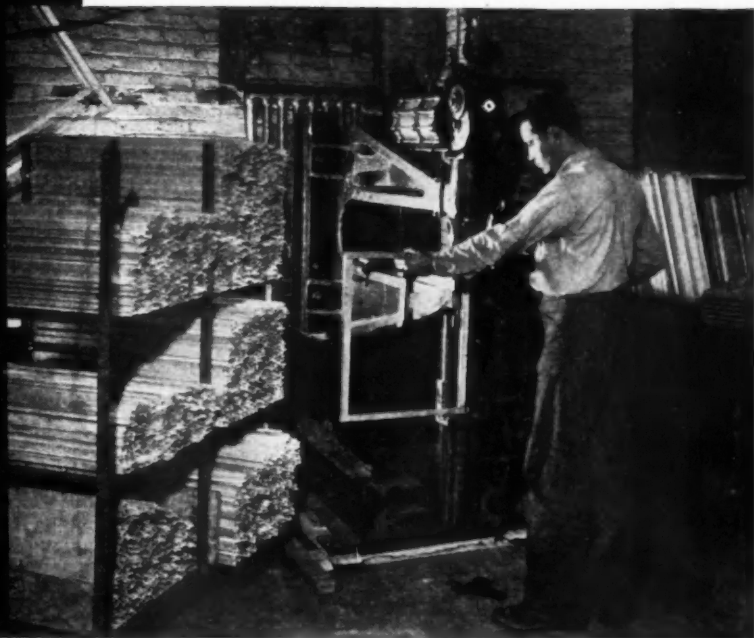
Our new two-million-dollar plant now under construction will materially increase our production capacity. Until it is completed and in production we will be forced to continue our present system of monthly allotments to assure distribution on a fair and equitable basis for all.

### THE ALUMINUM WINDOW CORPORATION

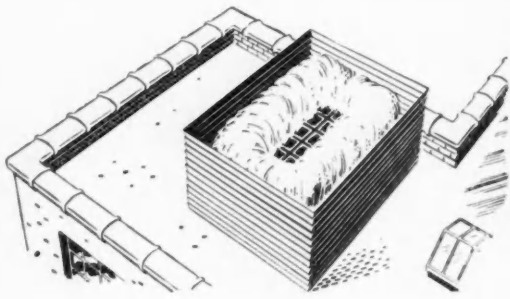
*A subsidiary of General Bronze Corporation*

34-20 Tenth Street

Long Island City 1, N. Y.



"BUILD RIGHT WITH ALWINTITE"



**LIKE BEING IN *Hot Water*  
ALL THE TIME**

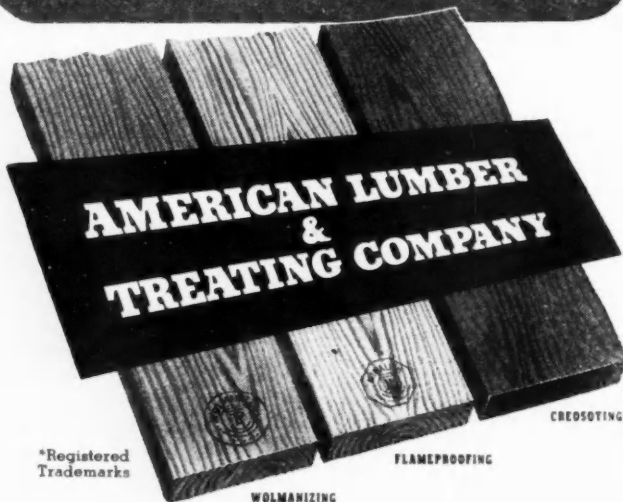
There's trouble aplenty for ordinary wood when it goes into the construction of a cooling tower—exposed continually to a water spray and the elements. Pressure treatment with Wolman Salts\* preservative prevents the decay that weakens and destroys ordinary lumber in cooling tower frames and louvers. Records show Wolmanizing extends the life of wood in this service from two to four times.

Maybe the conditions are not quite so severe with the structure you're building, but—Wolmanized Lumber is famous for resistance to decay and termite attack.

*Whatever your needs —*

**AMERICAN LUMBER GIVES YOU ALL 3**

- 1 Wolmanized Lumber — protects against decay and termite attack
- 2 Minalith — fire-retardant
- 3 Creosoted Lumber



\*Registered Trademarks

1645 McCORMICK BUILDING, CHICAGO 4, ILLINOIS

*Modern* **CABINET HARDWARE**



**ATTRACTIVELY PACKAGED**  
*for Quick, Profitable Sales*

- ★ **SAVES TIME** Envelope packing permits better service to your customers. Envelopes and cartons are clearly marked for easy identification.
- ★ **SAVES SPACE** Cartons are of uniform size, requiring a minimum of shelf space. One dozen items packed in a carton.
- ★ **PREVENTS LOSS OF SMALL PARTS** Envelope packing assures customer that all parts and screws required for installation are there when needed.
- ★ **PROTECTS FINISH** Plated surfaces cannot become scratched — Envelope packing gives full protection.

There are four complete matched sets to choose from — designed and priced for any style home, large or small. Best of all, it's a profitable line for you to sell!

**NATIONAL LOCK COMPANY**

Cabinet Hardware Division  
ROCKFORD, ILLINOIS



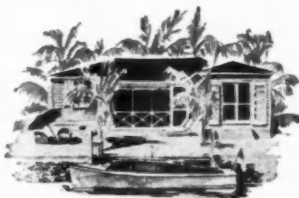
**BIG SHEETS** up to 8' x 14'



*Weatherproof*  
**HOMASOTE**

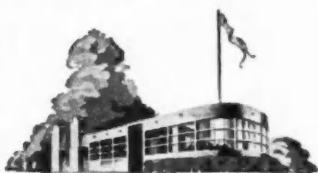
.... PROVED BY  
**30 YEARS OF SERVICE**

Millions of feet of this all-purpose building board have been used for new construction and modernization during the past 30 years. This steady popularity, through good times and bad, is based on Homasote's ability to turn in a first-class performance under all conditions. We are continuing to emphasize quality in all steps of manufacture—in order to maintain top structural strength with great insulating value.



Unfortunately, it has been impossible to keep up with the ever-growing demand for our product, even though our production capacity is being constantly increased.

Every foot of Homasote we make, for the balance of this year, is already under allocation.



When this situation eases, we hope you will ask for Homasote again. We hope you will remember that it is weatherproof and permanently crackproof—for exterior use, for sheathing, for interior finish. Homasote's big sheets (up to 8' by 14') eliminate unnecessary wall joints and batten strips, form an ideal base for paper or paint, help to keep buildings dry and free from mildew.



We invite architects and builders to send for a copy of our new booklet describing some of the many uses for *weatherproof* Homasote. The book gives physical characteristics, performance charts, specification data and application instructions. Write for your copy today.

**HOMASOTE COMPANY, Trenton 3, N. J.**

# Sisalation Does a Double Job!

## IT PROVIDES EFFICIENT LOW-COST INSULATION

More home comfort at a new low cost — that's what Sisalation means to home owners! This new reflective insulation can be quickly and easily applied to sidewalls to do an efficient summer and winter insulating job.



## IT PROVIDES A POSITIVE MOISTURE-VAPOR BARRIER

Sisalation retards the passage of harmful moisture-vapor into the wall space where condensation can cause damage to the structure.



*Sisalation's two-way reflective surface provides a positive moisture-vapor barrier plus effective insulation at one low material and labor cost.*



### The SISALKRAFT Co.

205 W. Wacker Drive

Department AB

CHICAGO 6, ILLINOIS

IF IT'S WORTH BUILDING... IT'S WORTH SAVING



# "Weatherize"

## Concrete and Masonry Walls with HYDROCID E Colorless

Continual exposure to changing weather conditions is eventually as hazardous to a brick, concrete, masonry or stucco structure as to a human being. "Weatherizing" exterior walls with the proper water-repellent coating - HYDROCID E Colorless - will help keep them healthy through rain and snow, heat and cold.

HYDROCID E Colorless is not affected by extremes of temperature . . . remains fluid at low temperatures and will not show separation and precipitation. It is free of resins, wax, and other non-penetrating matter.

Since HYDROCID E Colorless forms a transparent film, the walls retain their original beauty and appearance. Absorption of dust, soot and stains is checked. Application is easy - by brush or spray.

Two types: HYDROCID E Colorless "G" for relatively dense surfaces - HYDROCID E Colorless "D" for porous light colored surfaces.



ASK FOR demonstration showing how HYDROCID E Colorless actually repels water - gives greater protective efficiency. For descriptive folder, write Dept. B9.

### SONNEBORN "BUILDING SAVERS"

FLOOR TREATMENTS • WAXES • PAINTS AND PROTECTIVE COATINGS • CONCRETE AND MORTAR ADMIXTURES • WATERPROOFING AND DAMPPROOFING • CAULKING COMPOUNDS • ROOF COATINGS

BUILDING PRODUCTS DIVISION  
**L. SONNEBORN SONS, INC.**  
 88 Lexington Avenue, New York 16, N. Y.  
 In the Southwest: Sonneborn Bros., Dallas 1, Texas



# I wanted DEPENDABILITY

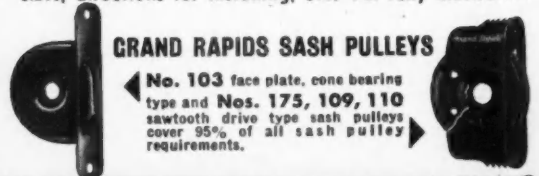
**GRAND RAPIDS Invisibile SASH BALANCE** gave me Dependable Performance

The Grand Rapids Invisibile has many features of superiority, as has been conclusively proved in thousands of war time and peace time installations. Among these are ease of installation, actual invisibility, and dependable, efficient operation in all climates and under varying conditions. The same balance for upper and lower sash make them interchangeable and 10 sizes meet 95% of all residential requirements. Complete illustrated instructions are on every carton.

