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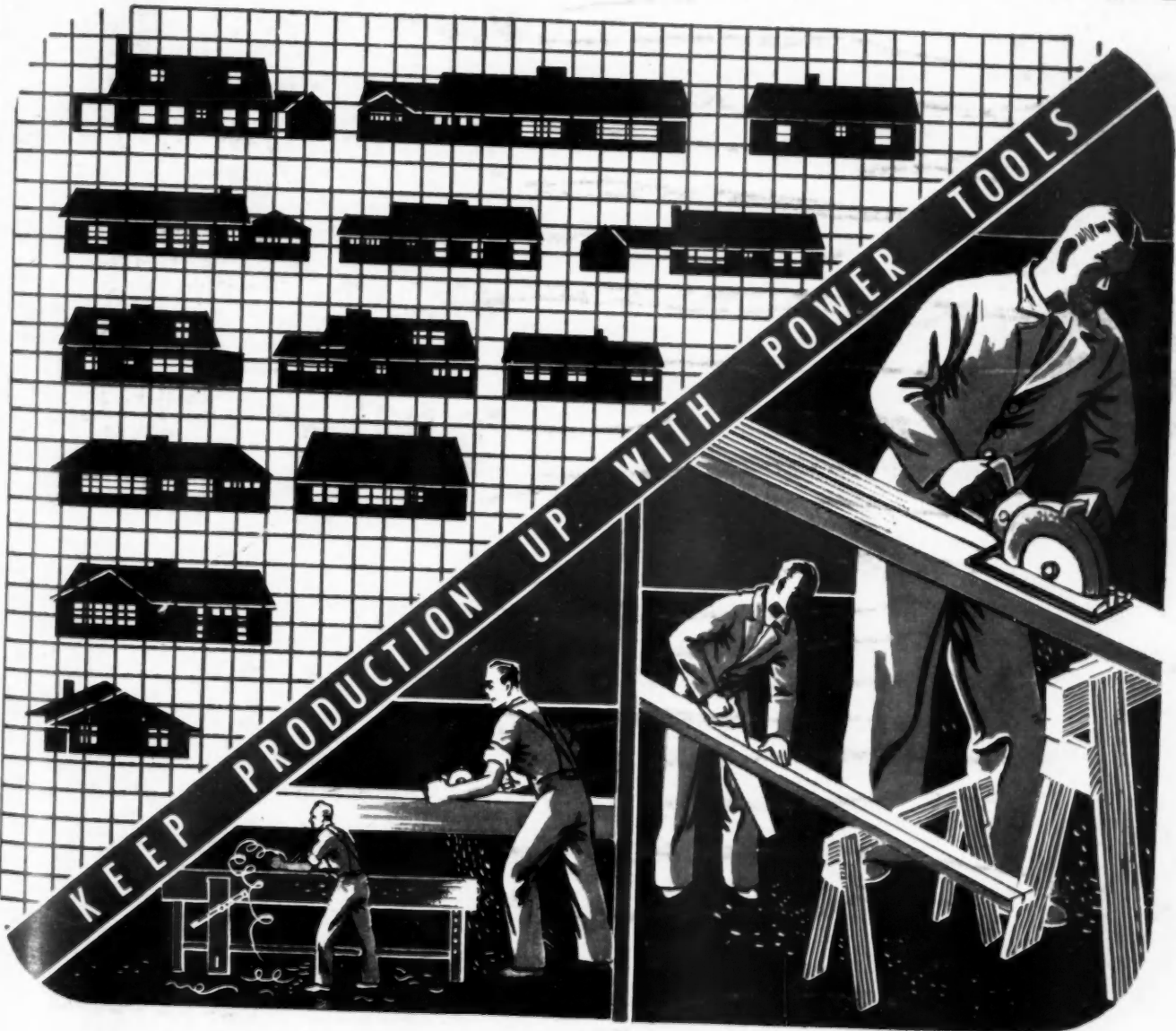
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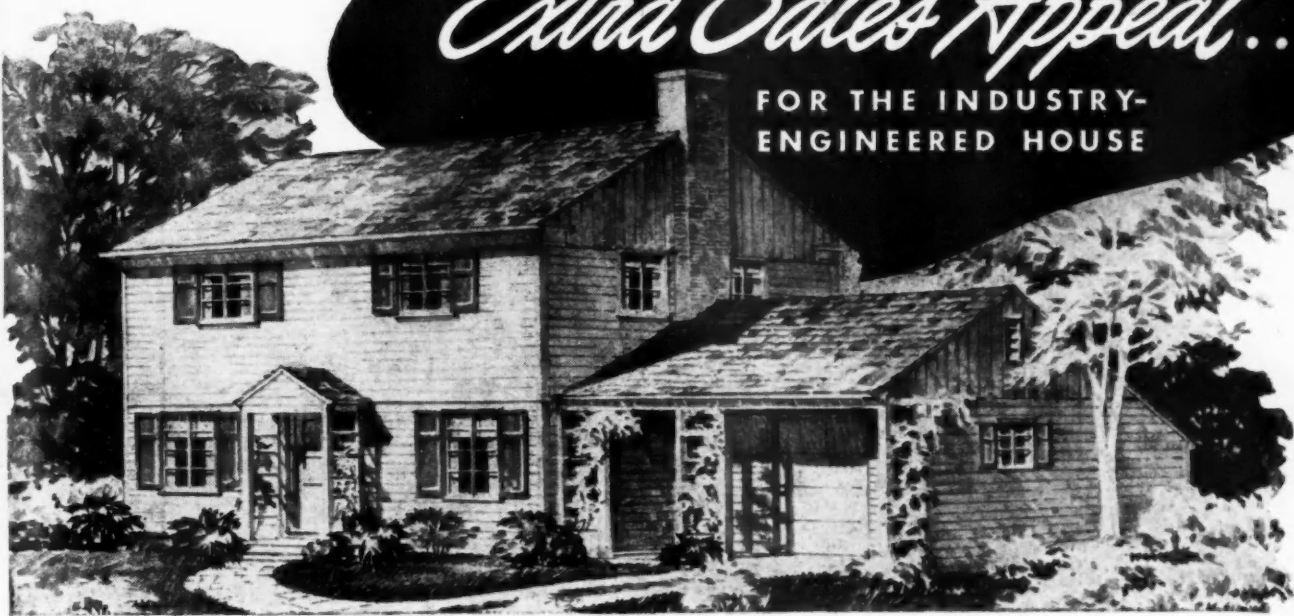
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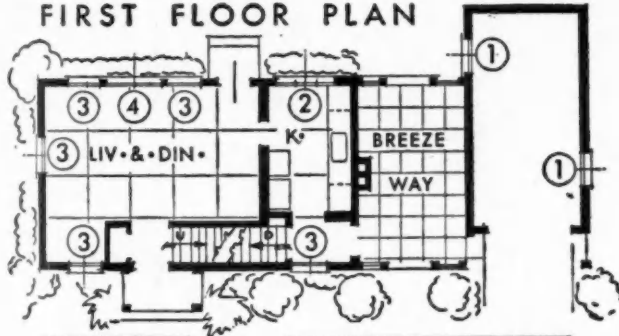
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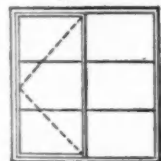


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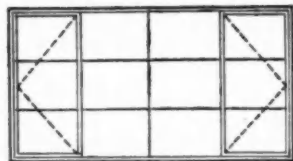
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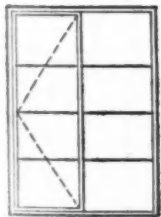
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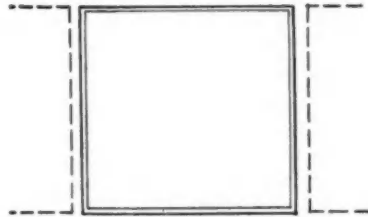
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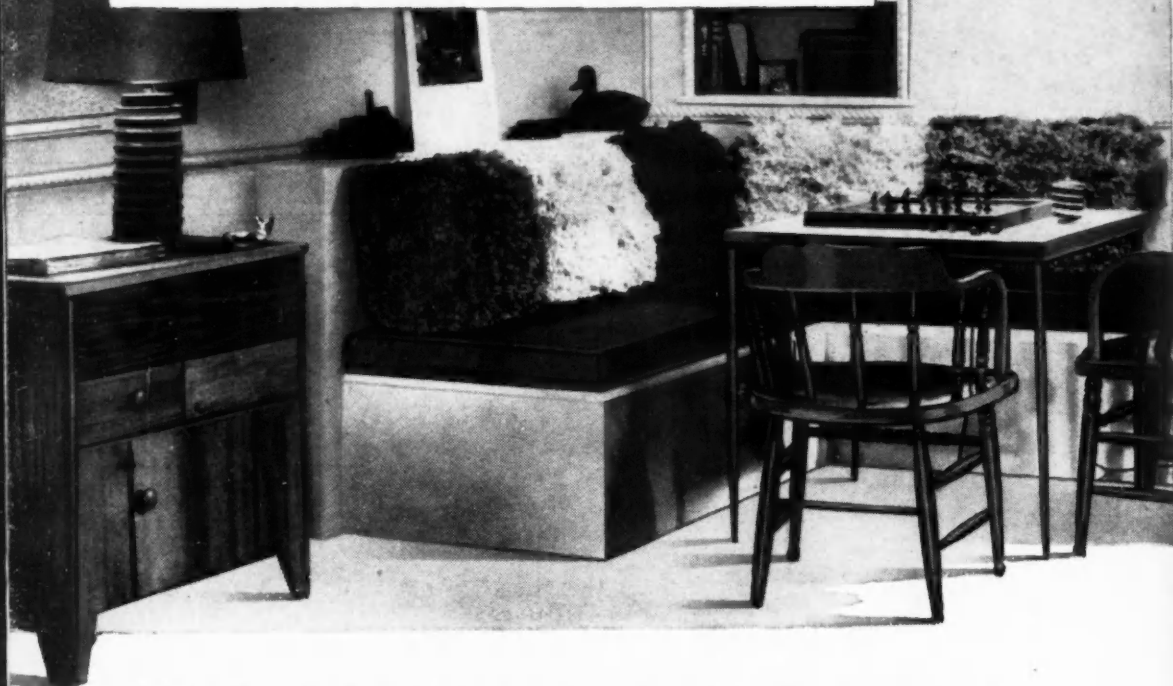
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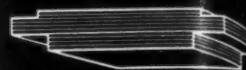
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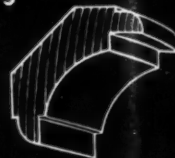
UPSON SHAD-O-LINE MOULDINGS



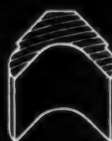
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Duplex Panel Moulding



Cornice



Inside Corner

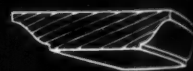


Outside Corner

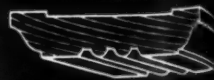
STANDARD MOULDINGS



INSIDE CORNER



PANEL MOULDIN



PANEL MOULDIN



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AMERICAN BUILDER

and Building Age

Founded—1879

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American Builder and Building Age (originally "Carpentry and Building") with which are incorporated National Builder, Permanent Builder and the Builder's Journal, was founded Jan. 1, 1879. Names registered in U.S. patent office and Canadian registrar of trade mark. Published by the SIMMONS-BOARDMAN PUBLISHING CORPORATION, 105 West Adams Street, Chicago 3, Illinois; 30 Church Street, New York 7, New York. Samuel O. Dunn, Chairman of the Board and President; James G. Lyne, Executive Vice President; Robert H. Morris, J. S. Crane, C. J. Wageman, F. A. Clark, Vice Presidents; Roy V. Wright, Vice President and Secretary; John T. DeMott, Treasurer. Subscription price: United States and Possessions and Canada, 1 year, \$3; 3 years, \$5; foreign countries, 1 year, \$10; 3 years, \$20. Single copies, 35 cents each. Subscribers are requested to state company connection, nature of business, title or position. Address W. L. Taylor, Circulation Manager, 30 Church St., New York 7, N.Y. Field Staff: C. L. Conley, W. J. Griffith, C. R. Hartung, Joe Sanders, R. J. Schnell, Dick Whittington.

Members of the Associated Business Papers (A.B.P.) and of the Audit Bureau of Circulations (A.B.C.) Printed in U.S.A.

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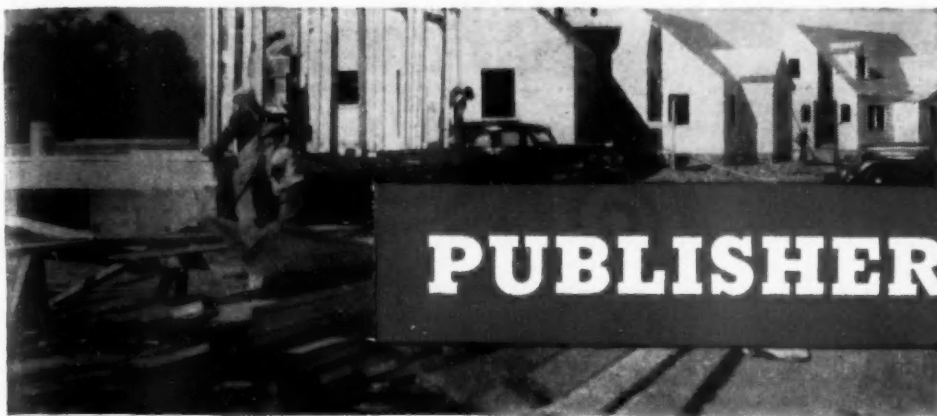
◆ This practical kitchen, as cheerful as any housewife could wish for, is proof of the **ROYAL HOSTESS Sink's** versatility. The smart sink fits easily into continuous cabinet arrangements, and the new **Union Strip** by American-Standard forms a watertight seal between sink and adjacent counter tops. The **Royal Hostess** comes in models and sizes to fit virtually any kitchen plan . . . in white and many colors to harmonize with any decorating scheme. Made in one piece of rigid cast iron with a heavy coating of lustrous, acid-resisting enamel, it is built to give years of service.



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PUBLISHER'S PAGE

Public Housing Issue at White Heat

WHEN Congress convened last January, the indications were that no action would be taken with regard to housing legislation during the current session. In spite of several Congressional committees investigating housing, there appeared to be no desire on the part of public housing advocates in the Senate to stir up such a controversial issue as housing in an election year. The strategy of public housing advocates seemed to be confinement of their activities to laying the groundwork for an all-out effort to secure passage of the T-E-W bill in 1949.

All that has gone by the boards. Alert opportunists in the Senate have seen an unexpected chance to force passage of S. 866 this spring by trading the immediate and important needs of the home building industry against industry opposition to public housing. The maneuver, one of the slickest to be attempted in some time, ties Title VI and S. 866 together in a new T-E-W bill, the handiwork of Senator Flanders. What the whole thing amounts to is that the industry can have Title VI only if it takes the T-E-W bill along with it.

The Flanders amendments to the original S. 866 change some of the detail, shorten the bill somewhat, but retain the public housing feature calling for 500,000 units. The attempt to force the home building industry to accept the revised S. 866 is in the form of one of Flanders' amendments to the bill calling for a one-year extension of Title VI with an authorization of two billion dollars.

Apparently, Flanders and his fellow proponents of public housing in the Senate feel that selfishness on the part of builders will override regard for the principles of free government. It is evident that the Senate proponents of pub-

lic housing are convinced that their strategy has driven the home building industry into a corner from which it can escape only by accepting the public housing omnibus bill.

The industry's spokesmen, however, have elected not to compromise on the issue of public housing. The decision is that if extension of Title VI is to be contingent on acceptance of a public housing bill, effort to secure the extension will be abandoned. The decision is predicated in part on the knowledge that home builders are not fighting merely for the preservation of their own freedom and the freedom of the industry, but are holding the line against a socialized economy in which all industry will be forced to bow to direction by government.

Congressman Gamble stated in February that "Those proponents of what is loosely termed 'public housing,' are the advance agents of socialized society, and would have the people believe that a benevolent and inexhaustible federal government is the answer."

No one on either side, except those who subscribe to public housing without knowing what they are doing, contests the congressman's statement.

The issue now is joined in earnest. If the revised or original S. 866 is passed, it will mean government in competition with builders, and government exercising complete control over all home building, research and finance. It will mean not only the end of a free building industry, but the beginning of the end of the last great free enterprise economy on earth.

Mr. S. O. Dunn was unable to contribute his article for the Publisher's Page this month. This article was prepared by the editors.

Better Homes and Gardens

READ BY MORE THAN 3,000,000 FAMILIES

MAY 1948

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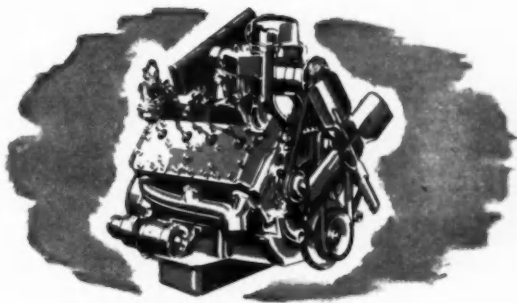
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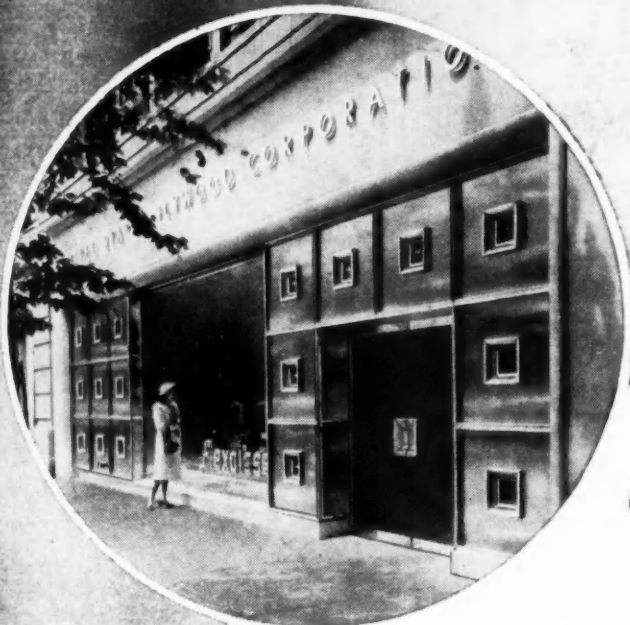
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EXTRA BEAUTY AND COLOR HARMONY — Super Strip's extra thickness provides heavy shadow lines! And Super Strip comes in 10 shades to match any exterior color scheme of the home—Dixie Green, Harvest Blend, Blue-Black, Tile Red, Slate Blend, Slate Green, Green Blend, Azure Blend, Red Blend, Brown Blend.

call YOUR PROGRESSIVE CAREY DEALER TODAY

Ask him for complete details about easy-to-install and easy-to-sell Super Strip Shingles—the beautiful, fire-resistant, long-life shingles that sell. Or write Dept. AB-5.

- Asbestos Shingles and Siding
- Asphalt Shingles and Roofings
- Roof Coatings and Cements
- Rock Wool Insulation
- Asbestos Wallboard
- Miami-Carey Bathroom Cabinets and Accessories

Carey

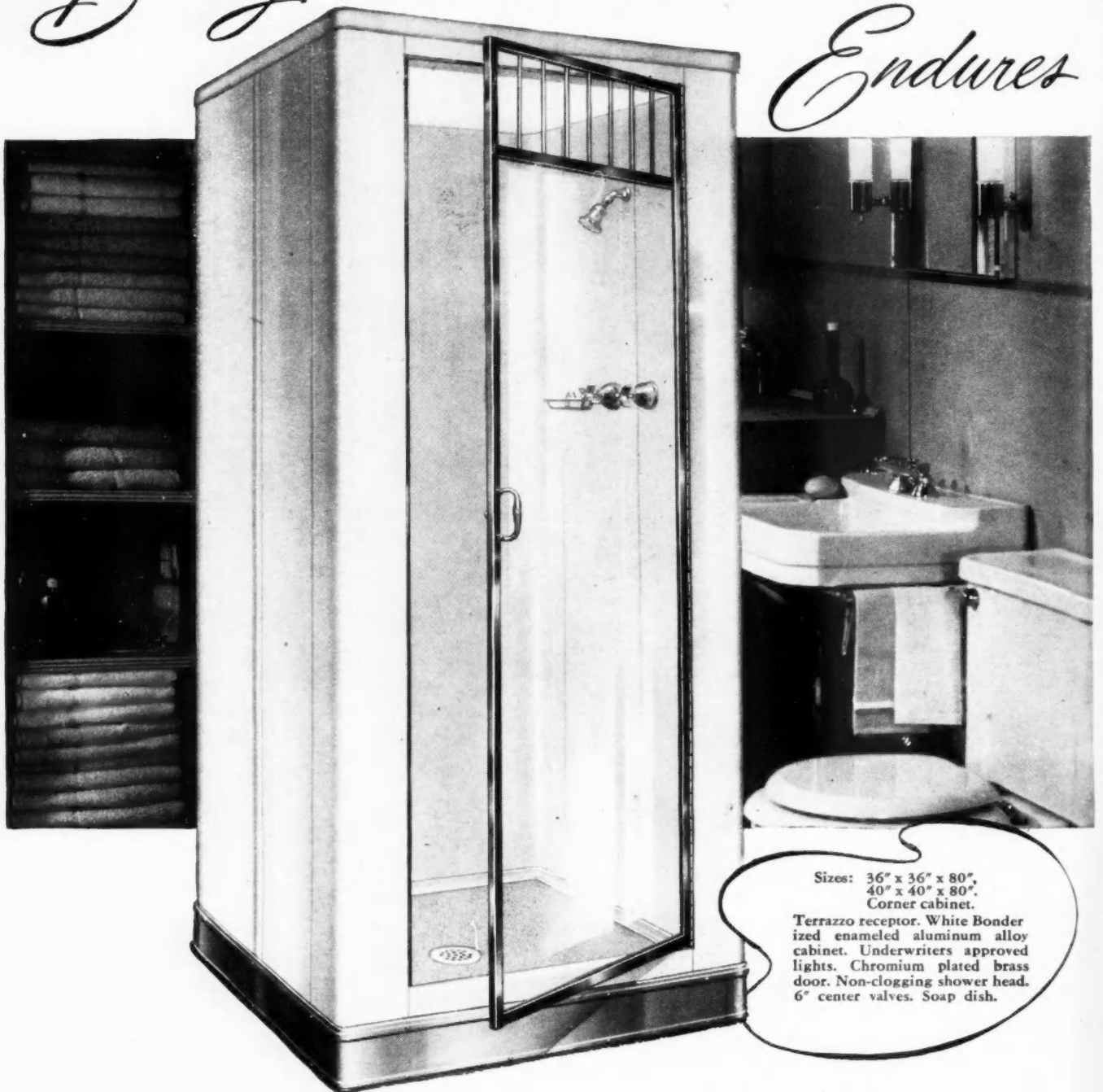
75 years serving home and industry

THE PHILIP CAREY MANUFACTURING CO., CINCINNATI 15, OHIO

In Canada: The Phillip Carey Company, Ltd., 1557 MacKay Street, Montreal 25, P. Q.

Beauty IN THE BATHROOM THAT

Endures



Sizes: 36" x 36" x 80",
40" x 40" x 80".
Corner cabinet.

Terrazzo receptor. White Bonderized enameled aluminum alloy cabinet. Underwriters approved lights. Chromium plated brass door. Non-clogging shower head. 6" center valves. Soap dish.

TODAY, in their bathrooms, new home owners want the luxury of modern design in shower cabinets combined with utility and real durability. Now Tiletone, and only Tiletone, offers a shower cabinet that really graces any bathroom no matter how luxurious. It is Model 75. Here is a shower cabinet that is con-

structed to hold up better—is durable. Made of aluminum alloy, it is non-rusting and is protected by a Bonderized baked enamel finish. Model 75 has a new improved terrazzo receptor—shoulder height shower head, is lighter, yet rigid . . . solid! So it's easier to handle, easier to install.

MODEL **75** **TILETONE**
Shower Cabinet

TILETONE COMPANY • 2323 WAYNE AVENUE • CHICAGO 14, ILLINOIS

“and of course you’ll install **Salter**
MASTERPIECE FIXTURES!”



This preference for Salter Masterpiece Fixtures is fast becoming a common expression when plumbers, builders, architects, and home owners select brass plumbing trim and fixtures. And for good reason too . . . since thousands have discovered that Salter quality of design, appearance, and construction plus exclusive “EZE” close operation are unparalleled. Standardization of fixtures and parts meet today’s modern specifications . . . and precision production and testing equipment maintain masterpiece craftsmanship which further assures complete user satisfaction. The Salter Masterpiece Line embodies many types and styles for the bath, lavatory, kitchen and laundry, as well as the valves and fittings necessary in the basic supply installations. For service, always install Salter Masterpiece Fixtures . . . they are available at leading wholesalers everywhere.

Also ask about the New Line of Salter Feather-Touch* Fixtures which feature today’s simplest and softest closing valve . . . It’s revolutionary!



H. B. Salter MFG. CO., Marysville, Ohio
 and Division THE GLAUBER BRASS MFG. CO., Kinsman, Ohio

* PATENT PENDING

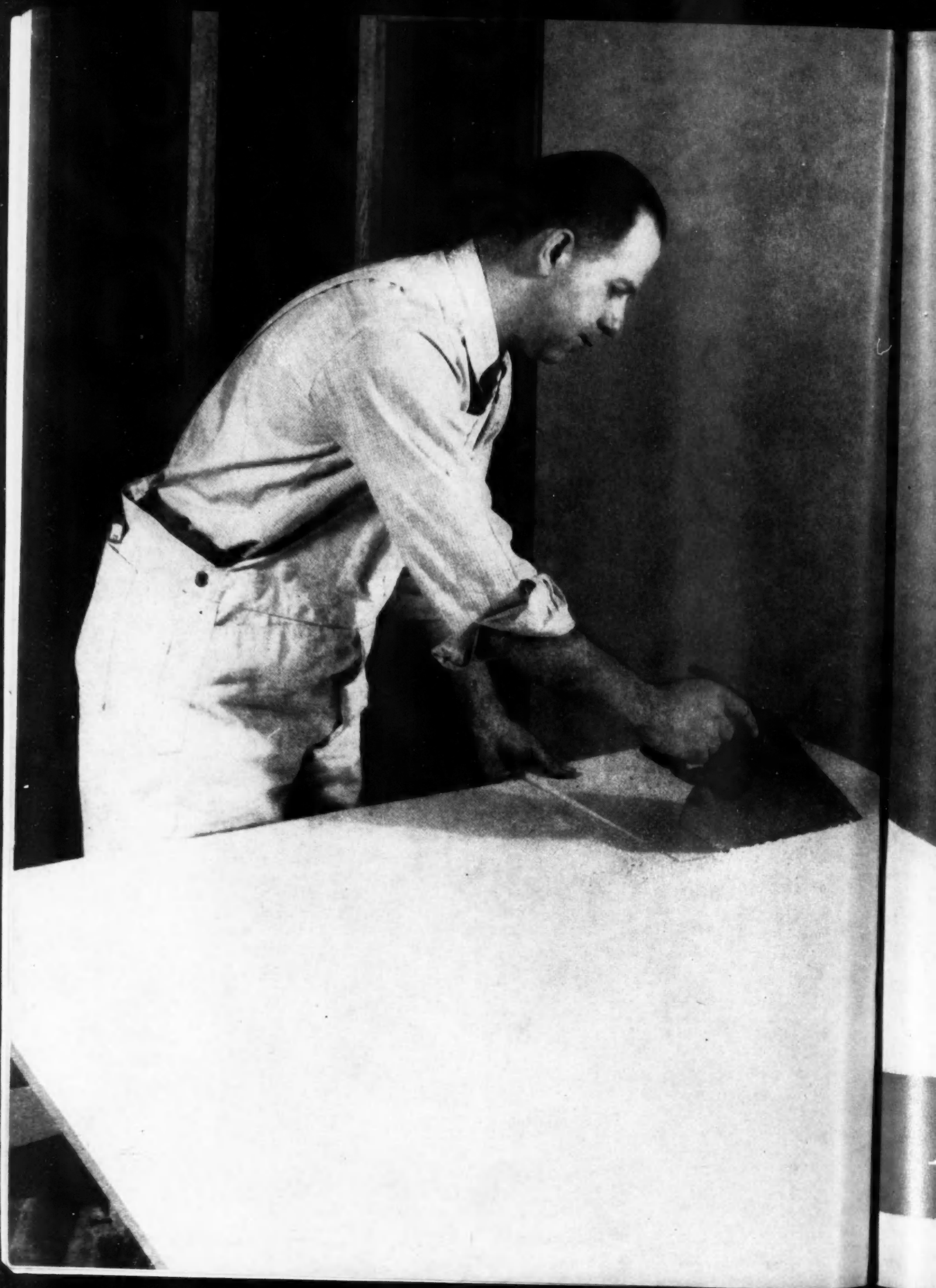


Above—Gothic Plate Diverter Bath and Shower Fixture on 2 3/4" centers with Presto shower head, arm and flange. Long-life “EZE” close valve construction.

Right—Masterpiece 3 Valve Diverter Bath and Shower Fixture complete with Shower King head, arm and flange with easy-to-install trip-lever or pop-up waste. “EZE” close Valve construction.

Below—Masterpiece Automatic 2 Valve Bath and Shower Fixture on 8" centers. Body adjustable for 1" roughing in variations. Available in two styles of trim. “EZE” close valve construction.





READY TO DO A JOB

HERE'S a close-up of Armstrong's new Temlok® Insulation Board. Now that Armstrong's new fiberboard plant is in operation, more and more of this new board will be available—ready to do a job for builders and home owners.

The new Temlok Insulation Board has many outstanding features. It is readily worked with ordinary tools. It saws cleanly. Since Temlok has no directional grain, it can't split, chip, or splinter. It's light in color, too—about the shade of unfinished white pine. Temlok Insulation Board comes in both natural board and painted Light Ivory finish. Even the natural board makes an attractive wall when left unpainted, and its textured surface can be painted like wood or plaster with either oil or water-mixed paints.

This picture can't show you some of the best things about the new Temlok. You can't see, for instance, the extra-long fibers that give it great extra strength. And another "invisible feature" is its high resistance to moisture. Temlok is light in weight, easy to handle. Your customers will like its ruggedness and flexibility. And it's sure to give them a stronger, better looking job.

Ask your wholesaler about Armstrong's Temlok Insulation Board and the other fine products in the Armstrong Building Materials Line. Armstrong Cork Company, Building Materials Div., 1605 Ross St., Lancaster, Pa.

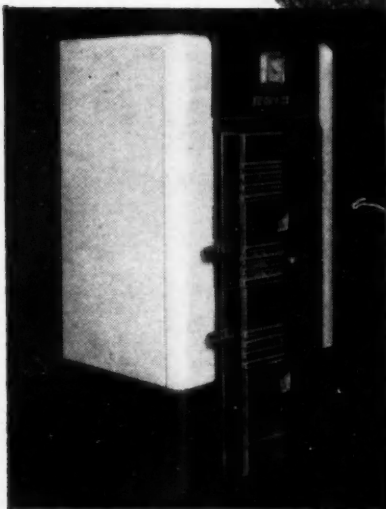


Armstrong's Temlok

it's the added
selling power with a

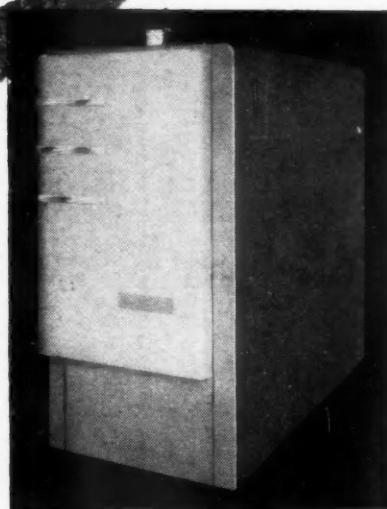
SPENCER

that counts...



**THE NEW SPENCER
 SERIES "21"**

Designed to burn any type of fuel—easily and quickly converted. Year-round domestic service hot water. A sectional boiler designed with iron to iron air tight fit. Attractive, colorful jacket combined with modern design door assembly that features pyrex observation ports.



SPENCER SERIES "C"

Steel heating jacketed boiler for homes and smaller commercial buildings. For mechanical or hand-firing—easily and quickly converted. Features include easy accessibility for cleaning—precision ground water cooled flue and fire door frames. Available with year-round domestic hot water heating method.

selling power backed by

- A long history of manufacturing quality boilers.
- Engineering research and testing facilities.
- Combination of skilled boiler craftsmen and material.

THESE FACTS give you easy installation and complete customer satisfaction by Spencer's trouble free operation. It's the know how that counts! Since 1888 Spencer has manufactured the quality boiler—and has pioneered many outstanding developments in the heating industry. The Spencer line today includes a series of steel tubular boilers—second to none in proven design, quality and workmanship. There is a proven Spencer to meet your every heating requirement.

IT'S ANOTHER *AVCO* PRODUCT!

WRITE TODAY — GET THE FACTS

SPENCER HEATER

DIVISION — AVCO MANUFACTURING CORP., DEPT. BB-3, WILLIAMSPORT, PA.



REG. U.S. PAT. OFF.
 FULLY APPROVED



FULLY APPROVED
 Built in accordance
 with ASME Code
 Insurance Inspected



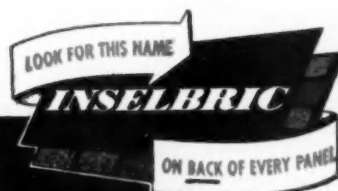
SELLS MORE

because it has



**ANCHORED
FACE**

Another hidden extra found only in Inselbric. For only Inselbric has Anchored Face—an exclusive built-in method that anchors the brick face permanently to the insulating core. 32 sockets are cut uniformly into the weather-sealed board and scientifically anchored there with Mastic to form a permanent bond. Just another reason why you'll click with Inselbric in '48.



MASTIC ASPHALT CORP.
Makers of Inselbric and Inselstone
 SOUTH BEND, IND.

JONES & BROWN, INC.
National Distributors of Inselbric and Inselstone
 PITTSBURGH, PA.



Building Confidence

"Sometimes it's hard to visualize from blue prints. Here's a room in House & Garden that's very much as yours will be. The wiring and heating..."

Once again the authority of House & Garden—first among architects by actual survey—brings confidence to the house proud.

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House & Garden

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Its Golden Touch gets action at lowest initial cost in the home service field •

CHRYSLER AIRTEMP

AUTOMATIC HEATING

CLINCHES THE SALE

say leading builders like **Womer Investment Co.**
(WICHITA, KANSAS)

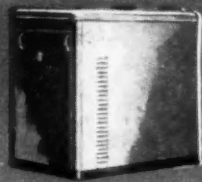
"We are using Chrysler Airtemp furnaces throughout all our construction, and recommend them highly," writes Mr. R. W. Womer, Womer Investment Company, builders and developers in Wichita, Kansas. "We have found that Chrysler Airtemp heating helps close the deal."

It is wise planning to capitalize on the fine reputation of Chrysler Airtemp heating by always specifying it for your houses and projects. Buyers trust this famous name. They know it spells years and years of automatic heating comfort, low-cost operation, and dependable performance. *And that helps clinch the sale!*

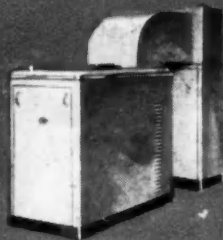
Your Airtemp dealer will be glad to work with you—call him *today*.



MORE COMFORT FROM ANY TYPE OF FUEL... AUTOMATICALLY!



Winter Air Conditioner.
Gas or Oil.



Year-Around Air Conditioner.
Heats and Cools.



Boilers for Steam
and Hot Water.



Automatic Oil
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Winter Air Conditioner for
small homes. Gas or oil.

**NATION-WIDE
DEALER
ORGANIZATION**

There is a Chrysler Airtemp dealer nearby to serve you. Depend on him for prompt delivery, expert installation . . . and for the speedy, efficient maintenance service that holds buyers' good will.

AIRTEMP DIVISION OF CHRYSLER CORPORATION
Dayton 1, Ohio

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



NOW! FOR THE FIRST TIME

A Package BOILER for 100%
NON-FERROUS, Small Home
HEATING SYSTEMS.....

STURDY, RUST-FREE LIFETIME CONSTRUCTION

All parts in contact with water are copper, brass or bronze. The Heat Exchanger is lead-alloy coated for additional protection against the products of combustion. The perfect companion equipment for an all non-ferrous RUST-FREE heating system.

A REAL PERFORMER

Design eliminates excessive bulk in the heat transfer area. The low water content (8 pints) and Copper Finned Heat Exchanger and counter-flow principle provides instant response to heat demand—pickup load and standby loss are minimized. In a matter of seconds an abundance of hot water is silently speeded to all parts of the heating system... even distant points in sprawling, ranch type construction installations.

EXTREME EFFICIENCY

Costs less to operate. The patented Burkay Modulator Burner employs two stages of primary air entrainment plus an auxiliary secondary air supply which produces exceptional high combustion efficiency. NOISELESS Burner Operation. Flame ports are fully protected from clogging.

POSITIVE PROTECTION AND SAFETY

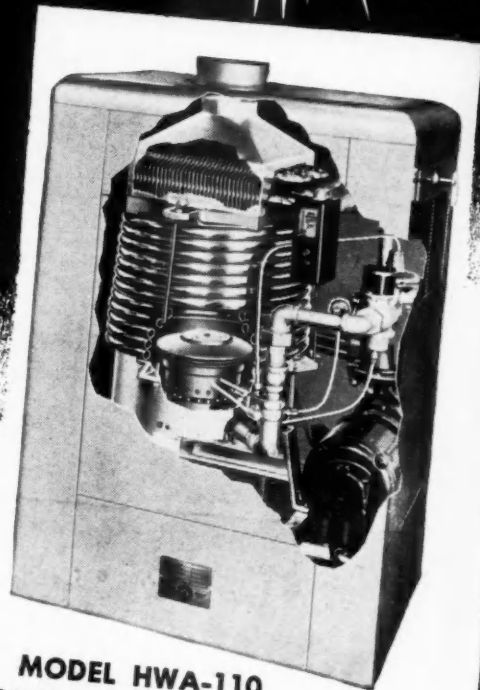
Carries the A.G.A. seal of approval. All controls, including the special pilot bracket assembly, are easily accessible.

BEAUTIFULLY STYLED · ATTRACTIVELY FINISHED

IN NEUTRAL GRAY HAMMERLOID.

The NEW
Burkay

FORCED
CIRCULATION
GAS FIRED
BOILER



MODEL HWA-110
HOT WATER BOILER

Burkay's proven principle of design is backed by years of experience in serving the commercial and industrial fields with large volume water heating equipment. Long, trouble-free, dependable service is assured. Comes completely packaged, with all controls, ready to install. Installation is easy and costs less because of the minimum weight and compact size.