SEND FOR SASH BALANCE CATALOG which contains complete information on sash balance sizes, directions for installing, etc. All fully illustrated.

#### GRAND RAPIDS SASH PULLEYS

No. 103 face plate, cone bearing type and Nos. 175, 109, 110 sawtooth drive type sash pulleys cover 95% of all sash pulley requirements.



**GRAND RAPIDS HARDWARE COMPANY**  
 GRAND RAPIDS • MICHIGAN



Tenants like its SILENCE



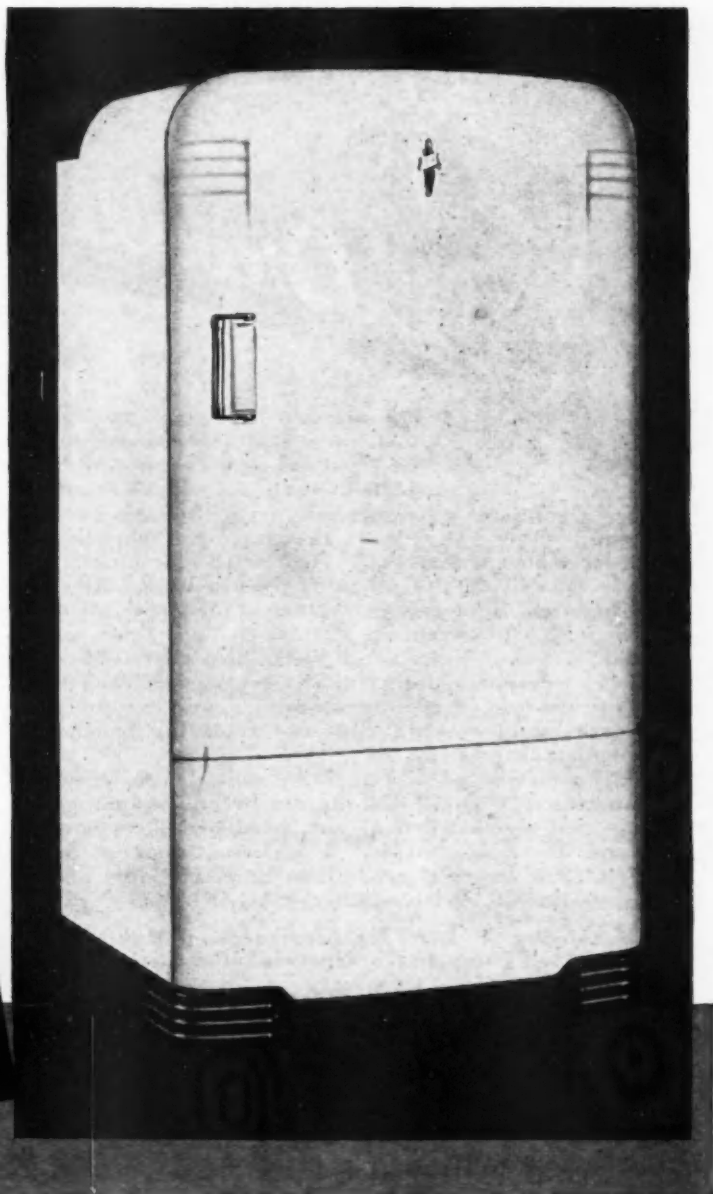
Owners like its DEPENDABILITY

**NO WONDER THEY BOTH APPRECIATE SERVEL**

You're sure to please both tenants and owners when you specify Gas Refrigeration for the new apartment houses you design or build. As 2,000,000 users have proved, Servel never makes a sound, never annoys. And owners know that, year in and year out, Servel keeps giving the same efficient, dependable service it did when new. That's why the Servel Gas Refrigerator is hitting a new high in popularity . . . why everyone will approve your choice of silent, long-lasting Gas Refrigeration.

Servel's outstanding performance is the result of an amazingly simple, basically different method of operation. There is not a *single moving part* in its freezing system. No machinery . . . no motors, valves, pistons or pumps . . . to get noisy or wear. A tiny gas flame circulates the refrigerant that produces constant cold and sparkling cubes of ice.

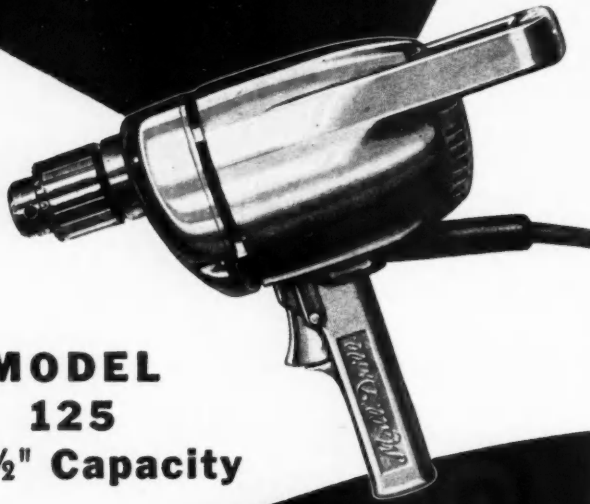
Plan now to provide outlets for Servel Gas Refrigerators in your current designs and construction work. For complete information on this famous refrigerator, consult Sweet's Catalog. Or write today to Servel, Inc., Evansville 20, Indiana.



Stays silent . . . lasts longer  
**Servel**  
GAS REFRIGERATOR

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ANY

**MEN**  
WHO KNOW TOOLS



**MODEL**  
**125**  
**1/2" Capacity**

Go for  
*Mall Drills*  
REG. U.S. PAT. OFF.

Throughout the construction field, men who know tools—call for MallDrills. They know MallDrills have the speed, power and stamina to drive through steel, wood and plastics. They know they have the versatility to drill form boards for ties . . . drill rafters for pipe . . . and take care of all the multi various drilling jobs on a building area. In fact, every feature of MallDrills clicks with the men who use them . . . their cool operation under load . . . light weight and pistol grip that reduces fatigue . . . compact design that simplifies drilling in close quarters and cramped positions . . . and the quick, easy servicing of commutator and replacing brushes without dismantling the drill.

Ruggedly constructed of the finest material for hard, continuous use, with die cast aluminum alloy housings, 3-jaw geared chucks, helical cut, hardened steel alloy gears and universal motors. 5 powerful models with 1/4", 5/16", 3/8" and 1/2" capacities. Each available in 2 voltages—110-volt AC-DC or 220-volt AC-DC.

Ask your dealer or write for literature on MallDrills, MallSaws, Mall Concrete Vibrators and Mall Chain Saws.

**MALL TOOL COMPANY**

7737 South Chicago Ave.

Chicago 19, Illinois

★ 25 Years of "Better Tools For Better Work"

*Mall*  
REG. U.S. PAT. OFF.

**PORTABLE  
POWER TOOLS**

# SPEED UP EMERGENCY HOUSING

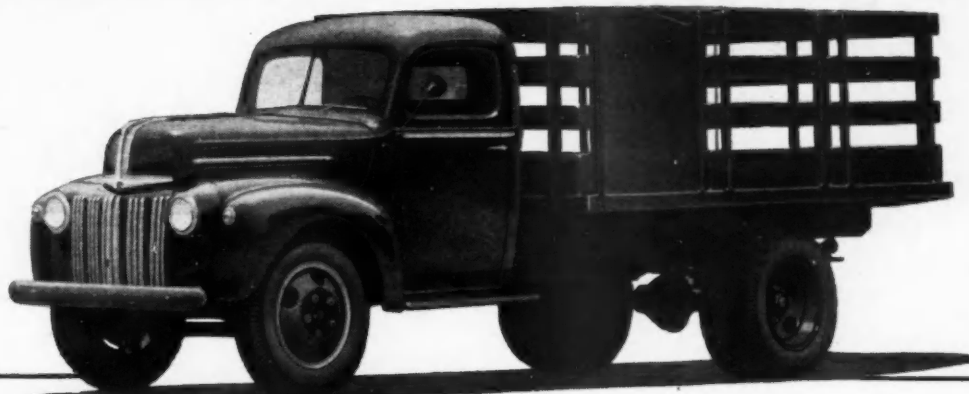
Cut Concreting  
time in half

USE **SOLVAY** CALCIUM  
TRADE MARK REG. U. S. PAT. OFF. CHLORIDE

Are you looking for an inexpensive short cut to speed up your building program . . . speed the day when more houses will be available? There is a very simple way to cut days from your emergency housing program. Add SOLVAY Calcium Chloride to your concrete mix. Footings will set in half the time, and thus enable you to pour foundation walls sooner. With SOLVAY Calcium Chloride in your mix for walls, they will be ready for sills and studs in half the time. More time saved. To meet your scheduled dates and speed up the finished job, specify SOLVAY Calcium Chloride.