Small square model HWA-110... 110,000 B.T.U. maximum input
Large round model 620... 195,000 B.T.U. maximum input
Both models available for Liquefied Petroleum gas

THE BOILER OF WIDE APPEAL TO WHOLESALERS · CONTRACTORS · DEALERS · USERS

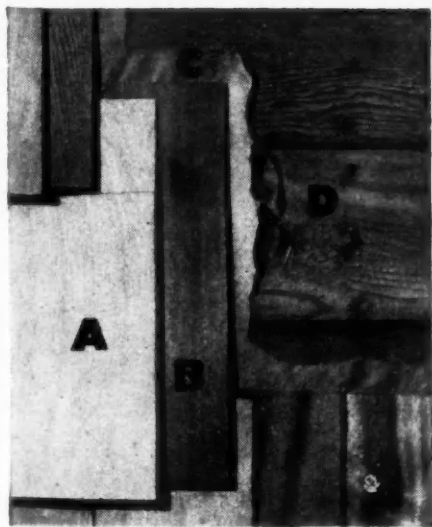
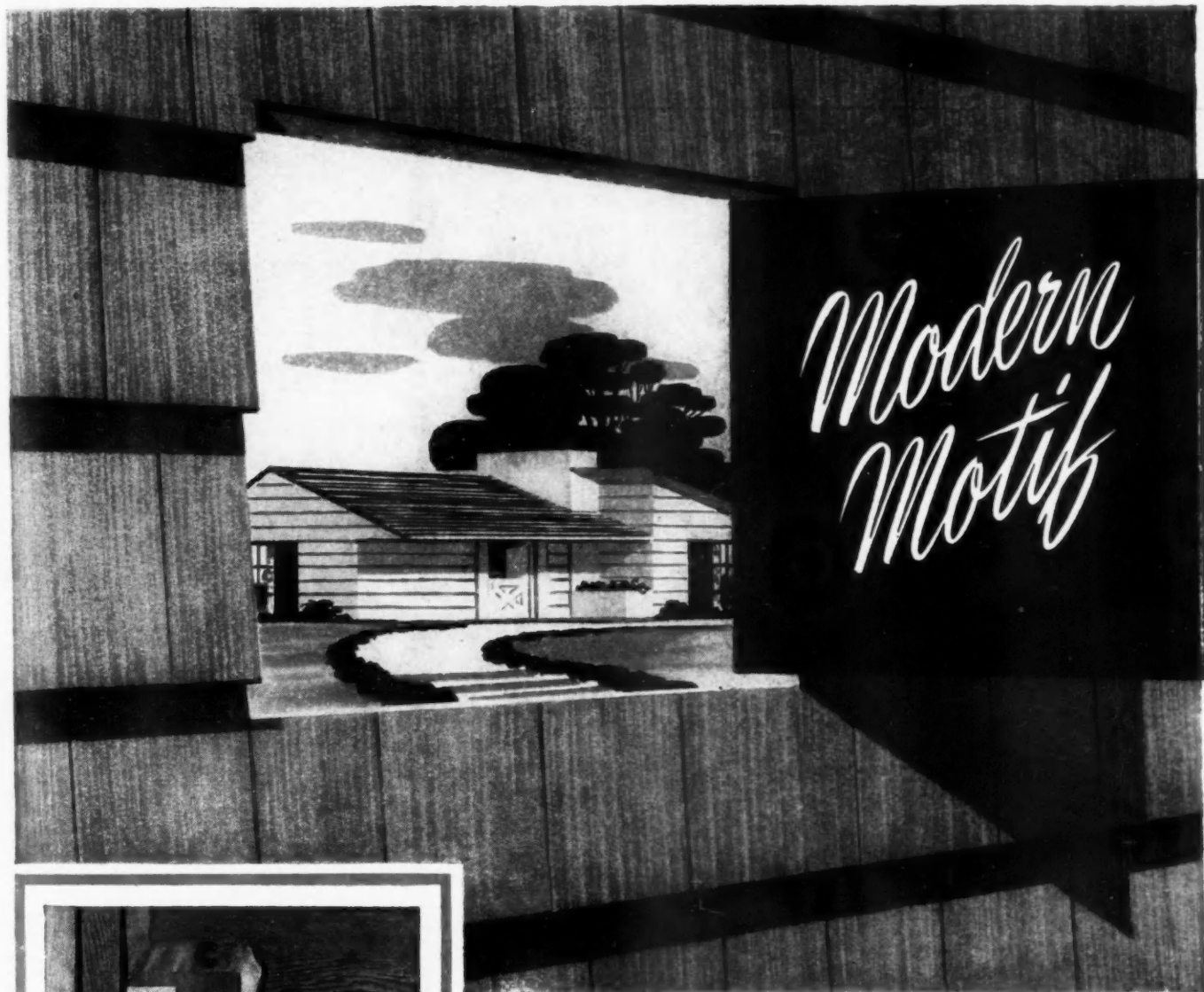
THE BURKAY COMPANY

1209 NORWOOD AVE., TOLEDO 7, OHIO.

WRITE BURKAY HEATING PRODUCTS DIVISION TODAY FOR LITERATURE AND PRICES.



A.
B.
C.
D.
Not
and
1/2"
shin
wit
Und



- A. Outer course of Certigrade Shingles or shakes.
- B. Under course of low grade cedar, shingles.
- C. Building paper.
- D. Solid or spaced sheathing.

Note: Weather exposure—12" for 16" shingles and 14" for 18" shingles. Top course is laid $\frac{1}{2}$ " lower than under course. Use two nails per shingle space 2" from butt and $\frac{1}{4}$ " from edge with a third nail in shingles wider than 8". Under course may be stapled.

WALLS OF CEDAR SHINGLES DOUBLE-COURSED

Years of research with shingle sidewall construction have developed a method of double-coursing that is economical, beautiful and long lasting. The maintenance cost is low, scale and proportion of the building improved, and a warm, tight, economical job assured,

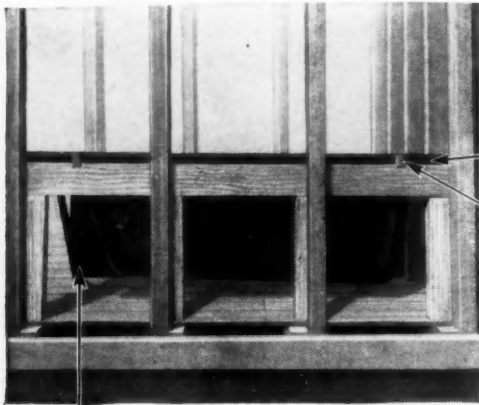
You can obtain a complimentary blue print and folder on double-coursing application and other data.

Write for your set. Address—

RED CEDAR SHINGLE BUREAU

5510 White Bldg., Seattle 1, Wash., or Metropolitan Bldg., Vancouver, B. C., Canada

AllianceWare Practical Design



+ Accuracy of Dimensions

+ Light-weight Steel Construction

+ Smooth, lustrous, wet-process porcelain



1 Integral flange provides an invisible leak-proof joint when plaster or wall-tile is applied in front of flange.

2 Anchor lugs, welded to the tub, fit over the back of a horizontal 2 x 4, holding the tub securely in position.

3 A sturdy apron reinforced by welded cross-ties assures rigidity.

adds up to . . .

Builder Satisfaction and Owner Satisfaction

• Whether the building calls for only a single bath, is a three-bathroom home, or an apartment structure of many bathrooms, the practical features of design and construction of AllianceWare bathtubs appeal to builder and owner alike.

The one-piece formed metal construction of AllianceWare tubs is much heavier than ordinary commercial standards, to assure complete rigidity. The one-inch wall guard flange, integral with the side and ends, provides a permanent water-seal of tub to walls. Installation is simple and quick, because dimensions of finished tubs have a plus or minus variation of not more than $\frac{1}{8}$ ". Roughing-in is done with materials familiar to every building craftsman.

The porcelain-on-steel surface is a lifetime finish which resists acids and stains, yet is easy to clean without the

use of abrasive cleaning compounds. The sleek, trim styling and modern appearance enhance the beauty of any bathroom design.

Builders from coast to coast are finding complete satisfaction for both themselves and their owners with AllianceWare. If your plumbing contractor does not handle AllianceWare, write us.

ALLIANCEWARE, INC., • Alliance, Ohio
Bathtubs • Lavatories • Sinks

AllianceWare
ALLIANCE OHIO



Hey mister, you're losing something!

**... and You — Mr. Builder,
Are Losing Time and Money Too
—if You Sand by Hand**

Reduce sanding time and finishing costs with a Sterling Portable Electric Sander—it does the job 3 times faster and produces a smoother, more uniform surface. Use it to sand cabinets, doors, frames, drawers, sills, stair treads, dry wall construction and to smooth plaster.

The Sterling is lightweight, compact, vibrationless, easy to handle. Sands flat or curved surfaces.

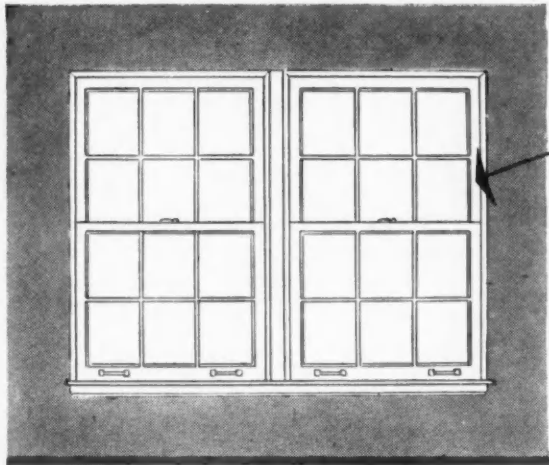
Save man-hours — increase profits. Ask your distributor for a demonstration.



SAND CABINET WORK — EASILY, IN SECONDS!

STERLING¹⁰⁰⁰SANDER
PORTABLE ELECTRIC

Write for illustrated folder!
STERLING TOOL PRODUCTS CO.
1334-A Milwaukee Ave., Chicago 22, Illinois



Like all Ponderosa Pine windows, the double hung types shown above are precision manufactured. Modern mass production methods assure accuracy of fit—smooth operation—enduring satisfaction. See "Today's Idea House" for illustrations of the many Ponderosa Pine window types and designs.

THE VIEW NEED NOT WRECK THE BUDGET

Of course it's desirable to have plenty of windows—large glass areas—in today's smaller homes! But will the building budget stand it? One thing is certain—you can provide more light, more ventilation, more "view"—at moderate cost—by using stock-design Ponderosa Pine windows.

Ponderosa Pine stock windows are made in a wide variety of types . . . double hung, fixed sash or casement . . . in many layouts—including modular standard sizes—and can be obtained preservative-treated to assure long life. In using them, you'll be giving the owner *superior* value. For Ponderosa Pine has natural insulating qualities—sands to a satin smoothness—holds nails or screws firmly—takes any kind of finish readily.

In "Today's Idea House"—our 32-page booklet—you'll find page after page of photographs showing how Ponderosa Pine windows and doors can make today's houses truly modern—with economy. A copy is yours for the asking—just mail the coupon.



For Friendly Living..

Ponderosa Pine
WOODWORK



Ponderosa Pine Woodwork
Dept. RAB-5, 38 So. Dearborn St.
Chicago 3, Illinois

Please send me a free copy of "Today's Idea House." (Please Print.)

Name

Address

City Zone State

1948.



BUILDER:
John C. Gross Construction Company
St. Louis, Missouri

ARCHITECT:
Bernard McMahon
St. Louis, Missouri

HEATING EQUIPMENT:
American Furnace Company
St. Louis, Missouri

ONE of the largest housing undertakings in the St. Louis area since the war is the Clayton Gardens project—125 dwellings, designed by Bernard McMahon to meet the latest standards of living comfort and built by the John C. Gross Construction Company.

Called "Homes of Distinction," these houses, ranging in design from ranch type to Colonial, include such progressive features as interior gardens, built-in radios, accordion-acting leather doors, weatherstripped aluminum windows and *Moduflow*.

It's to be expected that Moduflow would be found in these homes because this heating control system is one of the new features that distinguishes any truly up-to-date home built today. In large homes and small, in community developments and single unit projects, Moduflow has literally "taken hold." And there's good reason for this acceptance. Moduflow puts an end to the drafts and chilly periods caused by intermittent heat supply and instead furnishes heat continuously with the supply always in balance with heat loss. When you provide Moduflow control for the homes you build, you're providing the ultimate in heating comfort — a must in every home of distinction.

Minneapolis-Honeywell, Minneapolis 8, Minnesota. In Canada: Toronto 12, Ontario.





**"I Choose
Supertreated Pol-mer-ik
because my experience has
proved there's no substitute
for 100% PURE LINSEED OIL!"**

That's what master painter GUNNAR ERICKSON says about Supertreated Pol-mer-ik. And he adds, "Now that Pol-mer-ik—the finest of all pure linseed oils—is back, I refuse to jeopardize my reputation by using 'replacements'."

Erickson appreciates the finer leveling, better covering, tough, weather-tight film made possible by the special processing and blending which strengthens Pol-mer-ik's molecular structure.

These are the desirable properties of Pol-mer-ik that make for better painting . . . these are the EXTRA VALUES of Supertreating which all Pol-mer-ik users get AT NO EXTRA COST . . . these are the qualities of the finest 100% pure linseed oil science has produced for the painter.

Ask your paint dealer for supertreated Pol-mer-ik.

Pol-mer-ik

Supertreated

100% PURE LINSEED OIL

Raw and Boiled Available in Factory-sealed Cans

(5-gallon, 1-gallon, quarts and pints)

EXTRA VALUE AT NO EXTRA COST

Product of **ARCHER-DANIELS-MIDLAND CO.**

680 Roanoke Building, Minneapolis, Minnesota

Send additional information on Supertreated Pol-mer-ik Linseed Oil.

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Production
in 26 States
and Canada

**SYMMETRICAL
DESIGNS MAKE
ROOFS OF**

Enduring Beauty

CERTAIN-TEED THREE-TAB HEX ASPHALT SHINGLES

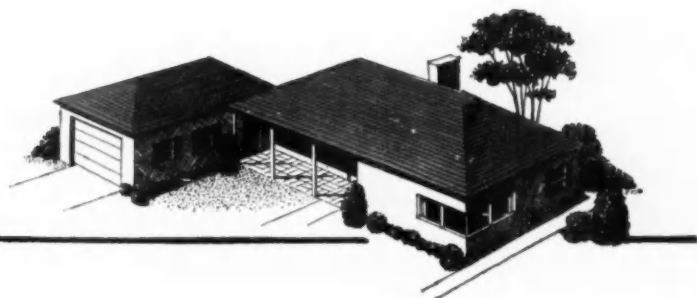
Noted the country over for fine re-roofing qualities, the Certain-teed Three-Tab Hex Shingle wears well because it combines lasting good looks with long-life protection.

In appearance, the Certain-teed Three-Tab Hex wears well because of its balanced hexagonal design. It creates a consistent effect over the entire roof that is never tiring. Suitable to every type of architecture, Certain-teed Three-Tab Hex is available in both rich solid colors and Certain-teed's outstanding and superior blends.

For protection, the Certain-teed Three-Tab Hex wears well because it is a quality shingle of uniform weight and thickness, built to effectively resist fire, wind and the weather.

Its felt base is super saturated with asphalt or "Millerized" for longer life. It also carries the Underwriter's Laboratory Approval Label.

Today Asphalt Shingles are wholesaling at prices 3% under those of 1926. They are *construction's biggest dollar's worth*, especially when YOU feature Certain-teed Three-Tab Hex — the popular re-roofing shingle that is applied right over old shingles, quickly and at low cost.



BUILD ON

CERTAIN-TEED

THE WELL-KNOWN NAME

CERTAIN-TEED PRODUCTS CORPORATION • 120 E. LANCASTER AVE. • ARDMORE, PENN.



Good question . . . and easy answer! Because look-ahead builders like Mardo believe in giving more for the money . . . not just today . . . but any day!

Women today want the convenience and ease of electrical living — and electrical washdays take the sting out of the housewife's toughest job! By planning every Mardo home in the blueprint stage to fit the washday problem, this far-sighted builder has laid the groundwork that will bring in more profits today . . . and tomorrow, when homes will be harder to sell!

A look through the list of America's great builders who are now installing Bendix equipment, will open your eyes to the tremendous profit possibilities in planned home laundries! By displaying the "Sign of a Look-Ahead Builder" on your next project — whether it's one home or a thousand, whether it's a vertical, horizontal or garden development . . . you'll be on the way toward establishing a reputation that will keep you selling homes in a coming buyer's market!

Write for handy Handbook today!

Find out for yourself the tremendous profit possibilities in Home Laundry pre-planning! Send for your copy of the "Architect's Handbook". 40 pages of money-making home laundry ideas!

Mardo's Elmwood Development, near Baltimore, features semi-detached 6-room brick bungalows, priced from \$6990. Monthly payments from \$49.94 (including the Bendix).

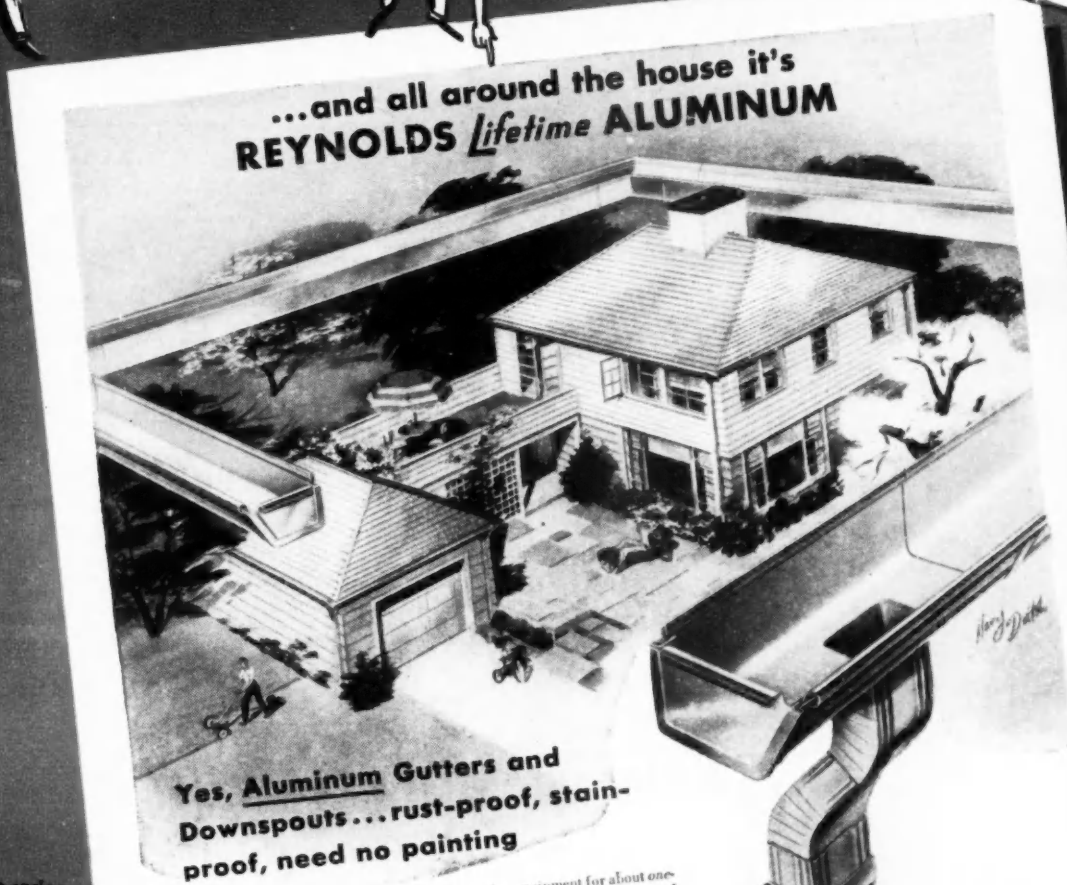
Bendix equipment available on mortgage!

Under FHA package mortgage, monthly payments include the price of Bendix Home Laundry!



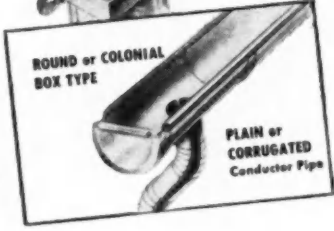
BENDIX
automatic
Washer

BENDIX HOME APPLIANCES, INC. • SOUTH BEND, INDIANA



Yes, Aluminum Gutters and Downspouts... rust-proof, stain-proof, need no painting

"All around the house" can mean everything pictured here... roofing, siding, casement and picture windows, all of Reynolds Lifetime Aluminum. But even more literally it means this latest boon to all home-owners... aluminum gutters and downspouts. Here are gutters that last a lifetime without painting. They will never rust or stain a wall. They are light to put up, light on the eaves... a 10-foot length weighs less than 3 1/2 pounds. They need no soldering. They are good-looking... in either the colonial box type or the round design. And here's the best news of all, you can get this ideal rain-carrying equipment for about one-half the price of the only rust-proof material used in the past!



One of a series of 4-color national advertisements on the new gutters preferred by Architects for choice of design... by Builders for ease of handling and application... by Owners for appearance, performance and price!

Reynolds Pioneering made Aluminum Competitive... Take Advantage of It!

WORLD'S LARGEST PRODUCER OF ALUMINUM BUILDING PRODUCTS:
Shingles, Clapboard Siding, Sheet Roofing and Siding, Embossed Aluminum Built-Up Roofing, Gutters and Downspouts, Ceiling Panels, Wall Tile, Residential Windows, Reflective Insulation, "Alumi-Drome" (a farm and commercial utility building).



15,000,000 feet already sold!
Write for illustrated A. I. A. File brochure!
REYNOLDS METALS COMPANY, BUILDING PRODUCTS DIVISION
Louisville 1, Ky.—Offices in 32 principal cities

*“Thermopane picture windows
add salability”*

—says Robert P. Gerholz, of Gerholz Community Homes, Inc., well-known builders and developers in Flint, Michigan.



Mr. Gerholz says: “I think so much of *Thermopane* that I’m going to put it 100% in our own office building now under construction.”



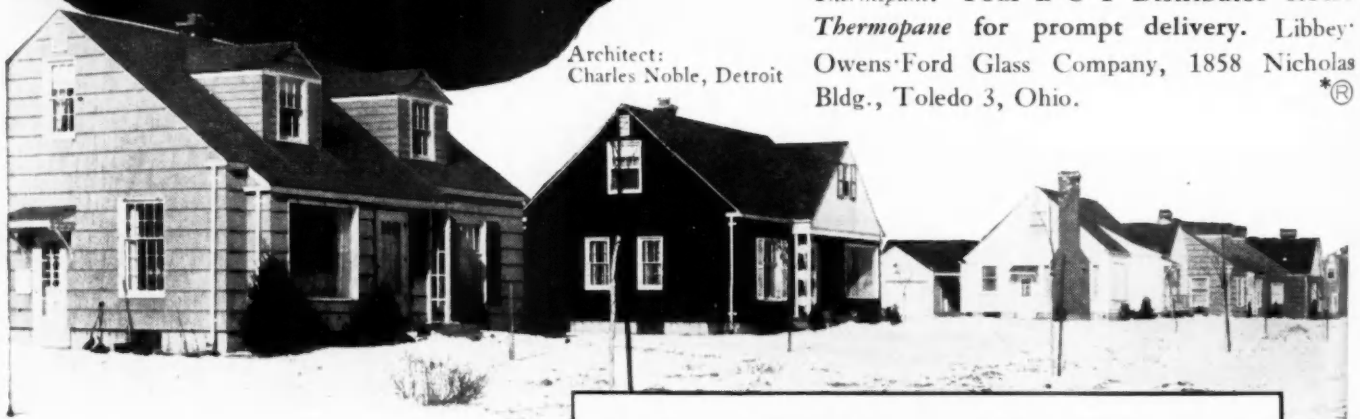
Architect:
Charles Noble, Detroit

Picture Windows insulated with *Thermopane** add value that is quickly appreciated by the home-buying public. The Gerholz organization’s experience has proved that.

And so this nationally-recognized building concern is making *Thermopane* an important sales feature in a new development of 230 homes priced from \$10,000 to \$14,000.

Picture Windows make rooms seem larger by inviting in the spaciousness of the outdoors. And when home buyers are told that windows are *Thermopane* they know that a house has been built for comfort and heating economy.

Thermopane, the windowpane that insulates, is double glass hermetically sealed into a single unit. *Thermopane* is made in more than 60 standard sizes, as well as non-standard sizes, enabling you to add this extra value throughout the house at minimum cost. Before you make new plans, get the facts on *Thermopane*. Your L·O·F Distributor stocks *Thermopane* for prompt delivery. Libbey·Owens·Ford Glass Company, 1858 Nicholas Bldg., Toledo 3, Ohio. *®



ONLY LIBBEY·OWENS·FORD MAKES

Thermopane



LIBBEY·OWENS·FORD

a Great Name in **GLASS**

IN CANADA, THERMOPANE IS SOLD BY PILKINGTON GLASS, LTD.

Designed for Beauty!
Built to Last!
Priced to Sell!

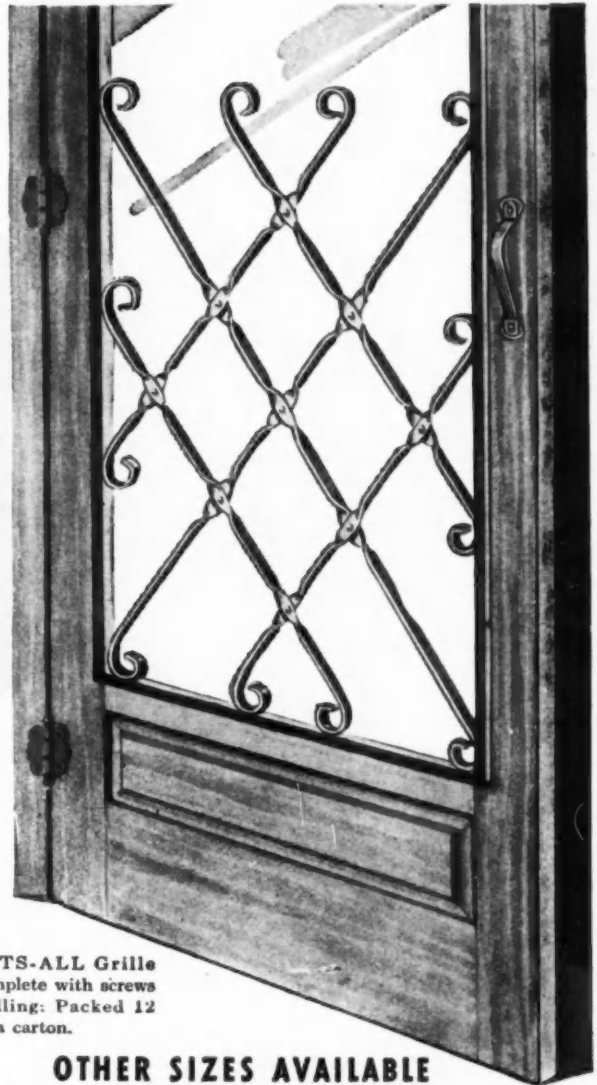
FITS-ALL ADJUSTABLE SCREEN DOOR GRILLE

NO. 1 FITS-ALL STANDARD GRILLE FOR ALL DOORS

- Fully Adjustable
- Very Sturdily Built
- Made of ALACROME "White" Metal
- Beautiful Satin Finish



Each FITS-ALL Grille comes complete with screws for installing. Packed 12 grilles to a carton.



Now's the time to feature screen door grilles. The No. 1 FITS-ALL shown above will fit nearly any door. Artistically designed of Alacrome metal; has a beautiful, silvery satin finish. Will not rust or tarnish. Adds to the attractiveness of a door, and actually acts as a two-way brace. Our No. 1 FITS-ALL can be adjusted from 18" to 37" between stiles.



NU-ART SCREEN DOOR HANDLE

It's new! It's sturdy! It's attractive! A perfect match for a FITS-ALL Grille.

NU-ART SHELF BRACKET

These attractive shelf brackets sell on sight. Artistically designed, made of Alacrome metal. Available in three sizes, to fit shelves in 4", 5" and 6" widths.



OTHER SIZES AVAILABLE

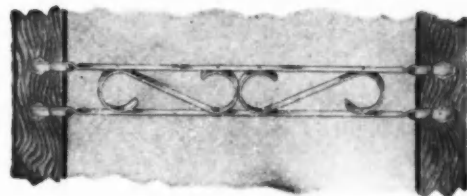
No. 2 FITS-ALL is furnished in pairs for the lower panels of screen doors with divided lower section, such as the door at the right. Fits doors from 30" to 36" in width. Packed 12 to a carton.



No. 3 FITS-ALL is for lower section of screen doors with a center cross-bar like the one at the right. Fits doors from 30" to 36" in width. Packed 12 to a carton.



NU-WAY PUSH GRILLE



This NU-WAY Alacrome Push Grille comes for both 32" and 36" doors. Light, sturdy, very ornamental. End caps and screws furnished with each grille. Packed 12 to a carton.



MACKLANBURG • DUNCAN CO.

OKLAHOMA CITY 1, OKLAHOMA

GIVE THEM THE SHADES THEY KNOW...

Columbia!



*Four color ads like this appearing in:
House Beautiful
House and Garden
American Home
Better Homes and Gardens

Open the influential national magazines devoted to home interests... you'll see ads like this* for Columbia Window Shades. Your clients and prospects see them, too... season after season. That's only one reason why they're predisposed to Columbia.

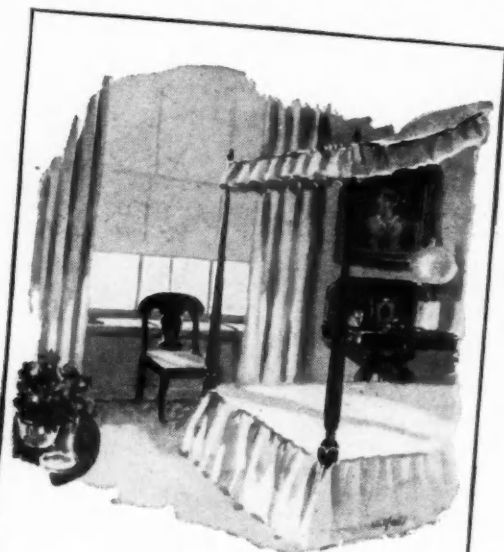
Columbia's style leadership is another... Columbia shades make color and pattern news. Then there's "CCC" which means Columbia-controlled-construction for rigid quality standards, perfect performance.

A Columbia Authorized dealer will show you grades, styles, colors... help you select the shades best suited to your needs. Ask us for the name of nearest dealer... then get in touch with him right away.

Columbia

WINDOW SHADES
AND VENETIAN BLINDS

Famous for "CCC"—Columbia-Controlled-Construction

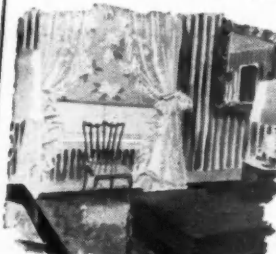


"I ADORE LOTS OF Good Color IN MY HOME"
says Helen Jamison Hall, outstanding fashion artist

"Columbia Pyroxylin Window Shades are a pleasure to me! The color range is so wide and exciting I can match or harmonize them with any color scheme in my house."

Another lady with an artistic eye for color in home furnishing finds Columbia Pyroxylin colored cambrie window shades a refreshing note in her home. More women discover every day

that shades needn't be worn, torn, uninteresting. Choose them as carefully as you do your curtains, and they become a colorful part of your decorative scheme.



For a change try something very new!

Columbia Pyroxylin shades come in patterns as well. Choose a delicate floral, a bold plaid, or a circus print, and just see how they perk up your windows. Of course, you can have all the soft neutral tones, too. Stop at your nearest Columbia Authorized Dealer and take a look at them.

Columbia WINDOW SHADES

VENETIAN BLINDS — LACE NET CURTAINS — LACE DINNER CLOTHS
THE COLUMBIA MILLS, INC. • 225 FIFTH AVENUE, NEW YORK 10, N. Y.

ANNOUNCING THE REVERE HOME FLASHING SYSTEM



Here is a low-cost, easy-to-apply copper flashing system that will give lasting protection at these vital joints on small houses! Of course good construction calls for copper downspouts and gutters, too!

A SPECIAL GAUGE, temper and size of sheet copper, intended exclusively for flashing low-cost houses, has been developed by Revere as a result of applied research in the proper use of copper sheet in building construction. In addition, Revere engineers have developed sound and simple techniques of application.

This Revere Home Flashing System is packaged, complete, and ready to use. Each package contains: (1) 10 sheets of genuine sheet copper pre-cut to 18" x 48", the right size for easy handling and economical installation; (2) a 16-page instruction book that clearly shows—in words and pictures—the best way to install flashing around doors, windows, chimneys and adjacent wall and roof joints; (3) 200 hardware bronze nails—enough to do the job right.

Two thrifty packages of Revere Home Flashing are enough to seal *all* the vital joints on the average small house.

With the Revere Home Flashing System, builders are now able to give low-cost homes all the advantages of durable, non-rusting copper. It adds an important sales point to the house; it enhances the reputation of the builder as a user of quality material; it assures complete satisfaction for the owner.

AT YOUR BUILDING SUPPLY DEALER

Your building supply dealer has Revere Home Flashing in stock . . . or can get it for you promptly. Why not ask him today—and start now to give your customers the protective advantages of the Revere Home Flashing System.



COMPLETE! Each package contains 10 copper sheets 18" x 48", illustrated instructions, 200 hardware bronze nails.

REVERE HOME FLASHING SYSTEM

REVERE COPPER AND BRASS INCORPORATED

Founded by Paul Revere in 1801

230 Park Avenue, New York 17, New York

Mills: Baltimore, Md.; Chicago, Ill.; Detroit, Mich.; New Bedford, Mass., Rome, N. Y.—Sales Offices in Principal Cities, Distributors Everywhere.



How to clinch more closings on the floor

Wide-awake contractors know this from experience. You gain *two* ways when you standardize on Devoe floor-finishing systems. When customers find you're using materials they recognize as top quality, they gain respect for your workmanship—enthusiasm for your houses.

Devoe floor-finishing systems give fine results



... CUT OVERHEAD AS WELL. FOR INSTANCE:

Devoe 87 Filler-Sealer Topped with Devoe 87 Spar—Here's a truly postwar quality combination for *fast* work and superb results. Both are made with Devran (Patent applied for) the new Devoe miracle-resin, for extra durability. National advertising on 87 Spar is heavy—your prospects will recognize it as a top-quality floor finish.

Devoe Floor & Trim Seal—A one-product finish with real appeal to your most quality-conscious prospects. In a single operation it seals and case-hardens the wood and gives a surface ideal for buffing to a soft, rich finish. Quick and easy to apply by brush, rag, or mop. Ready for re-coating in only *4 hours!*

Get full details on these fine Devoe products from your Devoe Agent or write us direct on your letterhead today.

HOW DEVOE PAINT HELPS WITH CLOSINGS

When it comes to closing contracts, there's real magic in materials bearing known brands these days. Devoe is one of the oldest, most trusted names in the Paint Industry. It pays to use Devoe products—and make sure your prospects know it.

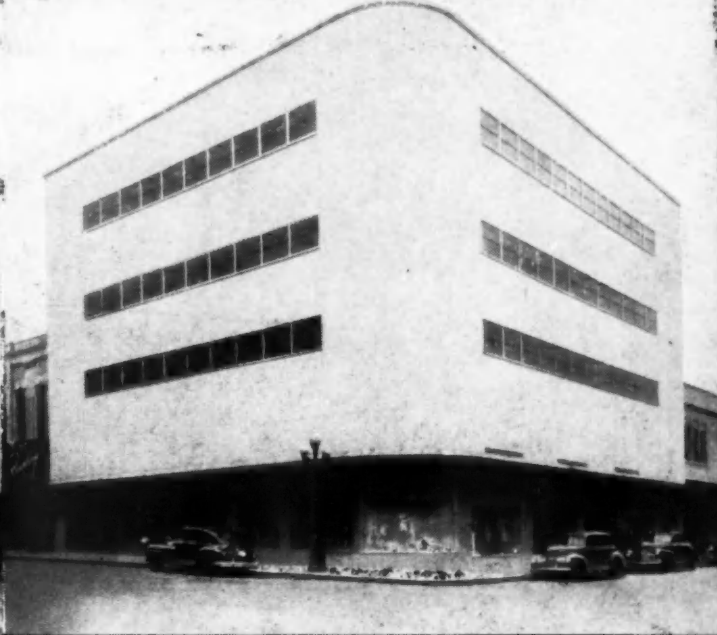
DEVOE & RAYNOLDS COMPANY, INC.

787 First Avenue, New York 17, N. Y.

y 1948.

Pittsburgh Steeltex

REINFORCING FOR STUCCO
SAFEGUARDS BEAUTY—REDUCES MAINTENANCE
IN YOUR MODERNIZATION PROJECTS



Architect, William B. Wiener; Structural Engineer, E. M. Freeman and Associates; Contractor, Welch Construction Company

Economical, effective modernization of Palais Royal Department Store, Shreveport, La., protected by positive reinforcing of Pittsburgh Steeltex for Stucco.

The sleek, modern appearance of the Palais Royal Department Store at Shreveport, La. is more than skin deep. Back of it is the strength of Pittsburgh Steeltex Reinforcing for Stucco. This combination of welded wire fabric and a double ply backing guards against moisture penetration and minimizes stucco cracking—helps reduce maintenance costs.

On this job, 4" structural steel channels were first attached horizontally to the old structure. Then 3/4" prong channels were installed vertically on 16" centers to support the Steeltex. Next, Steeltex in rolls 49" wide and 110 1/2' long (50 sq. yds. each) was attached horizontally to the pronged channels. Three coats of stucco were applied to the Steeltex. The result—the owners are delighted.

Pittsburgh Steeltex for Stucco has proven equally successful on other large projects and small jobs as well. It is especially designed as a base to receive and hold wet stucco and to

furnish proper reinforcement through embedment of welded wire fabric in stucco. The square mesh provides resistances to strains from any direction. Steeltex is made of galvanized, cold-drawn steel wire, spot-welded on 2" centers. This fabric is attached to the double-ply waterproof backing by crimped stitch wires. The absorbent face of the backing develops a suction bond with wet stucco. The waterproof side assists in proper setting and curing and prevents moisture penetration.

There are many applications for Steeltex for Stucco—all of them will prove to your advantage in modernizing small and large buildings and in new construction too. For more information on how Pittsburgh Steeltex can be used to give you strong reinforcing for economical construction, write for your copy of our technical bulletin DS 131. Address Pittsburgh Steel Products Company, 3232 Grant Building, Pittsburgh 30, Pennsylvania.

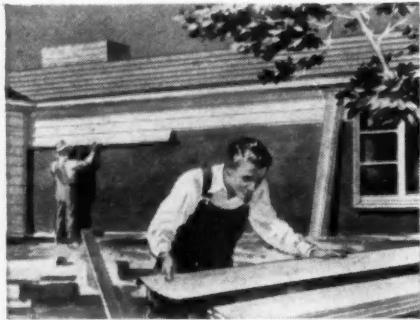
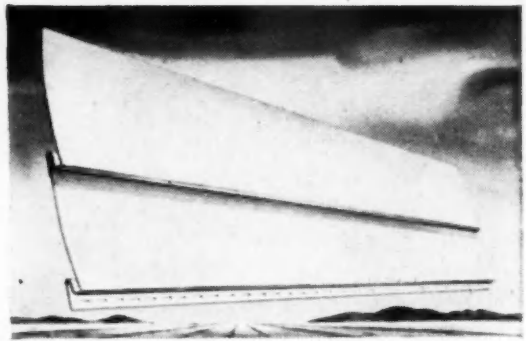
AVAILABLE NOW—Pittsburgh Steeltex for Stucco, Plaster, Veneer, Floors

Background photo shows Steeltex for Stucco, one-third actual size

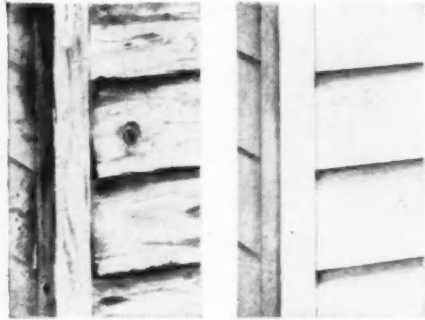
Pittsburgh Steel Products Company
Subsidiary of Pittsburgh Steel Company

Facts you should know about a brand new material

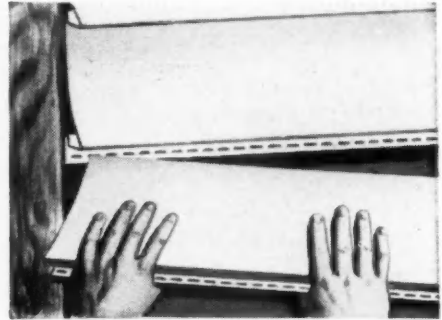
A totally new kind of building material is ready for you now: precision-produced Kaiser Aluminum clapboard Siding and Roofing. Along with permanent, flawless beauty, this tough aluminum siding and roofing assures *long lasting economy—maximum strength.*



IT COSTS NO MORE than conventional materials. In fact, it actually *saves* on construction costs. Here's how: Pre-punched nail holes speed work. It requires fewer nails, less paint (because it absorbs none) and no underlying wood sheathing. And it can be worked easily with ordinary wood tools.



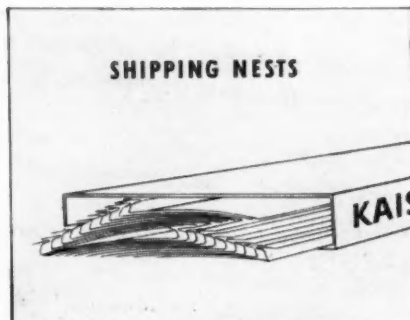
SAVES YOUR CLIENTS money, too! Besides lasting for generations, it will never need ordinary maintenance. For this light, strong metal can't rust, warp, rot or crack. Can't be weakened or marred by knots, splits or sawing scars. Can't be damaged by rats or termites, either, and resists fire.



ONLY KAISER ALUMINUM clapboard Siding and Roofing has a curved surface. When each piece is nailed down by its lower edge, the pre-formed curve produces a tension which results in a rigid, weather-tight joint. It eliminates wrinkles and sheen, produces deep shadow lines.



BECAUSE it comes from the mill already prime-painted, it offers a smooth, firm base for superb paint finishes of any color. Paint lasts longer, too, with less danger of cracking, peeling or blistering. And colors stay alive longer, for aluminum doesn't soak up paint-fading moisture. Notice how all nails are completely and forever hidden!



IT IS SUPPLIED in standard lengths of 10, 12, 14 and 16 feet. Siding is $6\frac{7}{8}$ " wide, .030" thick. 1143 base feet weighs 580 lbs., will give 1000 square feet of wall coverage. Roofing has an exposed width of $8\frac{1}{2}$ ", is .025" thick. Siding shipped in boxes containing 200 base square feet. Shipping weight approximately 106 lbs.



KAISER ALUMINUM clapboard Roofing has the same basic design and beauty. It has a pre-curved surface which makes a weather-tight joint when nailed down. As with the Siding, no underlying wood sheathing is needed—so it is both a *structural* material and a waterproof *roofing* material! And it can be applied at a lower cost than shingles!

Kaiser Aluminum clapboard Siding and Roofing is the logical successor to all other exterior building materials. Nothing else can match its combination of sheer beauty, long life and lasting economy!

You can't afford to pass up all these advantages. Learn more about them! Phone, wire, or write today for free folder packed with detailed information.

Kaiser Aluminum

SIDING AND ROOFING

a Permanente Metals product

SOLD BY PERMANENTE PRODUCTS COMPANY, KAISER BLDG., OAKLAND 12, CALIFORNIA . . . WITH OFFICES IN:
Atlanta • Boston • Buffalo • Chicago • Cincinnati • Cleveland • Dallas • Detroit • Indianapolis • Kansas City • Los Angeles
Milwaukee • Minneapolis • New York • Oakland • Philadelphia • Salt Lake City • Seattle • Spokane • St. Louis • Wichita

A simple change to proper cutting tool, a free, easy swing of the universal head . . . and the Walker-Turner Radial Saw is capable of a multitude of operations usually calling for several pieces of equipment. It cross cuts, compound miters, rips, dados, routs, shapes, tenons, etc. — performs every woodworking operation possible with a rotating cutting tool. "Climb" type cutting feeds work into saw . . . less handling is required. And blade revolves away from worker for greater safety.

Three reasons why all these operations are performed with greatest accuracy and efficiency:

- Geared motor drive has newest type smooth-running, precision-mated gears. This exclusive feature, with constant speed motor, gives finer, cleaner cuts . . . delivers 5 H.P. blade performance with 3 H.P. motor.
- Gliding ram provides full work visibility . . . freedom from obstruction . . . accuracy. Eight ball bearings act over ram travel of 21½".
- Two positive anti-kick-backs hold the work on both sides of the cutting tool — for double safety in every operation.

CUT COSTS WITH THESE, TOO. Equipped with the Walker-Turner Tilting Arbor Saw, Table Saw, and Variable Speed Lathe, any woodworking shop can cut operating costs . . . make extra profits that pay off initial cost in a few months. For complete catalog write to Walker-Turner Co., Inc., Plainfield, New Jersey.

HERE'S WHY..

WALKER-TURNER RADIAL SAW PERFORMS MANY OPERATIONS

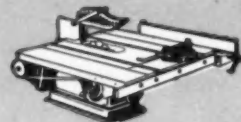
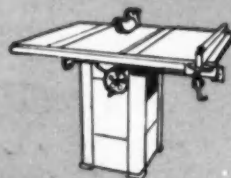
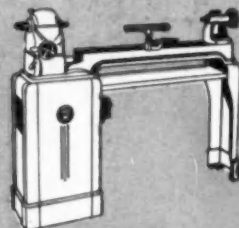


Table Saw, CB-970. Capabilities: 8" saw cuts 2½" deep; 9" saw, 3" deep. Accommodates 6" dado. Light for take-about utility. Price: Less motor, miter gage, and extension tables \$39.50.

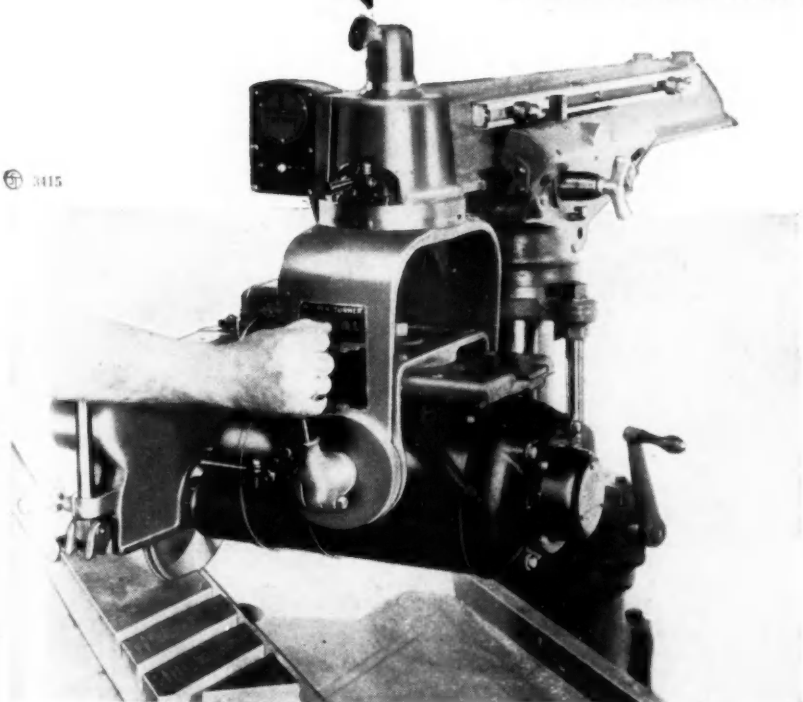


10" Tilting Arbor Saw, TA-1180B. Table always horizontal, arbor tilts to 45°. Cuts to 3" depth. Price: Less motor, switch, extension tables, guard and splitter, \$150.00.



Variable Speed Lathe, L-1152. Capacity: over bed, 12"; over gap, 15". 38" between centers. Price: Including variable speed drive, base, 6" and 12" tool rests, and 2" or 4" motor pulley. Less motor, \$153.00.

3415



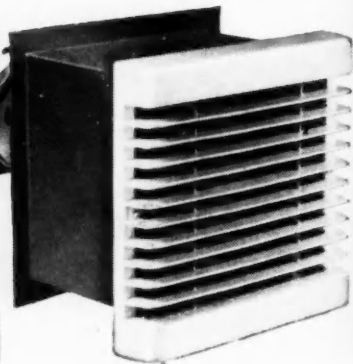
Dadoing with Walker-Turner Radial Saw, RA-1108. Price: Including 3 H.P. motor, two 12" blades, maple top table; less cast iron floor stand, \$445.00.



RADIAL SAWS • BAND SAWS • DRILL PRESSES
TILTING ARBOR SAWS • JIG SAWS • TABLE SAWS
JOINTERS • LATHES • BELT & DISC SURFACERS

SOLD ONLY BY AUTHORIZED
INDUSTRIAL MACHINERY DISTRIBUTORS

**NEW LOW-COST
KITCHEN FAN**



Aeropel adds beauty, utility and value to your homes.

*Build your reputation well—
Be smart! Install Aeropel!*



Stick the "Sold" sign on your houses. Hundreds of builders are installing Aeropel Kitchen Ventilating Fans in new homes and selling them lots faster. Then, of course,

there's a good profit to consider.

But the majority of builders are looking ahead to bettering their reputations. With an appliance like Aeropel in your new houses, buyers know you've taken the time and effort to plan for their comfort and convenience. Buyers think of you as a careful and thoughtful builder. That's good business for you in your community.

The beauty of it all!

The best part of installing an Aeropel Kitchen Ventilating Fan is that women want them by

an out-and-out majority. Aeropel has been featured by American Blower in numerous ads in National Magazines, on the Radio and in Television. Just put Aeropel in a few houses at first. Watch the reaction. It's wonderful!

Check these features . . .

- Easily installed • Fits any kitchen • Matches all kitchens • Low cost • Quality guaranteed • Smart streamlined design.

ACT NOW! If your supply dealer cannot furnish Aeropel, call our nearest branch office or mail coupon for data!

AMERICAN BLOWER CORPORATION
DETROIT 32, MICH.
CANADIAN SIROCCO COMPANY, LTD.
WINDSOR, ONT.

Division of AMERICAN RADISOR & Standard Sanitary corporation



**PRODUCT OF
AMERICAN BLOWER**

AMERICAN BLOWER CORPORATION
Detroit 32, Michigan

Gentlemen:
Please send me free booklet, *10 Ways to Install Aeropel.*

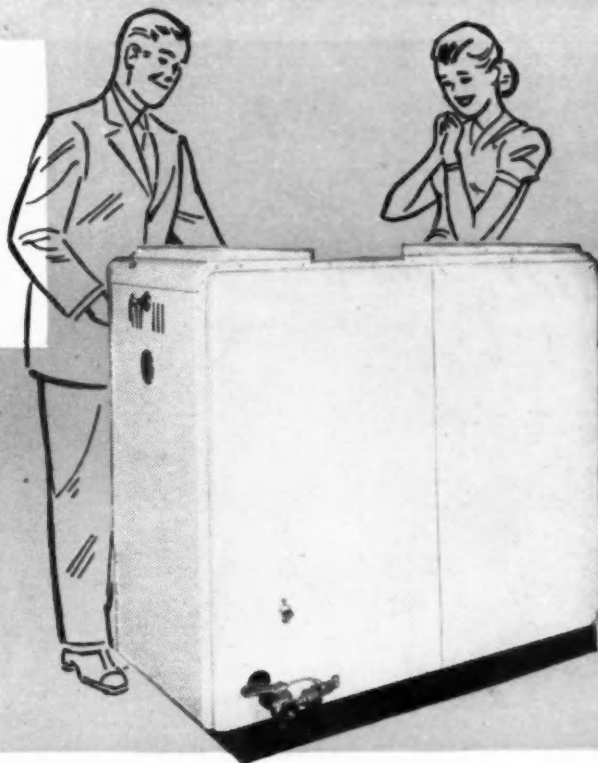
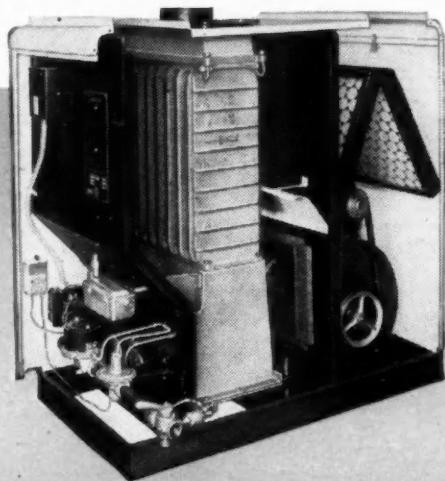
Name _____

Address _____

City and State _____

Only 44 inches high!

That's the low-down on the new Richmond Gas Winter Air Conditioner. Horizontal design takes the headache out of duct work installations on low head-room jobs. Cast-iron for long life.



New installations in 4 man-hours .. with RICHMOND GAS WINTER AIR CONDITIONER

The keen interest shown by architects, builders and heating contractors in this new Richmond unit is no accident. This new Richmond conditioner allows installation the way you want it—FAST!

In new construction, Richmond Gas Winter Air Conditioners can usually be installed in four man-hours (somewhat longer on replacement jobs). Unit comes completely wired and assembled, with exception of Control Manifold, which is shipped assembled in separate carton, ready for easy installation. Estimated saving \$20 to \$35 on installation costs.

Brilliant white jacket packs sales appeal, because it stays white.

Protective shipping bag guards jacket before, during and after installation. Compact, horizontal design permits small-space installation. Low basements are no problem. Available now in four capacities: 66,000, 90,000, 115,000 and 140,000 Btu. input.

See these and other new Richmond products at our exhibit in the NAMP Show at Philadelphia. Or, for complete details, clip and mail the coupon today! And—any other questions you may have will be quickly answered. Helping with heating information has been an important part of our business since the day we first opened shop back in 1867...

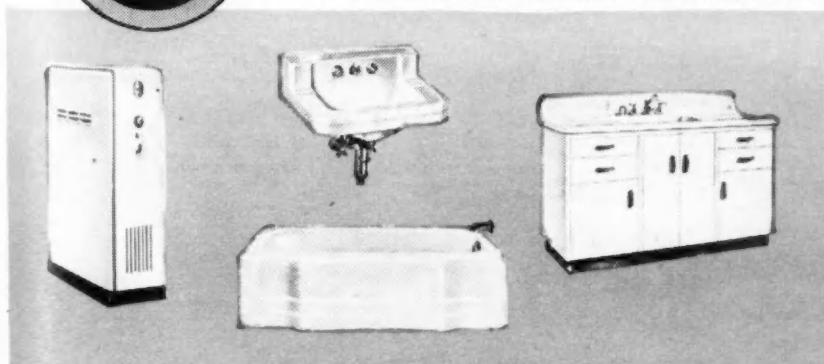


RICHMOND RADIATOR COMPANY
AFFILIATE OF REYNOLDS METALS COMPANY

Enameled Cast Iron Ware • Vitreous China • Perma-Glass • Gas Boilers
Oil and Gas Winter Air Conditioners • Gas Gravity Furnaces • Radiators



"We've come a long way since then!"



Richmond Radiator Company
19 East 47th Street, New York 17, N. Y.

5AB

Gentlemen:

I am interested in the New Richmond Gas Winter Air Conditioner. Please send me full details. No obligation, of course.

Name

Company

Address

*"We recommend
without reservations..."*

WILLIAM W. KURTH . . . President-Treasurer
A. B. Sutherland Company



OIL-FIRED BOILERS
in multiple installations
for efficiency...economy...
cleanliness

Economical and compact . . . clean and attractive, the Multiple Installation of G-E Oil-Fired Boilers at the A. B. Sutherland Company is saving fuel . . . supervisory expenses . . . space. They have gained, according to Mr. William W. Kurth, President-Treasurer "more even temperature...with considerable saving in fuel cost."

cut supervisory costs...saved space

Another cost slash, says Mr. Kurth, is "the saving of man power twenty-four hours a day which used to necessitate three men a day." And, he continues, "the area required for boilers and oil tanks is so small we gain additional stock room."

Ask your General Electric Dealer how you can economize with a G-E Multiple Installation. He'll heat-survey your building without charge. Call him today.

General Electric Company, Air Conditioning Department, Section H8155, Bloomfield, N. J.



Both A. B. Sutherland Company's buildings are heated by the same G-E Multiple Installation. For greater economy the buildings were zoned into 3 heating sections.



Compact G-E Oil-Fired Boilers save plenty of space. Their cleanliness, attractiveness permit use of basement for display rooms or additional working space.

GENERAL  ELECTRIC
Automatic Gas and Oil Heat

GIVE ROOFING PROBLEMS THE AIR

WITH *Spray* APPLICATION!



You'll breeze right through the toughest built-up roofing problems when you use Flintkote *Spray Application*.

For this new method of roofing, pioneered by Flintkote, gives you all the advantages of a Flintkote Cold-Process Built-up Roof . . . plus the speed, neatness, economy and other virtues of applying the roof by spray.

Any Flintkote Cold Process Roof gives you these superior characteristics:

1. Static* Roof Coating. Asphalt in its most modern form . . . a stable, mineral-colloid emulsion. It never flows under heat. Doesn't crack and "alligator" under low temperatures and exposure. Properly applied, *Static Asphalt outlasts any other known form of bituminous coating.*
2. Roofs go on cold. They're easy and safe to apply. No heating equipment necessary.
3. Equally adaptable for new construction, renovation or maintenance. Static Asphalt forms a firm, durable bond with any other properly prepared bituminous roof-coating.

And *Spray Application* adds these important advantages:

1. Reduction in roofing cost of from 25 to 50% because *Spray Application* with Nu-Static* and Fibrex II* speeds up work.
2. Improved finished jobs, because of more uniform coating to required thicknesses.

3. Tends to eliminate high and low areas, streaks and bare spots, which often accompany squeegee and brush application.

4. Areas difficult to cover by old methods are easy to reach with *Spray Application*.

5. Waterproofing of parapets and application of protective coatings to metal roofs are quicker and easier by spray.

6. Impact of the spray gives a spray-applied roof a tighter film.

For complete specifications and application data, write

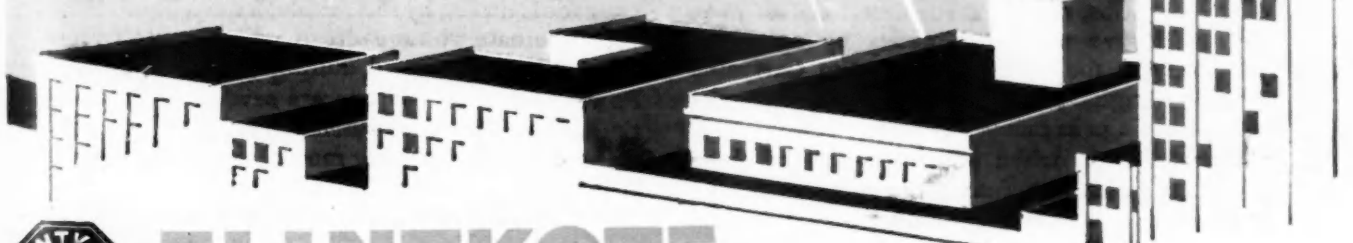
THE FLINTKOTE COMPANY
BUILDING MATERIALS DIVISION
30 Rockefeller Plaza, New York 20, N. Y.
Offices in Principal Cities

FLINTKOTE MAKES A COMPLETE LINE OF BUILDING MATERIALS

Asbestos-Cement Shingles and Sidings . . . Asphalt Coatings . . . Asphalt Shingles and Sidings . . . Building Papers . . . Decorative Insulation Board . . . Fibreglas** Insulating Wool . . . Hot and Cold Built-Up Roofings . . . Insulated Sidings . . . Roll Roofings and Sidings . . . Structural Insulation Board

TRADEMARK

*BTH REG. U. S. PAT. OFF., MFG. BY OWENS-CORNING FIBERGLAS CORP.



FLINTKOTE

the extra years of service cost no more!

Get Greater Efficiency... Bigger Savings

with Your Power Tools...



Operate them
with
HOMELITE
Carryable
GENERATORS

ON big jobs, on small jobs, and on *all* jobs, you'll save time and money by operating your power tools with a Homelite Carryable Gasoline-Engine-Driven Generator. You'll make greater savings in many ways.

To begin with, when you have one of these compact, handy generators, there's no need for wasting time or spending money on power in-

stallations. Nor are you bothered with long cables which are often damaged by trucks and bulldozers *and always constituting a tripping hazard*. And more important, by operating your tools direct, by *short* cable, from a Homelite, you eliminate voltage drops which cause overloading of motors and dulling of cutting edges. Powerful enough to operate several tools at a time, these Homelite Generators are light enough to be easily and quickly moved from job to job thereby providing ready power at all times for all needs. Write for free demonstration today.

Homelite Corporation
Carryable PUMPS • GENERATORS • BLOWERS
505 RIVERDALE AVENUE, PORT CHESTER, NEW YORK



The home owner wants a floor... not flooring!

■ *The home owner is not the least bit interested in bundles or strips of flooring. What she wants is a beautiful, durable, easy-to-clean floor.*

It is important to remember this. The way the floor looks and wears in the home depends very much, of course, on the quality of the flooring. But it also depends on the type of finish . . . the sanding, finishing, filling and waxing. Even the best hardwood flooring will be unsatisfactory if not properly finished.

Bruce takes care of the quality of its flooring by methods tried and proven in manufacturing hundreds of millions of feet. Bruce Flooring is as perfect as modern machines and skilled workmen can make it.

Then, to make certain the home owner gets what she wants in a floor, the Bruce research staff has developed



The famous Bruce Scratch Test

a superior method of finishing hardwood floors. As demonstrated by the Bruce Scratch Test pictured here, the result is a finish that does not scratch, chip or peel like a surface coating . . . a finish that will remain in perfect condition with very little maintenance effort and expense.

The home owner gets this more beautiful, longer-lasting, easier-to-clean finish in Bruce Finished Floors —completely sanded, finished and waxed at the factory. Where unfinished Bruce Flooring is used, Bruce Floor Finishing Materials can be applied on the job to secure similar results.

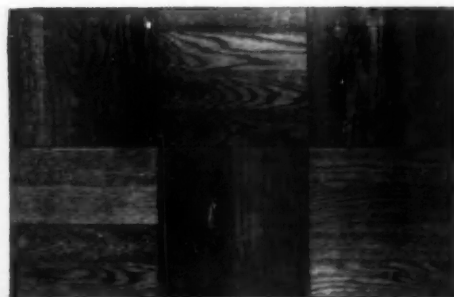
Simply stated, the Bruce formula for hardwood floors that home owners want is: highest quality flooring plus the superior "Scratch Test" Finish.

E. L. BRUCE CO. MEMPHIS, TENN. — WORLD'S LARGEST MAKER OF HARDWOOD FLOORS



STRIP

BRUCE HARDWOOD FLOORS



BLOCK



PLANK

Other Bruce Products:

Floor Maintenance Materials, Everbond X Floor Mastic, Terminix, Terminix Ventilator, Ceda'line, Yellow Pine & Hardwood Lumber, Hardwood Moulding & Trim, Furniture & Furniture Parts

ON
WERS

Facts about "Pittsburgh's"

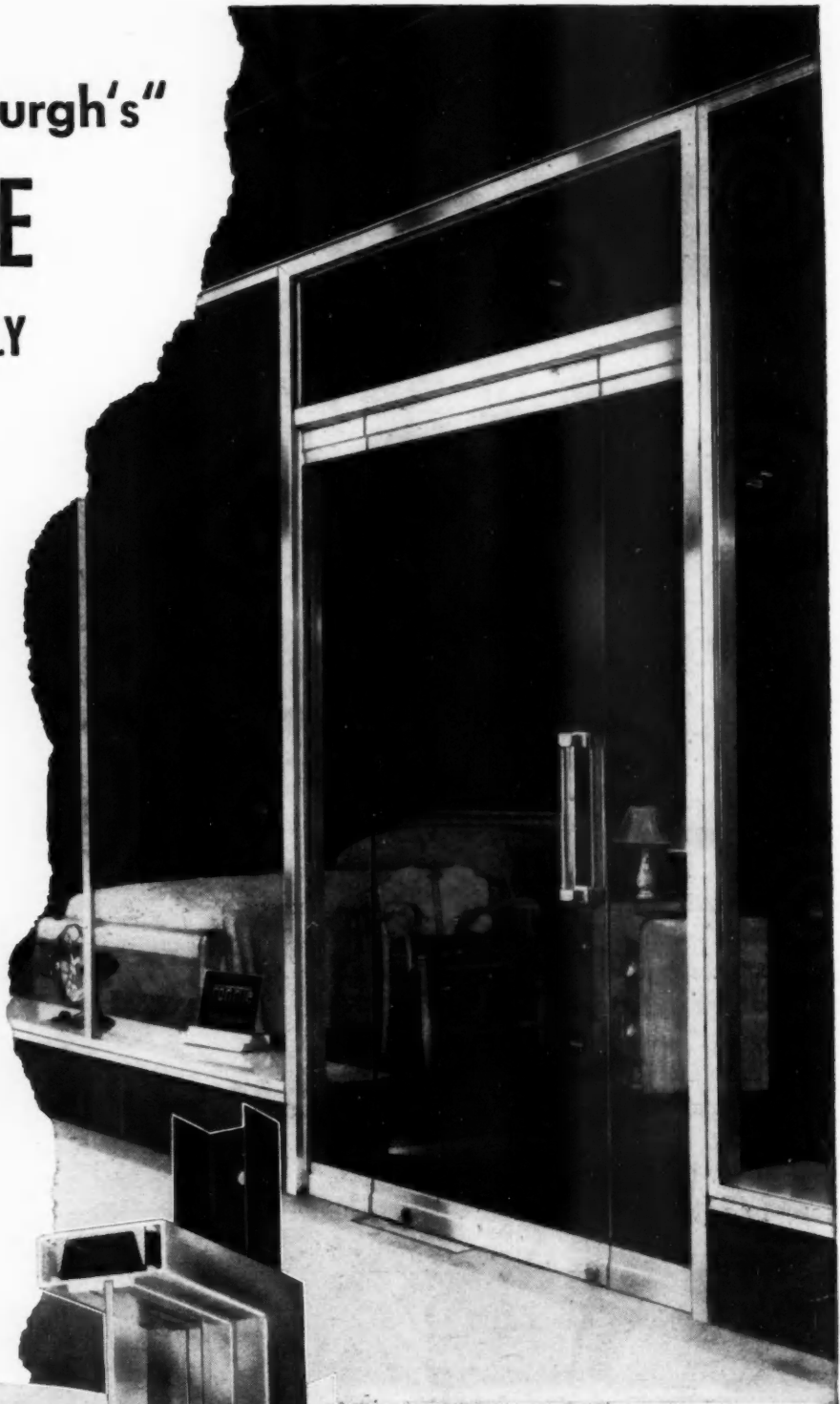
HERCULITE

DOOR-FRAME ASSEMBLY

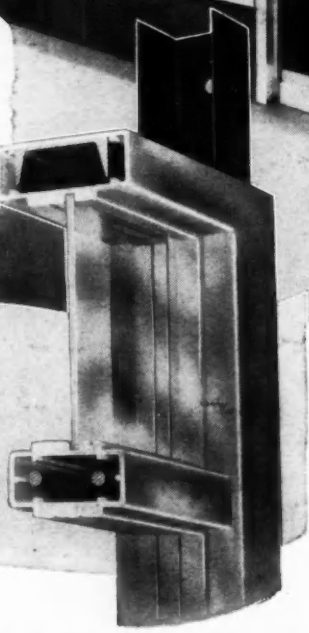
"Pittsburgh's" new, prefabricated Herculite Door-Frame Assembly is as practical as it is simple. It offers a "packaged" door frame which eliminates all problems of setting and fitting. This is a completely assembled frame—in *one unit*. No assembly is necessary on the job. It replaces the complicated, custom-made frames which required many different kinds of materials and the services of various trades to install.

One of the sturdiest and handsomest extruded structural shapes ever designed, this Door-Frame Assembly comes in twelve standard styles. It's constructed to accommodate standard Herculite Tempered Plate Glass Doors. It's supplied complete with checking floor hinges and top pivots, ready to bolt into the rough building opening. All clearances on frame and doors are controlled by accurate factory gauges. When the building is ready for the doors, they are simply set on the hinge pivot, the top pivot is dropped into the top channel and the structure is complete!

Get full information on this revolutionary, prefabricated door-frame assembly simply by filling in and returning the coupon. Do it now.



The frame is made of extra-heavy extruded aluminum, highly polished and anodized. It's heavily reinforced with steel channels and tie rods, as partially shown here.



Pittsburgh Plate Glass Company
2188-8 Grant Building, Pittsburgh 19, Pa.
Please send me your literature on "Pittsburgh's" new Herculite Door-Frame Assembly. There is no obligation on my part, of course.

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

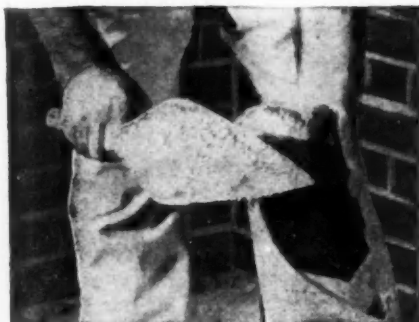


PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

PITTSBURGH PLATE GLASS COMPANY

GET BETTER BRICKWORK WITH BRIXMENT!

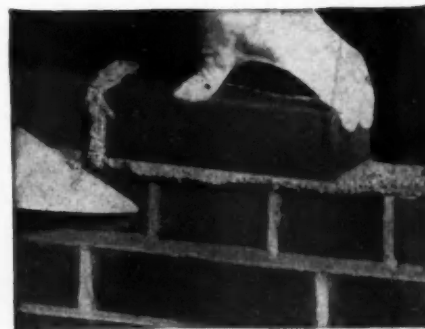
Good workmanship requires that all head joints in both face brick and back-up work be *completely* filled with mortar, by any of the three methods pictured below.



Method 1. Plenty of mortar should be thrown on the end of the brick to be placed.



The brick should then be pushed into place,



So that the mortar oozes out at the top of the head joint.



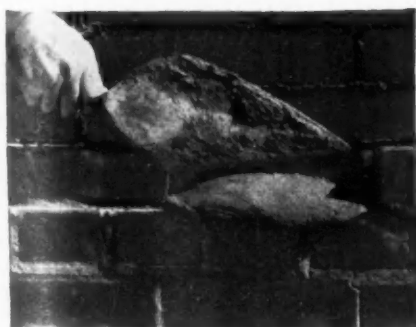
Method 2. A dab of mortar should be spotted on the corner of the brick already in place.



Then plenty of mortar should be thrown on the end of the brick already in place.



So there will be more than enough mortar to fill the joint completely when the next brick is pushed into place.



Method 3. A full trowel of mortar should be thrown on the wall.



Then the brick should be shoved into this deep bed of mortar.



So that the mortar oozes out at the top of the joint.

BRIXMENT permits the bricklayer to do the kind of work pictured above. It does not stiffen up too fast, when it hits the brick. It remains rich and plastic long enough to allow the bricklayer to place the brick, easily and accurately.

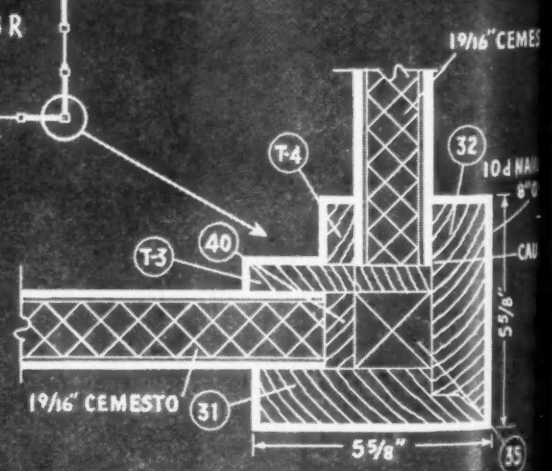
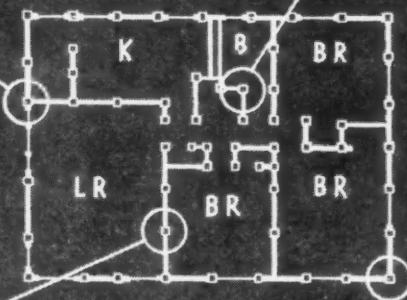
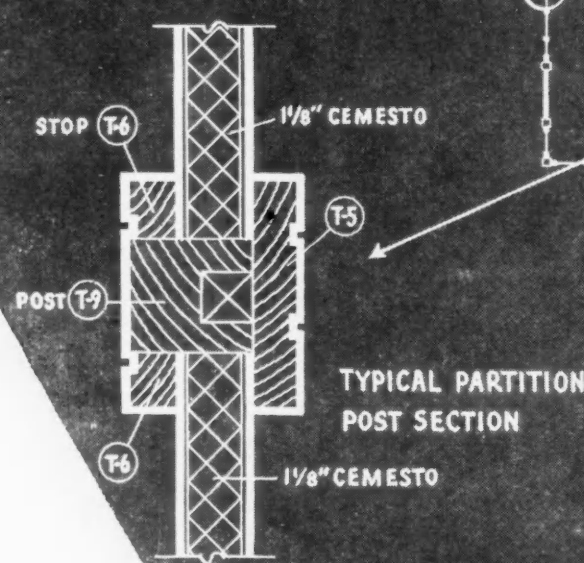
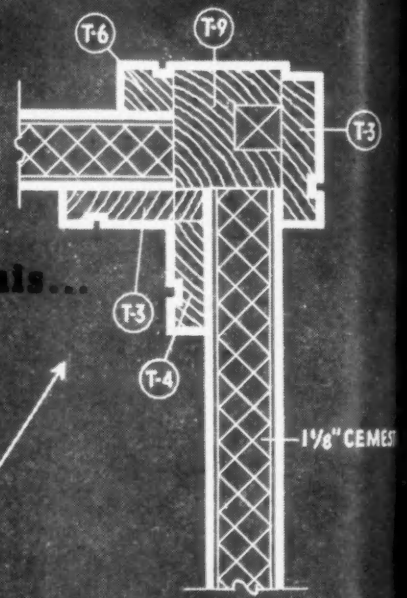
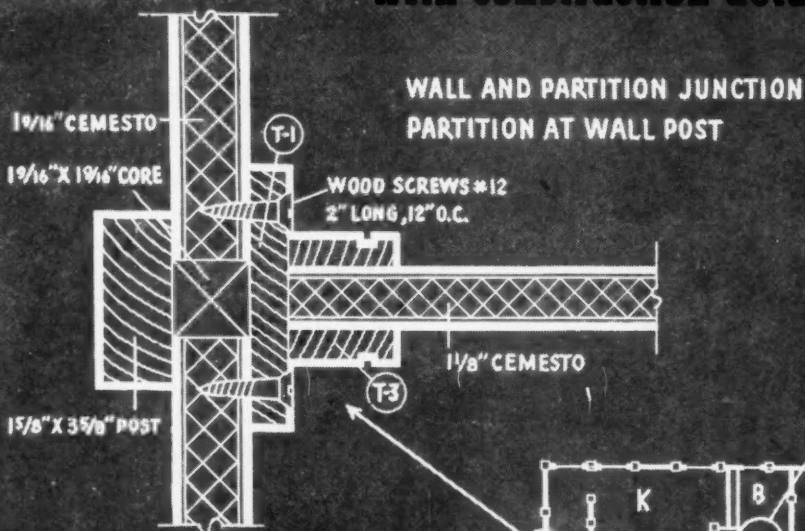
In addition to its greater plasticity, Brixment mortar has higher water-retaining capacity and bonding quality, and greater resistance to freezing and thawing. Because of this *combination* of advantages, Brixment is the leading masonry cement on the market.

LOUISVILLE CEMENT COMPANY, Incorporated, LOUISVILLE, KENTUCKY

a major advance

CELOTEX INTRODUCES A COMPLETE SYSTEM OF CONSTRUCTION FOR PANELIZED DESIGN

with construction details like this...



PLAN SECTION CORNER POST SHOWING CEMESTO APPLICATION

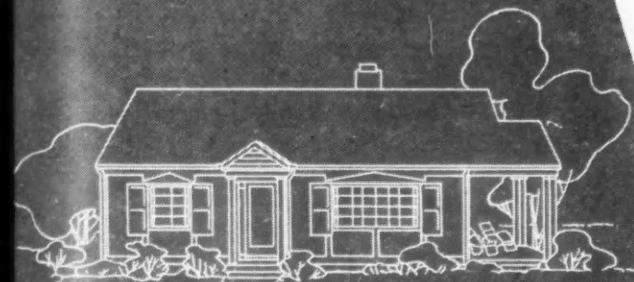
en home building!

NEW CEMESTO* MODULAR PLANS ENABLE ARCHITECTS
TO SECURE THE BENEFITS OF PANEL-TYPE MATERIALS WITH
A DEGREE OF FLEXIBILITY NEVER BEFORE ACHIEVED

Cemesto can be used on any basic floor plan



THE KENILWORTH



THE PLYMOUTH



THE SUMMIT

The introduction of the new Cemesto* Post and Panel System of construction marks a major advance in home building . . .

Now the builder or architect can create designs to suit any taste or price range . . . and use panel materials having structural and insulation properties in homes that combine

1. VARIETY OF DESIGN, with modular coordination
2. FLEXIBILITY in arrangement and size of rooms
3. LOW COST, with rapid construction
4. PERMANENCE
5. STRUCTURAL ACCEPTANCE BY F.H.A. for guaranteed mortgage loans

Cemesto is a rigid, insulating panel material which provides structural strength, insulation, interior and exterior finish in a single compact unit. *It fulfills or exceeds every basic requirement for building.*

With the new Cemesto Post and Panel System of construction, any basic floor plan can be detailed for Cemesto, just as it is detailed for brick, stucco, wood, or any other material. The result is UNLIMITED design possibilities . . . with actual site building time cut to approximately one-third that of conventional construction!

You will want to study our Post and Panel System utilizing the Cemesto Panelized Design details. We will be pleased to send you complete information on request.

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**THE CELOTEX CORPORATION
CHICAGO 3, ILLINOIS**

CEMESTO

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The "Complete" Wall Material

FOR WALLS...ROOF DECKS...PARTITIONS



FASHION HOUSE DESIGNERS, WILMETTE, ILLINOIS

Profitable plan for a lighter dining room

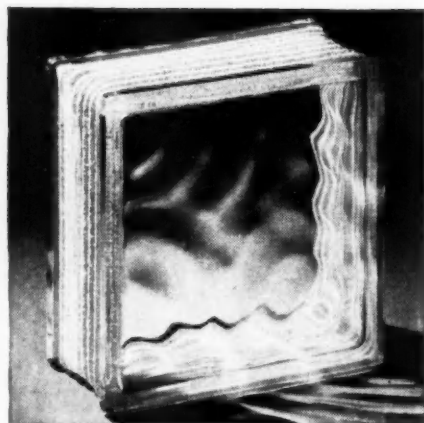
HOME applications for Insulux Glass Block such as this dining room panel are becoming

more popular each day. The versatility of Insulux makes it adaptable for a wide variety of uses in dwellings.

Insulux Glass Block is a functional building material, designed to transmit daylight, provide good insulation, and replace conventional fenestration where visibility is not desirable.

It is especially suited for daylighting bathrooms, kitchens and entrance halls.

For suggestions and information, cut coupon and mail today for your copy of our illustrated booklet, "Ideas for Brighter Homes," showing many attractive and functional applications for Insulux Glass Block.



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AMERICAN STRUCTURAL PRODUCTS COMPANY

Subsidiary of
OWENS-ILLINOIS GLASS COMPANY

You'll find it pays to be familiar with Insulux Glass Block and its applications. It is profitable to install and highly dependable in service. Insulux is durable and permanent, not subject to rot, rust or corrosion.

AMERICAN STRUCTURAL PRODUCTS COMPANY
P.O. Box 1035, Dept. E-53
Toledo 1, Ohio

Gentlemen:

Please send me your booklet, "Ideas for Brighter Homes," showing Insulux Glass Block home applications.

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A real timesaver for you—



The Ingersoll Utility Unit is a single engineered assembly of the fixtures, appliances, controls and fittings of Kitchen, Bathroom, and Heating Plant, plus interior plumbing and electrical connections.

The New
**ARCHITECT'S DESIGN
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 Contains FLOOR PLANS,
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 SHOWING the
 ADAPTABILITY and
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IN SMALL HOME CONSTRUCTION

Designed to give you complete information on the Ingersoll Utility Unit, the new Architect's Design Data will be of real value to you in your planning small home construction. In it you'll find standard installations and the many possibilities for expansion to meet individual needs . . . there's a concise, factual listing of the advantages of using the Ingersoll Utility Unit . . . detailed descriptions of each section — Mechanical Core, Kitchen, Bathroom . . . then, to show its adaptability, a section of practical, proven floor plans . . . hints on installation . . . heating layouts . . . and complete specifications that can save you hours of time. Just mail the coupon below — we'll send your copy immediately.

418

Installations in 316 Cities Prove That Unit Meets
 Local Requirements, Fits Individual Plans and Needs



MAIL THIS COUPON TODAY

INGERSOLL UTILITY UNIT DIVISION
 Borg-Warner Corp., Dept. B-5
 321 Plymouth Court, Chicago 4, Ill.

We're interested in learning how the Ingersoll Utility Unit is saving time, money and space. Please send details and illustrated brochure.

Name

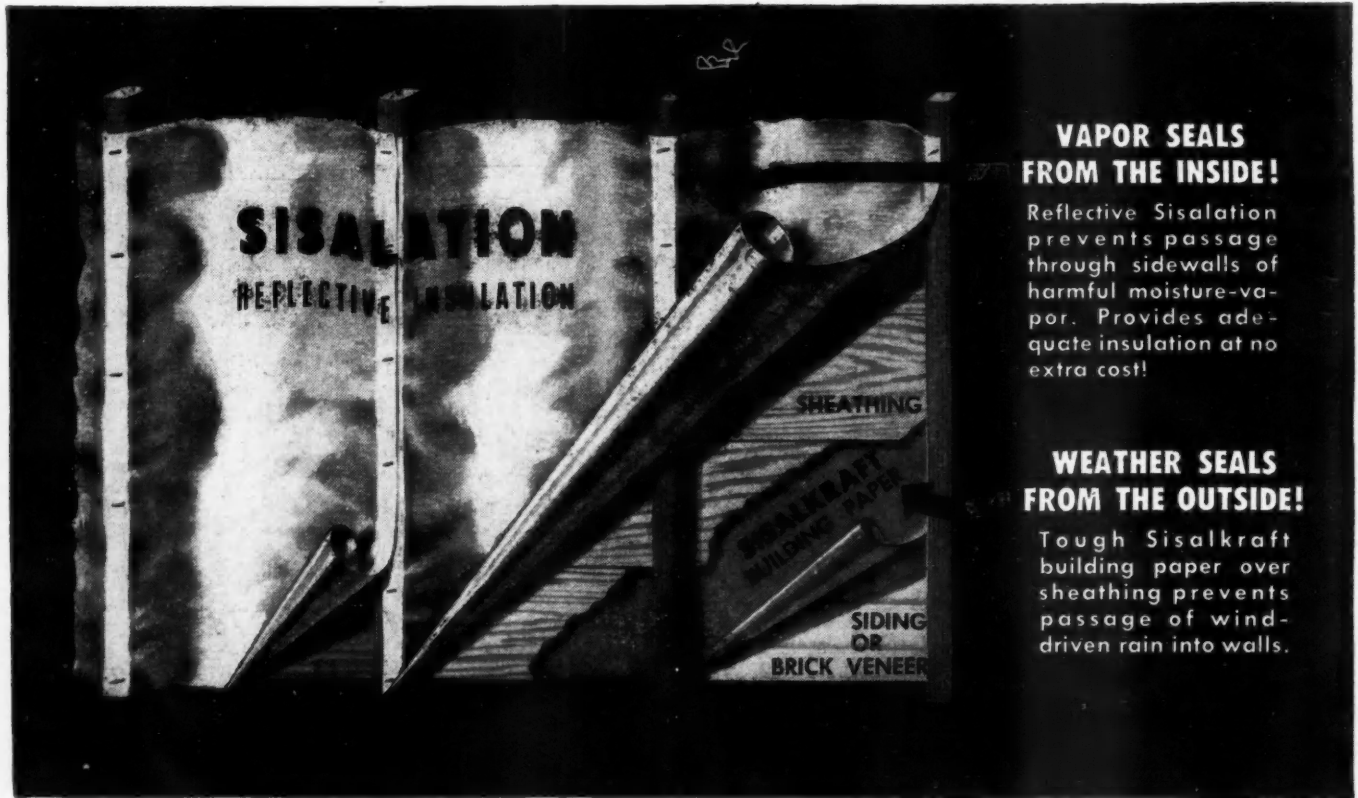
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This Improved Construction Assures a Permanent DRY WALL

at Minimum Material and Labor Cost!