**SOLVAY SALES CORPORATION**  
40 Rector Street New York 6, N.Y.

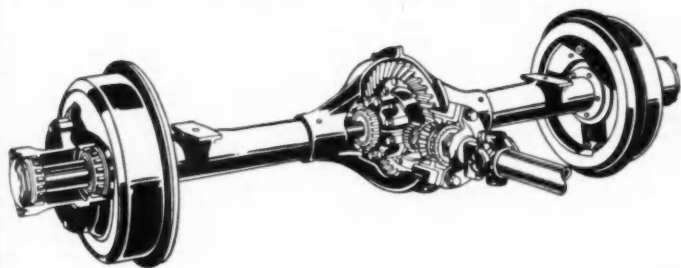
REGISTRATIONS SHOW IT — OPERATORS KNOW IT!



The Ford 158-inch W.B. Heavy Duty Truck with standard 12-foot Stake body.

# "FORD TRUCKS LAST LONGER!"

**One big reason—  
FORD AXLES STAND UP!**



Ford Truck axle shafts carry no weight load, because ALL Ford Trucks have  $\frac{3}{4}$ -floating or full-floating axles. All weight stresses are carried on the axle housing—none on the shafts—minimizing shaft breakage. Driving pinion is straddle-mounted on 9 large roller bearings, maintaining positive mesh with ring gear—no destructive springing away under stress. Differentials have 4 sturdy pinions, even in light duty chassis, spreading the load and strain.



ONLY in a Ford Truck will you find all these long-life features: your choice of two great truck engines, the 100-H.P. V-8 or 90-H.P. Six—triple-life Silvaloy V-8 rod bearings—Flightlight aluminum alloy, 4-ring pistons—efficient air- and oil-filtering—full pressure lubrication—heavy channel section frames, doubled between springs in heavy duty models—semi-centrifugal clutch—big hydraulic brakes, with non-warping, score-resistant cast drum faces for maxi-

mum life. More than 50 such long-life features contribute to Ford Truck endurance . . . and that endurance is proved by the fact that 7 out of 11 of all Ford Trucks built since 1928 are still in use. See your Ford Dealer!

## FORD TRUCKS

MORE FORD TRUCKS IN USE TODAY THAN ANY OTHER MAKE

# PARANITE PARASYN TYPE T and TW BUILDING WIRE



**For New  
Wiring - Rewiring -  
And Maintenance Wiring**

**Thermoplastic  
Insulation**  
(Non-Braided)

**RESISTS**

**FLAME**



**OILS and GREASE**



**ACIDS and ALKALIS**



**MOISTURE (Type TW Only)**



PARASYN thermoplastic small diameter building wire is ideal for new wiring, rewiring, and maintenance wiring. It is easy to pull in conduits, and strips fast and clean.

The thermoplastic insulation of both TYPES T and TW has long life, is high in dielectric and mechanical strength and is resistant to FLAME, OILS AND GREASE, ACIDS AND ALKALIS.

Black is standard, but also available in broad range of colors.

TYPE TW is especially recommended for wiring in wet locations.

Electrical Wires and  
Cable "Better Than  
Code Requires"



## Paranite Wire and Cable

Division of ESSEX WIRE CORPORATION

General Sales Offices: FORT WAYNE 6, INDIANA

Manufacturing Plants:

MARION, INDIANA • JONESBORO, INDIANA

Warehouses and Sales Offices: \*Atlanta, Ga.; \*Chicago, Ill.; \*Cleveland, Ohio; \*Dallas, Texas; \*Detroit, Mich.; \*Kansas City, Mo.; \*Los Angeles, Calif.; \*Newark, N. J.; \*Philadelphia, Pa.; \*St. Louis, Mo.; \*San Francisco, Calif.; \*Washington, D. C.

**If It's PARANITE It's Right!**

Here's a timely  
**OUTSIDE STORY**  
for you and your home-  
building prospects to read



"ECONOMY SIDINGS in Western Pines" points out in a convincing manner the unusual values of these beautiful, long-lasting woods which are styled for modern needs and provide a means of reducing building costs. Just the thing to show war veterans who are planning to build homes. You can have a copy free. Order now - specify booklet No. 403.

## WESTERN PINE ASSOCIATION

Dept. B-9 • Yeon Building • Portland 4, Oregon

\*Idaho White Pine \*Ponderosa Pine

\*Sugar Pine

\*THESE ARE THE WESTERN PINES



*G-E Silent Switches . . . Mean Happier Homes for Your Customers!*

Nothing can compare to the noiseless operation of the new G-E silent mercury switch wherever quiet and tranquility are desirable—in bedrooms, nurseries, studies, and many other locations.

Few services that you can render your customers will be as thoroughly appreciated as the installation of these aids to comfortable living.

You'll be gaining good will in another way, as well, because G-E silent switches are built to last for many years of service. Conventional blades and springs have been eliminated. The hermetically sealed "mercury button" actuates the make and break at the flick of a finger. There are fewer moving parts to wear out.

Choice of brown or ivory handles and matching wall plates helps you to provide switches that harmonize with various interiors.

**G-E Silent Switches Are Only Part of a Full Line of Wiring Devices**

When you plan electric installations, don't overlook the many other reliable, high-quality G-E wiring devices. They include flush switches, convenience outlets, lampholders, plugs, fluorescent accessories, cord sets, and fuses. For information on this salesworthy line, see your local G-E Merchandise Distributor, or write Section D16-980, Appliance and Merchandise Department, General Electric Company, Bridgeport 2, Connecticut.



G-E wiring devices are built to assure the perfection of detail that helps make installation easy. For industrial and commercial installations, as well as homes, the use of G-E devices means a long-lasting job throughout. Available from your local General Electric Merchandise Distributor.

**GENERAL  ELECTRIC**



# Immediate delivery

**\$47<sup>33</sup>** (slightly higher west of the Rockies)

McKinney's forged iron cabinet hardware is in great demand . . . for use in living rooms, kitchens, dens, game rooms—and for cabinets in any room of the house.

The Kit comprises five single items—2 knobs, 2 latches, a drawer pull, and one pair each of the following hinges: H, H.L., full surface, and two sizes of strap hinges. In the Kit are one dozen only of each of the single items and one dozen pair of each of the hinges plus the hardware mounted on the board. All hardware is rust-resisting, dull black finish . . . packed complete with screws in individual envelopes.

This attractive display board, (21" x 11"), finished with natural wood grain, shows the hardware to advantage . . . timely, fast-selling hardware that makes an immediate "hit" with home owners and builders.

**Most jobbers have the Kit and all items in stock for immediate delivery. If your jobber cannot supply you, sign and mail the coupon.**

McKinney Manufacturing Co.  
 1400 Metropolitan Street, Pittsburgh 12, Pa.  
 Please send me the McKinney Forged Iron Cabinet Hardware Display Kit #68 @ \$47.33, F.O.B. Pittsburgh.

NAME.....  
 ADDRESS.....  
 CITY..... STATE.....

(Note—Name of your jobber MUST be shown above.)

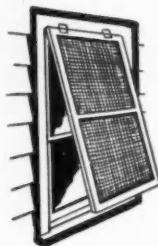


# 6 steps of protection in the public interest ... and yours

Wood, used as a building material, has always been noted for its natural lasting qualities. Today, the NDMA takes six steps of protection—in the public interest and yours—to assure even greater value in woodwork such as doors, frames, screens and windows:

**step one:**

Through years of research, NDMA has developed a reliable test for measuring the effectiveness of toxic preservatives for woodwork.



**step two:**

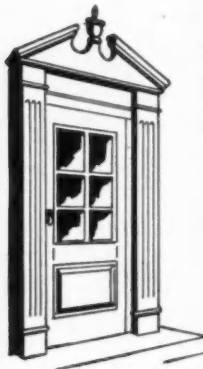
This test has made possible the establishment of minimum standards for wood treating—standards easily and quickly applied.

**step three:**

The NDMA Seal of Approval—available by license to all manufacturers and distributors who conform to NDMA toxic preservative standards—is stamped on wood products. Look for this Seal—it is positive evidence of sound practice.

**step four:**

Periodical mill inspection of wood treating equipment and practices by NDMA technicians provides practical application of NDMA standards.



**step five:**

Check tests of preservative solutions, made in NDMA laboratories, assure absolute and continuing conformity to minimum toxic treatment standards.

**step six:**

A continuing educational program is carried on by NDMA to acquaint architects, builders and the public with the results of scientific research in toxic preservative treatments.

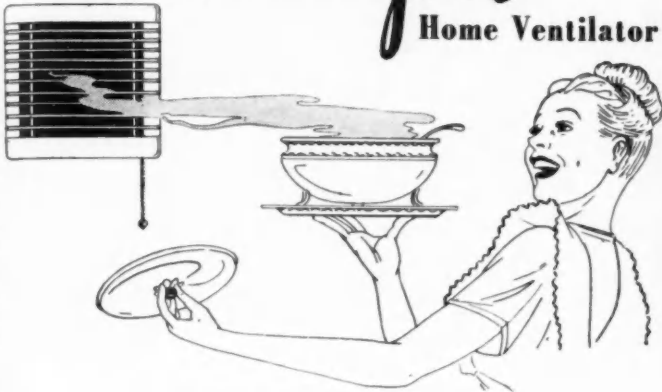
## NATIONAL DOOR MANUFACTURERS' ASSOCIATION

MCCORMICK BUILDING • CHICAGO, ILLINOIS





# NEW Aeropel Home Ventilator



Easily Installed  
IN OLD HOMES AND NEW



WHISKS OUT COOKING ODORS



FISH



CABBAGE AND ONIONS



GREASY FUMES AND SMOKE

HOMES STAY



CLEAN AS A WHISTLE



COOL AS A CUCUMBER

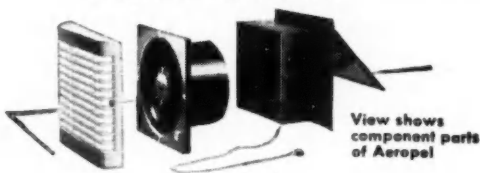
Keeps kitchens fresh as a daisy!



Housewives love it!

Priced for competitive selling

Ask your jobber or call the nearest American Blower Branch Office



View shows component parts of Aeropel



## AMERICAN BLOWER

AMERICAN BLOWER CORP., DETROIT 32, MICHIGAN

Division of AMERICAN RADIATOR & Standard Sanitary Corporation

# COMETS

cut

## EVERYTHING

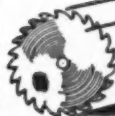
BUT

# Profit



If there is any hi-speed wood cutting to be done in volume Comet Radial Power Saws are qualified to do the job. Comets are noted for cutting other things besides wood. Such elements as time, effort, costs! Comets on the job usually mean more profit for the builder. It's easy to see why Comets will do a big job in the coming construction program. Order from your dealer or write direct.

CONSOLIDATED MACHINERY & SUPPLY CO., LTD.  
2029-33 Santa Fe Avenue, Los Angeles 21, California



# COMETS cut quicker

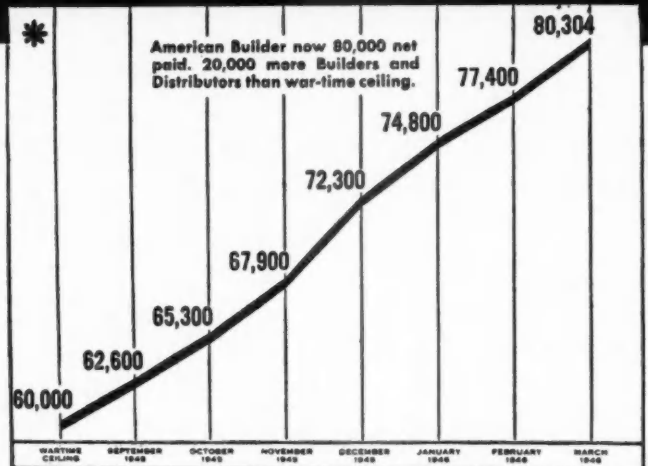
# Whether or not the Wyatt Program hits 2,700,000 homes in '46-'47.... most of them will be built or supplied by American Builder's 80,000\* subscribers

Labor statistics showed that 75,000 builders erected 100% of the one-family houses built in 1938.\*

Today American Builder has 80,000 subscribers with better than 60,000 on the building side.

So it would seem reasonable to assume that American Builder reaches most of the Builders who will build today—and most of the Distributors and Dealers who will supply those Builders and Contractors. (Dealers themselves have normally accounted for 18% of urban and farm home building.)

\* Although the last authoritative figures on urban building were supplied by the U. S. Bureau of Labor Statistics for 1938—the last normal year of building—they are still of significance to manufacturers who have something to say to the Builders, Distributors and Dealers who will account for the bulk of whatever building is done under the Wyatt program in 1946-47.

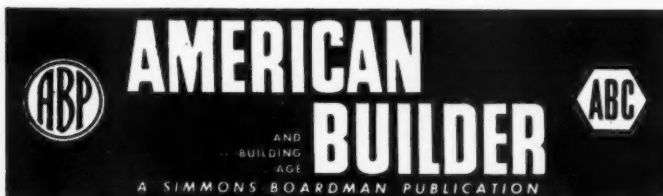


The vast majority of new subscribers entered since lifting the war-time ceiling have been worth-while Builders, Contractors and Distributors.

### Building Materials Distribution Data Available

For the convenience of those interested in studying the established systems of channeling various types of products through the Light Construction Industry's distribution network, American Builder has assembled a thorough-going but simplified set of descriptive flow diagrams. These, and a full range of additional marketing data, have been recently compiled in a 32-page booklet which manufacturers are finding helpful in planning distribution and sales.

See Standard Rate and Data, Class. 19, Business Paper Section, for further information on the building market and American Builder's service to the industry.



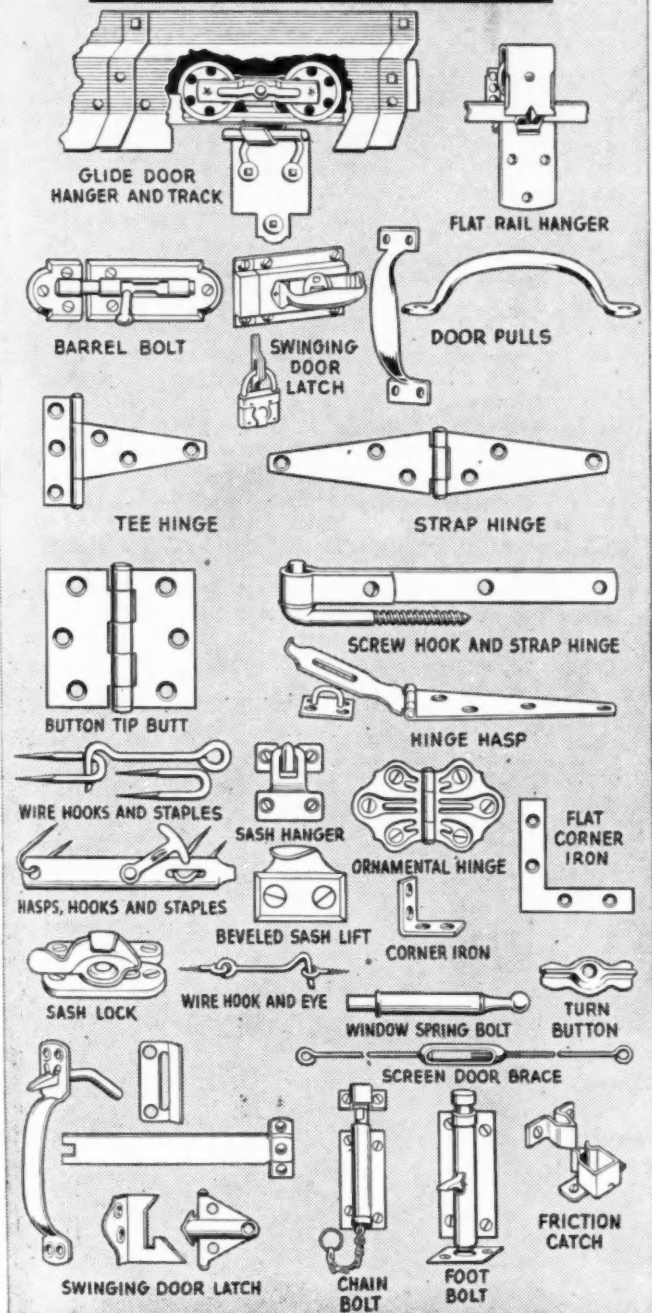
CHICAGO 3, ILLINOIS: 105 WEST ADAMS STREET  
NEW YORK 7, NEW YORK: 30 CHURCH STREET

American Builder, Research Department AB-8  
105 West Adams Street, Chicago 3, Illinois

Please send me, without obligation, my free copy of the American Builder Market Study "1946-1948 BUILDING Residential — Commercial — Farm."

NAME \_\_\_\_\_  
 COMPANY \_\_\_\_\_ POSITION \_\_\_\_\_  
 STREET \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**Here's QUALITY AND EYE APPEAL**

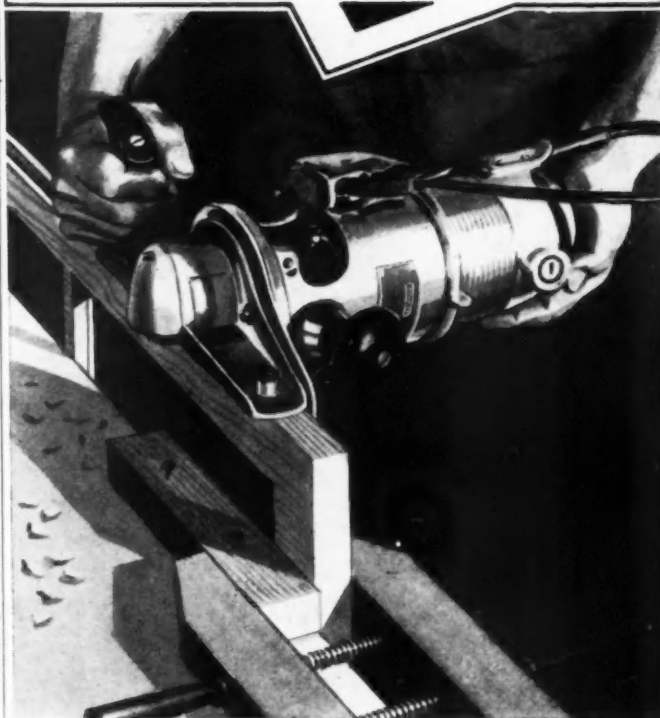


Install Frantz *Guaranteed* Builder's Hardware... let the "built-in" convenience features, quality workmanship and materials verify your judgment... let Frantz create satisfied customers.