VAPOR SEALS FROM THE INSIDE!

Reflective Sisalation prevents passage through sidewalls of harmful moisture-vapor. Provides adequate insulation at no extra cost!

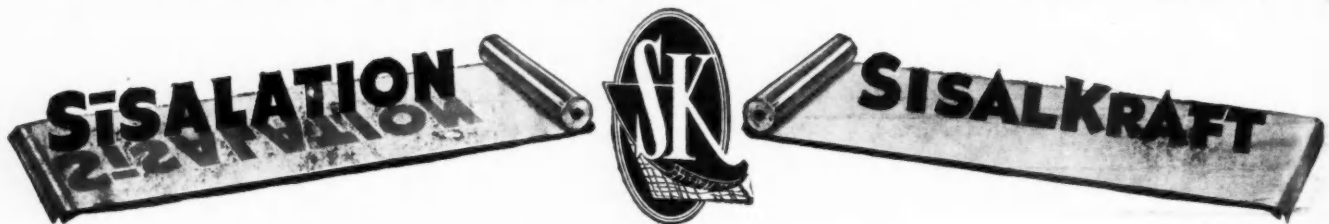
WEATHER SEALS FROM THE OUTSIDE!

Tough Sisalkraft building paper over sheathing prevents passage of wind-driven rain into walls.

See for Yourself: New wall construction, utilizing the prime features of Sisalkraft and Sisalation, now enables you to stop the passage of harmful moisture into walls, easily and economically. This simple method provides a permanently DRY WALL in homes PLUS all the advantages of effective INSULATION at no extra cost!

Write today for further information about these two products.

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TRENDS

BUILDING MATERIAL — EQUIPMENT — APPLIANCES

Increased National Defense Costs Not Expected to Slow Building

ALTHOUGH starts of new dwelling units are not showing the sensational increase as registered in the last half of 1947, data received for the early months of this year indicate progress towards the 1948 goal of 1,000,000 new dwelling units. In February this year, 47,000 dwelling units were started, an increase of seven per cent over 1947. Percentage increases in November, and December last year were 72 per cent and 69 per cent over the previous year. In the year 1947, a total of approximately 860,000 dwellings were started. An increase averaging slightly more than 10,000 units a month in 1948 will result in attaining the objective. January and February starts were 9,900 and 2,900 respectively over last year.

The dollar volume for industrial building has been edging down almost continuously since November, 1946, and in this February, although at \$125 million, the dollar volume was 48 per cent under expenditures for the same month a year ago. Commercial building, on the other hand, except for a dip in December and January, has been gaining in dollar volume since April, 1947, and with expenditures of \$89 million, this February was 44 per cent above February, 1947. Expenditures for construction of other kinds of private non-residential buildings—schools, hospitals and the like—have also risen almost continuously since the spring of 1947. Thus, in spite of the decline in industrial building, privately-financed non-residential construction, as a whole, was slightly higher in dollar volume this February than last, and at \$273 million, February was about the same as this January.

Increased national defense expenditures might be expected to require lumber, steel and other basic building materials at the expense of materials for home building, thus the familiar shortages might be expected to reappear. However, the administration has set a target of 1,000,000 new homes in 1948 and hopes to channel enough scarce materials into home building to score a bull's-eye.

It has been accepted by the Commerce Department's Office of Industry Co-Operation as the guide

on requirements for building materials allocations under the voluntary agreement program.

Talks have been held with the cast-iron pressure pipe, soil pipe and plywood manufacturers. Invitations to join the allocations program have gone to makers of steel prefabricated houses and the gypsum board and lath industry.

The O.I.C. expects to call in the plumbing and heating industries, and it would like to bring in the lumber manufacturers. The Justice Department must modify an anti-trust consent decree against the lumber industry first, however.

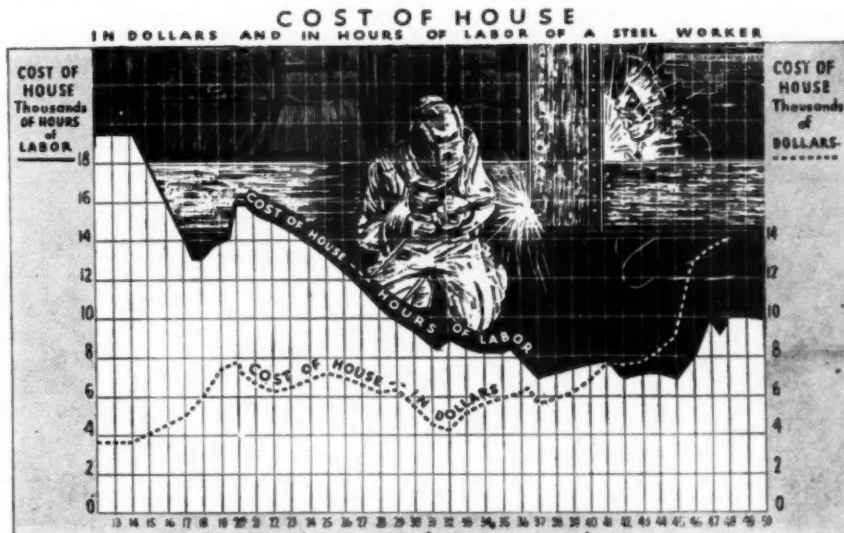
It is not certain that any of these industries will be willing to take part in the program. And the allocations plans for those that do will follow no single pattern.

Construction costs have leveled off at a point only two per cent above last September. There may be some increase still to come in some of the many building cost factors but while this goes on there will be much of the status quo in others—and reductions in still others, notably improving labor productivity at site of construction. The important thing is that firm resistance points of a ceiling have been reached. Support of the ceiling is currently strong, and unlike the recent weak commodity market in grains, there is not likely to be any wholesale desertion of the support. For another thing, and

a good sign for stable costs, contractors are out in large numbers competing with one another for spring and summer construction work, a situation reminiscent of the old days—and they are offering firm cost commitments for work to be found in the close future.

The relative position of the wage per hour of a steel worker since 1913 and the cost of a six-room house, as shown in the chart, demonstrates that, in spite of high prices, the typical worker is in a better position to buy a new house than at almost any time in the past. Critics of high housing costs, who remember with nostalgia the \$5,000 and \$6,000 homes of the 1930's and \$3,000 and \$4,000 homes prior to World War I, forget the comparatively low wage scales of all workers in those periods and the longer hours of labor of the average worker.

Lumber prices at wholesale declined slightly in February according to the index of the Bureau of Labor Statistics. This was the first drop since May of last year. The index moved down to 303.8 (1926=100). In January, the index figure was 307.3, a record high. Any substantial downward movement in lumber prices could bring about large reductions in construction costs. Extensive national defense expenditures will involve great quantities of lumber, however, and will operate to keep prices up.



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It's easy. When it comes to easy, economical installation, you can't beat Sargent Bored-In Latch sets for inside doors. The first cost is small, yet the product is precisely made under modern mass production methods from durable materials. The latches are reversible—no need to specify right or left hand. There's a choice of several knob designs and a wide selection of standard finishes—one to match every type of interior decoration or every customer's whim. As to installation—the Sargent Boring Jig and Knob Aligner make it quick, easy and fool-proof. Set the Boring Jig on the door; tighten the thumb screw and all necessary holes are immediately located. After boring holes and applying latch, the Knob Aligner ensures quick, accurate alignment. You'll find it pays to specify Sargent.

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- 2 LATCH ALIGNER
- 3 BORED-IN LATCH SET

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SARGENT & COMPANY
NEW HAVEN, CONN.
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News, Views
and Comments

On and Off the Record

T-E-W BILL—Regarded as a dead issue by some of its most ardent supporters, or unnecessary now by some who had supported it, the bill suddenly became the center of one of the most intriguing bits of political hodge-podge in recent times.

LONG STORY—Several pages of small type would be required to tell the whole story, but briefly it amounts to an adroit maneuver to tie renewal or extension of Title VI and the T-E-W bill together in the same package.

NEW T-E-W—The original S.866 has been re-written by Senator Flanders. It is a little shorter, retains the usual hocus-pocus about private enterprise, is just as objectionable, if not more so, than its predecessor.

BATTLE ON—As this is being written, the public housing battle in the Senate is on in full force. From all appearances, it is an all-out on the part of the proponents of government control of home building.

INDUSTRY FRONT—There never has been a time when a united home building industry front has been so vitally necessary. If the public housing lobby, government and non-government, wins this round, the building industry will be under more complete control than at any time in the past.

PRODUCTION—Production and inventories of many hitherto critical materials, not including plywood, were reported to be higher than at any time since the war. Information was from an informal meeting of a group of manufacturers' executives.

BACK ORDERS—The same group reported declines in back orders of 75 to 90 per cent. Said reasons were partly increased production, partly the long, hard winter that halted or stopped building.

CREDITS—All of the same group reported some slowing up of payments, but nothing serious. Just enough to make credit managers scan financial structures of customers more closely than they have been.

DEALER INVENTORIES—Reported higher than at any time since the beginning of the war, and high

enough to take care of builder needs in most sections of the country, and for most building materials.

PLYWOOD—After a meeting in Washington, plywood manufacturers agreed to an industry advisory committee for the Office of Industry Cooperation. From here it seems that most of the work of the committee will have to be defensive against proposals or threats of rationing.

ELECTION YEAR—This is it, and the result is that practically everything being discussed or considered in Congress is flavored with a certain amount of political expediency.

EASY CREDIT—Taft recently said, "I do not like Title VI. . . . I do not think it ought to be continued. I really think it is completely unsound as a financing proposition." Reason is that Taft considers it to be inflationary, and he doesn't like inflation.

SENATOR MCCARTHY—has a housing bill, too. It makes provision for the construction of 1½ million houses a year, and the Senator, without knowing much or anything about what is required in materials or manpower to build that many houses in a year, blandly states in effect that it will be a breeze—needs only his bill to make it a fact.

OLD REFRAIN—McCarthy's sweeping assumptions sound like an old and familiar refrain. A couple years ago a brilliant salesman came out of Kentucky, made statements like those of McCarthy, only much more convincingly, and finally went back to Kentucky. He produced no houses. Nor will McCarthy's bill or the bill of anyone else.

BILLS—The only bills that can build houses are guys named Bill, who risk their capital; know how to judge, buy and assemble materials; know how to design houses that can be lived in; and know where to get other guys named Bill who can wield hammers, saws, wrenches, and other tools, and run concrete mixers.

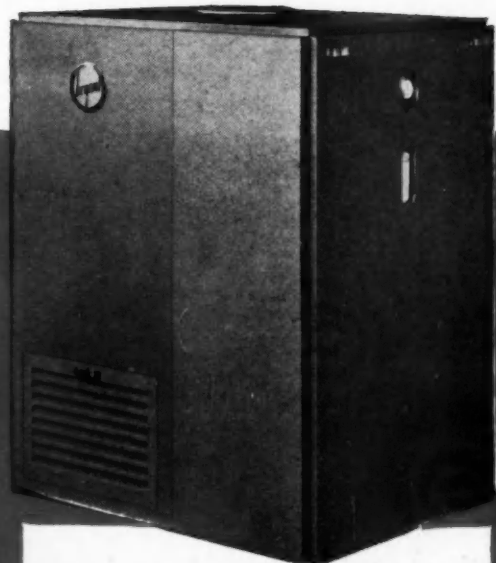
EDUCATION—Two thousand students have attended 54 thirty-day short courses in retail lumber merchandising at 18 colleges and universities. More will be held this summer and fall.

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FIT**



**YOUR REQUIREMENTS FOR
radiation heating**

•Like fitting a gown to a personalized form... you can meet exact requirements on your domestic, commercial or industrial radiation heating job with one of the *thirty-six* automatic gas-fired boilers provided by the Bryant Line. Bryant Boilers are rated from 67,500 to 3,996,000 btu per hour, backed by full automatic operation, long-life, cast-iron sections and high operating efficiency... all proved in thousands of on-the-job successes since 1908. For perfect fit in hot water, steam and vapor systems, or for hot water storage applications, choose your gas-fired boilers from Bryant's *thirty-six* sizes... the *perfect 36* for radiation heating.

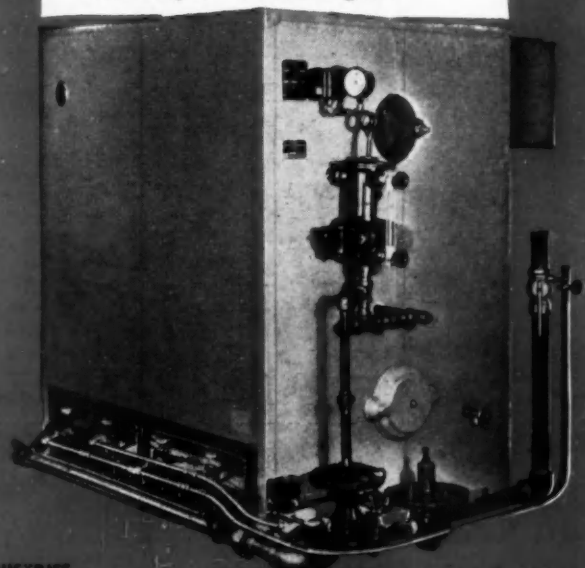


MODEL 455—A. G. A. ratings sq. ft.: Steam 660-2860, Water 1060-4580. Inputs: 198,000 to 858,000 btu per hour. For large homes and other buildings of medium and large size. Water tube design provides maximum brushing action to utilize the most possible heat.



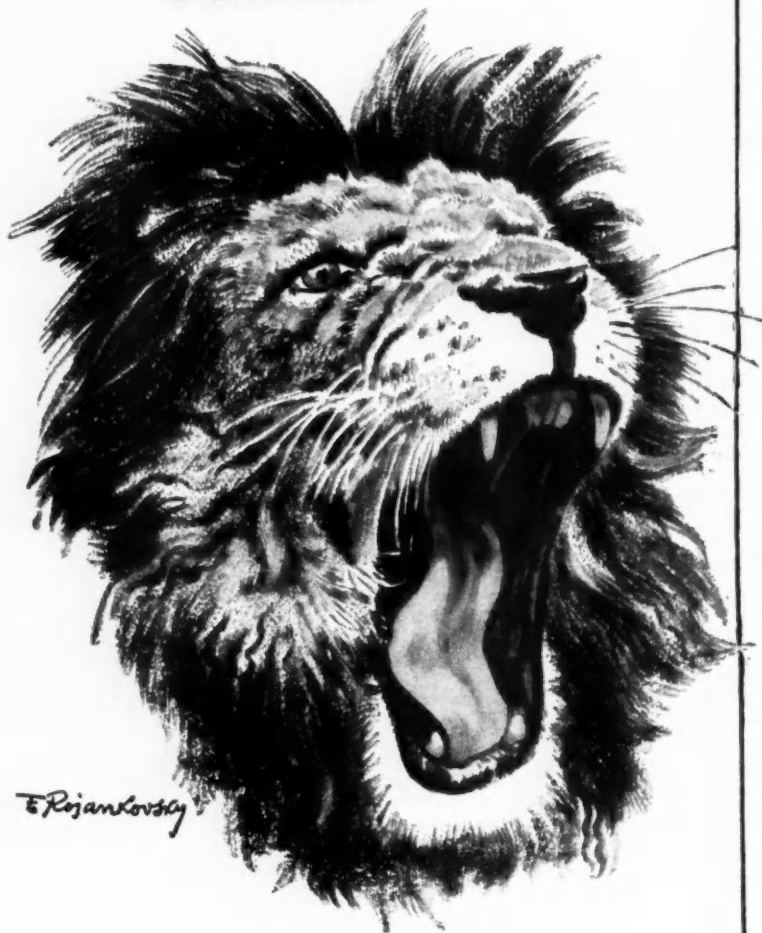
MODEL 26—A. G. A. ratings sq. ft.: Steam 230-600, Water 360-1920. Inputs: 67,500 to 360,000 btu per hour. For moderate size hot water and steam radiation heating systems. Features maximum heating surface, with water tubes surrounding the combustion chamber. Jacket is asbestos-insulated, completely encloses boiler and controls... A favorite for home radiation heating systems.

MODEL 630—A. G. A. ratings sq. ft.: Steam 2960-13,320, Water 4740-21,300. Inputs: 888,000 to 3,996,000 btu per hour. For steam, vapor or hot water systems in large homes, apartments, commercial and industrial buildings. Like all Bryant boilers, operates efficiently on natural, manufactured, LP or mixed gases.




Let the pup be furnace man
bryant
AUTOMATIC HEATING

Home Buyers can...



ROAR, too!

Follow the trend...

wire YOUR HOUSES FOR ELECTRIC RANGES

Another 1,000,000 American families switched to Electric Cooking last year.

TO KEEP CUSTOMERS satisfied, it pays to recognize popular home-buyer trends. Today the trend is to Electric Ranges. Another million American families switched to Electric Cooking last year. Conservative estimates indicate that this year at least a million more Electric Ranges will be installed.

This is a definite trend that cannot be ignored. Progressive builders recognize this trend. Electricity is a "must" in any house, and it's simple and economical to include wiring for an Electric Range leading to a range outlet in the kitchen at the time of construction. This is assurance that the houses you build are not only modern today, but will *stay* modern for years to come!

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UNIVERSAL • WESTINGHOUSE



LETTERS

Likes new policy

To the Editor: We have your letter dated February 23. As we are a loyal reader of the wonderful issue you put out, we note that you have changed your policy. We believe that it is a step forward and will be very interesting to everyone.

I further think that the closer the dealer can get to the contractor to let him know the dealer's problems, as well as the other way around, will help all elements of the building industry to work together with more assurance to endeavor to give the people more for the dollar through the construction industry cooperating to build more and better homes in our wonderful country.—JAMES H. LEDDY, President, Hudson River Yards Corp., Tarrytown, N.Y.

(Editor's Note: So many endorsements of *American Builder's* new policy have been received that publication of all of them is impossible. The foregoing is typical of what seems to be unanimous opinion.)

Yes on both counts

To the Editor: Please enter my subscription to the *American Builder*, and include the January and February issues, if still available.

I am building several small bungalows and found your article on page 130 of the February issue rather interesting. The fifth paragraph no doubt contains a misprint (2x10 joists are 16 foot centers.)

Also, wondering where the profit might be in selling for \$6,300 a home which cost \$6,500? Or does this \$1,200 ground rent business solve it?" —JOSEPH W. LUIZ, Mattapoisett, Mass.

Building code

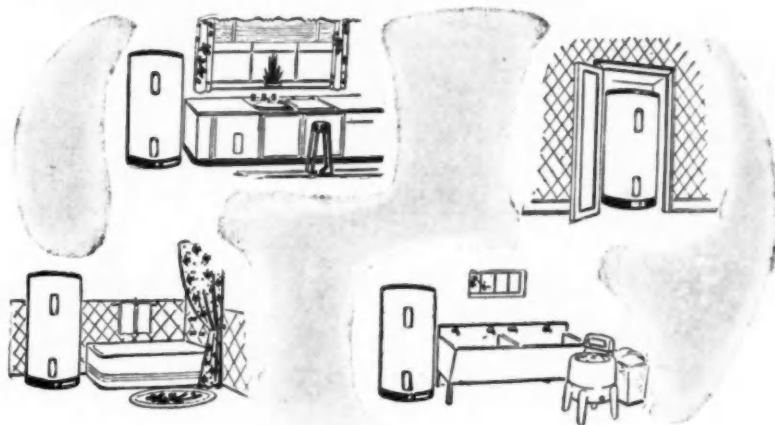
To the Editor: The proposed new Building Code, if adopted, would mean the end of Chicago's growth as an industrial city. When you limit a building to only 8,000 square feet using wood trusses and wood roofs, you are doing great harm to the industries that wish to locate here and for those who wish to make expansions that are already located here. This might be all right for "Podunk", but this happens to be Chicago, the second largest city in America.

Another brilliant feature in this proposed new code is limiting public garages to only 4,000 square feet. As

(Continued to page 56)



Home buyers' preferences must be handled with care. They prefer automatic Electric Water Heaters. To have your customers completely satisfied with the homes you build—both now and in years to come—install the kind of water heating equipment they want.



How to reduce construction costs and add customer features

Construction costs can be reduced with Electric Water Heaters because there's no flue or vent, so installation can be made anywhere—in a closet, in the kitchen, in the bathroom, in the utility room. Hot water lines can be short, cutting piping cost.

Customers like Electric Water Heaters because they are: (1) **AUTOMATIC** (continuous hot water, no

attention); (2) **CLEAN** (smokeless, sootless); (3) **DEPENDABLE AND TROUBLE-FREE** (as electric light); (4) **ECONOMICAL** (fully insulated storage, short hot water lines); (5) **SAFE** (all-electric dependable temperature control); (6) **FLEXIBLE** (can be installed anywhere, even in living quarters; no flue or vent).

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IT'S EASY TO
INSTALL an

electric WATER HEATER

... in a house wired for an Electric Range!

**BUILD
NOW**
WITH

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**DOUBLE COURSE
RED CEDAR
STAINED SHINGLES**

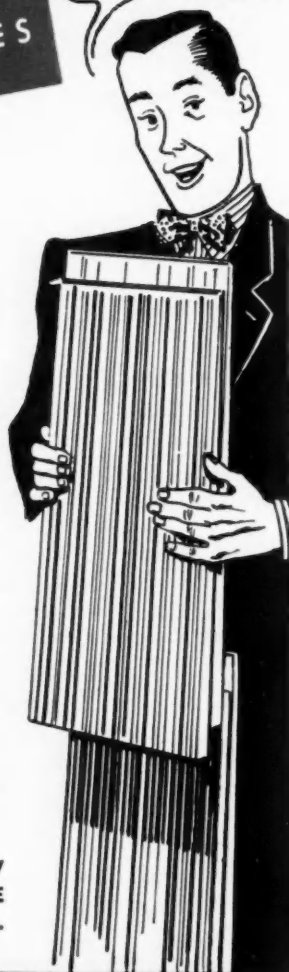
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RED CEDAR
FOR SIDE WALLS**

The demand's for broad siding. With Duo-Laps, you get the beauty of wide, expensive, Red Cedar siding with deeper horizontal shadows, at a fraction of usual cost. Build for beauty and instant sales with Duo-Laps double-course shingles, laid with full 12" or 14" exposure over solid or spaced sheathing.

FASTER, EASIER TO APPLY

Duo-Laps are dipped and stained by hand, butted, squared and tapered and require no painting. The genuine Red Cedar of Duo-Laps is unexcelled as insulation — keeps homes warm in winter, cool in summer. Selection of eight colors. Get two shingles in one (Stained No. 1 Red Cedar top course and rugged, genuine Red Cedar undercourse) with cost-cutting Duo-Laps.

WRITE FOR YOUR FREE COPY OF THE NEW DUO-LAP COLOR FOLDER AND THE NAME OF THE DUO-LAP DEALER NEAREST YOU.



THE American

STAINED SHINGLE CO.

GENERAL OFFICES COR. SPRUCE ST. AND DENNISON AVE.

COLUMBUS 8, OHIO

LETTERS

(Continued from page 55)

Chicago is a great trucking center, probably one of the greatest trucking centers in the world, it is easily seen where this limitation would cause a real hardship to this industry. Again, this might be suitable for "Podunk" but not for Chicago.

In talking with many builders of Chicago, men who have really built Chicago, we cannot find where one of them was called in on the revision of the code. One would think that a Building Code would be revised by builders, but we cannot find any trace of any builder being on this committee or even called in for advice or consultation.

For the future welfare of Chicago, these new rulings on cutting down the size of these buildings should not be approved by the Aldermen when the matter comes up for final adoption or rejection.—WILLIAM H. WADINGTON, President, American Roof Truss Co., Chicago, Ill.

Lumber prices

To the Editor: I have just finished reading R. E. Saberson's article in the *American Builder* of March, 1948. I want to compliment him on a very clear and ably written discourse on lumber prices and supply. In my mind, his item leaves little unsaid.—ROBERT J. GROSSBAUM, Research Director, The Housing Institute, Inc., New York, N.Y.

Subscribes for son-in-law

To the Editor: Please find enclosed check for \$5 for which please send a three year subscription of your splendid magazine to my son-in-law who is an architect.

I have been reading your magazine with pleasure for quite a number of years, and I want my son-in-law to get the same interesting help from your magazine which has always aided me in my work.—CARSON LINEBAUGH, York, Pa.

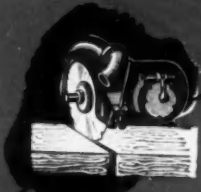
Best thinking

To the Editor: Receipt of the March issue of *American Builder* prompts me to write a note which I have had in mind for some time, to say that your "Publisher's Page" consistently reflects about the best thinking I read with respect to the conditions which underlie construction.—(Continued to page 58)

Take this low-cost

Portable Saw-Shop

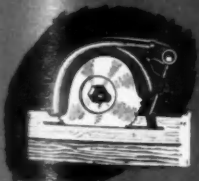
to your job!



It's a CUT-OFF saw!



It's a MITER saw!



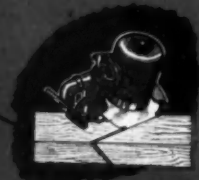
It's a RIP saw!



It's a DADO machine!



It's a ROUTER!



It's a VARIETY saw!



It's a SHAPER!

This ever-popular, low-cost DeWalt is easy to carry from job to job. When you put it to work you actually have a "saw-shop" on the job, because every time you change the cutting tool, you have *another* machine!

To build more and better houses faster—builders use this portable, low-cost DeWalt. Because most of its working parts are now of light-weight, heat-treated aluminum, operators find it easier to handle—safer than ever before—and it does the fast, accurate work they want. It's a machine you can get quickly. Write for catalog. DeWalt, Inc., 15 Fountain Avenue, Lancaster, Penna.

ALL THESE AND MORE
IN ONE . . . and-for
THE PRICE OF ONE!

DE WALT

THE SAW THAT'S FIRST WITH BUILDERS



ED CLANIN BUILT A *Money-Making Business* Sanding Floors



Today, in 1½ years, Ed Clanin has become an established floor surfacing contractor in a progressive community. His work has won the respect of painters and decorators. And now—he has become independent enough to build his own home!

You can do it, too!

Here's how one man is making a success in sanding floors. It's the story of Ed Clanin of Monroe, Michigan—who wanted a business of his own.

He did a lot of thinking about this while on New Guinea during World War II. He decided not to return to his former job at an automobile plant. Instead—he would build his own business in a type of work that he especially liked—surfacing floors.

HAD JOBS WAITING

Ed Clanin started by talking with friends and other prospective customers in the Monroe area. In this way, he lined up a number of jobs in advance—and started on his first job the day his American Floor Sanders were delivered! His equipment includes an American Standard 8 Floor Sander, two American Spinner Edgers and an American DeLuxe Maintenance Machine. His wife helps occasionally with the books. Among his first orders were some contracts for polishing store room floors.

In the same way—you can build a *money-making business* sanding floors in your community! You don't need any special training. Floor sanders are easy to operate. No big overhead—no large investment. Just be your own boss and get ahead! Send coupon for money-making booklet.

WANT MORE DETAILS?

Mr. Clanin will be glad to verify these facts and give you his own further comments, if you write to him. Address—Ed Clanin, 550 Bentley Drive, Monroe, Mich.

AMERICAN FLOOR MACHINES

The American Floor Surfacing Machine Co.
511 So. St. Clair St., Toledo 3, Ohio
Enclosed find 25c in stamps or coin for
booklet "Opportunities in Floor Surfacing",
telling me how I can start my own floor
sanding business.

Name.....
Street..... State.....
City.....

LETTERS

(Continued from page 56)

tion and related elements of real property.

In view of my outside positions (such as for this purpose are listed below), I receive frequent inquiries for my opinion on such subjects and I often reply by referring them to your "Publisher's Page". At a private luncheon which I recently gave for Mr. Robinson Newcomb, economist for Council of Economic Advisors, I made a similar remark about your page and that the column of Philip Porter of the Cleveland Plain Dealer has consistently contained the best comments I have read about the effects of rent control.—RAYMOND T. CRAGIN, Cragin, Lang & Co., Cleveland, Ohio.

(Editor's Note: Mr. Cragin is President, Real Property Inventory of Metropolitan Cleveland; Chairman, Cuyahoga County Planning Commission; President, Regional Planning Commission; President, Federation of Realty Interests of Greater Cleveland.)

Building products on review

To the Editor: Your magazine is better and better all the time. Last issue with Building Products on Review is a new, wonderful idea.

Definitely, I like your magazine and appreciate every number.—D. W. COLLEY, Colley Brothers, Castor, Alberta, Canada.

Keep up good work!

To the Editor: I cannot tell you how pleased I was to read the "Publisher's Page" in the March 1948 *American Builder*.

I hope you keep up the good work. Writing to Congressmen, these days of Washington hysteria, seems futile and discouraging.—J. B. SCHAUB, Wilmette, Ill.

Hands across the sea

To the Editor: Many thanks for your letter received here recently.

The information and help proffered will be of great assistance to me and is really appreciated.

In my efforts to obtain contacts in the United States, I have received the most friendly consideration and advice, very readily given, of which your letter is indeed no exception. It surely augurs well for the future.—DOUGLAS H. WITTS, Bridgewater, Somerset, England.

SKIL Saw

**cuts more materials faster
in any position...anywhere**



SKIL Saw is easy to handle on scaffolding or ladders. Note the operator is cutting out loose mortar before tuck pointing.



Cutting pre-cast marble is a simple job for SKIL Saw equipped with a water feed attachment . . . also cuts stone, sheet steel, copper, aluminum, even wire glass.



SKIL Saw is lightweight, perfectly balanced . . . easy to operate with one hand while holding the material with the other.

● SKIL Saw cuts faster through wood, compositions, sheet metal, masonry products. SKIL Saw cuts faster horizontally, vertically or at any angle you guide it. SKIL Saw cuts faster anywhere you use it . . . on foundation forms, sheathing, sub-flooring, studs, rafters, roofing. A demonstration is your proof . . . ask your SKIL Tool Distributor today to show you how SKIL Saw can save time, labor and money for you on every cut on construction, maintenance and repair jobs.


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PNEUMATIC

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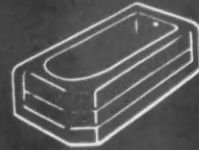
In Canada:
SKILTOOLS, LTD.,
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WITH ELJER ..YOU'LL GO AHEAD!



HERE ARE 6 GOOD REASONS WHY:

- ★ A good name with ever-growing acceptance
- ★ A complete line of fine vitreous china and enameled cast-iron plumbing fixtures
- ★ A complete line of brass goods
- ★ Modern manufacturing facilities and methods
- ★ Planned advertising that helps you sell
- ★ Pleasant and profitable business relations



Get ready **NOW** to cope with the great competitive market that is soon to come. Enjoy the advantages of relations with a source of fine plumbing fixture supply which is aggressive and alert in its methods, well grounded in experience and completely capable of giving service that is mutually profitable and pleasant.

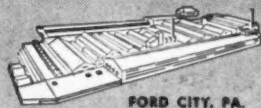
Eljer's sole business is plumbing

fixtures and quality brass goods. Over four decades of manufacturing "know how" is embodied in each item of this large, complete line. A strong, consistent trade and consumer advertising program is gaining more and more recognition for Eljer everywhere. See your *Eljer wholesaler or write:*

ELJER CO., FORD CITY, PA.

ELJER

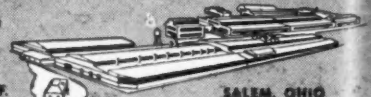
PLUMBING FIXTURES ARE OUR EXCLUSIVE BUSINESS - 17 ACRES OF IT!



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LOS ANGELES, CALIF.



SALEM, OHIO

MANUFACTURERS OF FINE PLUMBING FIXTURES SINCE 1904



MONTHLY REVIEW

NEWS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS AND AFFILIATED ASSOCIATIONS

Group of California Chapters Hold First Annual Builders' Conference



FRITZ BURNS presents Milt Brock, new NAHB president, with the set of tools which Brock allegedly used as a carpenter 30 years ago. The bit of horseplay took place at a dinner honoring Brock at the California Home Builders Conference

The shaky financial picture, the need for "economy housing" and the supply of labor and materials were the targets for some searching comment at the first annual Home Builders Conference. The conference was held recently in San Francisco by the Home Builders Council of California. The all-day session was attended by 350 builders.

In one of his initial appearances as the new NAHB president, Milton J. Brock analyzed present problems of builders and suggested corrections and solutions. Brock was guest of honor at the evening dinner meeting.

Among points brought out in the panel discussions, the following were prominent:

Finance: Experts held little hope for relief in the mortgage money market until the status of FHA Title VI legislation is cleared. The president of the California Bankers Association predicted a rise in interest rates and an increase of sales efforts by builders.

Economy housing: Veterans' leaders criticized "make work" features of FHA, condemned present materials distribution systems, and declared that home builders must build within the \$7,500 price bracket to meet needs of veterans. Three home builders sub-

mitted plans and sketches of complete homes selling between \$7,300 and \$7,900. Further use of flat roofs and better planning were advocated to effect construction savings.

Materials and production: It was predicted that building materials have reached a price peak with the possibility of slight reductions in some lines offsetting the poor nail supply picture. Builders were advised to take advantage of new construction methods, using precutting and uniform doors and windows wherever possible. Modernization of building codes was urged.

The Home Builders Council consists of seven California chapters affiliated with NAHB. Earl W. Smith, Berkeley, is chairman. Milton W. Morris, San Francisco, is executive secretary.

New Executive Is Named By Alameda Association

John I. Hennessy has been appointed executive vice president of the Associated Home Builders of Alameda County, replacing George H. Sharp who recently resigned. To accept the position, Hennessy resigned as manager of public relations for the East Bay Municipal Utility District. He has been active in civic affairs in the Oakland area in California.

Philadelphia Chapter Has Effective Public Relations

In Philadelphia, the Quaker City, traditional peaceful relations have been maintained between home builders and their buyers by shrewd foresight on the part of William E. Johnson, executive vice president of the Home Builders Association of Philadelphia and Suburbs. Mr. Johnson believed a lot of complaints against builders could be forestalled by a little education before grievances could arise.

Latest evidence of the educational program is a little 12-page booklet, titled "Important Information on Your New Home" which local builders may buy at cost to give to their customers, whether or not the builders are members of the association. The booklet, written by Mr. Johnson and approved by the association, tells the buyer of a new home what to expect from the effects of weather and humidity on concrete and wood. It reassures him on things that are harmless and tells him what to do to repair and maintain the new home. It absolves the builder from blame for things he cannot control.

NAHB thought the booklet so good that Frank Cortright ordered 600 for the national association and sent copies to all chapter executives. Philadelphia builders have purchased several thousands to give to their customers.

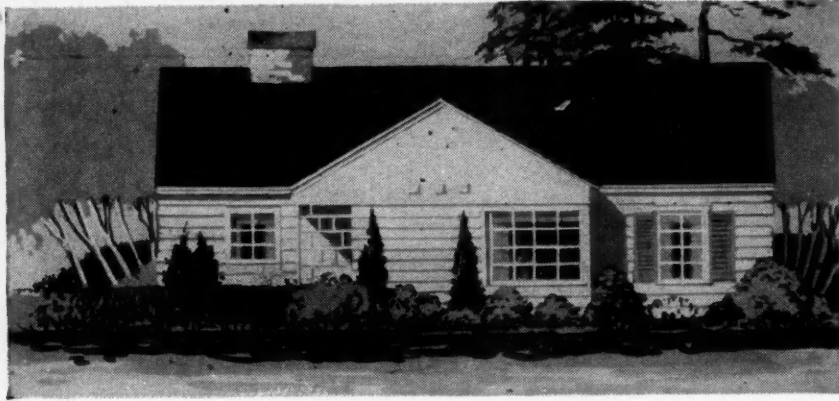
Mr. Johnson says the booklets are sold at cost, the association not attempting to make any profit. He indicated that other associations are at liberty to use the material if they wish.

But the pamphlets are only one phase of the Philadelphia educational program. Steps were taken right after the war to anticipate problems of veteran housing and to forestall veterans' complaints. The association has worked closely with housing officials in the Veterans Administration. These officials were taken through houses and shown just what things can happen that cause criticism from the buyers. They were told what things were the fault of the builder—what were not.

The job was done so well that the Veterans Administration now screens complaints coming from ex-GI's. The legitimate ones, it passes on to the association. The unwarranted ones usually can be handled by the VA with an explanation.

Through the VA, meetings have been arranged with veterans' groups, giving the association an opportunity to carry on its educational program.

Expansible House Arouses Interest At Cleveland Home and Flower Show



Three homes were built by the Home Builders Association of Greater Cleveland as its contribution to the success of the recent Home and Flower Show in that city. All three houses were thronged during the show which attracted 162,000 persons, and there was particular interest in the expansible home whose plan is shown here.

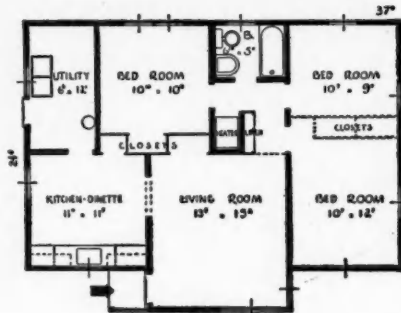
Interest was high, also, in the Centennial Home, a larger, more luxurious house. A third plan was for a sectional home whose construction involved the highest technical skill in precutting. All three plans are available from the Cleveland Association.

The association is carrying on an aggressive public relations campaign and is active in behalf of the home builders interest in the legislative field. Nick Molnar, new NAHB treasurer, recently discussed the Cleveland Plan for low-cost housing before the Lakewood Chamber of Commerce and Cleveland Real Estate Board. Executive Director Jim Funaro has spoken before luncheon and service clubs.

Twenty-five Cleveland builders joined other associations in attending public hearings at Columbus to present the builders' case in seeking removal of the ban on gas for home heating.

Probable New Chapter in View At Queens-Brooklyn Group

A Queens-Brooklyn division of the Long Island Home Builders Institute is anticipated in the future. Plans for organization are well under way. Alfred Gross, member of the NAHB executive committee and of the executive committee of the embryo Queens-Brooklyn unit, has been active in pushing formation of the new group. Other builders on the executive committee are Albert Garbade of Queens Village, Sidney Kessler of Jamaica, Kalman Klein of New Hyde Park, John L. Turner of Flushing, Clarence Knickman of Jamaica, Ernst Heuman of Forest Hills, Herbert Minot of New York, Faye Evans of Jamaica, Norman Zaubler of Forest Hills, James Graham and Fred Trump of Brooklyn.



St. Louis Show Will Feature Demonstration of Building

Apprentice carpenters and students will actually erect a small house while spectators watch at the Home Builders Exposition in St. Louis between May 22 and May 30. The show is the second sponsored by the St. Louis Home Builders Association.

In building the miniature home, which will measure 26x20 feet when complete, all steps in construction will be outlined in detail for the benefit of spectators. About 175 apprentice carpenters and students will participate in the erection of the house. Labor unions are cooperating in the demonstration.



LEADERS in the move to establish a Queens-Brooklyn Chapter of the Long Island Home Builders Institute: left to right, Albert Garbade, Queens Village; Sidney Kessler, Jamaica; Kalman Klein, New Hyde Park, and Alfred Gross, Jamaica

Meet "Jinny" Leach, New Oklahoma Chapter Secretary

Virginia "Jinny" Leach, named executive secretary of the Oklahoma Home Builders Association in February, is new enough to the job that she is not yet known to builder members of other chapters, but it doesn't take long to get acquainted, once you meet her. A naturally friendly person, she brings plenty of enthusiasm to her new job.

For over three years, Virginia Leach was secretary to the industrial and



VIRGINIA "JINNY" LEACH,
Oklahoma executive secretary

public relations manager of Douglas Aircraft Corp. in Oklahoma City. At the beginning of the war, she was secretary in the purchasing and engineering departments of the Austin Construction Co. of Chicago, and, following the war, she worked for a law firm in Oklahoma City.

Mahoning Valley Unit Ad Counters Poor Publicity

Following some adverse publicity about inferior home construction, the Mahoning Valley Home Builders Association ran a half page advertisement in the Youngstown (Ohio) Vindicator to tell the public the truth about housing in that area. Carefully worded, it answered chief accusations directed at builders. The home show for the association opens May 1.

Michigan State Association Holds Its First Convention

The first convention of the newly formed Michigan Home Builders Association was held in the Olds Hotel at Lansing last month. Howard C. Walsh



HOWARD C. WALSH

served as temporary chairman while the chapter was being formed.