**FRANTZ**  
*Guaranteed* BUILDWARE

FRANTZ MANUFACTURING CO., STERLING, ILLINOIS

**MAKE MONEY REMODELING SASHES BY MACHINE**



**with a Stanley-Carter R5A Router and the new sash grooving attachment**

If you have a Stanley-Carter R5A Router, you can remodel window sashes to take spring type balancers, quickly and profitably with the addition of an inexpensive grooving attachment. With this simple set-up each side of the window is grooved to the required depth in a single cut. Because the cutter operates at high speed (18,000 RPM) grooves are left clean and smooth—ready for the coil spring.

Cuts square or round-bottom grooves  $\frac{5}{8}$ " wide...square groove  $\frac{5}{8}$ " deep; curved groove,  $\frac{5}{16}$ " radius. Depth of cut is adjustable. Detaching just 3 bolts removes the attachment and you have a Stanley-Carter R5A Router...a full horsepowerful portable routing machine for an infinite variety of profitable jobs.

Write today for information on this newest Router attachment. Stanley Electric Tools, Stanley-Carter Sales Dept., New Britain, Connecticut.

**STANLEY**

Trade Mark

HARDWARE · HAND TOOLS · ELECTRIC TOOLS

# Structural. Reinforcing or other Blding Steel Shipped from Stock

Write for Stock List—  
your guide to over 10,000  
different kinds, shapes  
and sizes of steel for  
quick shipment from ten  
plants.

Joseph T. Ryerson & Son, Inc. Plants at Chicago, Milwaukee, St. Louis,  
Cincinnati, Detroit, Cleveland, Buffalo, Boston, Philadelphia, Jersey City.

# RYERSON

## What Prospective Home Owners Want Today—

(Continued from page 73)

Between these two extremes is a substantial group who feel that a number of these features are desirable but that they are not necessary. There is some difference between the various income groups regarding these items, those in the higher brackets exhibiting a slightly stronger preference for the greatest number of these features. It seems fairly clear, however, that builders and architects should indulge in a critical examination of housing plans with a view to the possible curtailment of construction features which have no great appeal to prospective home owners, especially where the elimination of these features might effect substantial savings in the cost of home ownership.

### Trend Toward Decentralization

In the Curtis survey prospective home owners were asked where they would build or purchase a home. It was learned that home location and its neighborhood aspects are important to a family and have definite market implications as well. For one thing, it was found, the location of a home frequently influences its cost and design and sometimes its method or source of acquisition. Specifically it was learned that 23.3% prefer newer suburban areas; 20.6% will locate in new city subdivisions; 16.5% will go to the country; 12% will stay in the older residential sections of cities; 11% will locate in a suburban community but prefer its older areas; 8.9% will go to small towns; and 8.1% are undetermined. Further evidence of the "decentralization trend" is attested to by the fact that this survey also found that 60% of the families interviewed plan to establish a home away from centers of population.

When stating preference concerning "Location of Garage" for the new house, 60.4% of the McCall survey respondents selected the attached garage, nearly 33% (Continued to page 148)

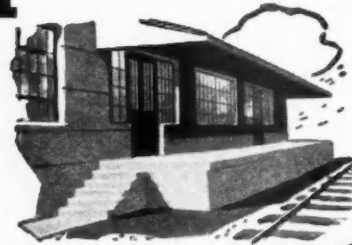
# Concrete gives the *Plus Value* of Low Annual Cost

Concrete contractors and concrete products manufacturers give their customers the important plus value—*low annual cost.*

Annual cost is a reliable yardstick for measuring building economy. It takes into account not only first cost, but upkeep expense and number of years of service.

Apply this yardstick to firesafe industrial plants, garages, stores, homes, farm buildings or concrete improvements such as strong, enduring foundations, loading platforms or industrial floors. Concrete will prove to be *low-annual-cost* construction.

Write for free literature showing how to build concrete improvements which will give your customers more for their building dollar.



Tell your customers about this yardstick



Concrete is low-annual-cost construction



## PORTLAND CEMENT ASSOCIATION

Dept. 9-3, 33 W. Grand Ave., Chicago 10, Ill.

A national organization to improve and extend the uses of concrete . . . through scientific research and engineering field work



Wherever  
**ANGLE BRACKETS**

are used! Wherever angle brackets are called for, **SPEED NUT** Angles—combining angle bracket and self-locking nuts—will save assembly time and won't come loose.

No fumbling with nuts and washers in hard-to-get-at corners... fewer parts to buy and handle... no loosening up under stresses and strains of use.

Available in many standard styles for use with sheet metal screws. Special designs can be engineered for specific applications. When writing for further information, please give full details.

**TINNERMAN PRODUCTS, INC.**  
2159 FULTON ROAD • CLEVELAND 13, OHIO

*Speed Nuts*

*Speed & Quality*  
**A FINISHING SANDER**  
NOT A DISC OR BELT SANDER



Easy has straight line, back and forth action. No swirls, laps or gouges. A better job on **CURVED** or flat, **WET** or dry work, sanding, rubbing, polishing, in one-third the time.



Write today or see your jobber.

**DETROIT SURFACING MACHINE CO.**  
7458 W. Davison Ave. Detroit 4, Mich.

THE EVER POPULAR

Type 50  
**RILCO Rafter**

for **MACHINE SHEDS...UTILITY BUILDINGS...LOAFING BARN**



● With the type 50 Rilco Rafter you can offer your farm trade the finest type of framing member—one that he can cover with a variety of materials.

Type 50 rafters are factory-fabricated by Rilco in spans of 30, 36, 40 and 50 feet. Buildings can be made any length by erecting additional rafters. Heights at roof ridge run from 16 feet to 25 feet.

**READY FOR ERECTION**

Rilco Rafters arrive ready for erection, already cut to exact length, drilled for sill and ridge connections. They are continuous framing members, run-

ning from foundation to roof ridge, in a single unit. Engineered for snow and wind loads, they make strong, sturdy structures.

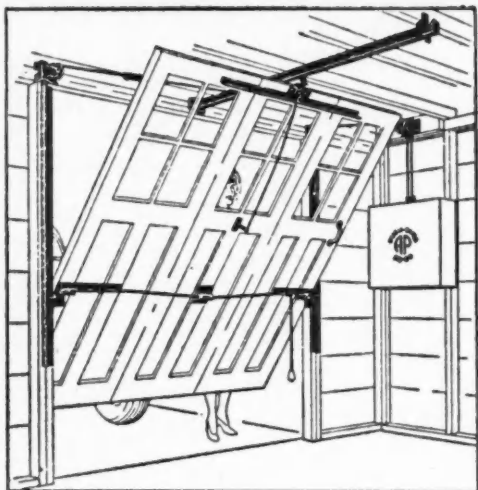
**VAST, POST-FREE, BRACE-FREE INTERIORS**

Here's a structure a farmer can adapt to many uses. He can plan the interior to suit his needs because there are no posts to interfere with any interior arrangement. Used as machine shelter, loafing-feeding barn, or may be partitioned off to serve many other needs.

Ask your Rilco field engineer or write:

**RILCO LAMINATED PRODUCTS, Inc.** A Weyerhaeuser Institution  
FIRST NATIONAL BANK BUILDING • SAINT PAUL 1, MINNESOTA

# ALLITH



## 50-50 PUSH-OVER GARAGE DOOR HARDWARE

This fine Hardware set is the answer to your customers' needs for an easily installed perfected overhead door action.

Fits all openings up to 8'-11" wide by 8' high and takes only 5 1/2" of headroom. (Also available in larger sets up to 16' by 8'.)

**ALLITH-PROUTY, INC.**  
DANVILLE, ILLINOIS

## Builders... THIS PUMP CAN HELP YOU

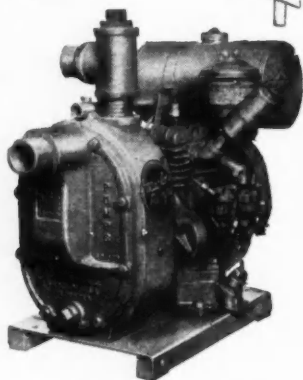
**LOWER CONSTRUCTION COSTS!**

**Marlow "Water Wizard" Model 12**

This rugged little pump can save you money on nearly every construction job. Use it to dry excavations, feed mixers, supply water. A Marlow Model 12 easily handles 3,000 gallons per hour and pumps up to 15,000 gallons on one gallon of fuel. It is made to last for years—you can't beat a Marlow for strength.

### Self-Priming

Priming is positive and automatic on suction lifts up to 25 feet. There's no recirculation or wasted motion. The Marlow has no ports, valves or by-passes to clog or jam. And there is nothing to manipulate—just start the engine and action starts.



### Light and Compact

A Marlow Model 12 weighs only 70 lbs. in aluminum; 88 lbs. in iron, complete with dependable Briggs & Stratton 4-cycle engine. It's so light and compact you can take it practically anywhere. Other "Water Wizards" are made up to 10-inches, capacities to 240,000 gallons per hour. They are fully guaranteed and have thousands of enthusiastic users. Send today for bulletin and name of nearest distributor.

**Marlow Pumps** Dept. B9, RIDGEWOOD, N. J.

Manufacturers of the World's Largest Line of Self-Priming Centrifugal Pumps

(Continued from page 146)

said they want an unattached garage, while 4.9% would like to keep their cars in the basement. In answering the question concerning "Size of Garage" for the new house, 53.7% of 14,300 respondents expect to have two-car garages, 45.3% will be satisfied with a one-car garage while only 1% expects to have a space for three cars.

Parent's Magazine survey parallels these findings; 97.2% of the families answering the question "Will you build a garage?" replied that they would. Of this group 32.7% said they would build for one automobile, 62.5% for two, 2.1% for three or more.

### Gas Water Heaters Preferred

Without reference to the type of fuel preferred the Curtis interviewers inquired regarding the type of water heating equipment prospective owners desired. The gas heater was found to be the majority choice, 53.8% preferring this type, 22.7% preferring an electric water heater, 13.9% oil, 5.8% coal, and a few mentioned other kinds. It developed, however, that electric water heaters are favored by more present home owners than renters.

"The American Woman's Home of Tomorrow" wanted some direct answers on electrical appliances and asked: "Do you plan to install any of the electrical equipment listed below?" Of 11,101 respondents, a total of 75.4% stated they want to install electric water heaters; 72% plan to have home freeze lockers; 42.6% electric air cleaners; 72.6% fluorescent lighting; 59.3% television; and 49.5% want circuit breakers. In a supplemental question nearly 91% of 14,042 contestants gave affirmative answers to: "Will you wire your house with the idea that sometime you may add more electrical equipment?"

The answers received to questions concerning equipment items definitely show that products and services which increase the comfort, convenience, beauty and livability of a home will play an important part in family "designs for living," the Curtis Publishing Company points out.

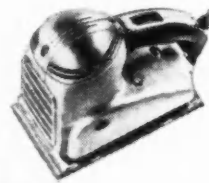
## SAND MORE FOR LESS!



For Builders  
Carpenters  
Painters  
&  
Contractors

Sanding dry wall construction (wallboard joints) is just one of many uses for the Sterling Sander. Use it for all types of jobs on wood, metal or plastics—sanding window and door trim, undercoats, primers and finished coats of paint. Fast—simple to operate—vibrationless—light weight.

Write for folder! Sterling Tool Products Co., 370 E. Ohio St., Chicago 11, Ill.



**STERLING 1000**  
PORTABLE ELECTRIC **SANDER**

**NEW SAW HORSE**  
**The FOLD-HORSE**  
 (Patented)  
**Folds Down to 8" x 9" x 42"**

■ Ideal for Transporting from job to job.

■ Saves space in transit and storage.

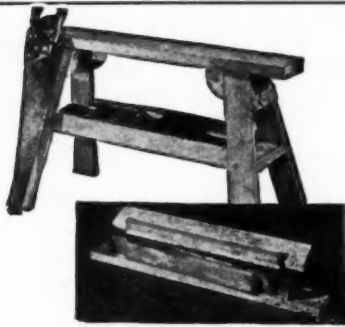
■ Rigid as a one-piece saw-horse.

■ Easy to assemble or knock-down.

■ Metal parts are of 14 gauge, cadmium plated steel.

■ Top is 2" x 6" x 42" white pine.

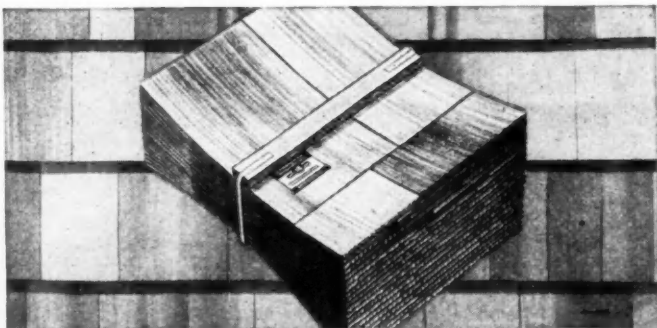
■ Equipped with 9" x 36" tool tray.



Write for complete information on this convenient saw-horse today.

Order from Your Jobber!

**UNIQUE TOOL PRODUCTS CO.**  
4639 N. CLARK STREET, CHICAGO 40, ILLINOIS



**Double-Coursing Doubles the Appeal**

Beauty of texture, attractive shadow lines, excellent insulation, plus the appearance of more expensive material, are all good reasons for the growing popularity of Double-Coursed sidewalls of Red Cedar Shingles.

**RED CEDAR SHINGLE BUREAU**  
5508 White Building • Seattle 1, Wash., U.S.A.  
or Vancouver, B. C., Canada



**Red Cedar SHINGLES**

SOLD BY RETAIL LUMBER DEALERS

**KWIK-MIX**  
**3 1/2-S**  
**SIDE TILTER**



Drum Tilts To Either Side, Automatically Returns to Mixing Position After Discharge

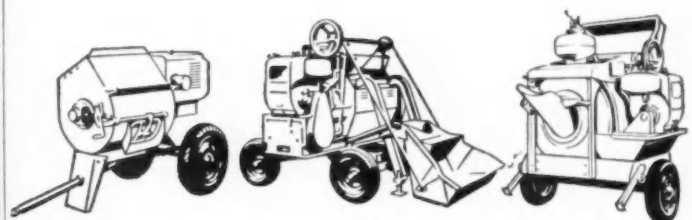
**THE IDEAL UTILITY MIXER**



Trails Fast; Balanced Right; Low Shovelling Height; Large Drum Opening; Welded Construction; High Strength Steel; Thorough Kwik-Mix Mixing Action.

**OTHER KWIK-MIX MIXERS**

6-5, 11-5 AND 16-5 KWIK-MIX DANDIE MIXERS • 6-P PLASTER-MORTAR MIXERS • NO. 10 AND NO. 14 BITUMINOUS MIXERS



**KWIK-MIX COMPANY**  
KOEHRING SUBSIDIARY  
PORT WASHINGTON • WISCONSIN

# BAR-BROOK

## BUILDING PROFIT:

### A Simple Matter of Addition

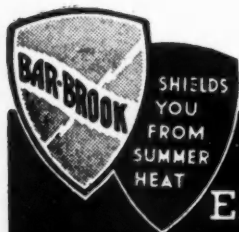
The builder who adds a Bar-Brook Attic Fan to his specifications helps himself to a neat profit—plus the assurance of a pleased buyer, and trouble-free performance year after year. Ask your nearest Bar-Brook dealer, or write for our free booklet.



ATTIC FANS



WINDOW FANS

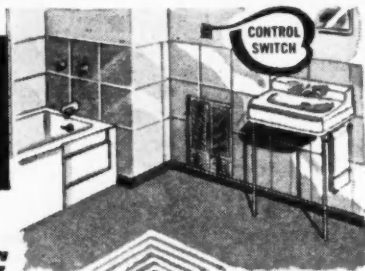


**SHREVEPORT ENGINEERING CO.**

1553 Texas Ave.

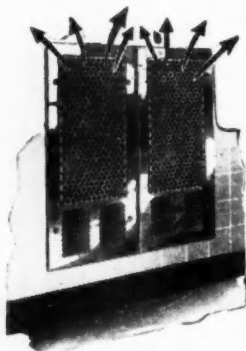
Shreveport, La.

**In Less Time Than You Can Start a Fire**



## QUIKHETER

**HAS DONE ITS JOB!**



A simple flip of the wall switch of the new and improved Built-in Quikheter is all that is needed to start a flood of warm air circulating throughout the room.

Designed to provide extra heat for those uncomfortably cool days when the regular heating system is off, these attractive, easy-to-install, fuel-saving units will raise the temperature in the average room in less time than it takes to start a fire . . . three to five minutes to be exact.

Available in 1000 to 1500 watt capacities, single or 2000 and 3000 watts, double. Control switches can be placed anywhere for your convenience.

Consult your contractor for complete details or send for our free Quikheter Bulletin.

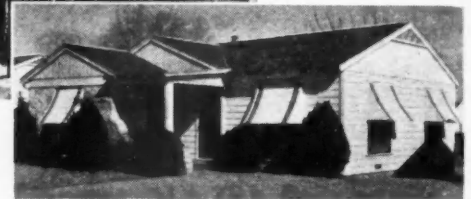
**Frank Adam**  
ELECTRIC COMPANY  
ST. LOUIS

## Ventilated Wood Awnings Reduce Indoor Temperatures



THIS graceful porch canopy solves the problem of protecting porchless front entrances.

SMALL southern home given new charm and comfort by installing ventilated cedar awnings

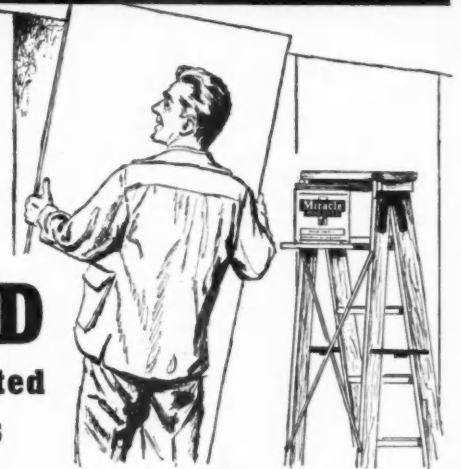


THE National Ventilating Awning Co., Dallas, Texas, is expanding its manufacturing and sales facilities in the Pacific Northwest by establishing local factories in Seattle, Portland and Spokane to serve that territory. The firm's ventilated wood awnings will be marketed there by the Northwest Ventilating Awning Co., under the trade name of "Weather-Master."