Michigan was divided into nine regions to facilitate coverage and the dissemination of information to home builders. The state organization set-up called for a board of directors, an executive committee and an executive director with FHA, legislative, membership, public relations and veterans committees.

Lockwood and Coogan Testify Before Washington Committee

Representing builders in the unceasing battle to get proper Congressional action at this session on a satisfactory housing bill, Rodney M. Lockwood, NAHB vice president, and Thomas Coogan, NAHB secretary, appeared



THOMAS COOGAN R. M. LOCKWOOD

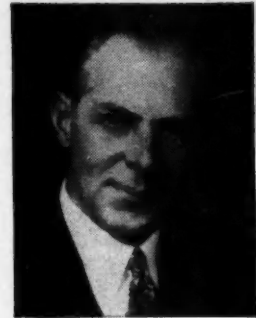
before the House Banking and Currency Committee during its hearings on extension of Title VI.

They presented impressive statistics and urged that the committee recommend extension of Title VI without changes until March 1, 1949. They also urged the creation of a secondary mortgage market. They asked that the FHA commissioner be given discretionary powers to increase the maximum interest rate under Section 603 to 4½ per cent if the mortgage finance situation should warrant it.

Cortright's Column

By Frank W. Cortright

Executive Vice President, National Association of Home Builders of the United States



The most bitter housing battle in history is being fought in Congress. Previous fights have been preliminary skirmishes—this is the showdown.

There is no relationship between party lines and the "liberals" and "conservatives" in housing. The liberals are led by Senator Taft, a candidate for the presidential nomination, usually a conservative and presently the most powerful single figure in Congress. Furthermore, five extreme liberals in the Senate dominate the Senate Banking and Currency Committee, which controls housing legislation in the Upper House.

The fight revolves around the well-worn Taft-Ellender-Wagner Bill, S. 866, slashed to the public housing bone, and then liberally padded out again with Senator Flanders' amendments which are largely the private enterprise proposals of Senator McCarthy's bill. In one package, Congress is asked to approve a federal expenditure approaching nine billion dollars—the bulk of which is public housing and federal subsidies for slum clearance.

The necessary part of the package is the one year's extension of Title VI—the veterans' housing prize for which the 40-year socializing proposals must be paid. Scattered in between are the old standbys of yield insurance, research, planning and liberalizations of various necessary private enterprise aids.

Presuming Senate approval can be driven through by the majority leaders, the issue is then squarely up to the House. Can the proponents of private enterprise in that body of 435 men resist those things which are harmful to the industry and the economy in face of the vital need for Title VI?

Fortunately, there are many powerful representative organizations in Washington well aware of the implications of the drive to force an omnibus housing bill through the present Congress.

While it is true that there are numerous effective and intelligent organizations in Washington waging a vigorous battle against the further encroachment of government in the field of housing, they all depend upon the efforts of their members at the grass-roots level.

This Administration has sought to place a stigma upon lobbying. But no one ever mentions the blatant lobbying done by proponents of the T-E-W Bill. Public housers are so adept at pulling out all the organ stops of emotional appeal and hysteria about poor people living in slums that the housing of these people in decent, existing accommodations is scoffed at. New houses for those at the bottom of the income scale is their sole objective.

The fraud inherent in the whole public housing concept is that it does not intend to house those very people. Public housing is for the cream of the lower income group only, the moderately underprivileged, the less than well-off. Its rental floor is the impossible-to-reach ceiling for those who need it the most.

Therefore, why public housing? Why should taxpayers all over the United States bear an increased burden for a socialistic experiment, transplanted to these shores from Europe and discredited by a practical-minded Congress in 1940?

This is the final show-down in housing. It is our struggle for survival as a free industry. At no time, excepting for the war years, has the outlook been one of such complete federalization. Step by step, to meet emergency conditions, government has assumed an ever-increasing role.

The administrator of the Housing and Home Finance Agency has heartily endorsed the multitudinous provisions of the Flanders-amended T-E-W Bill. If this is enacted, that administrator will be, in fact, a housing czar. Between government supervision, government research and government competition, the great free building industry of this country as it exists today will become a thing of the past.

James Smith New Executive For New Orleans Chapter

James I. Smith has been appointed executive vice president of the New Orleans Chapter to succeed A. R. Lundquist. Mr. Smith has been active in civic affairs in New Orleans. A graduate of Tulane Law School in 1926, he received a special appreciation trophy for outstanding service to



JAMES I. SMITH

the university. He is a past president of the Young Men's Business Club of New Orleans, the Advertising Club of New Orleans and a former chairman of the New Orleans Airport Commission.

The New Orleans Chapter presented a mounted engraved silver scroll to its retiring president, C. Earl Colomb, in appreciation of his six years of service. Mr. Colomb is one of the founders of the New Orleans Chapter.



PRESIDENT Harold Pallet of the New Orleans Chapter looks on at left as C. Earl Colomb, center, receives handsome silver scroll from George Danziger. Scroll was in appreciation of Colomb's years of service as president of the chapter

Boston Group Establishes New Research Institute

The Home Builders Association of Greater Boston has established an affiliate called the American Institute of Home Builders. Its principal purpose will be to gather and disseminate any and all information bearing on the home building industry.

Outstanding colleges and universities in the Boston area will cooperate, including Massachusetts Institute of Technology, Boston University, Harvard and Wentworth Institute.

Among the activities of the institute

will be the formation of a library, lectures, symposiums and meetings, and the making and reporting of surveys.

The first survey in which the institute will cooperate is being conducted by John G. Booth under the general supervision of Prof. Albert G. H. Dietz of the Department of Building Engineering and Construction at M.I.T.

Better Homes Exposition In Jacksonville May 2-9

The Home Builders Association of Jacksonville, Fla., is staging a Better Homes Exposition running from May 2 through May 9. Considerable publicity was secured in advance of the show with newspaper and radio cooperation. On April 27, officers of the association joined with the Junior Chamber of Commerce in a radio round table over station WPDQ for a half hour program devoted to the show. Participating were Lawrence C. Rearce, association president, Charles E. Commander, Jr., director, and Daniel T. Crisp, executive secretary.

Lansing Home Show Dates Set For May 23-30 in Armory

The Lansing Home Builders Association will join the Lansing Junior Chamber of Commerce as sponsors of a home show to be held in the Lansing Armory, May 23 through Memorial Day. Association President Charles A. Bowser is general chairman of the show committee.

Ohio Building Code Situation

Discovering that an Ohio State Building Code Committee had been set up without a single member of the Ohio Builders Association as a member, Ivor Jones, new executive vice president, set to work to remedy the omission. As a result, the Governor appointed A. J. Alexander and Walter Shapter to the committee.

Seattle Home Show Draws Record Crowd



ABOUT 100,000 persons attended Seattle Home Show between March 27 and April 4

Evidence of the success of the 1948 Seattle Home Show is the fact that 75 per cent of the exhibitors had signed up for the 1949 show before this year's affair closed. The show was sponsored jointly by the Seattle Master Home Builders and the Seattle Post-Intelligencer.

In an architectural competition for a plan for "the best house for the least money," there were 96 entries. Most of them, and all of the winners, were modern in trend.

Canton, Ohio, Builders Pledge Escrow Agreement

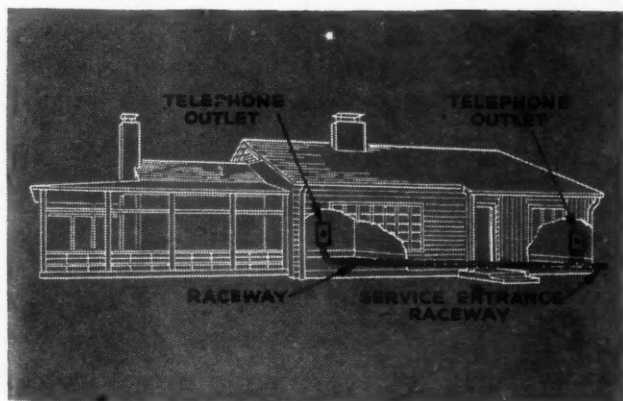
Spurred by a situation where three war veterans in Canton apparently lost down payments totaling \$3,400 on homes, members of the Canton Home Builders Association are working out a form of escrow agreement which they will use to assure their customers against such losses. Members signed a pledge of intention, pending the working out of a suitable form.

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Moreland, Griffith, Smith—Architects

SMALL HOME COMPLETE—WITH TELEPHONE RACEWAYS



An eye to detail is important when you build livability, comfort and convenience into the small home. Telephone raceways, installed during construction, avoid exposed wires on walls and woodwork and assure greater telephone convenience to the owner.

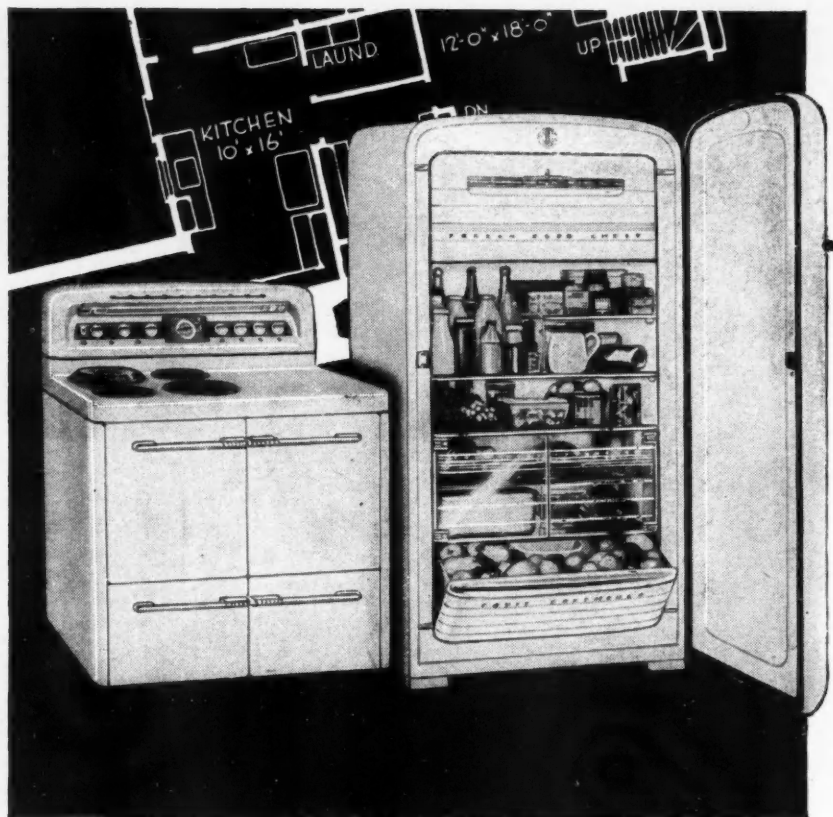
In the one-story house without basement, a few pieces of pipe or electrical tubing under the floor provide a concealed raceway for telephone wires to outlet locations.

Whether you build small homes or large, your Bell Telephone Company will be glad to help you plan modern telephone arrangements. Just call your Telephone Business Office and ask for "Architects and Builders Service."

BELL TELEPHONE SYSTEM



"These Uniform-Width Kelvinators



**REALLY
SIMPLIFY
PLANNING!"**



**Choose from Five New
KELVINATOR Refrigerators
— all 31½" Wide ...
4 New KELVINATOR Ranges
and a Home Freezer —
All 39" Wide**

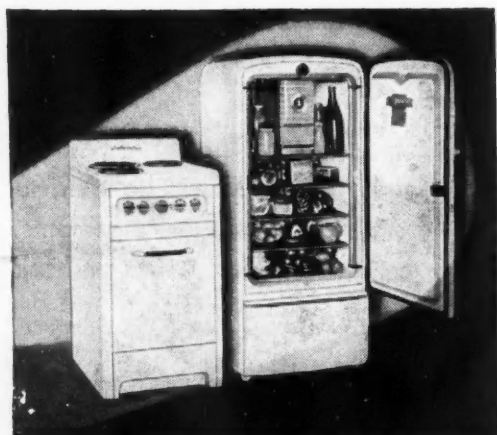
Yes! It's exclusive with Kelvinator! All of Kelvinator's 5 new 1948 Refrigerators from the 7 cu. ft. to the largest size are *one width* ... 4 Ranges and a Home Freezer are *one width*. This gives planners a uniform measurement for designing kitchens — and gives users a wide choice of Kelvinators within their budgets *without a change in floor plan!*

Ideal for big kitchens is Kelvinator's *new kind of refrigerator* ... refrigerated from *Top-To-Bottom*. Features 8½ cu. ft. within the shelf area, *plus* approximately 2 cu. ft. used by the new *refrigerated Fruit*

Freshener ... all this in a Kelvinator taking no more floor space than many refrigerators of smaller capacity.

Companion appliance is Kelvinator's "Automatic Cook" Electric Range, now with all controls on the new back panel ... easier than ever to see and use. "Up-Down" unit converts from deep well cooker to 4th surface unit. Giant double unit oven ... new Electric-Fast tilt-up surface units ... pressure cooker available for deep well! For big kitchens, too, include the Kelvinator Space-Saver Home Freezer, 6 cu. ft. capacity, but uses only a minimum of floor space!

Kelvinator — of Course!



For Smaller Kitchens...

**"Space-Saver" Package Gives Small Kitchens
Big-Kitchen Advantages!**

"Space-Saver" Refrigerator, 24" wide, is full 6 cu. ft.—holds 50% more food than the prewar model of identical outside dimensions. Companion range is only 21" wide—new design permits installation flush against wall. Stars a full-size double-unit oven ... three new type tilt-up surface units—one 8", two 6". Kelvinator quality throughout!

For further information, write Kelvinator Division, Nash-Kelvinator Corporation, Detroit 32, Michigan.

AMERICAN BUILDER

L D I T O R I A L

National Home Week

THE National Association of Home Builders has designated the week of September 5, 1948 as National Home Week. The activities of the week will center around exhibiting houses and apartments, for sale and for rent, and in all price classes. The purpose of the week is to attract the attention of the public to the accomplishments of the home building industry in every community in the nation. The NAHB expects and hopes to get the full cooperation of every one of its affiliated local home builder chapters, as well as official nationwide cooperation from affiliated industry groups such as retail lumber dealers, realtors, building material and equipment manufacturers, finance agencies, the business press, the daily press, shelter group magazines and others.

The officials of NAHB, realizing the personal value of model or demonstration home exhibits to the individual builders who stage them from time to time, believe that tying these and thousands of others together in one nationwide demonstration of homes and apartments, concentrated in one week, will be a compelling refutation of the unwarranted attacks made on the industry. It is not the intention merely to demonstrate finished houses, but to show houses and apartments in all stages of completion to acquaint the public with advancements in building techniques. Demonstrating partially completed houses will show the application and use of hidden materials, such as structural members, insulation, wiring, and heating and plumbing lines.

Thus, there is room and need for the demonstration of power equipment and tools used on entire housing projects as well as individual homes. NAHB recommends no limit on the number of houses to be displayed in any community or by any individual builder. Some completed homes can be furnished and others unfurnished; some occupied and some unoccupied. In the case of projects, the site planning angle should be emphasized to demonstrate advances in planning and development work by home builders.

The program falls into two major phases; the pre-week publicity build-up, and the week itself. The NAHB will prepare releases about the week and its objectives for publicity media at the national level. Sample radio announcements and suggested newspaper copy will be sent to builders for use in their own communities. Big name personalities, including movie stars and others, will be tied into the week. An effort will be made to interest A. F. of L. to observe the week through having their local unions participate where possible. The week will be opened formally with a national radio broadcast arranged by NAHB on Sunday, September 5. NAHB is developing scores of ideas to aid local associations in perfecting strong programs, and the locals are being urged to begin organizing their programs.

With ample and able promotion from NAHB assured at the national level, the success of National Home Week depends largely on the ability and desire of each local community to secure the united cooperation of all elements in the industry for a public demonstration of home building progress and achievements. The week affords the industry its greatest merchandising and public relations opportunity. *American Builder* pledges unqualified support to National Home Week.

Power Tools and Equipment Help Build More Houses for More People

One of the greatest assets the building industry has today is the splendid array of finely engineered tools and equipment supplied by ingenious manufacturers. Power tools used by builders belittles the industry's methods are now archaic



ONE of the prime reasons America's home builders have been able to achieve such an enviable record in new home production is the strong trend toward the use of more and better power tools and equipment. Lowered labor efficiency and material shortages would be much greater deterrents to maximum output of housing if it were not for the fact output per man per hour has been appreciably increased by powered equip-

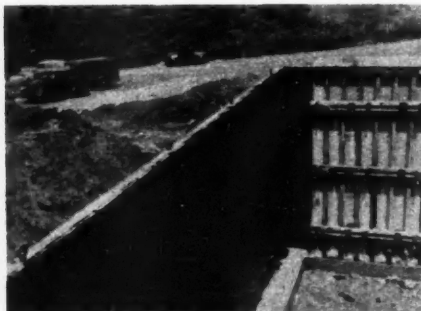
ment, both on and off the job.

The great array of power tools now available to all segments of the home building industry far exceeds any previous opportunity to obtain such equipment. Ingenious manufacturers deserve full credit for working with builders to develop new tools and refine those already in existence.

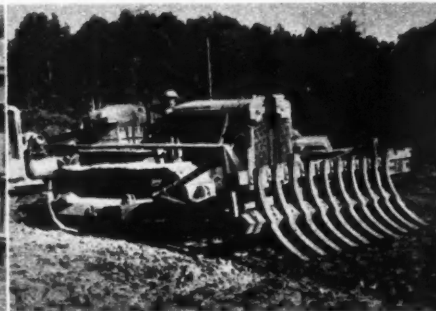
The building industry is frequently accused of being archaic in its methods of operation. The

charge is made that building houses is still largely a matter of tedious hand work. Obviously an industry which has hit a pace of producing one million new houses a year at prices well within the range of other commodities did not attain such a record by archaic methods.

Throughout the home building industry, in large operations as well as in relatively small developments, power equipment especially designed and built to do the job



THESE Atlas steel forms for concrete walls and floors, made by Irvington Form & Tank Corp., are adjustable to any thickness of wall

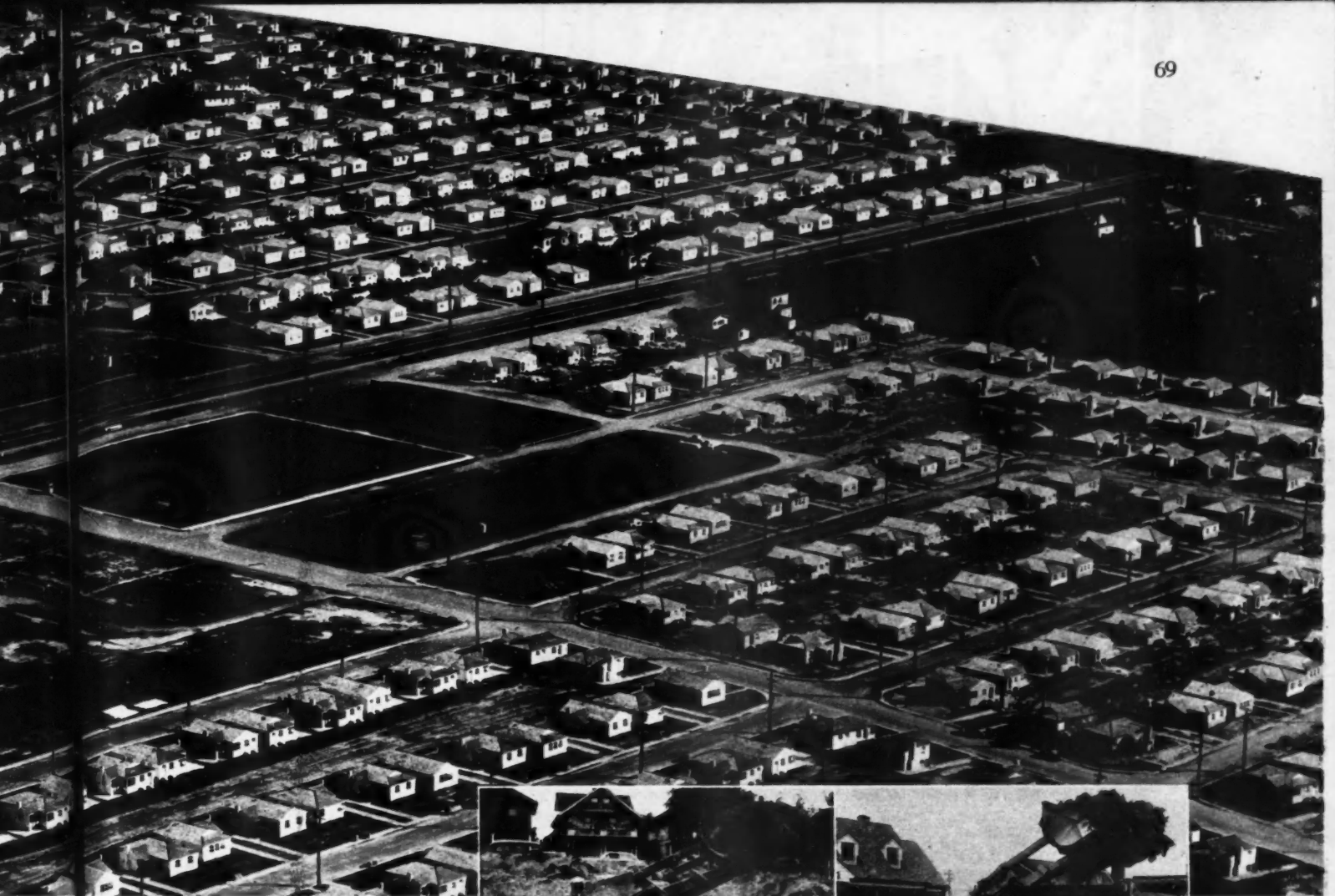


A FLECO root rake, attached to a Caterpillar Diesel D7, disposes of surface roots in a single operation and removes timber cuttings without piling soil



LANDSCAPING and terracing around houses is made easy with this equipment. Unit here is a Caterpillar Diesel D7 tractor equipped with a 7A bulldozer

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required by builders, is on the job from the time the first dirt is moved until the final piece of interior trim is finished. Dirt moving equipment digs basements by the dozens, grades streets and digs ditches for utilities and improvements. Concrete mixers and transporters of many types make footing and foundation work simple. New materials for forms and special factory-built forms also speed this work and help to hold costs down.

The use of power on the job does not stop here. Mechanical material handlers, hoists, power saws for lumber as well as masonry, power drills, mortisers, sanders and a host of other tools operated by power are used today in every house that is built.

In addition to advantages obtained by use of power equipment, such as greater efficiency and more economical operation, home builders using such equipment obtain more precision work, smoother joints and finer finishes. "Muscle savers," as many power tools are called by workmen, also serve to make the building trades much more attractive to young men



AN Allis-Chalmers HD-5 equipped with a Tracto-Shovel is shown excavating the basement for a home. This is only one of its many uses around a building site

THIS Allis-Chalmers crawler-type tractor, equipped with a Tracto-Shovel, is cleaning up around a new home in preparation for start of landscaping work



TRACTOR-SHOVEL combinations offer maneuverability and low cost necessary to dig basements quickly and cheaply. This Caterpillar D4 and Traxcavator shovel completes a 28x30-foot basement in four hours—and does it on only 39 cents worth of fuel. It will do other jobs equally well

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equip-
Caterpillar D7
bulldozer



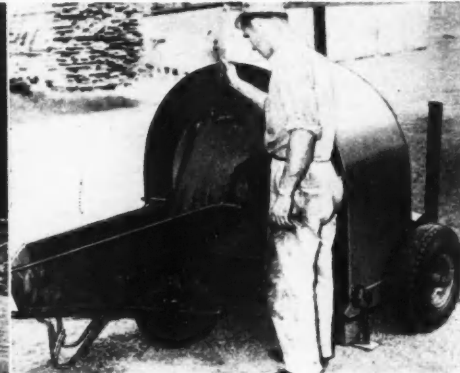
THE NEW Whitman Power Buggy is shown pouring foundations. It also hauls sands, bricks, dirt, and tools. It is easily maneuvered in and out of tight spots



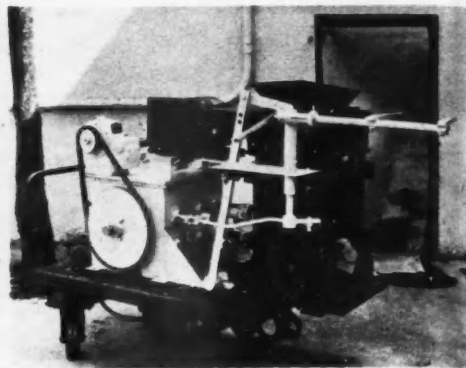
SMOOTHER mixed mortar and plaster plus more speed on the job can be had with a power mixer such as this. It is a Rex, made by the Chain Belt Company



BELL Aircraft Corp. is making this power-operated materials handling device. It has a capacity of 1,000 pounds and will climb a 20 per cent grade fully loaded



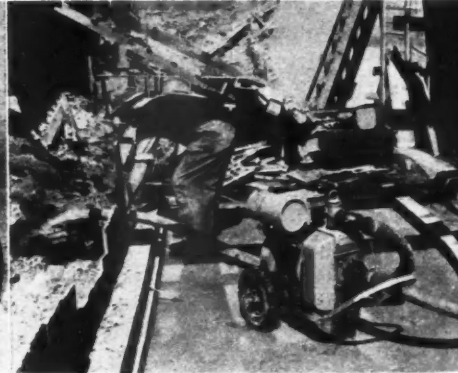
A NEW mixing principle is utilized in this Foote Kinetic portable mixer which handles all mixes cold, including sheet asphalt and asphaltic concrete



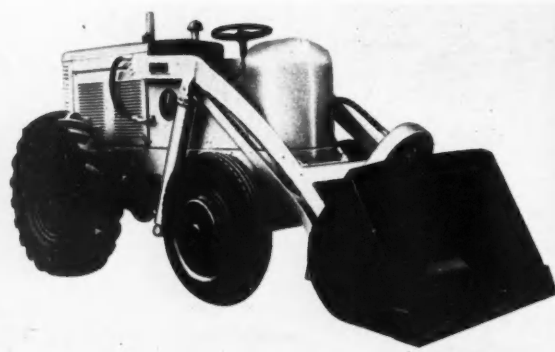
THIS Little Giant concrete block machine, manufactured by J. W. Appley & Son, is one of many on market which help speed production, hold costs down

seeking a tradesmen's career. No industry is any stronger than the personnel which is responsible for delivering the completed product. Present opportunities for the extensive use of power equipment in the building industry is tending to draw higher type men into the work. This will help to perpetuate high standards in the industry and stabilize it in years to come.

The site of any sizable successful home building operation today is



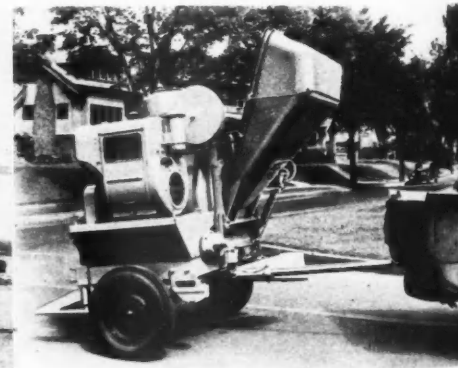
SMALL, portable, economical pumps permit work in spite of excessive water. This is a Rex Easy Flow pump, manufactured by the Chain Belt Company



THE 3/4-yard bucket on this light tractor shovel may be lifted, lowered, dumped or closed by hydraulic control. It is a product of the Frank G. Hough Co.



THE Concrete Transport Mixer Co. has just started production on this new concrete and mortar mixer. Units are powered by either electric or gasoline motors

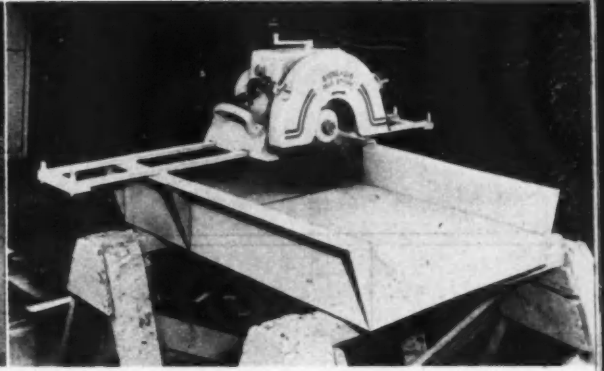


FOR work on larger jobs, T. L. Smith Co. makes a 6-foot capacity mixer. There is a wide choice in mixers in a good range of sizes available from manufacturers

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THIS light, easily portable Pac-Air compressor is big enough to operate a jackhammer, or paving breaker, digger, tamper or other air tools heavy enough to fill the small builder's needs. This is an especially valuable piece of equipment for use around remodeling jobs. Made by Ingersoll-Rand



USING diamond or abrasive wheels, this small, powerful saw will cut a variety of hard materials and light steel, wet or dry. It is made by Stone Machinery Co.

a factory without four walls and a roof. Machines are in use on every hand and the production line is the foundation line. Some builders prefer to have site fabrication shops where framing is pre-cut and assembled before being moved to the foundation site. Other builders prefer to cut the raw materials and assemble them at the foundation site. The choice in operation usually varies with the type of organization and experience of men in the crews. Regardless of whether the units are pre-cut and assembled in a shop or on the site, power equipment assures better work in fewer man hours—and today that means at less cost. The excellent portable precision equipment now available enables many home builders to set up miniature cabinet shops in each house built. Kitchen cabinets, built-ins and custom mill-work is turned out prodigiously and excellently right at the building site.

The home builder, who does not take full advantage of all the helps afforded by the use of the specially engineered power tools and equipment offered by manufacturers to the industry, is at a big disadvantage in competition with those builders who have "tooled up." He not only has more difficulty making a legitimate profit, but is also handicapped in obtaining and keeping good labor. His operation is slowed down, and prospective home purchasers are quick to become discouraged when the house they hoped to have on a specified date is not ready for occupancy.

Like all humans who use machines, many builders who invest

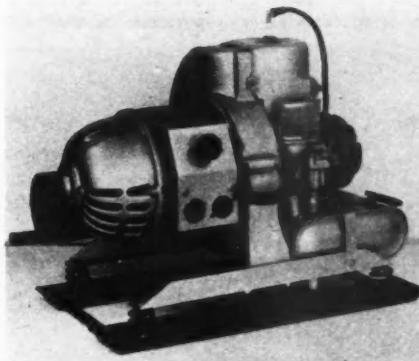
A SMALL electric generating plant on the job will furnish power for tools while power lines are being extended. This plant is made by D. W. Onan & Sons, Inc.



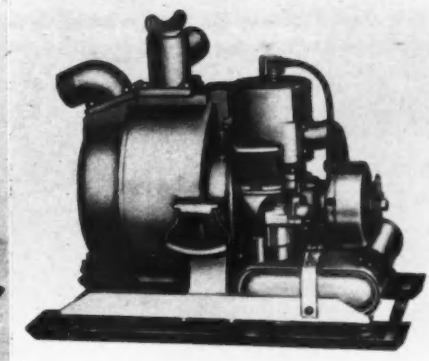
A UTILITY Air Motor hoist made by Ingersoll-Rand for handling construction materials—another air tool designed to be used with that firm's compressors



THE easily portable Ireland Utility hoist powered by either an electric or gasoline motor has a capacity of 1/2 ton on a single line. Made by Bennett-Ireland, Inc.



THIS compact Homelite dual voltage generator can be moved quickly from job to job, providing electric power for tools beyond the electric power lines



A LIGHT, self-priming centrifugal pump made by Homelite Corp. Weighs 85 pounds, operates in any position, capacity, 10,000 gallons an hour.



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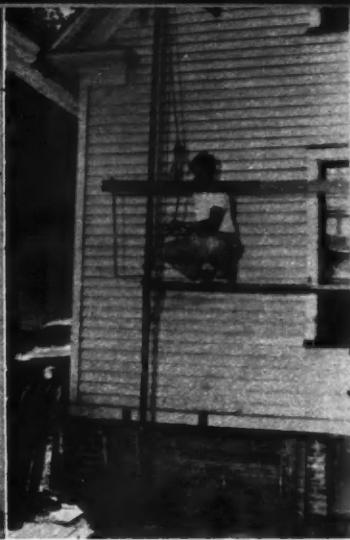
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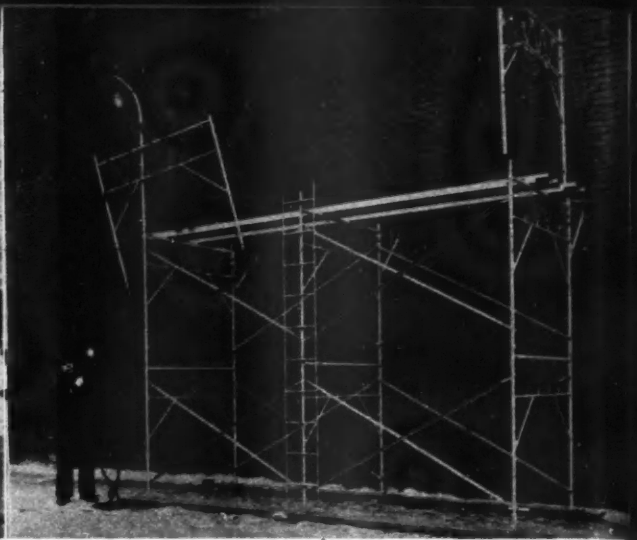
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Pneumatic lift speeds work, cuts costs of ceiling installations. Base on casters. Manufactured by Jackflat Co.



SCAFFOLDING is a problem. This Jackalator scaffolding answers need for safe, simple equipment, takes 20-inch wide planking



PREFABRICATED steel scaffolding is again available. This tubular steel equipment can be assembled without tools and is made by the Patent Scaffolding Company



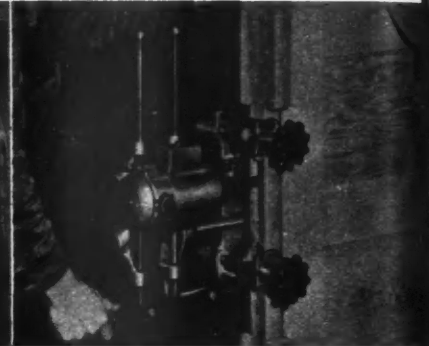
THIS portable electric sander has many uses, made by the Sterling Tool Products Co.



INGERSOLL-RAND'S new 4U electrically-operated impact tool with the case containing a complete line of accessories



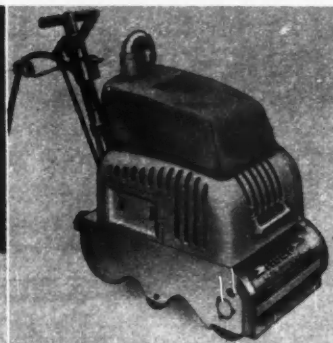
JITTERBUG Sander Company's new electrically-driven unit is ideal for overhead or curved surfaces as well as flat work



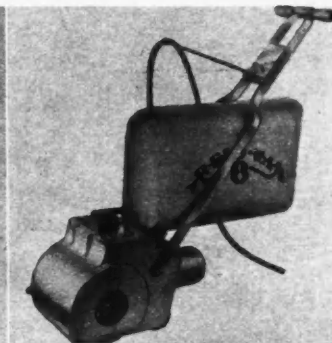
THIS Stanley-Carter lock mortiser will work as fast as the doors can be handled. Actual mortise takes about 30 seconds



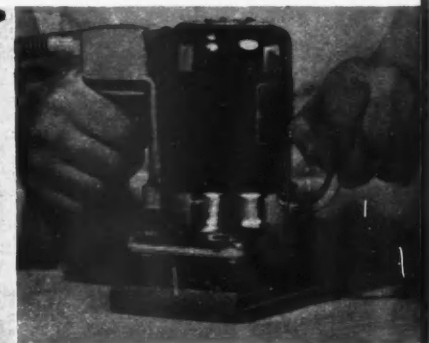
POWER planes shown is Stanley-Carter J5 electrically powered plane and jointer



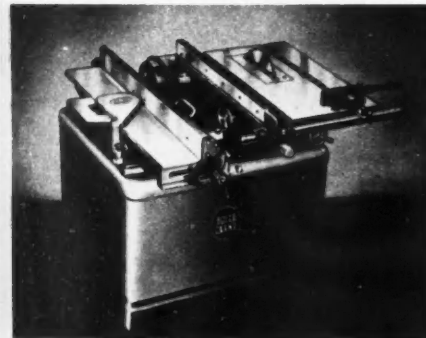
FLOOR sanders are improved. This is the Master Professional Tandem 12 made by the Holt Manufacturing Co.



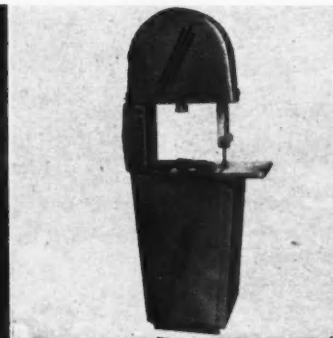
FLOOR finishing or refinishing may be done well and cheaply with sanders now available. This is made by Reid-Way, Inc.



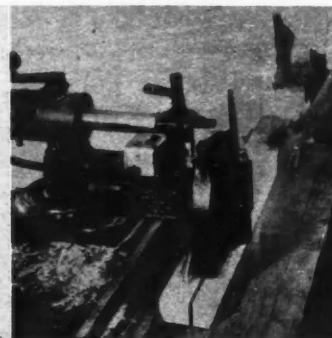
SANDING dry wall seams on vertical and overhead surfaces is easy with a Detroit Surfacing Machine reciprocating sander



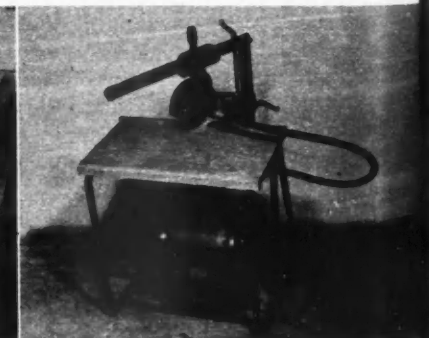
A 10-INCH tilting-arbor saw and 6-inch jointer work with one motor in unit by Boice-Crane Co.



BAND saws are important tools in fabrication of components for houses. This unit made by Parks Woodworking Machine Co.



PORTER-CABLE Machine Co. has just announced this new high speed, light weight radial saw for use in shop or on the site



A RADIAL saw with a flexible shaft drive that accomplishes 10-inch cutting with an 8-inch blade. Made by The Flexsaw Co.



THE TABLE, saw arbor and driving mechanism are combined in a single rotating unit in this Nordberg-Buday portable power saw. It may be powered with a motor operated by either gasoline or electricity



THE new Black & Decker Quick-Saw Arm multiplies the usefulness of all models of their portable electric Quick-Saws. The unit provides the dual advantage of a powered hand saw and a radial saw

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THIS is one of many woodworking power tools made for the industry by Shopmaster, Inc.



THE Mail Tool Company has developed this stand for use with the Model 60 Mail Saw



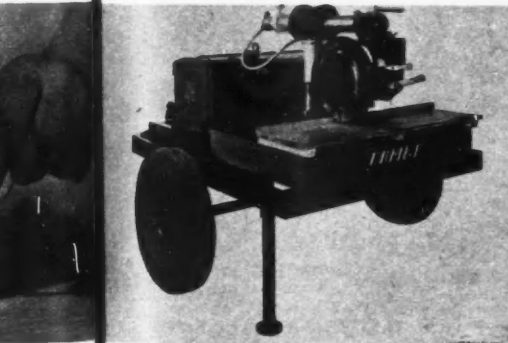
A NEW WET or dry cutting masonry saw is announced by the Champion Manufacturing Co.



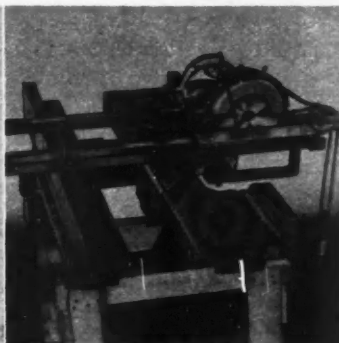
THE Monarch Uni-Point radial saw being moved closer to material to be cut on the job



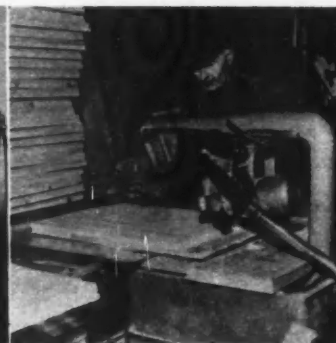
CLIPPER Mfg. Co.'s masonry saw cutting roof tile on a building job



THIS is a Comet radial saw and electric generator combination made by the Consolidated Machinery and Supply Company



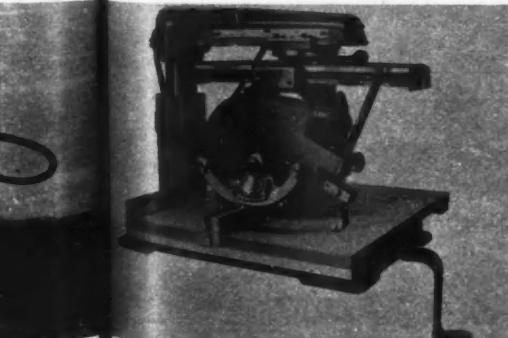
FRED W. WAPPAT has this portable radial guide for use with his firm's powered hand saws to add to their versatility



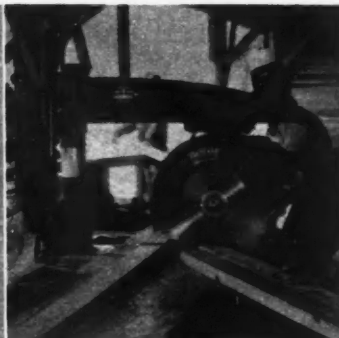
A RECENT development in the radial saw field is this new Raydol unit, made by the Cotton Engineering Corporation



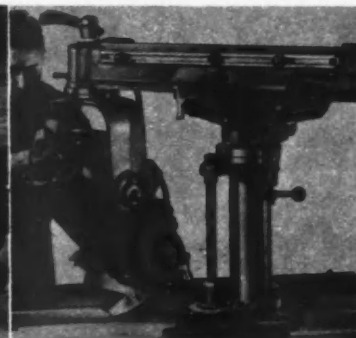
THIS Mail radial saw is made by the Marathon Foundry and Machine Co.