By alternating top and bottom cedar slats, the sun's rays are diffused but free movement of air is unimpaired. In year-round use they will last for 12 years or more. The cost is comparable to first grade canvas awnings.

One of the most popular uses for these new awnings is to install them as front entrance protection on homes designed without canopy or porch over the front door.

**NEW!** another Miracle way to cut costs



## BOND Predecorated Finishes

**No moldings! No batten strips! No disfiguring holes or nails!**

MIRACLE is a quick-setting, war-tested, "on-the-job" adhesive requiring no heat or pressure to effect a lasting, waterproof, flexible bond. With it you can install metal, glass, tile, cork, plastics and wood without nails, screws, bolts or other disfiguring fasteners. MIRACLE speeds work and cuts costs on building and modernization projects.

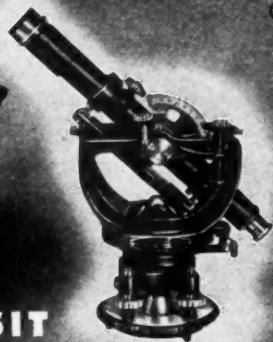
For full information and other time-saving applications, write to Miracle Adhesives Corp., 852 Clinton Avenue, Newark 8, N. J.



**Miracle** ADHESIVES



**USE THE**  
*finest!*  
**UNIVERSAL  
LEVEL-TRANSIT**



Truly the finest in accuracy and dependability, the Universal Level-Transit is smoothly converted from a precision level to a highly accurate transit in 2 easy motions. A practical all-around builders' instrument.

Patented ball-bearing race assures perfect adjustment under the severest conditions. Telescope 12" long, 25 power, horizontal circle 4 1/2" with Vernier to 5 minutes. Price, \$150.00

**RUGGED**  
**ACCURATE**  
**DEPENDABLE**

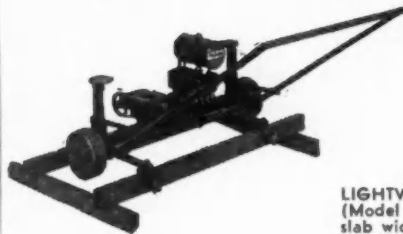


Manufacturers of  
Instruments for  
Engineers, Surveyors  
and Builders.

Write today for full information on  
Model No. 3000 . . . Also FREE book  
let "How To Lay Out Building Lots."

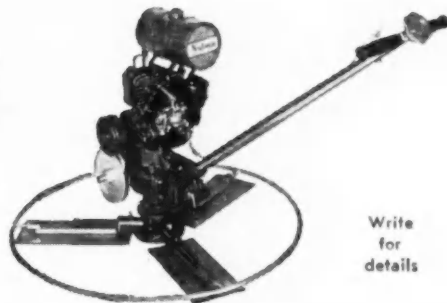
317 West Court St., Milwaukee 12, Wis.

**MACHINE ECONOMY AND PERFECTION**  
for **SMALL CONCRETE JOBS**



LIGHTWEIGHT RODDING MACHINE (Model "RS") for screeding, leveling slab widths 3 to 12 ft. Also Model 44 for 10 to 20 ft. widths.

LIGHTWEIGHT FLOATING-FINISHING MACHINE (Model "J") for level finishing. Only 105 lbs. 35" diameter. Also in Model "B," 46" diameter.



Write for details

**Whiteman CONCRETE EQUIPMENT**  
WHITEMAN MFG. CO.  
3249 Casitas Ave., Los Angeles 26, California



*It's Tops*

IT'S CEILING VENTILATION IN THE MODERN HOME

CEILING installed — Blo-Fan Spot Ventilators catch and rid the room of unwanted air as it rises — from kitchen, gameroom, bath and laundry. Because Blo-Fan combines the volume of a breeze fan with the power of a blower, it's doubly efficient — twice as effective as ordinary sidewall fans of equal size. Economical in both installation and operating costs, Blo-Fans should be included in every G. I. home.

INSTALL CEILING



**PRYNE & CO., INC.**

LOS ANGELES 54 CALIFORNIA

BRANCHES : NEW YORK • CHICAGO • HOUSTON • SAN FRANCISCO

**ABUNDANT HEAT**  
**PLUS**  
**AMPLE HOT WATER**  
from one Oil Burner Unit  
for  
**HOMES and STORES**



*The New* **JOHNSON  
ECONOLUX 150V**

Fully automatic! Powerful! Quiet! Dependable! That's the new Econolux . . . Johnson's amazingly efficient Boiler-Burner unit that fully meets the heat and faucet-hot-water needs of any 10-room house. Designed for use with either forced or gravity hot water heating systems, it is small (only 24" x 60"), good looking, and easy to install since it comes completely assembled and ready to connect to flue, wiring circuit and water lines.

This new Econolux is completely automatic. Night or day, year around, it furnishes plentiful domestic hot water from its double-shell outer jacket that stores 10 gallons and heats additional water almost instantaneously as it is drawn off.

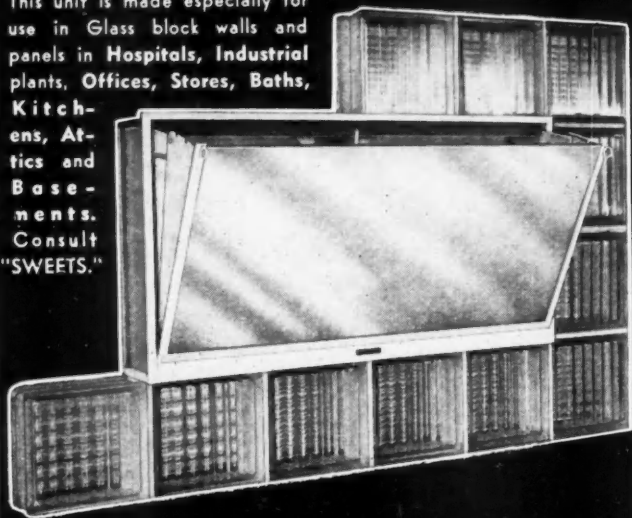
Like all the other famous Johnson oil burner units, the Econolux with its 150,000 BTU output Bankheat Burner is a marvel of fuel saving efficiency that produces years of low-cost, trouble-free heating satisfaction. Ask your heating engineer, your Johnson Burner dealer, or write to us direct.

*...Johnson Oil Burners...*  
S. T. JOHNSON CO.  
940 Arlington Ave., Oakland 8, Calif.  
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Do not overlook the possibilities and Beauty of Glass Blocks  
—but **BE WISE and VENTILIZE WITH**

**"WINCO VENTILATORS"**

This unit is made especially for use in Glass block walls and panels in Hospitals, Industrial plants, Offices, Stores, Baths, Kitchens, Attics and Basements. Consult "SWEETS."



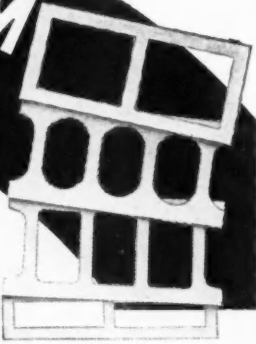
A Glass block Window in the Bathroom ventilated with a WINCO VENTILATOR is artistic, sanitary, and safe, assuring privacy when open.

**ATTIC AND BASEMENT**—A clear glass block window with a "Winco" ventilator is the solution of all time ventilation in attic and basement. Nothing can happen—rain or shine—to ruin ceilings or floors.

For information, circulars and prices contact your local glass dealer, building supply dealer, or write to

**WINCO VENTILATOR CO.**  
1431 VERONICA AVE., ST. LOUIS 15, MO.

**ALUMINUM  
PALLETS**



**NOW** Is the time to insist on V-LINE PALLETS for your new block machine.

Nearly all block plants would like to have a really satisfactory aluminum pallet; due to ease of handling, less block breakage, lower shipping costs, etc. V-LINE pallets in many sizes sell for less than iron pallets, yet always retain 30% of original value in aluminum.

Wide and enthusiastic acceptance of this super-strength pallet by the industry, plus our expanded mass production facilities, have kept cost down and deliveries up. Write, wire or phone for new price list now!

**FLORIDA DIE CASTING FOUNDRY**  
PHONE 2-1838 • ORLANDO, FLORIDA

**It's a Matter of Record—**

(Continued from page 87)

needed, and I asked the officials to furnish the statistics. All we got were the figures furnished by the National Housing Agency. As I said then, and I say now, I think it was a guess.

"Meanwhile, it apparently had occurred to some of our Government leaders concerned with housing that they should check the figures they were quoting so confidently. At any rate, the National Housing Agency requested the Bureau of the Census to make a sample survey of housing conditions, rents, occupancy and vacancy. The funds were provided by the National Housing Agency, and the Bureau of the Census undertook the work as an agent of the National Housing Agency.