RED STAR Products Co. is producing this small capacity, popular-priced radial saw as part of the Multiplex line



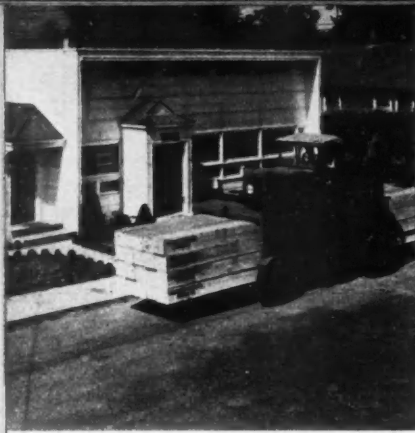
THE versatility of radial saws on construction jobs is a proved asset. This is a DeWalt saw



COMPOUND mitering is but one of many difficult cuts made with ease by using a radial saw. This is a Walker-Turner unit



THESE Smithway Mold-matching machinery working away from the site



USE of equipment like Hyster straddle truck cuts costs, speeds delivery of lumber to building sites



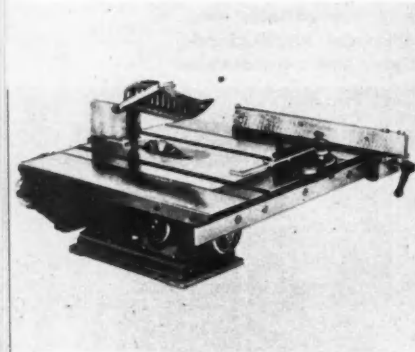
LIFT trucks like this Hyster "20" reduce the handling costs of building materials from factory to ultimate consumer



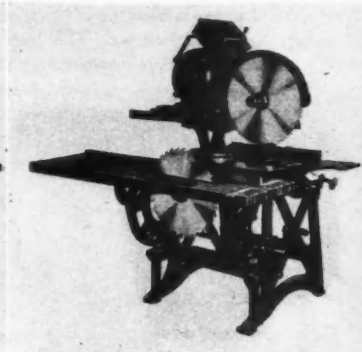
HAND truck with forks enables one man to pick up and transport six concrete blocks at a time. Made by R. S. Reed Corp.



LEWIS-SHEPARD concrete block handling forks for power lift trucks provide safe, economical method of handling blocks



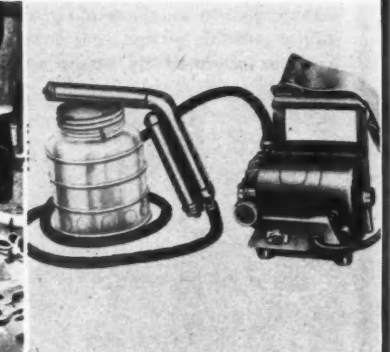
NEW tilting table saw has been developed by Walker-Turner, Inc. Hand crank controls tilting



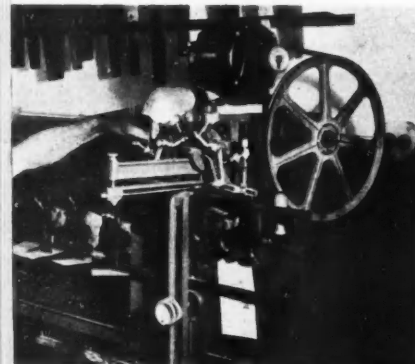
IMPROVED Master Woodworker combines 12 machines in one. It may be equipped with gasoline or electrically-powered motor



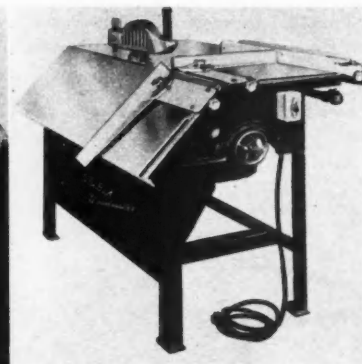
THE Multi-Tool is a radically new many-purpose power tool just placed on the market by Continental Motors Corporation



THE Speedway—a new completely-portable paint sprayer—is produced by H. D. Hudson Mfg. Co.



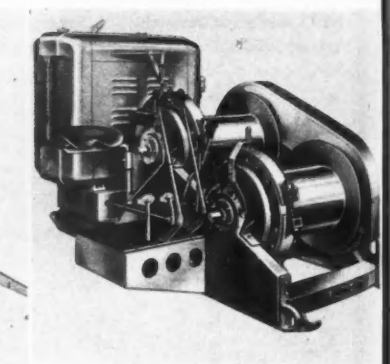
SAWS must be sharp to be efficient. A Foley Mfg. Co. automatic saw filer does its part



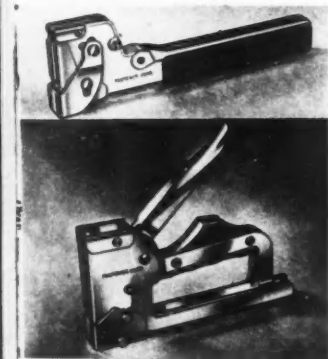
HESTON and Anderson's Woodmaster will do an infinite number of wood cutting jobs to speed work and hold costs down



FELKER Mfg. Co. Di-Met Concrete cutter saves 60 per cent of labor and material cost of concrete removal



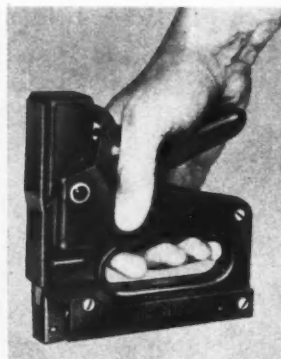
JAEGER Machine Co. hoists provide hydraulic control of hoisting, braking. Transmissions are two-speed



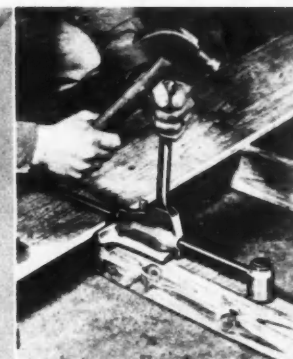
THE Fastener Corp. makes hammer and gun tackers



POWER hand drills are used on many jobs by builders. This is the new Mall Tool Co. drill No. 381



TACKERS and staplers are common on building jobs. This is a Bostitch T-5 Automatic Tacker



WHERE tight joints are desired in flooring, siding or sheathing, this Maco Corp. unit helps greatly



A DEVICE to make sharpening hand saws easy for even unskilled help is made by The Speed Corp.

in power tools and equipment are inclined to send them out on the job and then forget about them. Good tools will not be efficient unless they are well maintained. They also wear out and need replacement. The successful user of power tools checks his equipment frequently, takes a full inventory of all needs for new parts and repairs and makes certain the problem gets attention. Breakdowns are expensive. Even though a breakdown may be only one powered hand-saw assigned to cut framing, the loss in time is more than that of one man. It may hold up an entire framing crew.

Obsolete equipment is also expensive to own and operate. The modern machines are finely engineered and geared to do a much faster and better job than those of many years ago. By actual experience, many pieces of new equipment have paid for themselves during the first few months or on the first few building jobs completed.

One of the best assets the building industry has today is the help it receives from enterprising power tool and equipment manufacturers. Their research, good design and understanding of building problems enable them to offer more mechanical helps than ever before.



STANLEY Electric Tools find wide application in the shop or on the job

These Manufacturers Produce Labor-Saving Tools and Equipment for Builders

- Air Speed Tool Co., 1500 W. Stanton Ave., Los Angeles, Calif.
- Ajax Building Bracket Co., 1551 Rydalmount Rd., Cleveland Heights, Ohio.
- Allis Chalmers Mfg. Co., 1126 S. 70th St., Milwaukee 1, Wis.
- American Floor Surfacing Machine Co., 515 S. Clair St., Toledo, Ohio.
- American Saw Mill Machinery Co., Hackettstown, N. J.
- J. W. Appley and Son, Inc., P.O. Box 849, St. Petersburg 2, Fla.
- Barnes Mfg. Co., 651 N. Main St., Mansfield, Ohio.
- Bennett-Ireland Co., Norwich, N. Y.
- Bell Aircraft Co., Niagara Falls, N. Y.
- Besser Co., Alpena, Mich.
- Black and Decker Mfg. Co., Towson, Md.
- Blaw-Knox Co., Farmers Bank Bldg., Pittsburgh, Pa.
- Boice Crane Co., 930 W. Central Ave., Toledo 4, Ohio.
- Bostitch, Inc., E. Greenwich, R. 1.
- Bostrom Brady Mfg. Co., 537 Stonewall St., Atlanta, Ga.
- Bradford Machine Tool Co., 659 Evans St., Cincinnati, Ohio.
- Briggs and Stratton Corp., 2711 N. 13th St., Milwaukee, Wis.
- Brunson Instrument Co., 1405 Walnut St., Kansas City, Mo.
- Building Forms Co., 918 N. Rockwell St., Chicago, Ill.
- Buss Machine Works, 240 Eighth St., Holland, Mich.
- The Byers Machine Co., Ravenna, Ohio.
- C. H. & E. Mfg. Co., 3849 N. Palmer St., Milwaukee, Wis.
- Carbozite Protective Coat., Inc., Greensburg, Pa.
- Caterpillar Tractor Co., 600 W. Washington St., East Peoria, Ill.
- Chain Belt Co., 1600 W. Bruce, Milwaukee 4, Wis.
- Champion Mfg. Co., 1307 Washington Ave., St. Louis, Mo.
- Wayvell Chapel & Co., 40 N. Jackson Blvd., Waukegan, Ill.
- Chevrolet Motor Div., 3044 W. Grand Blvd., Detroit, Mich.
- James Clark Jr., Electric Co., 603 Bergman St., Louisville, Ky.
- Clarke Sanding Machine Co., Muskegon, Mich.
- Clark Tractor Div., The Inn, Battle Creek, Mich.
- Clipper Mfg. Co., 2808 Warwick, Kansas City 8, Mo.
- Comet Mfg. Co., 9253 Nicollet Ave., Minneapolis, Minn.
- Concrete Equipment Co., Holland, Mich.
- Consolidated Machinery & Supply Co., 2031 Santa Fe Ave., Los Angeles, Calif.
- Construction Machinery Co., 420 Vinton St., Waterloo, Iowa.
- Copco Steel and Eng. Co., 14035 Grand River Ave., Detroit, Mich.
- Cottom Corp., Raydol Div., Tuscola, Ill.
- J. B. Crofoot Co., Mt. Prospect, Ill.
- David White Co., 319 W. Court St., Milwaukee 12, Wis.
- Delco Appliance Divn., Lyell & Whitney Sts., Rochester, N. Y.
- Delta Mfg. Co., 620 E. Vienna, Milwaukee, Wis.
- Detroit Surfacing Machine Co., 7433 W. Davison, Detroit, Mich.
- De Vibiss Co., 300 Phillips, Toledo, Ohio.
- DeWalt Products Co., 154 Fountain St., Lancaster, Pa.
- Dodge Div., Chrysler Corp., 7930 Joseph Campau Ave., Detroit, Mich.
- Du-All Scaffold Bracket Co., 44 E. Broad St., Columbus, Ohio.
- Duncan Machine Works, 735 Tenth St., Boone, Iowa.
- W. E. Dunn Co., 415 W. 23rd St., Holland, Mich.
- Fastener Corp., 864 Fletcher St., Chicago, Ill.
- Fleming Mfg. Co., 4985 Fyler Ave., St. Louis, Mo.

- Flex Arm Mfg. Co., 401 S. Pasadena Ave., Pasadena 2, Calif.
- The Flexsaw Co., Port Austin, Mich.
- A. W. Fillet Co., 196 Chapel St., New Haven 4, Conn.
- Foley Mfg. Co., 3300 N.E. Fifth St., Minneapolis 18, Minn.
- Ford Cement Block Co., Cedar Falls, Iowa.
- Ford Motor Co., Dearborn, Mich.
- Foshee Carrier Div., Standard Forge & Axle Co., Montgomery 2, Ala.
- Franklin Machine & Foundry Co., 55 Pawtucket Ave., E. Providence, R. I.
- J. E. Gastell Co., R.R. No. 3, Holland, Mich.
- General Motors Truck Co., Pontiac, Mich.
- Goldblatt Tool Co., 1515 Walnut St., Kansas City 8, Mo.
- Greenlee Tool Co., 2136 12th St., Rockford, Ill.
- T. J. Gundlach Machine Co., 226 Centerville, Belleville, Ill.
- A. L. Hansen Mfg. Co., 5037 N. Ravenswood Ave., Chicago 40, Ill.
- The Gorman Rupp Co., Mansfield, Ohio.
- Heller Co., 4300 Euclid Ave., Cleveland, Ohio.
- Henry Diston and Son, Inc., Tacony, Philadelphia, Pa.
- Heston & Anderson Div., St. Paul Eng. & Mfg. Co., 601 Kirkwood Ave., Fairfield, Iowa.
- Hilger Co., St. Cloud, Minn.
- Homelite Corp., 67 Riverdale Ave., Port Chester, N. Y.
- Frank G. Hough Co., Libertyville, Ill.
- The Hyster Co., 2902 N.E. Clackamas, Portland, Ore.
- Huther Brothers Saw Mfg. Corp., 1290 University Ave., Rochester, N. Y.
- Independent Pneumatic Co., 600 W. Jackson Blvd., Chicago 8, Ill.
- Ingersoll-Rand Co., 11 Broadway, New York 4, N. Y.
- International Harvester Co., 180 N. Michigan Ave., Chicago, Ill.
- International Steel Co., 1321 Edgar St., Evansville, Ind.
- Irrington Form & Tank Co., 43 Cedar St., New York, N. Y.
- Jackalator Corp., P.O. Box 606, Rochester, N.Y.
- Jacklet Co., 3406 Main St., Dallas, Texas.
- Jaeger Machine Co., 500 W. Spring St., Columbus, Ohio.
- Jitterbug Sander Co., Inc., Menominee, Mich.
- Kimball Mfg. Co., 1705 Greenleaf Dr., Royal Oak, Mich.
- King Mfg. Co., 3152 W. Chicago Ave., Chicago 22, Ill.
- Knickerbocker Mfg. Co., 603 Liberty, Jackson, Mich.
- Koehring Co., 3026 W. Concordia Ave., Milwaukee 10, Wis.
- Kwik-Mix Co., Port Washington, Wis.
- Lansing Co., Lansing, Mich.
- LaPlant-Choate Co., 2920 First Ave., N.E., Cedar Rapids, Iowa.
- Lincoln-Schlueter Floor Machine Co., 530 S. Peoria St., Chicago 7, Ill.
- Lincoln Tractor Co., Arcadia, Calif.
- Lith-I-Bar Co., Holland, Mich.
- Mack International Motor Corp., 350 Fifth Ave., New York, N. Y.
- Mall Tool Co., 7740 S. Chicago Ave., Chicago 19, Ill.
- Marathon Foundry & Machine Co., Wausau, Wis.
- Markwell Mfg. Co., 200 Rudson St., New York.
- Marlow Pumps, Ridgewood, N. J.
- Mason Engineering Service, 2108 N. Burdick St., Kalamazoo, Mich.
- Master Rule Mfg. Co., 201 Main St., White Plains, N. Y.
- Master Woodworker Mfg., Brush and E. Fort Sts., Detroit 26, Mich.
- Mayes Bros., Tool Mfg. Co., Port Austin, Mich.
- Messinger Mfg. Co., Tatamy, Northampton, Pa.
- Mixermobile Manufacturers, 6853 N.E. Halsey, Portland 16, Ore.
- Multiplex Concrete Machine Co., Elmora, Ohio.

- National Air Sander, Inc., 821 Kishwaukee, Rockford, Ill.
- National Tool and Die Co., 510 S. Clay St., Louisville, Ky.
- Nordberg Mfg. Co., 3073 S. Chase, Milwaukee 2, Wis.
- Northwest Metal Sales Co., 2758 S.E. Tenino, Portland, Ore.
- D. W. Onan and Sons, Inc., 43 Royalston Ave., Minneapolis 5, Minn.
- The Oliver Corp., Cietrac Div., 19300 Euclid Ave., Cleveland, Ohio.
- Oxford Engineering Co., 18950 Woodward, Detroit, Mich.
- The Osgood Co., Marion, Ohio.
- Parks Woodworking Machinery Co., 1524 Knowlton St., Cincinnati, Ohio.
- Porter Cable Machine Co., 1714 N. Salina St., Syracuse, N. Y.
- Powder-Power Tool Corp., 1618 N. Vancouver Ave., Portland, Ore.
- Power King Tool Corp., Warsaw, Ind.
- Pownails Co., 961 Montana St., Chicago, Ill.
- Putnam & Co., 32 Howard St., New York, N. Y.
- Ransome Machinery Corp., Dunellen, N. J.
- Red Devil Tools, Colt St., Irvington, N. J.
- Red Star Products, Inc., 3455 Vega Ave., Cleveland, Ohio.
- R. S. Reed Corp., Three Rivers, Mich.
- Reid-Way, Inc., 2935 First Ave., Cedar Rapids, Iowa.
- Reimann and Georger, 735 Ellicott Square, Buffalo, N. Y.
- Richmond Screw Anchor Co., 816 Liberty Ave., Brooklyn, N. Y.
- Safway Steel Products, Inc., 6228 W. State St., Milwaukee, Wis.
- Sagen Derrick Co., 3101 W. Grand Ave., Chicago 22, Ill.
- Shopmaster, Inc., 1214 Third St., S., Minneapolis, Minn.
- Silent Hoist and Crane Co., 875 63rd St., Brooklyn, N. Y.
- Simonds Saw and Steel Co., Fitchburg, Mass.
- T. L. Smith Co., 2835 N. 32nd St., Milwaukee, Wis.
- L. Sonneborn and Sons, Inc., 88 Lexington Ave., New York, N. Y.
- The Speed Corp., 2025 N.E. Sandy, Portland, Ore.
- Speedway Mfg. Co., 1834 S. 52nd St., Cicero, Ill.
- Specialty Machine Co., 732 S. Illinois St., Belleville, Ill.
- Stanley Works, New Britain, Conn.
- Star Paper Fastener Co., Norwalk, Conn.
- Stearns Mfg. Co., Inc., 602 E. Beecher, Adrian, Mich.
- Stone Machinery Co., Box 1363, Syracuse, N. Y.
- Syntron Co., Homer City, Pa.
- Tri-State Building Materials Co., 2037 E. Lancaster, Ft. Worth, Tex.
- R. K. Tyra Co., Tyra, Minn.
- Trackson Co., 3333 S. Chase, Milwaukee, Wis.
- Universal Form Clamp Co., 1238 N. Kostner Ave., Chicago, Ill.
- Walker-Turner Co., Inc., 639 South Ave., Plainfield, N. J.
- J. D. Wallace and Co., 134 S. California Ave., Chicago 12, Ill.
- Wappat and Co., Mayville, N. Y.
- Waterston's, 28 E. Larned, Detroit, Mich.
- E. Weyer, P.O. Box 153, Planetarium Station, New York 24, N. Y.
- Whiteman Mfg. Co., 3249 Casitas Ave., Los Angeles 26, Calif.
- Wiremold Co., Station A, Hartford, Conn.
- Wodack Electric Tool Corp., 4627 W. Huron St., Chicago 24, Ill.
- Worthington Pump and Machinery Corp., 261 Canal St., Holyoke, Mass.
- XL Products Co., 4617 Airport Way, Seattle, Wash.
- Zagelmeyer Cast Stone Block Machinery Co., Bay City, Mich.

LEWIS-S

lock lift com- icks



new paint d by Co.



hoists control Trans-speed



sharp-easy help is Corp.

Engineered



Photo courtesy Square D Company

This is the first article in the *American Builder Engineered House Construction* series on electric wiring. Others with more detail and actual engineering will follow. The articles are being prepared by a staff of recognized electrical engineering authorities

Electrical Living for Families Today

ELECTRIC wiring is functional, and is installed in homes to provide a service pathway for electricity to flow from the electric utility's lines to the various home appliances and lighting equipment which makes "living electrically" symbolic of comfort and convenience. If it were possible to foresee all the advances which will be made in the fields of invention and to have a knowledge of the demands on electric service throughout the economic life of a house, the problem of electric wiring would be relatively simple.

In building a machine, a medium of transportation or the planning of an industrial process, the essential requisite of the design is function. After the machine performs the required task in the most perfect manner possible, it is encased in an attractive housing and people

buy it. So it is with houses. The most important requisite is functional designing, beautified by the artistic treatment of the architect and builder.

Basis of Family Living

The dwelling may be a spacious mansion or a single room, a cozy cottage or an apartment. The building may be new or old. Nevertheless, it is home—the center of family living. Though a home's physical appearance may be different in various localities and climates the fundamental activities of family life for which it is designed, are much the same.

Within the circle of family living, there are four basic time-consuming activities. In a well-balanced family life, the tasks are shared by *all* members so that the housewife can join in the recreation, enter-

tainment and hobbies of the group. These activities are:

Housework—Meals, house cleaning and laundering; care and repair of clothing and of the home; buying and systematic planning. These tasks require half of the family's waking hours.

Providing Physical Comfort—Heating in winter, cooling in summer, controlling moisture of indoor air and ventilating. Without modern methods, these tasks require considerable time and increase home maintenance work.

Health and Personal Services—The security, wealth and happiness of the family depend on health. The atmosphere of the home must be conducive to good living. The modern bathroom has saved much of the time formerly spent on personal cleanliness and good grooming.

Leisure Time—Hobbies, enter-

House Construction Part II

ELECTRIC SERVICE

tainment and education, relaxation and recreation are the pleasant side of life. We all want more leisure time but other duties of the home usually crowd it out. Figure 1 shows the division of time according to the family's living activities. (Based upon reports of the U.S. Department of Commerce.) In our advancing civilization, nearly every improvement in living conditions is a product of the machine and electrical age. Electricity produces power, heat, light and sound. It measures time. It is only natural that the full usage of this most versatile form of energy in the home is known as electrical living.

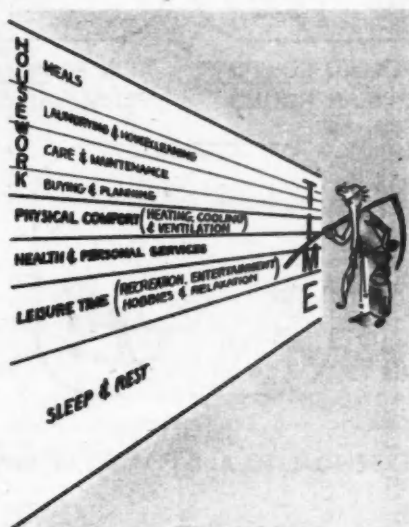
Electrical living is planned convenience for routine housework, comfort for the year 'round, facilities for enjoying leisure and the aids to health, cleanliness and personal services which modern appliances accomplish in the daily life of users. It is not the wire, knobs, switches, motors and glistening enamel of the various devices, but the way in which family living is made better by the many tasks the appliances do. Electrical living depends on how the appliances are arranged, and what provisions are made in the home for their ready use. They are not something to be anticipated in the future—they are available today.

The Components of Electrical Living

Housework—Because housework consumes the most time and is composed of so many important tasks, planning for better living should begin here. The average city housewife spends 31 hours a week in her kitchen, performing menial duties which could well be done by a machine. No longer need kitchen work be drudgery. Better lighting and mechanical equipment of many kinds have made the kitchen a comfortable, efficient modern workshop.

The All Electric Kitchen

Refrigerator—Amplly sized for quantity storage of perishables and frozen foods under controlled temperatures.



Electric Range—Fast, dependable cooking. Automatic oven time control.

Disposal Unit—Grinds food waste and flushes down sink drain.

Dishwasher—Adjacent to sink, washes and dries dishes and saves time for other activities.

Exhaust Fan—Drives out unwanted odors and heat.

Sufficient Light—Controls shadows and glare.

Cabinets And Work Counters—Provide work space and convenience.

Portable Appliances—Mixer, toaster, coffee maker and others.

The Modern Laundry—Electrical living provides a new and better way. The modern laundry may be in any convenient part of the house, even adjacent to the kitchen or bedrooms. The automatic laundry is clean and a proved time and labor saving part of modern living. The equipment which is arranged to eliminate lost motion consists of:

Sorting Counter—Should be provided with wall cabinets for storage.

Modern Washer—Automatic models save time.

Automatic Water Heater—Size should be ample to supply abundant hot water at temperatures of 140 to 160 degrees.

Electric Clothes Dryer—Saves space, permits drying in all weather.

Ironing Machine—Shirts, baby

clothes and flat work ironed better in less time.

Ventilating Fan—Removes excessive humidity and soap odors.

Light—Correct intensity and distribution makes work easier.

Providing Physical Comfort—With a hand-operated heating plant, the problem of furnishing a semblance of regulated temperature is difficult. Ashes must be carried out, coal handled, and drafts regulated. Few people enjoy firing a furnace. Automatic heating with electrically-operated controls and motor-driven firing methods has become generally accepted in climates requiring a central heating plant. Heating by electricity is practical in the southern and far western states only where temperatures are moderate.

Complete Air Conditioning—Treatment of the air by heating, cooling, filtration and humidification.

Electrostatic Air Filter—Removes all visible dust from circulated air.

Exhaust Fans—Ventilate and remove odors. Drive stifling air from over-heated rooms and allow cool night breezes to enter.

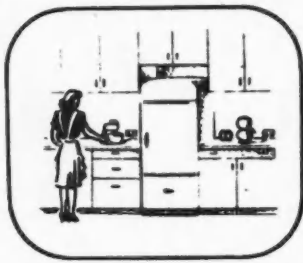
Built-In Electric Heaters—For bathroom and supplemental heating.

Aids to Health and Personal Services—While it is readily admitted that "electrical health appliances" cannot take the place of a physician, there are several devices which, when used according to medical direction, are beneficial. Among these are the "sun" and infra-red lamps, and other electrotherapy appliances. The bactericidal lamp is generally recognized as a control for air-borne germs.

The electric "blanket" is one of the newest developments of the electrical age.

Leisure Time—Electrical living, which saves time from the various household chores, likewise contributes to the more complete enjoyment of increased leisure hours. Electricity operates many of the toys and games for children and furnishes power and light for power tools in the home work

ELECTRICAL LIVING



PLANNED CONVENIENCE
FOR ROUTINE HOUSEWORK



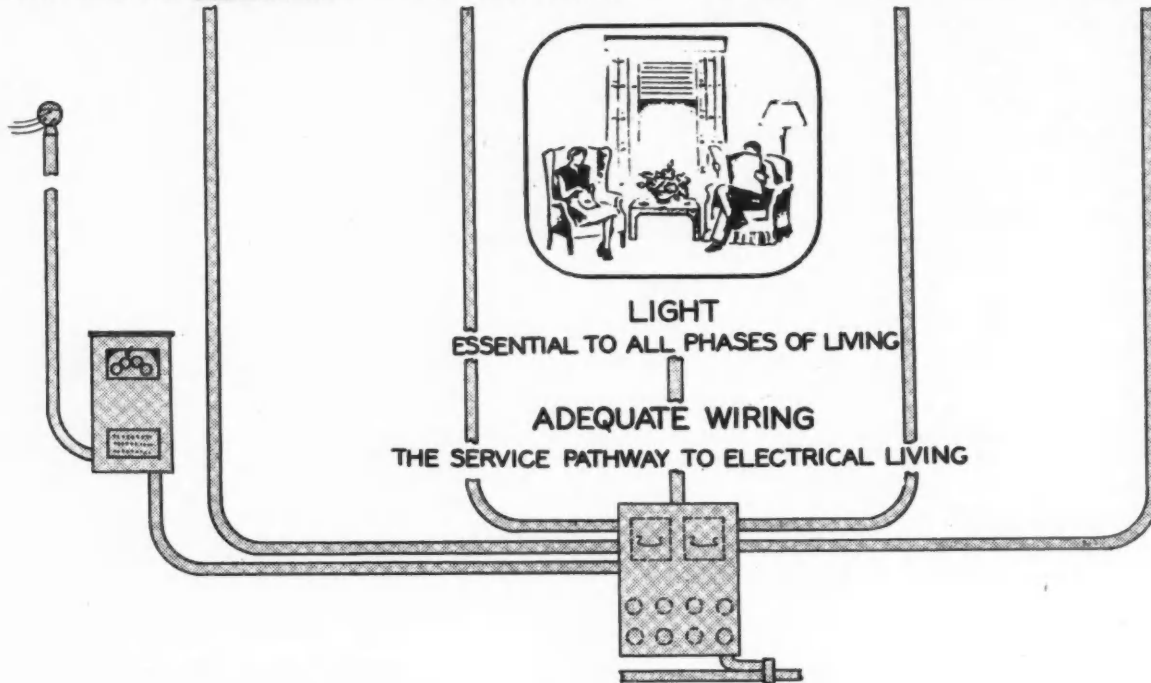
CONTROLLED COMFORT
THE YEAR ROUND



AIDS TO HEALTH AND
PERSONAL SERVICES



MORE TIME FOR
HAPPY LEISURE



shop. Through radio, television and home motion pictures, it aids in entertainment and education.

Light—Essential To All Phases of Living

Pleasant home life in part depends on artificial light. During many of the daylight hours, natural light indoors is insufficient for many household tasks. The appearance of the home and the living standard of the family is judged by the arrangement and amount of light used during evening hours. It is an invitation to guests and an adornment to the house.

Light for Seeing Tasks—Reading, sewing and studying require supplementary light. This is usually provided by portable lamps or specially-located permanent light sources. The quantity, quality, direction and type of light should be carefully planned.

Light for Safety—Stairways should have lighting at all landings. Front and rear entrances require illumination for protection to

the family and courtesy to friends. The lighting of halls and closets is important as a guard against accidents.

Light for Beauty—Cornice, cove and decorative lighting add touches of decoration to rooms which might otherwise appear drab and uninteresting. Light provides a comfortable setting for every mood.

Figure 2 illustrates the pattern of electrical living showing the dependency of household appliances and lighting upon an adequate system of wiring.

How Much Electrical Living?

The pattern of electrical living

portrayed in the preceding paragraphs is a flexible one. Its features are adaptable to existing houses as well as new ones, to apartments and single family dwellings and to minimum-sized as well as spacious living units. There is no definite answer to the question: "How much?" Many moderately priced homes are found to be well-equipped with electrical appliances.

The accompanying table is a guide to indicate the wattage of the more common household devices; the degree of public acceptance; the number of appliances which will probably be used in homes of four to nine rooms in different cost

The eleven articles on home heating systems, concluded in the April issue, will be summarized in your June issue of American Builder. The author, S. Konzo, professor of mechanical engineering at the University of Illinois, will also discuss heating systems as they concern the architect and builder, who are responsible for design and construction of houses and other structures which require efficient heating systems

ELECTRIC APPLIANCES FOR WHICH WIRING SHOULD BE PLANNED
(Based upon degree of public acceptance or increase of popularity since 1940)

IS HOME LIKELY TO HAVE LISTED APPLIANCE?

Appliance	Average Wattage	Degree of Acceptance (Per cent)	IS HOME LIKELY TO HAVE LISTED APPLIANCE?				Separate Circuit Specified	Approximate Floor Space Allowance (Inches)
			Low Cost 4-room	Intermediate Cost 5-room	7-room	High Cost 9-room		
HOUSEWORK and GENERAL								
Meals and Kitchen								
Range	10,000	15	X	X	X	X	Yes	41 x 25
Refrigerator	250	71	X	X	X	X	Optional	34 x 25
Dishwasher sink	500			X	X	X	Yes	48 x 25
Waste disposer	300				X	X		
Home freezer	250			X	X	X	Optional	48 x 27
Coffee maker	900	47	X	X	X	X		
Food mixer	125			X	X	X		
Roaster	1,300	6				X	Yes	
Toaster	900	61	X	X	X	X		
Waffle iron	800	26		X	X	X		
Exhaust fan	120			X	X	X		12 x 12
Laundry								
Water heater, Note 1	1,500	7	X	X	X	X	Yes	30-45 diameter
Washer, Note 2	350	63	X	X	X	X	Yes	26 x 26
Clothes dryer	4,500			X	X	X	Yes	28 x 26
Ironing machine	1,500	7		X	X	X	Yes	36 x 18
Hand iron	1,000	95	X	X	X	X		
NOTE 1—Often installed on separate meter. Consult electric utility company.								
NOTE 2—Automatic models may require 1,000 watts at beginning of spin cycle.								
General Household								
Vacuum cleaner	400	50	X	X	X	X		
Floor polisher	200				X	X		
Sewing machine	75			X	X			
Electric clocks	3	82	2	3	3	4		
Physical comfort								
Air conditioner	3,300						X or Yes	72 x 54
Room cooler, each room	1,000				X	X	Yes	42 x 18
Attic or night cooling fan	300-600		24'	30'	42'	48'	Optional	
Automatic heat controls	15		X	X	X	X	Yes	
Oil burner	200							
Stoker, bin fed	300						Yes	42 x 24
Furnace blower	150							
Circulating pump	100							
Electro-static filter	60				X	X		36 x 36
Built-in heater	1,200-2,000	21		X	2	3	Yes	
Ventilating fans	120		X	X	2	3		
Health and Personal Services								
Electric blanket	180		X	2	3	4		
Bactericidal lamp	50		2	3	4	6		
Sun or infra-red lamp	400		X	X	X	X		
Shaver	10		X	X	X	X		
Leisure Time								
Radio, AM, FM or phonograph	60-200		X	2	3	4		
Television	180-400			X	X	X	Optional	
Motion picture	1,000				X	X		
Hobby shop motors	1,500			X	X		Yes	

Dimensions indicate approximate size. Numbers indicate approximate quantity.
Numeral X means will probably use now or soon.

brackets; which appliances require special circuits; and the approximate floor area occupied.

Ample Wiring—Homes built in 1915 usually were wired only for electric light and a hand iron, today there are more than a score of appliances in common use, and the applications of lighting to the home also have been increased. Today, more than 60 per cent of an electric service bill is for purposes other than lighting, and it is expected that this percentage will in-

crease to 75 or 80 per cent within the economic life of homes being built today.

While the household use of electricity is five times as great as it was in 1915, the outlets and circuits of homes wired originally for light have only doubled. Homes built during the immediate prewar period were fairly well-wired, but the curtailment in use of electrical materials during the war caused wiring standards to revert to 1925-1930 levels, and they have not im-

proved much since World War II.

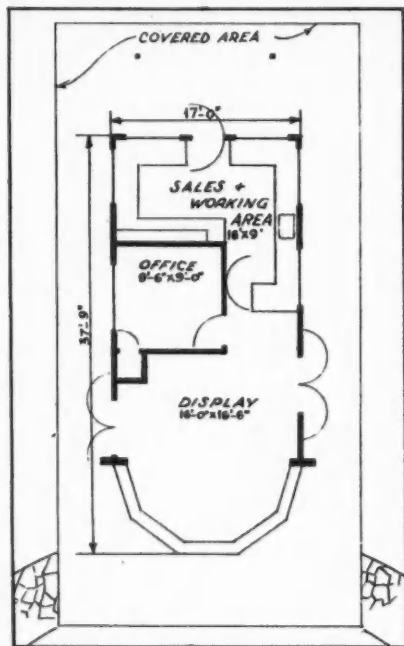
Labor-saving and time-saving electrical appliances, as well as lighting, are dependent upon an adequate well-planned wiring system with ample service capacity, sufficient circuits and enough outlets and switches to permit the convenient use of light and labor saving appliances.

The second article on the use of electricity in the home will treat the subject of lighting, using an Anicka house as a model.

RAMONA GARDENS



SLANTED WINDOWS, designed to eliminate glare from auto headlights, also add attractiveness



It Pays To Be Original

ORIGINALITY pays dividends. At least, it has for Mr. and Mrs. August Mueller and associate owners of the Ramona Gardens nursery.

Their attractive nursery, located in Altadena, Calif., in the foothills of the San Gabriel Mountains, literally beckons to passers-by—both pedestrians and automobile traffic, both day and night. One of the main reasons for its business success, besides

location, is the fact that the nursery is unique—something original.

The tilted floor-to-ceiling windows and the wide overhang make an inviting framing for the display of flowers and shrubs. These details are outstanding reasons why the building, designed by Elbert B. Gibson, one of the owners, has attracted a lot of attention and received much publicity.

The roof and overhang are supported by 4x10-inch beams resting on eight columns. An unusual feature about the two columns at each end of the building is that they are placed 12 feet from the end walls. The columns for the building also support a Lath House built out on each side.

The overhang, or covered area, extends five feet on each side, six feet from the front of the window, and fourteen feet from the back of the window. The nursery is on the north side of the street. Without the overhang, the sun would do considerable damage in the summer.

The glass windows, extending almost from the floor to the ceiling, are slanted to eliminate direct reflection from lights of passing automobiles and to permit a better view of the interior. The bulkhead under the window is Arizona and Nevada flagstone.

LEFT: Floor plans show extensive covered area with plenty of display space. Below: Out-door appearance of nursery blends with background





THE simple lines of the exterior clearly express the function and character of this duplex house

DUPLEX HOMES— A Good Investment

With the bulk of monthly payments secured from rentals, the duplex-type dwelling offers an opportunity for home ownership to all veterans

THE town of Azusa, located about 20 miles from Los Angeles, is rapidly becoming an important manufacturing and residential center.

Dike, Driggers & Lownes, Inc., builders of South Pasadena, saw an opportunity in Azusa to build and sell rental units. The basis on which this company operates permits the buyer to purchase a rental unit with a small down payment. The owner may live in one apartment and apply the income, received from the other apartment, to his monthly payments.

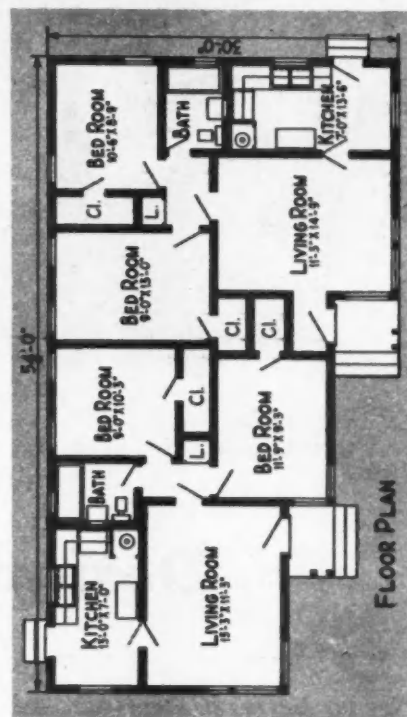
Each of the 45 duplexes, that comprise this project, have a total area of 1,430 square feet, divided equally between the two apartments. The sales price for one duplex is \$14,950. Veterans need to pay only \$500 down. The monthly payment, including in-

terest and taxes, is \$86.75. The second apartment rents for \$77.50. Insured loans of \$12,000 can be obtained from the FHA. The VA will furnish the balance to veterans.

A two-car garage is provided for each duplex. The garage is placed at the rear of the 50x135 foot lot which is the standard size in this project. Designed by Clarence N. Aldrich, architect of Long Beach, Calif., the duplexes represent a straight-forward and simple approach to a difficult problem.

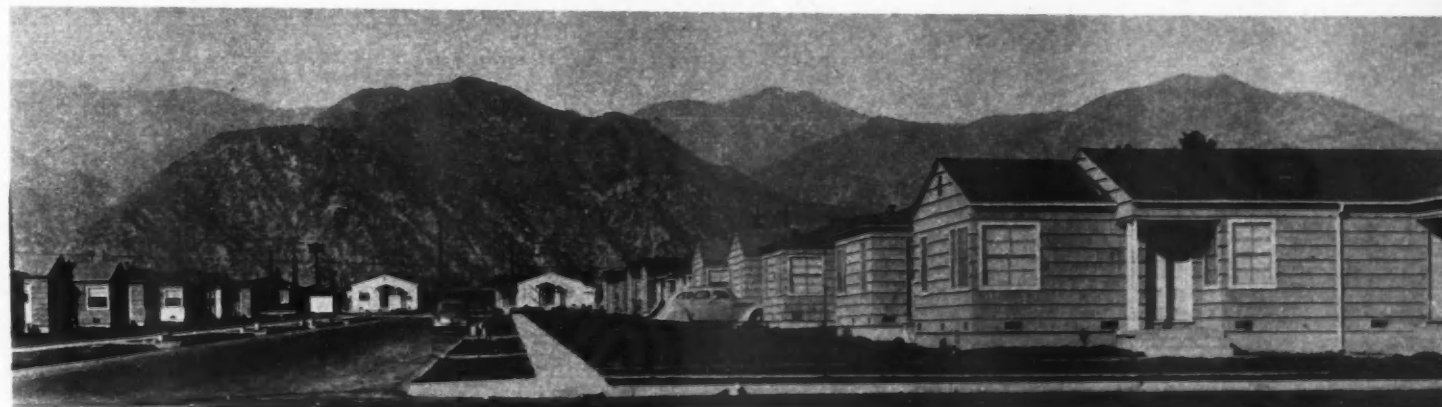
Wood framing of houses is supported on concrete walls and several rows of concrete piers. These extend below grade as required.

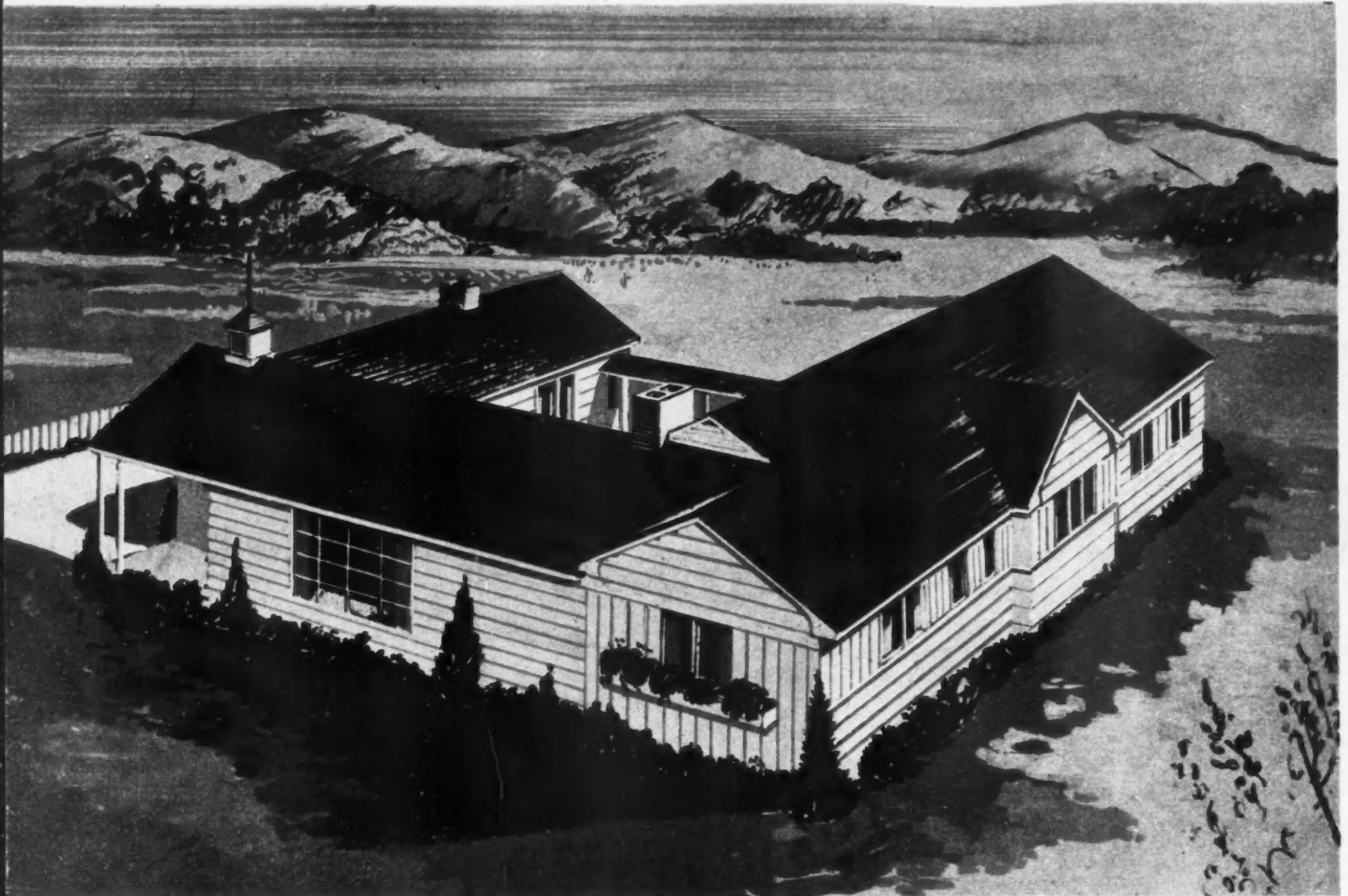
The exterior walls are faced with combed wood shingles, stained and painted in contrasting colors.



FLOOR plan shows room arrangement, designed to meet the needs of two small families. Center dividing-wall between apartments is soundproofed by weaving insulation between staggered wall studs

BELOW: Overall view shows project containing 45 duplexes. Changes in roof line and coloring vary house exteriors





RANCH house with unusual plan includes a paved terrace for outdoor dining between extended wings of house

Designed for a Corner Lot

BLUEPRINT HOUSE NUMBER 16

William Arild Johnson
Architect

THIS house is in keeping with today's trends. It gets its inspiration, however, from early Cape Cod motifs. It has a low eave line with projecting bays cutting into the unbroken roof line for added emphasis. It shows a feeling of line, and a sensitive selection of exterior materials. Following the popular, modern tradition, all rooms are placed on one level.

In this case the garage, always a difficult problem for the designer, is well-integrated into the design proper. Considering the position of the garage in relation to the balance of the house, this house is particularly adaptable to a corner lot. Entrances are inconspicuous but nicely placed.

A feature of the plan is the two wings that extend from the main body of the house, forming a paved dining terrace. Outdoor living can thus be enjoyed to its fullest with

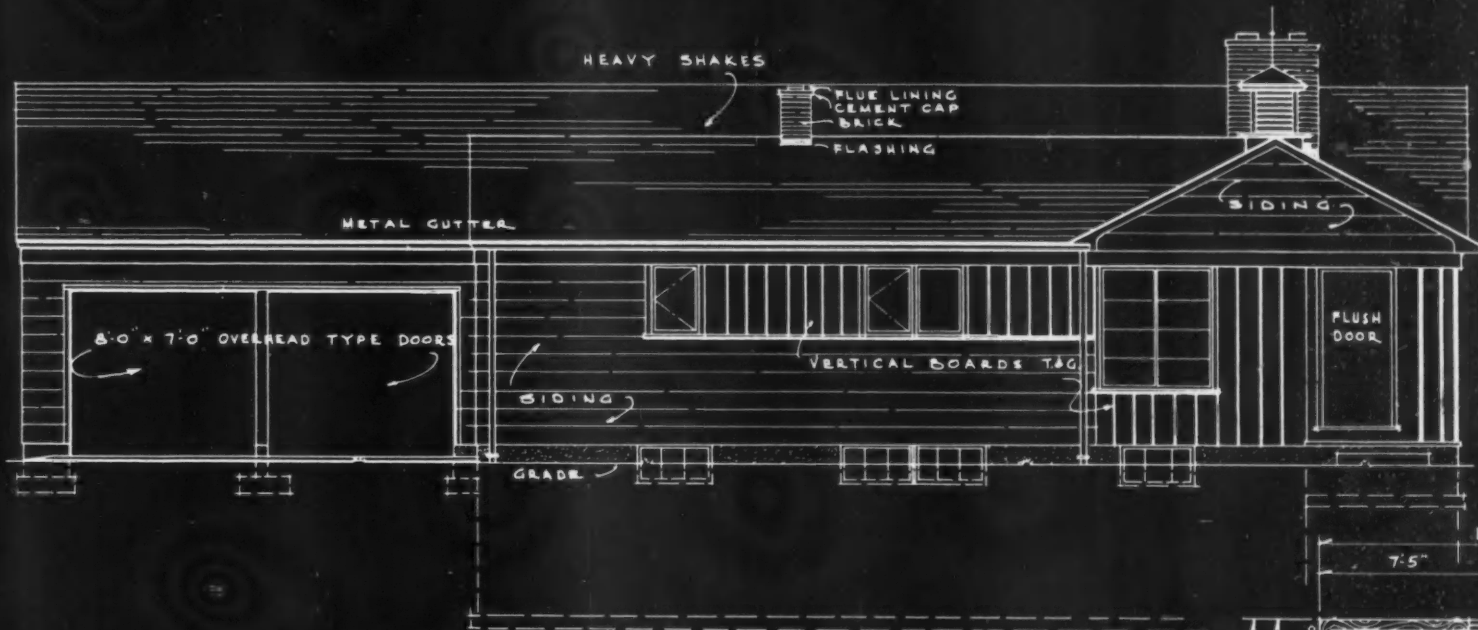
a maximum degree of privacy for the occupants.

The house contains a total of seven rooms, one and one-half baths and a two-car garage. The three bedrooms are clustered around a departmentalized bathroom. This type of bathroom is growing in popularity and has been featured in Johnson's latest home designs.

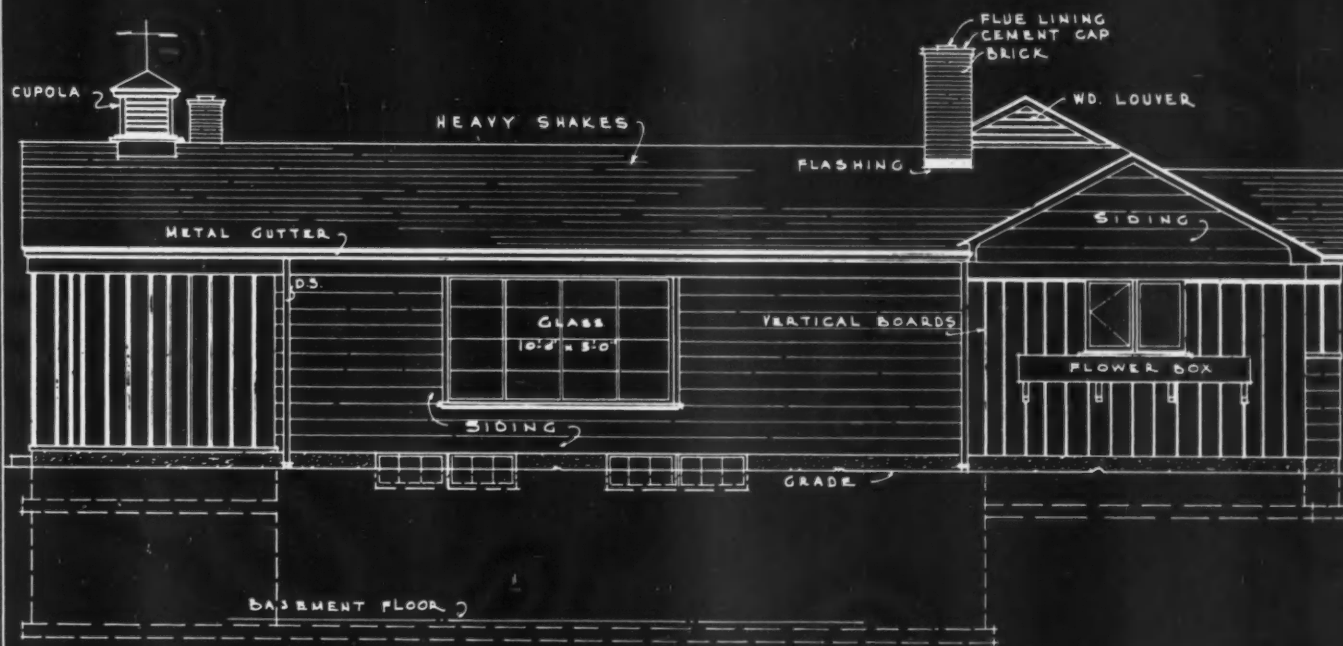
While a basement is provided under more than one-half of the house, nevertheless a utility room is provided next to the kitchen. The area over the garage has been put to good use. Stairs from the garage lead directly to this multi-purpose room.

Large picture windows are a feature of the living room. Closets and built-in features are provided in abundance in all rooms. Circulation is good throughout with cross ventilation in most of the rooms.

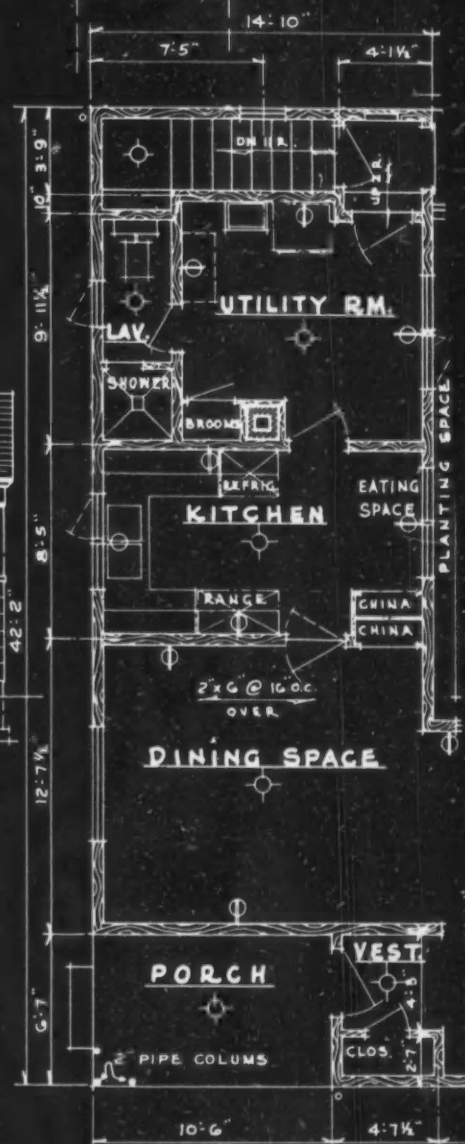




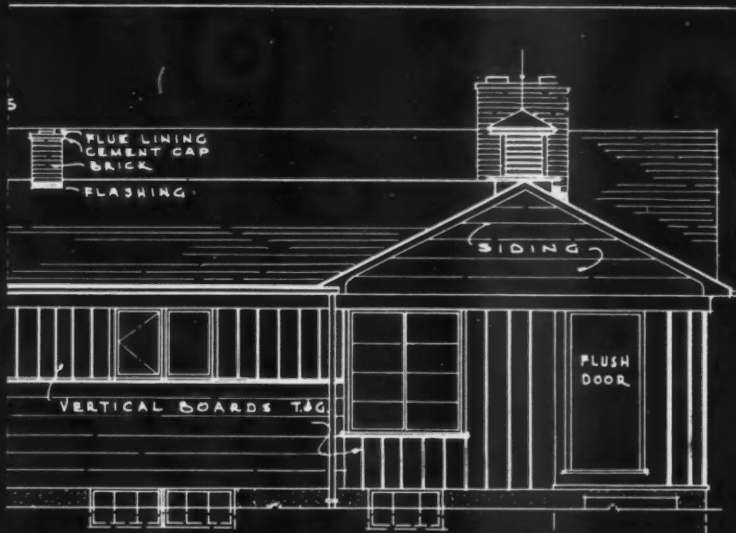
LEFT SIDE ELEVATION



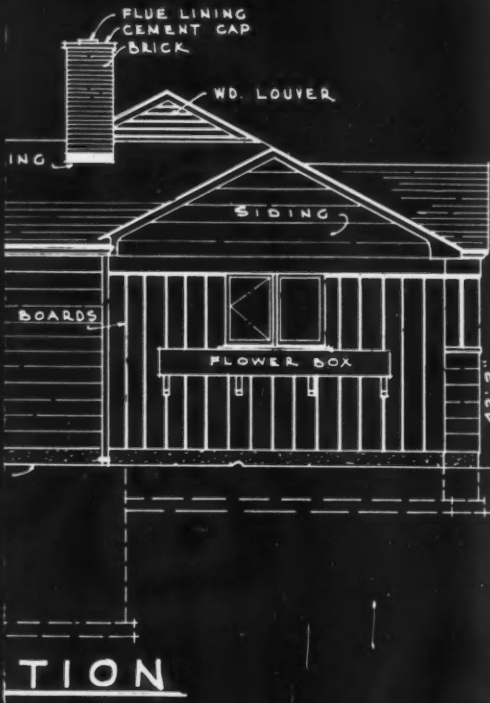
FRONT ELEVATION



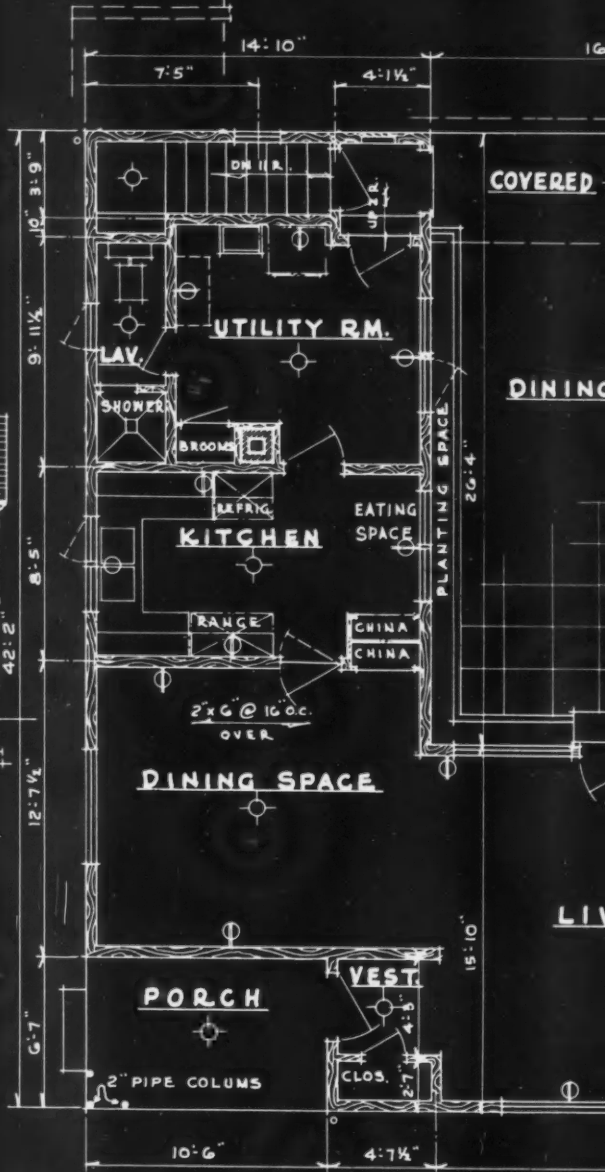
MAIL



ELEVATION



TION

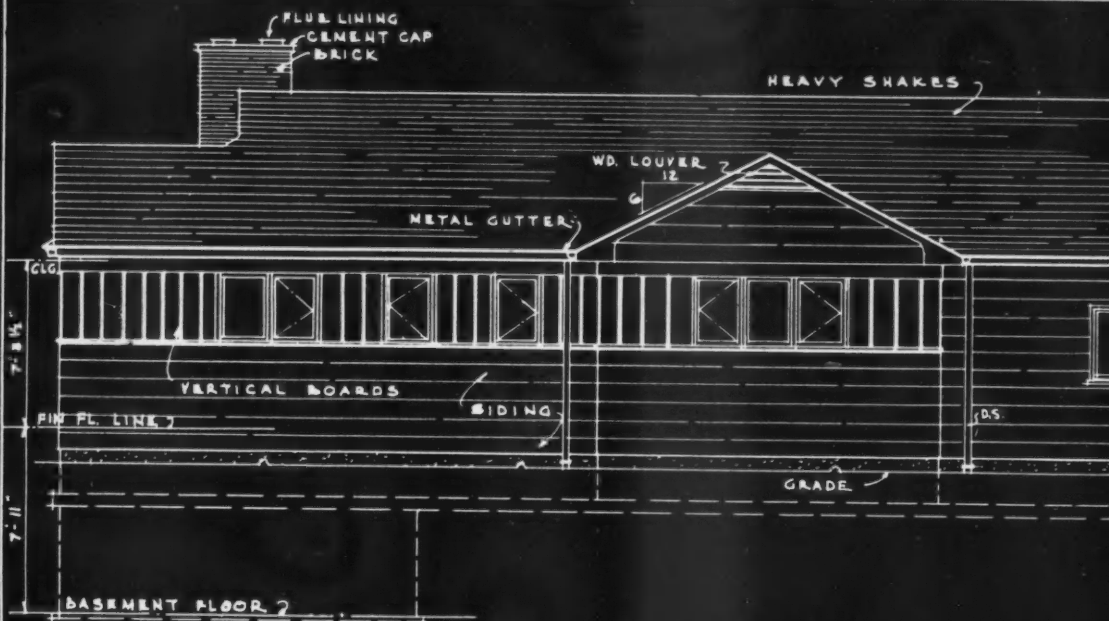


MAIN F



FLOOR PLAN

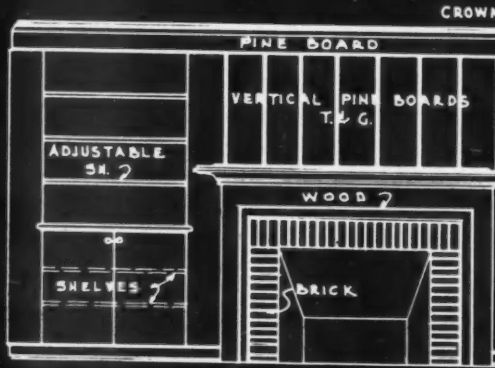
DESIGN NO. AB 129
 AMERICAN BUILDER BLUE PRINT SERIES
 Designed By
 WILLIAM ARILD JOHNSON A.I.A. ARCH.
 1st National Bank Bldg. Everett, Wash.
 Simmons Boardman Pub. Corp. 105 W. Adams St. Chicago, Illinois



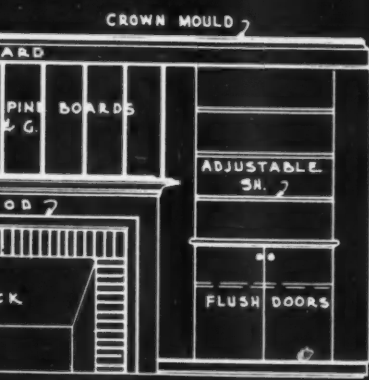
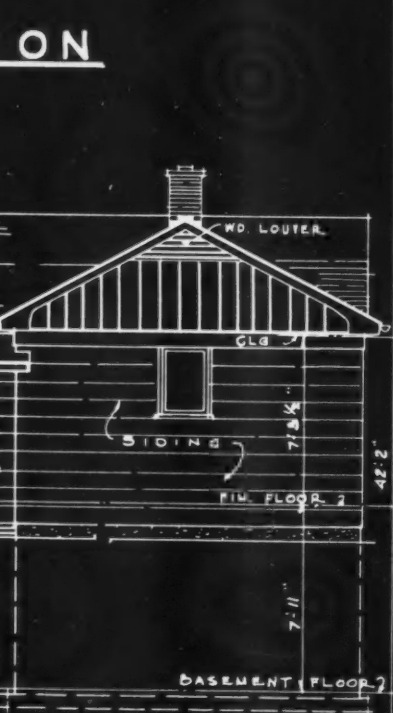
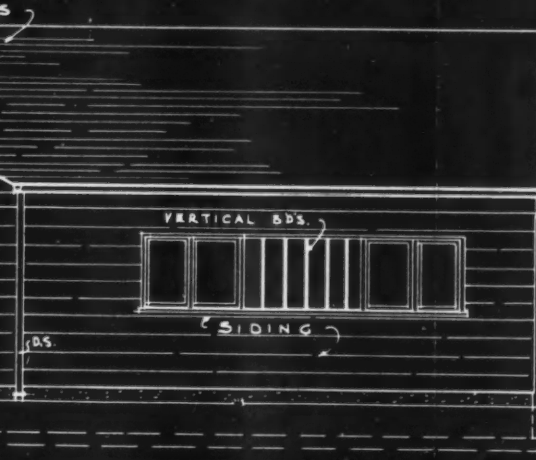
RIGHT SIDE ELEVATION



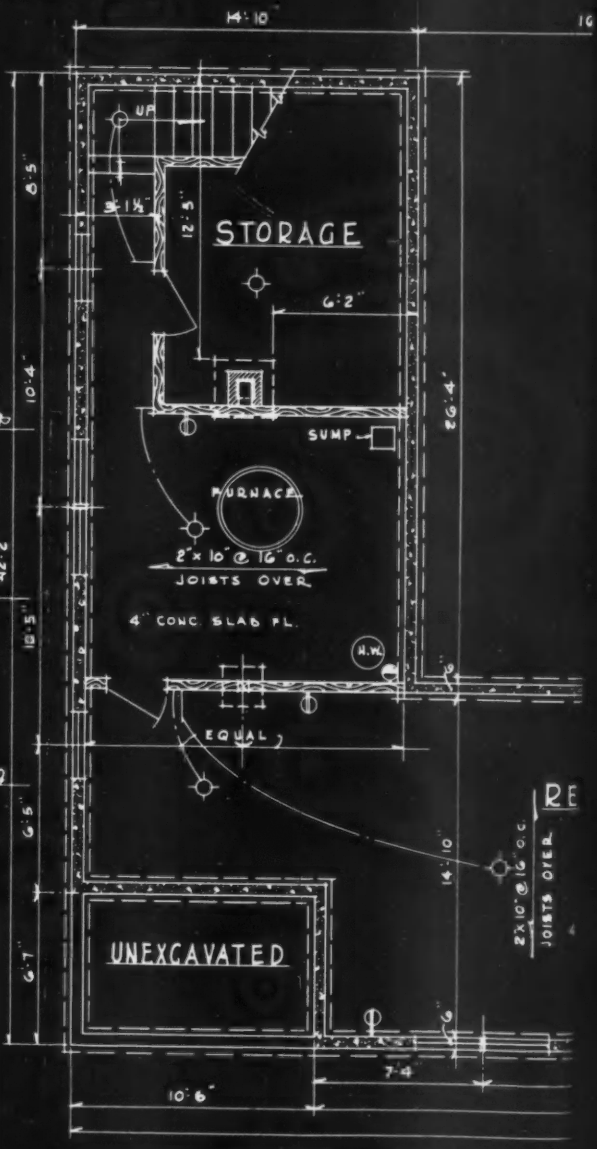
REAR ELEVATION



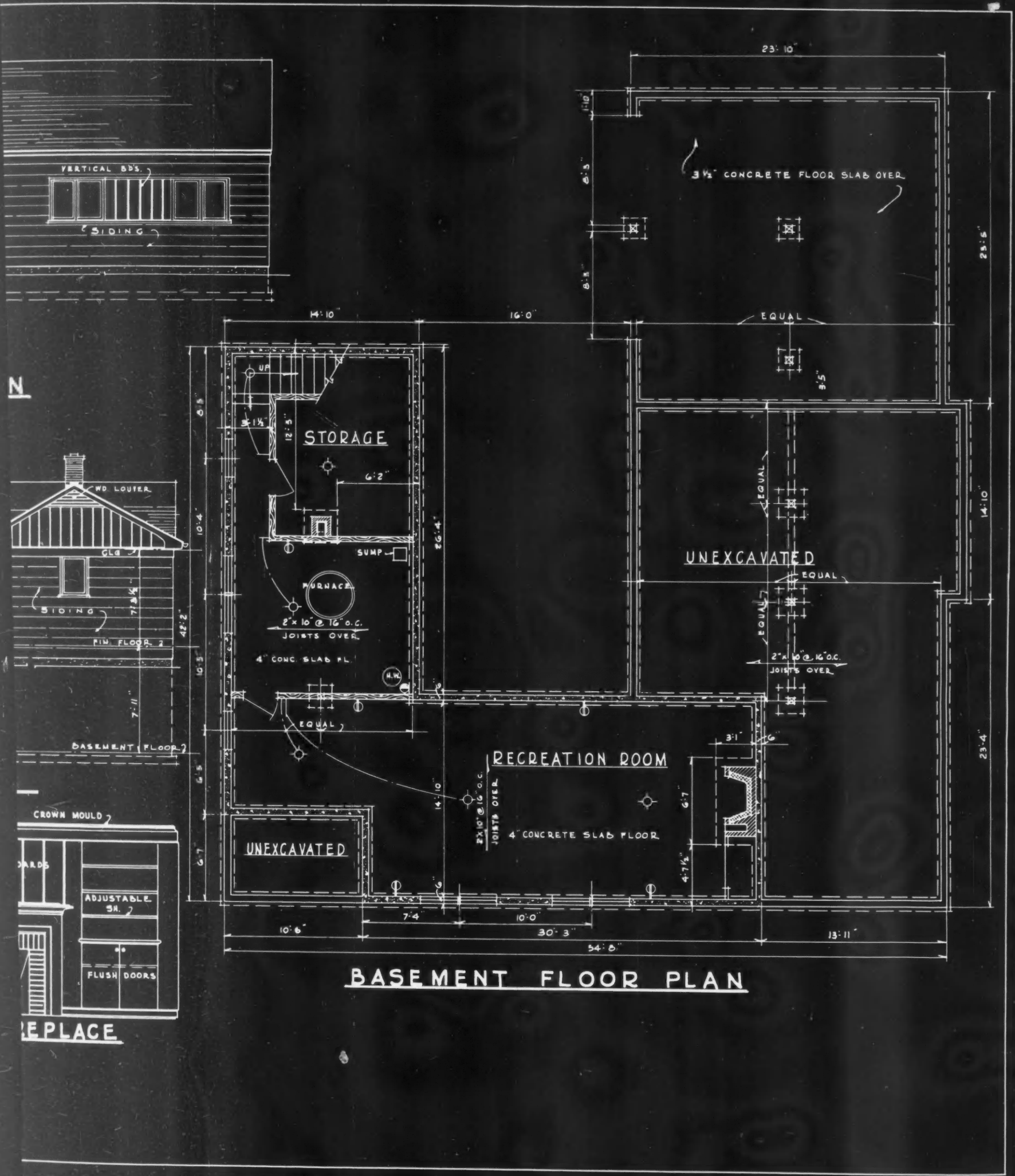
LIVING RM. FIREPI



FIRE PLACE



BASEMENT



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E. R. ENGLISH, dealer-builder



HOME of English Construction Co. and W. B. English Lumber Co., Altavista, Va.

Answering the Critics

ONE WAY to answer the housing problem is to build low-cost homes, according to E. R. English, lumber dealer, who is building them in Altavista and South Boston, Va.

His attitude is that, in building low-cost homes, he is making the only positive answer to public housers.

"Building Industry Engineered homes is the best answer to public housing offered the building industry," he said, "because of the tremendous public relations and publicity possibilities of this nationwide campaign."

He pointed out that a lumber dealer, even in a small community, could focus the effect of an entire industry's cooperative effort and the spotlight of national magazine, newspaper, and radio publicity upon local home building simply by constructing an IE home in the dealer's own community and publicizing it. At present, four IE homes are being built in Altavista, and ten in South Boston, Virginia. The first of the homes in Altavista was of cinder block construction, and is planned to sell for approximately \$6,000, including land. The homes in South Boston are of wood frame construction, and are designed to sell for approximately \$5,500, including lot. All are built from plan 47-1A wood frame, the basementless variation.

The IE home-project in South Boston is being interspersed with another type of low-cost home which the company had been building prior to the IE home development. Both types of homes on adjacent lots are designed each to sell for \$5,500, including land, but the IE home contains the equivalent of 77 square feet more floor area, which is important in a small house, as that space is al-

Dealer builds low-cost industry engineered houses as practical demonstration of what private enterprise can do to meet high building costs

most equal to an additional 8x10 foot room. The other type of home in the subdivision is 25 feet, 6 inches by 27 feet; while the IE home is made up of two 16x24 feet units placed at right angles.

M. S. Angle, supervisor on the South Boston job, stated that the design of the IE home saved in materials, and that as soon as the crew got on to the building methods suggested in the book "HERE'S A BETTER WAY TO BUILD," construction time was reduced. "It costs less," he said, "to build an IE home than a conventionally-built home of similar floor area."

The English Lumber Co. and the English Construction Co. are located side by side on Altavista's main street. The English Lumber Co. was established in 1909, and the English Construction Co. in 1936.

E. R. English, of the Lumber Co., has some revolutionary viewpoints.

"I believe building material dealers should go into construction," he said.

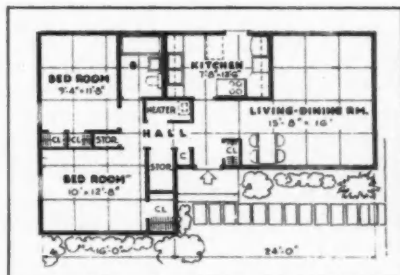
"During the war, we built 238 houses, and we intend to continue in the construction business."

On the wood frame IE homes in South Boston, the English Construction Co. is using the recommended 24 inches on center stud and truss rafter spacing.

"Many industries are ready to subsidize and finance homes-built by lumber dealers to house industry employees," English stated. He believes the great opportunity for increasing the housing facilities for American workers is being overlooked by many elements in the building industry. The trend toward decentralization of industry, he believes, will make this building opportunity more universally available in the future.

"Under such a situation, financing is easily handled through the industry requiring homes for its employees," he pointed out.

The English Construction Co. takes such jobs on cost-plus contracts with one profit.



BASEMENTLESS variation house 47-1A



FRAMING erected in one work day

Lowering Costs by Handling Building Materials with Power Equipment

Time studies by this firm reveal reductions of 75 per cent and more in cost of unloading and storing where power equipment is used. A 60 per cent increase in usability of warehouse space is also achieved when power is utilized

THE cost of handling and storing most building materials can be cut 75 per cent and more by proper freight car loading and the use of power equipment. In addition to this saving the usable warehouse space can be increased as much as 60 per cent. This is the experience of Reserve Supply Co., St. Paul, Minn., a wholesale building material distributing firm serving about 1,500 retail yards in that section of the country.

Two carloads of hardboard, one conventionally-loaded and the other unitized to accommodate power equipment, were spotted on the same day, and seals broken at the same time. Careful records of time consumed in unloading and storing the material from each car revealed that the conventionally-loaded car cost 28 cents a thousand to unload and store with partial use of power trucks, while the unitized car was unloaded by a fork-lift truck and the material stored in the warehouse for only 7½ cents a thousand. Hardboard shorts were used for separators in the unitized car.

In another instance where records were kept, one man and a helper with a fork-lift truck unloaded and stored a full flatcar loaded with insulating board sheathing in 50 minutes. The car contained 64,000 feet of board. The cost of unloading the unitized car was only \$4.50 as compared with about \$28 for unloading and storing the same amount of board from a conventionally-loaded car. Unitized cars of gysum board are unloaded and stored with power equipment for about \$5 as compared with \$32 for unloading and storing the same board from a conventionally-loaded car.

The increase of 60 per cent in usability of warehouse space is achieved because piles can be much higher. The fork-lift trucks used by this firm have a lift of 108 inches, or nine feet from the floor to the bottom of the top unit on the pile—a height much greater than feasible when manpower is used for piling. In addition to higher stacking, piles can be moved much easier when it is necessary to clear areas for new shipments or to consolidate stocks.

J. R. Randall, president of Reserve Supply Co., reports his firm would like to unload a much greater volume of materials with fork-lift trucks, but indifference on the part of many manufacturers in cooperating in unitizing carloads is a definite deterrent. Even though some manufacturers would like to cooperate, working conditions in a number of instances tend to block the change, especially where piece work is involved. The experience of this firm reveals that although manufacturers have developed fine equipment and refined processes for manufacturing their



1. THIS 600-foot long warehouse accommodates the \$10,000,000 annual business of Reserve Supply Co., St. Paul, Minn. In 1947 more than 1,600 boxcars of building materials were unloaded in addition to large shipments which arrived by motor truck. The firm serves 1,500 dealers in five states

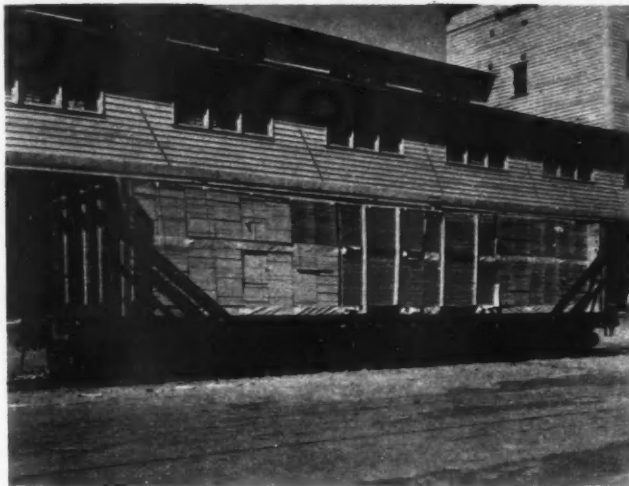
products, they have not streamlined their methods of loading the products for easy handling by receivers. Those manufacturers who have adopted unitizing and power equipment loading methods, report substantial savings in handling costs.

The failure of railroads to adapt equipment to accommodate power-handling machinery has proved expensive. Basic design of boxcars has not been changed since Civil War days, and new boxcars are still being built with the single narrow doors, too small to permit any degree of maneuverability by power material handling equipment. Double-door boxcars are preferred, but this entails special requests by shippers and brings on attendant delays due to a shortage of cars at the present time. In some instances boxcar bottoms are so worn and damaged they are not strong enough to carry loaded lift trucks.

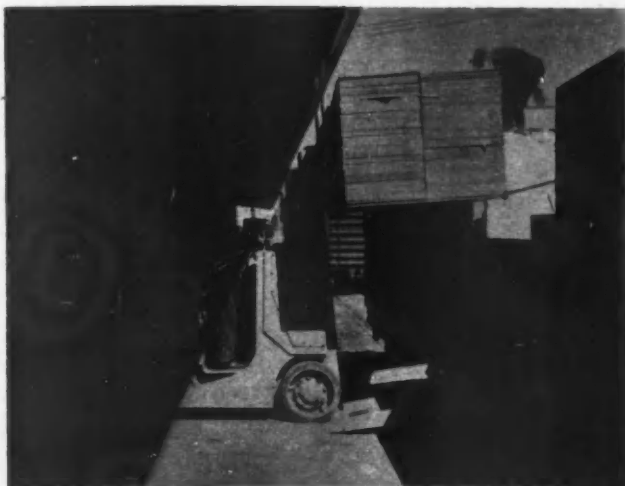
The two automatic fork-lift trucks used by Reserve Supply Co. are 3,000-pound capacity with 48-inch forks. Since two-thirds of the saving in use of power equipment is in handling, light trucks will save as much as heavier trucks for handling building materials, in the opinion of Mr. Randall. Small trucks have more maneuverability and can make more trips faster than heavier equipment. This firm also uses two Transporters and one Transtacker in the warehouse. The power material-handling equipment now used by Reserve Supply Co. pays for itself in any twelve-month period through savings achieved in unloading and storing costs.

Mr. Randall is enthusiastic about savings for the ultimate consumer in cost of building materials that could be achieved by coordinated, uniform handling practices from manufacturer through to actual delivery on the job. Units of building boards and similar materials could be loaded in stacks of uniform quantity to accommodate power equipment for unloading. If, for example, there were 1,800 feet in a certain unit, the wholesaler would store the material in these units in the warehouse, and retailers could order the materials out in 1,800-foot units. This would simplify and speed up handling and generally reduce costs.

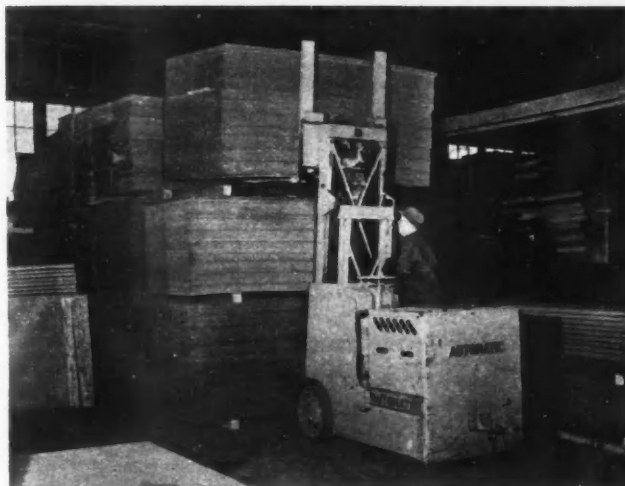
At the present time there is a tremendous amount of manpower used in handling building materials between the factory and the ultimate consumer. Total man-hours and costs both can be reduced appreciably by cooperation of all segments of the industry in preparing loads for handling with power equipment. Even though a receiver does not use power equipment for unloading freight cars, if materials are unitized the unloading job is unchanged.