"The results of the survey were made available to the NHA during January and February, 1946, which was prior to the debate upon that issue, and those results, gathered by a factual non-political, impartial branch of the Federal Government, were withheld from the public by the NHA.

"... Why were the results of this impartial survey withheld from the public and from Congress? They were withheld because they convincingly contradicted some of the loose statements which had been made about the dire housing emergency.

"... The 1945-46 census, which the NHA refused to make public, showed that, contrary to popular opinion, a rather drastic improvement had been made in housing conditions since 1940. The survey in question showed fewer homes in need of major repair, fewer homes lacking adequate toilet and bathing facilities, fewer homes lacking central heating or electric wiring.

"These were the facts that were withheld. *They were withheld for one single and obvious reason—because they deflated the dire housing emergency which the Government housers and the public housers had built up.* No one denies that there is a critical housing shortage today. We all know that, and we want to eliminate it, so that every veteran can have a decent home. (Continued to page 154)

**Contractors and Builders**

**YOUR WATER PROBLEMS CAN BE SOLVED BY INSIDE APPLICATION, AGAINST PRESSURE**



**THIS IS A WET BASEMENT PROBLEM TO THE BUILDER AND HOMEOWNER**

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to Dispose of  
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Fuel-less  
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Loads while you mix and measures as you load.

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SHAKES load into the drum by power.

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loads QUICK-AS-A-FLASH**

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3 1/2 Tilt; Non-Tilts up to 56S size

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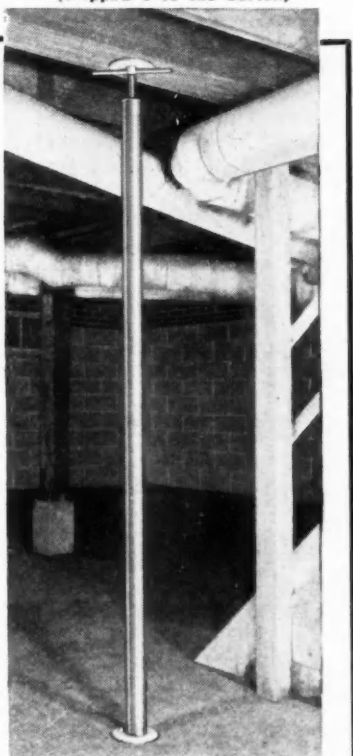
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ADJUSTABLE JACKS**

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(Shipped 6 to the Carton)



EACH JACK WEIGHS ONLY 6 1/2 LBS. COMPLETE



Supports and levels sagging floors, weak construction points, porches, houses without basements. Stops binding floors, plaster cracks and squeaky floors.

The Harris Jack can be used with any length 2" diameter pipe, new or used. Requires only 8" clearance. Anyone can install for solid and permanent support.

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"SUDDEN DEPTH"  
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DRILL BIT  
★ CARBOLOY TIPPED**

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and HANGING DEVICES**

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Guards against mold, decay, termites—even warping and shrinking! For wood exposed to weather. Odorless and paintable.



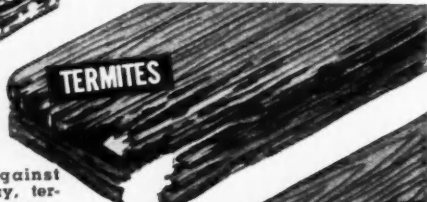
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**TERMITES**



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Write for new bulletin "Wood Treating Chemicals"

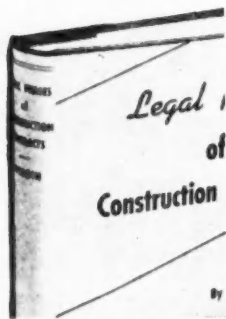
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Here is a new and especially useful reference manual that can save you much trouble, time and money. It helps you ward off costly lawsuits by showing you—before you become involved—the different types of legal troubles which are likely to occur in connection with construction work.

• Because the author is both an experienced civil engineer and lawyer, the book is particularly thorough and understanding in its treatment. Plainly and authoritatively it reviews and discusses 46 of the most common problems involved in the performance of a construction contract. For the practicing engineer, architect, contractor and owner, as well as attorney, the book clarifies the circumstances out of which litigation grows—indicating clearly how you can eliminate similar obstacles in your own construction relations.

**AVOID THESE 46 COMMON LEGAL PITFALLS in construction contracts**



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(Continued from page 152)

"But we want to know what we are doing. We want to know what the great need really is. The Bureau of the Census produced the facts, and the NHA apparently concealed them, or withheld them, until after the legislation was passed."

Finally, the Director of the Bureau of the Census became concerned over the difficult position in which his branch of the government had been placed, and he commendably asked the Bureau of the Budget for advice concerning the issues of the suppressed statistics. On April 26, 1946, he received a reply from the assistant director in charge of statistical standards. The reply is a masterpiece of forthright thinking, and is included in the April 27 issue of the Congressional Record.

"Shortly after the date of the letter," continues Wherry, referring to the reply of the assistant director, "the statistics in question began to appear as public information. The Government officials knew they would have to submit them sometime after this particular challenge had been made.

"In view of these facts, it is my opinion, Mr. President, that we shall have to examine with the greatest of care any statistics or so-called facts which the National Housing Agency may place before us in the future . . . Those who seek to dot the Nation with unnecessarily large public housing projects at the expense of the Federal Treasury, and who suppress facts and distort statistics to serve their purpose, are doing this country a great disservice. I shall welcome the day when the Senate may be able to inquire into these matters in considerable detail.

" . . . I wish to emphasize that it required a letter from the executive branch, from the Bureau of the Budget to one of the agencies of government, to pry loose the statistics which should have been here and available to Senators during the debate on the housing question.

"But, instead of the Senate having that information, the National Housing Agency submitted statistics which are in direct contradiction with these two reports. I ask unanimous consent to have printed in the Record the first two reports which have been released by the Department of Commerce which contradict the figures of the National Housing Agency. These figures were suppressed. . . . While we appropriate millions and millions of dollars annually for the preparation and distribution of statistics which are supposed to be of service not only to Congress but to the people of the United States generally, yet they are either suppressed or turned against us in the form of propaganda."

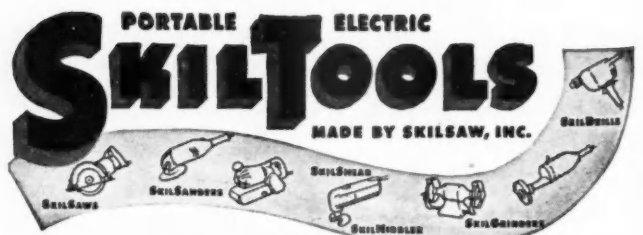
\* \* \*

### Ingersoll Utility Unit Plant Back in Production

IN mid-August the 106-day-old strike at the Ingersoll Steel Division's Kalamazoo, Mich., plant freed from inactivity all the various components of the Ingersoll utility unit production. This will also permit rapid completion of the twelve medium and low-priced houses in Kalamazoo embracing installation of the Ingersoll units.

The houses, designed by eight nationally-known architects, were opened to public inspection after Labor Day. A detailed description of some of these houses is published in the feature section of this issue.

**Do the job faster better, easier with...**



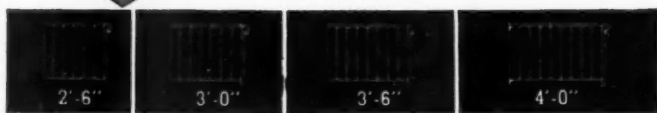
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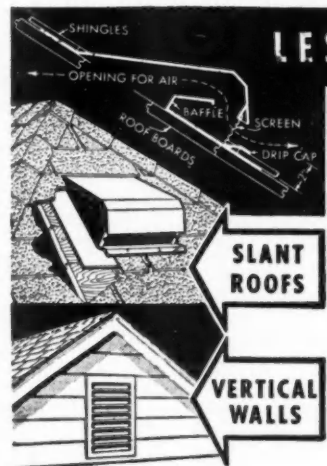


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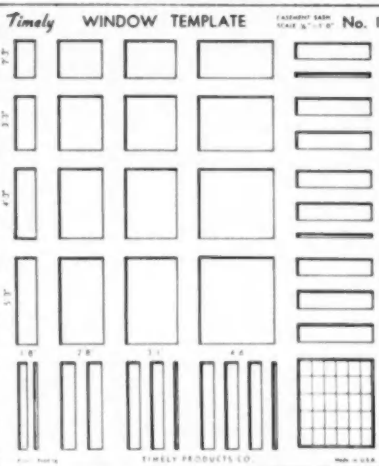
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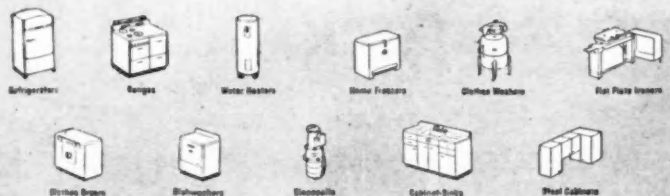
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A quality which recommends The "OVERHEAD DOOR" with the Miracle Wedge to owners, architects, and builders is its complete adaptability for service in any type of structure. Because of its handsome, symmetrical appearance, it is often prominently employed in architectural design. The "OVERHEAD DOOR" blends with any style of architecture. Constant ease of operation in any weather or climate is assured by expert engineering and finest materials. Include this versatile door in plans for remodeling or building!

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