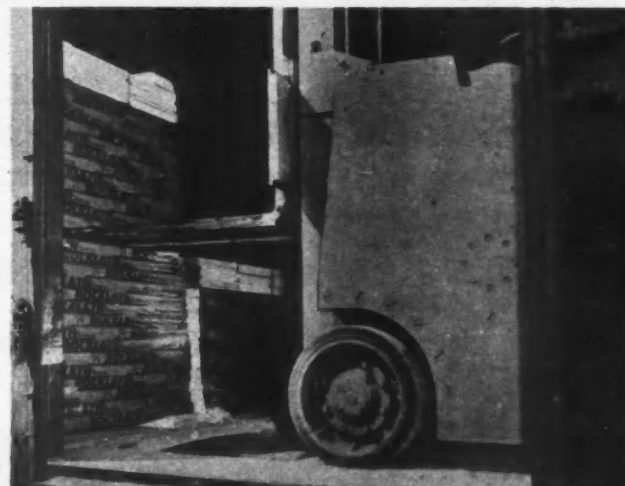
2 COOPERATION between the wholesaler, manufacturer and a railroad resulted in development of this special flat-car for unitized loads of insulating board sheathing. Bundles of board lath are used for separators. One man and a helper with a fork-lift truck unloaded a similar car in 50 minutes



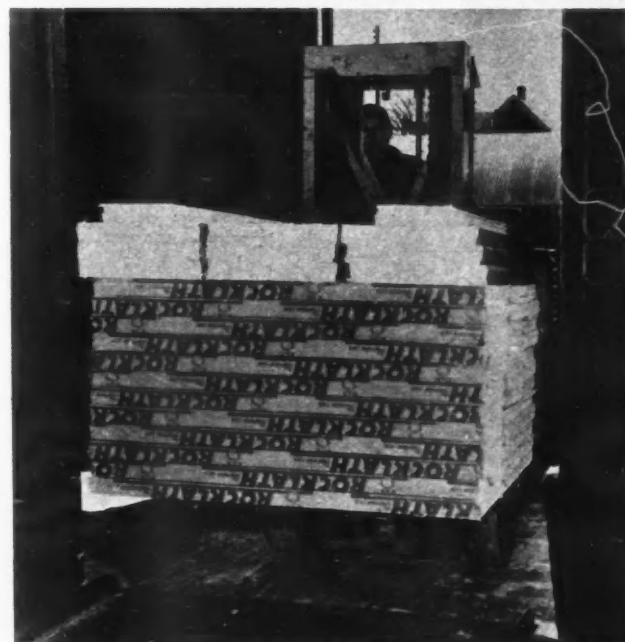
3 THE 3,000-pound capacity fork-lift truck takes the first "bite" from a car of insulating board sheathing. Note that center piles are arranged so space between units is easily accessible. Loading platform must be about same level as floor of freight car for efficient operation of power equipment



4 USABILITY of warehouse space since adoption of power equipment here has increased 60 per cent. Flexibility of warehouse has also increased because piles may be moved easily



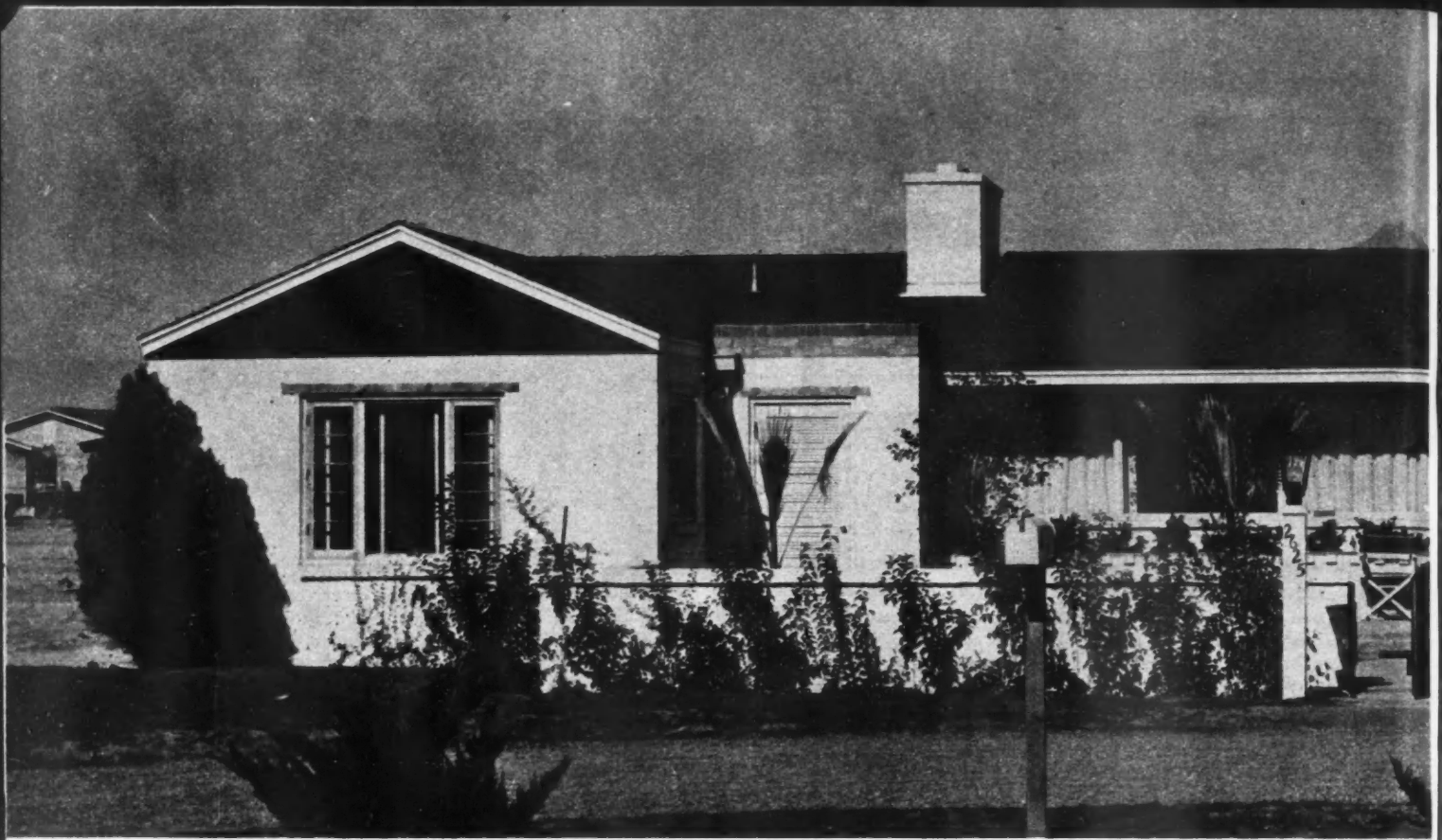
5 FORK-lift truck taking another "bite" from car loaded with gypsum lath. Note how bundles are laid crosswise to form units. Gypsum lath is used to unitize gypsum board cars



6 NOTE how standard boxcar door limits maneuverability of fork-lift truck loaded with gypsum lath. Lack of clearance requires more time in unloading, increases danger of damage



7 THIS particular truck has a total lift of 108 inches, permitting piles 9-feet high to the bottom of the top unit. Easy piling of high stacks in warehouse is demonstrated here



MALOWNEY'S home is a spacious seven room layout, neatly shrubbed, with a front and a rear patio and an excellent view

Modified Western Homes Find

"Boots" Malowney, Springfield, Ohio builder has transferred his home building activities to sunny Tucson and likes it!

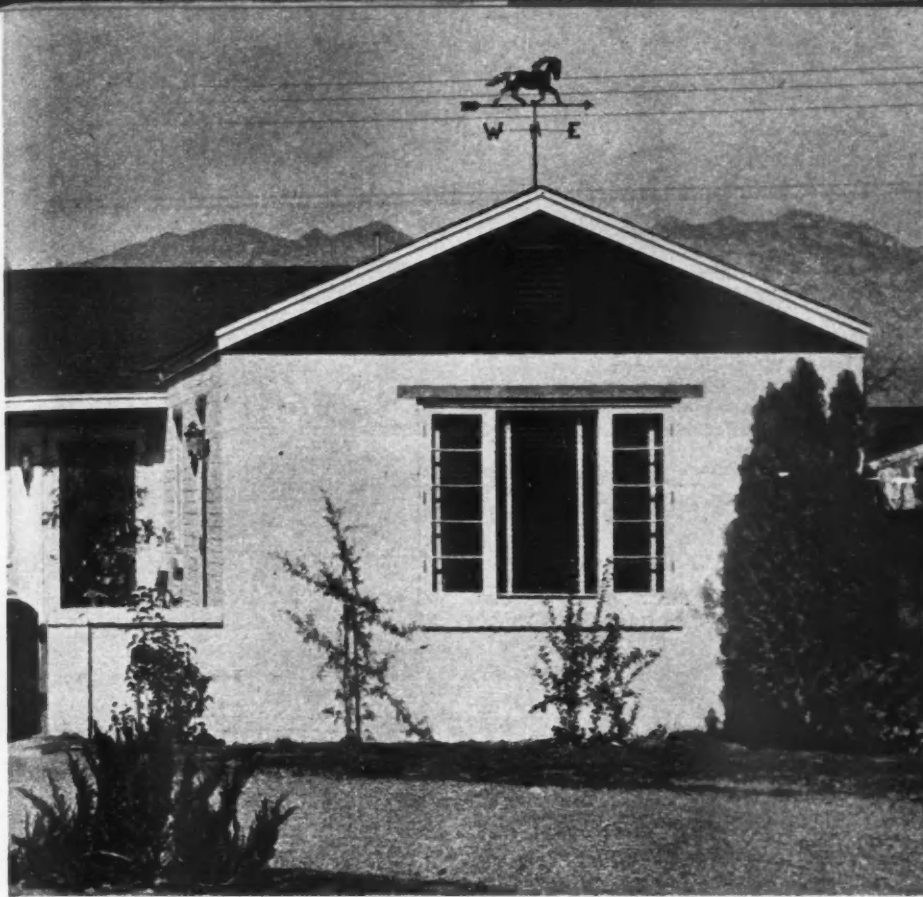


INTERIOR decoration on all Malowney homes is done by his wife, Mrs. Wilma A. Malowney. Typical decoration is shown in this living room, featuring picture windows

CHARLES R. (BOOTS) MALOWNEY is a big, jovial Irishman, whose houses stand as firmly, as well built as (and very little taller than) Malowney himself.

He is known variously as "Boots" or "The Hat" among his many friends in NAHB, where he has long been active as director, vice president and general promoter of the organization's activities. These affectionate appellations are of recent vintage and have come into being since Malowney left Springfield, Ohio in 1946 to come to Tucson, Arizona and, following the move, went "all-out" for the west.

Malowney, with his brothers, George R. and John R., and his mother, Mrs. Rosalind Malowney, has in the past participated in the construction of more than 1,000 houses in and around Springfield, Ohio (see *American Builder*, December, 1942). But he has now planted his roots in sunny Tucson ("What a pleasure to lay brick day after day in January, February and March!"), and vows he is there to stay. He has moved to Tucson because he believes in the future of the Old Pueblo area and in the southwest style of living generally.

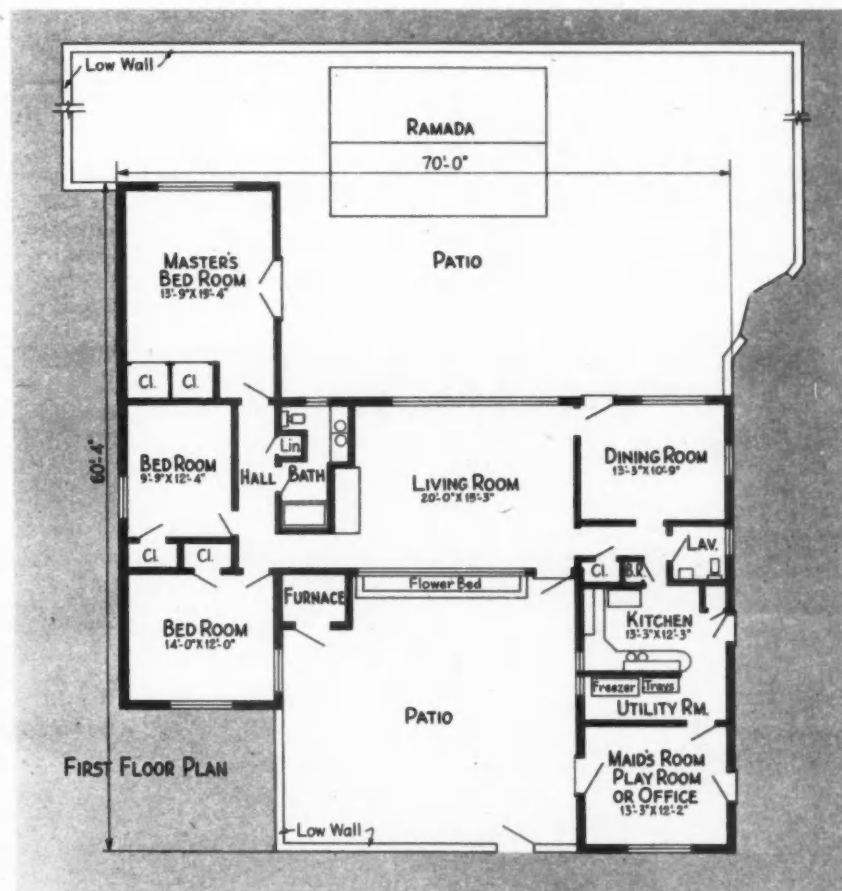


CHARLES R. MALOWNEY stands before the doorway of one of his newly completed houses. He supervises each job

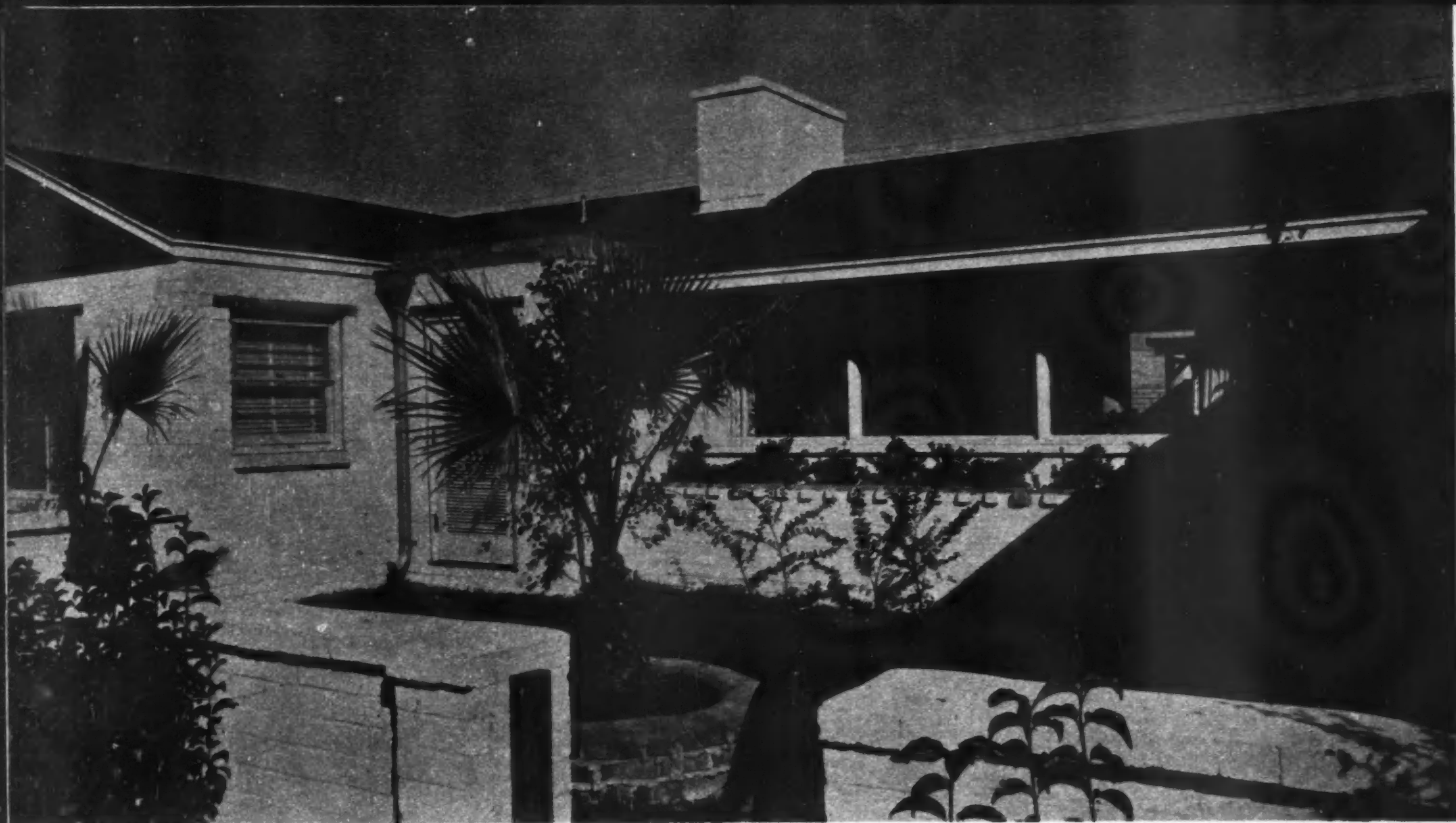
Ready Sales

Malowney's first big project in Tucson comprised 50 houses of which 34 are now completed, and he builds them in what he calls a "modified-western" style. The way he describes it is this: "Most of my buyers are from the East and Midwest, and I have even had two from Canada. The pueblo or all out western type of architecture is rather strange to them at first, and when it comes to shelling out a substantial down payment, they don't want anything completely and too radically different from the sort of structure they are used to back home. We try to give them something that contains the basic features of the western type of architecture and yet retains enough of what they have known in the East, so that they won't feel complete strangers in their own homes."

Malowney's houses are all one-story, basementless structures with a forced-air, gas-fired heating system, with outlets in every room, each individually controlled, and the heating ducts, in summer, serve as passages for a cooling system. With this latter method, water passes over heavy pads in an evaporated cooler system which is particularly designed to give



DESIGNED by Richard B. Pollman. Malowney's own home has a spacious room, excellent circulation, a front patio and three bedrooms. Note storage and closet space



WOODEN gate at dooryard offers inviting welcome to outdoor living room of the Malowneys' home in Broadmoor, Tucson

maximum efficiency in the dry desert country, where humidity is conspicuous by its absence.

Long a devotee and follower of the Urban Land Planning Institute, Malowney orients each house to its location for its adaptability both to view and to sun on the interior living areas and outdoor patios. Each plot is completely landscaped, with a winter rye lawn or a bermuda grass lawn, depending on whether the house is completed in the fall or the spring, as is the custom in Tucson. Picture windows are featured, of course, and the interiors, all done under the direction of his wife, Mrs. Wilma A. Malowney, are painted with deep col-

ors, especially featuring desert hues.

Malowney, experienced builder though he is, has found a number of changes between building in Tucson and building in Springfield, Ohio. For example, the lack of cellar and attic space calls for much thought in the provision of larger closets and storage space, along with a utility or storage room. Some of his sales are made by his own organization but he works directly with realtors as well.

He used composition or Pabco asphalt shingles, in various colors, when he first came out here, both because he had found them satisfactory in the Midwest, and because they were items in decent supply at the

time he started to build. Other products which have found their way into his houses are: Dexter Lifetime hardware, Stanley hinges and cabinet hardware, Texolite paints, Lightolier fixtures, Alco green and ultra-violet glass for southern exposures and Aetna steel sash and door frames.

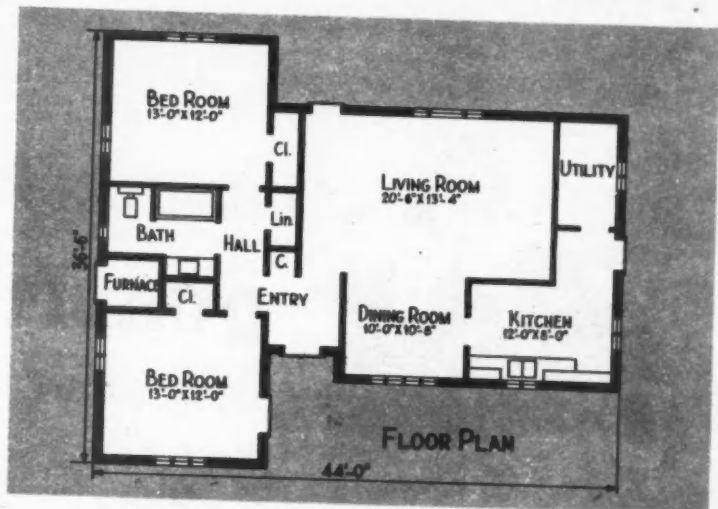
While home building in Tucson is at an all time high and will probably continue to rise, Malowney feels that it cannot and will not reach its maximum until certain changes are made in government policy. "What we need," Malowney says, "is a realistic approach on appraisals and costs by both the Federal Housing Administration and the Veterans Administration. This is particularly true in a community like Tucson, and other Southwest cities which are growing rapidly. Many people come to our area with a substantial amount of cash to invest in a business and a home, but the unrealistic and unfair appraisals put on new properties compel them to invest so much cash in a house as their equity, that they are almost foreclosed from investing any in a new business. This is a situation that should be attacked on a national as well as a local level, and if it is solved, both the home builders, the home buyers and the community will all profit by the result."



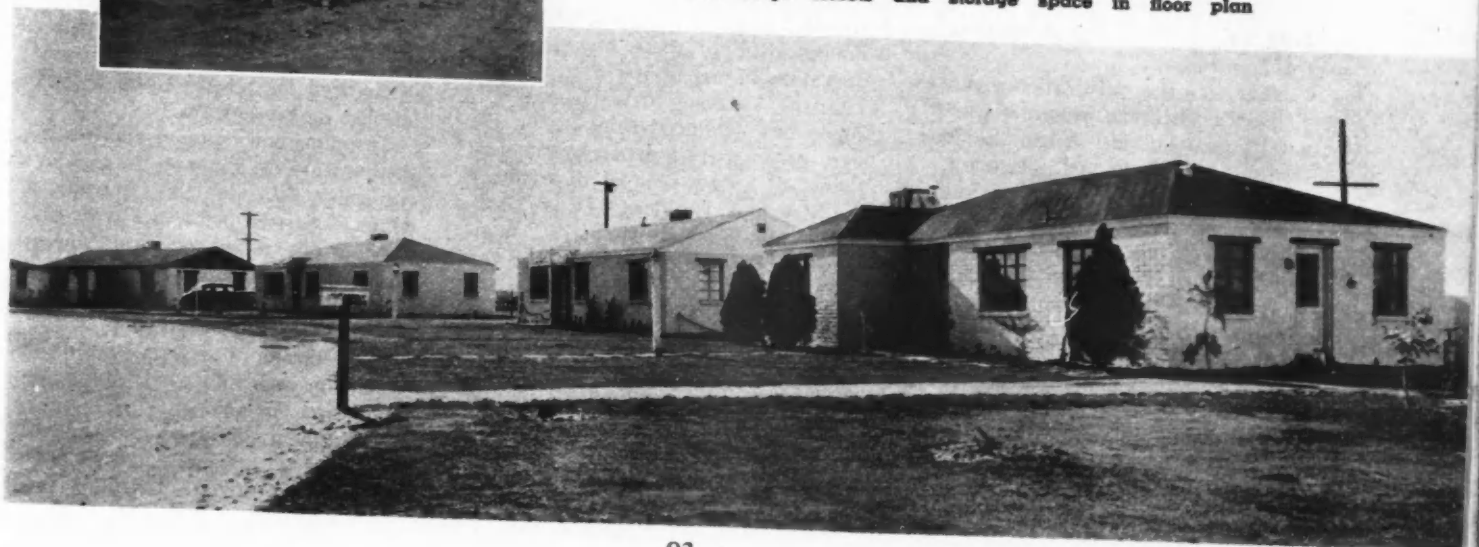
TYPICAL example of the clean-cut construction, which distinguishes the Malowney-built homes, is this three-bedroom, one-level house with an attached garage. Many Malowney houses have front or rear patios for western outdoor living



TYPICAL exterior of one of Malowney's two bedroom houses in Tucson. Note slightly pitched roof, recessed entry and ample windows



CLEAN LINES, adequate set-backs, curving streets and pleasant variation in design are featured in Tucson development. The NAHB symbol clearly labels all Malowney jobs. Note large closets and storage space in floor plan





J. HARRY DICKMAN and one of the houses he designed and built in Bedford Heights

QUALITY HOMES *For Industrial Employees*

Industrial housing development features large lots in wooded rolling tract, and houses with varied exteriors of Indiana limestone veneer

"MAKE it the prettiest subdivision in Indiana!"

That was the only order given to J. Harry Dickman, veteran Cincinnati home builder, when he was chosen by the Indiana Limestone Co., Bedford, Ind., to develop an industrial housing project for the company's employees. A 98-acre tract of hilly, wooded land, owned by the company, was given the name, Bedford Heights. It is located just outside Bedford.

The land was subdivided to include 150 lots and a park. Lot sizes are 80 by 180 feet. Dickman is providing a complete building service from subdividing the land and developing it, through architectural and financial

service, to building and turning the houses over to their owners. The operation is one of the first postwar industrial housing developments. It represents advanced thinking on the part of industrial management, and points to a new type of opportunity for developer-builders. It is Dickman's opinion that industrial management in countless communities can be sold easily on the advantages of embarking on similar modern housing developments for employees.

Twenty houses were included in the first group to be built at Bedford Heights. The second group, including 30 houses, is now under way. All the houses are without basements. The entire group of 150, when com-

plete, will have been built from five floor plans, each having three different exteriors. A differential of \$300 is charged for houses equipped with porches or breezeways.

The floor construction and heating system were designed by the builder's engineers. Inside the foundation, which is carried below the frost line, 6 inches of crushed rock and 2 inches of sand are placed, and dressed to a level that leaves room for the floor construction above. A strip of one-inch insulation board is placed between the rock and sand fill and the foundation walls.

The top of the stone and sand fill is covered with tarred slaters' felt to act as waterproofing. Then, a 4-inch

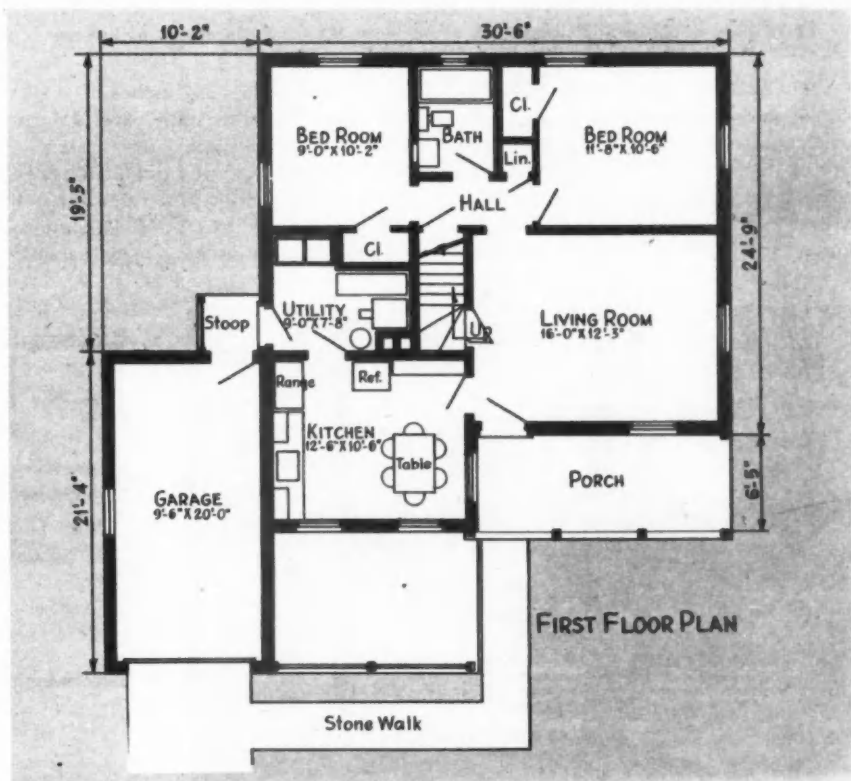


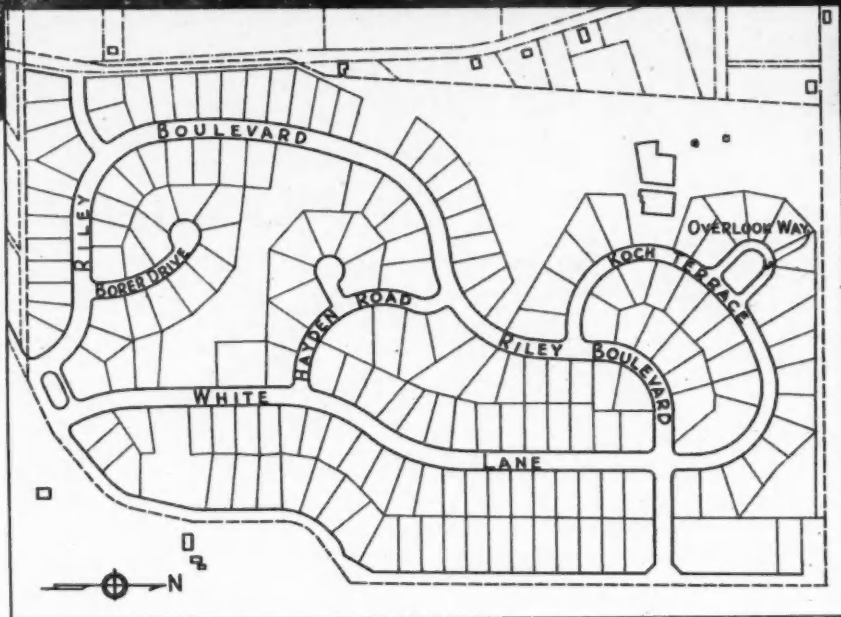
PHOTOGRAPH above and floor plan below of typical house in Indiana Limestone Co.'s housing development for employees. Note unplanned limestone veneer walls with stones of varying heights and colors to give pleasing appearance

reinforced concrete slab is poured. Embedded in the slab are 1x3 nailers, 16 inch o.c. On top of the nailers, and nailed to them at right angles are 2x4's on 16-inch centers, providing an air space between the slab and the finished floor. Finished floors are Bruce hardwood. The foundation is made of cement blocks.

A Dyotherm warm air furnace, oil-fired, is installed in each utility room. A blower forces the warm air into the rooms through outlets located one foot below the ceiling line.

Wall construction features Ilco Splitstone, a limestone veneer manufactured by the Indiana Limestone Co. Room stencils are marked on the concrete floor slab with templates made of 1x6 lumber. With the stencils marked, masons proceed to build the outside walls. The walls are made of 4-inch Waylite blocks, separated by a 2-inch dead air space from the Splitstone that forms the exterior surfaces of the walls. The blocks and the limestone are tied together with aluminum Z ties. Plaster on the inside walls is applied directly to the Waylite blocks.





PLOT plan of Bedford Heights and street view showing placement of houses

Management instructed the builder to subdivide wooded site, design houses and make Bedford Heights the prettiest small homes project in entire state

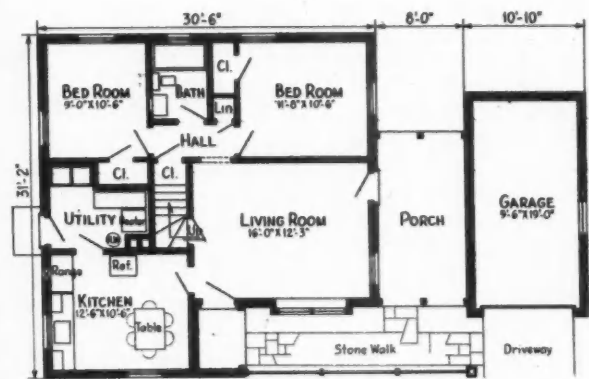
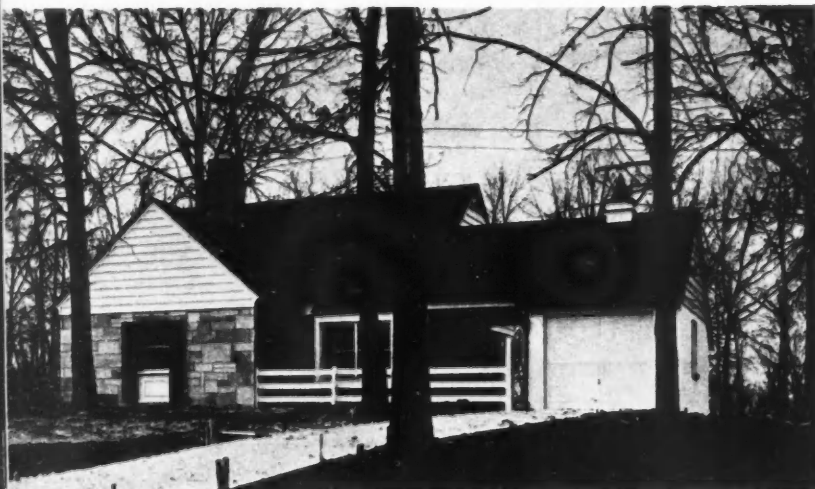
The Splitstone is used in both planed and unplanned surfaces. It is unselected as to color and texture, and ranges from old Gothic and variegated to standard in buff and gray. Average random wall patterns of the houses at Bedford Heights include

about 15 per cent, $2\frac{1}{4}$ inches high; 40 per cent, 5 inches high; and 45 per cent, $7\frac{1}{4}$ inches high.

The houses are at calculated varying distances from the front lines of the lots to avoid any possible suggestion of row houses. Carey asphalt

shingle roofs are used throughout, and the colors are varied. Four to six black roofs are used, with several brown ones following, and a gray one between these and the next series of black. Only these three colors are used. Windows are aluminum, made by American Bronze Co. All ceilings are insulated with U.S.G. Rockwool.

Kitchens in all of the houses are made large enough to accommodate a table and four chairs for meals in that room. There are no dining rooms. The kitchens are equipped with wood

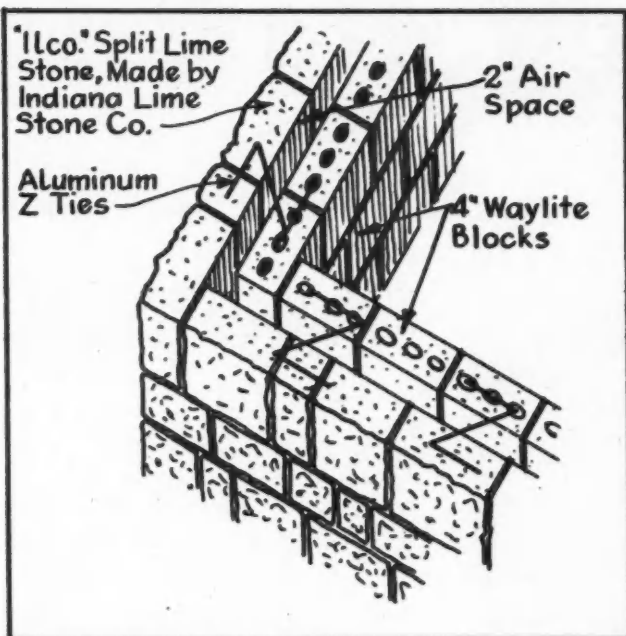


FIRST FLOOR PLAN

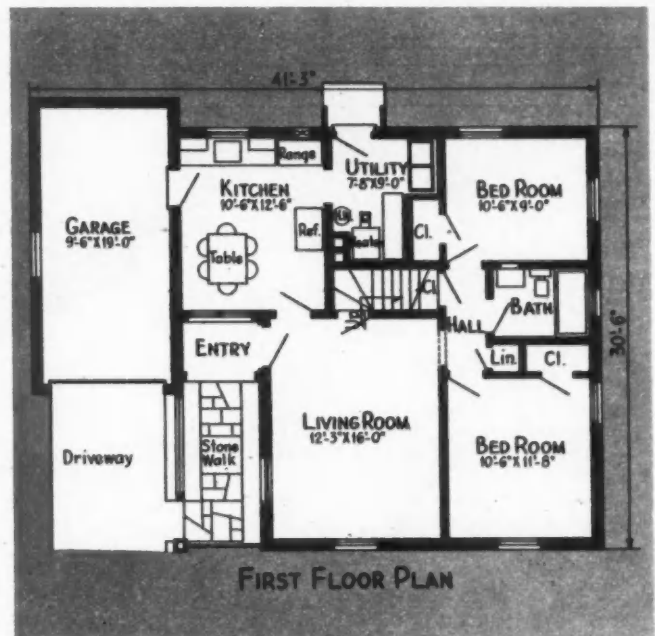
BREEZEWAY between house and garage



QUALITY building is reflected in this photograph of a typical Bedford Heights house. Note gable treatment and limestone chimney



DETAIL of Waylite and Splitstone wall



FLOOR plan of house shown above

cabinets, linoleum work tops and Ventrella vent fans. A Hotpoint electric water heater and laundry tubs are standard equipment, included in the purchase price. Hotpoint electric ranges and refrigerators can be purchased from the builder at extra cost, but on the FHA loan. Aetna steel door frames and Crane plumbing fixtures are used throughout the entire subdivision.

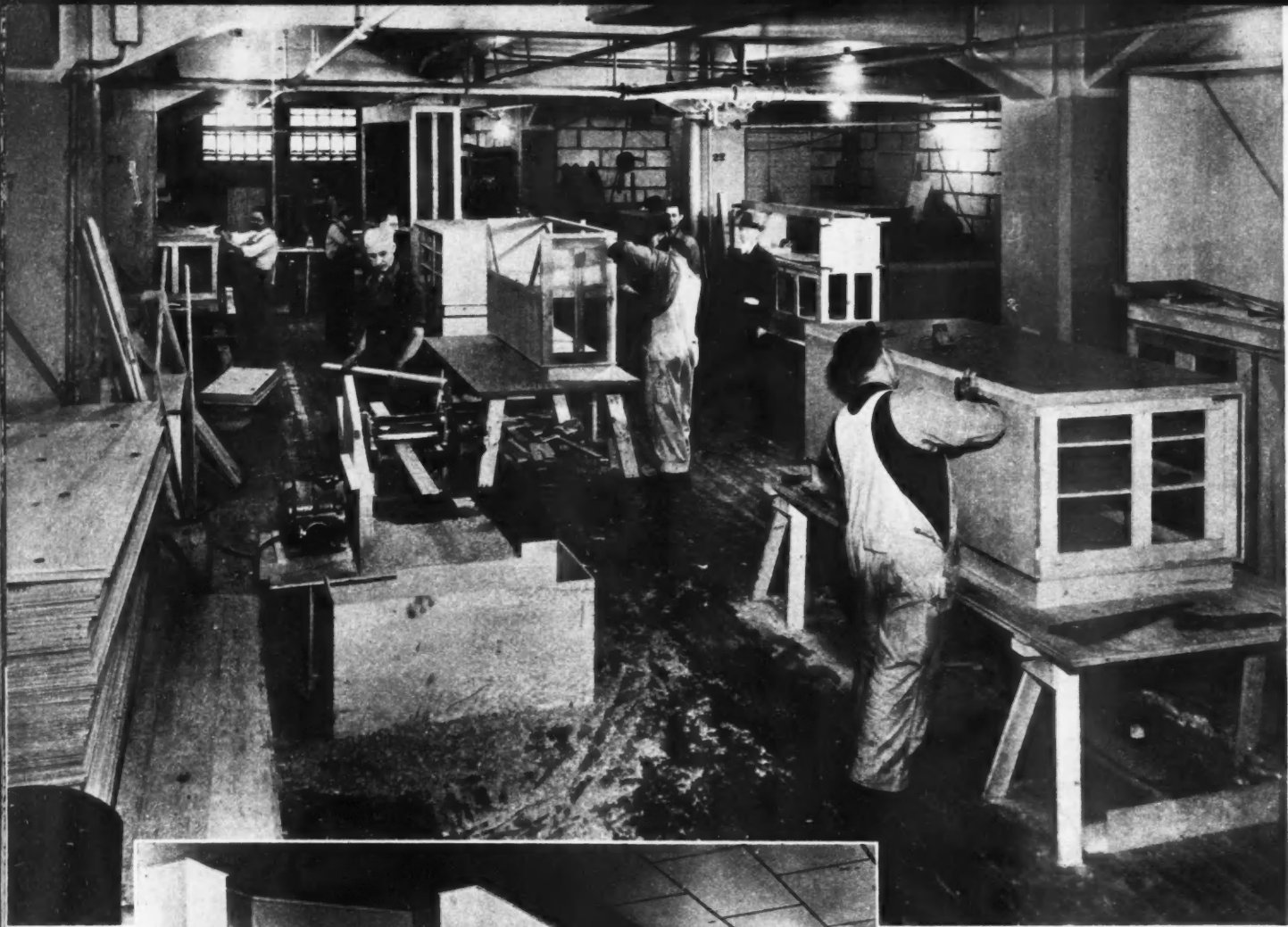
Garages, either attached to the house or separated by a porch or breezeway are included in the purchase price. They are built with cement block, and are designed to accommodate one car, while leaving space for a work bench and the storage of garden tools.

All lumber for roof and other framing was cut to length and notched on the job site with power saws. Cutting Splitstone for window and door openings was done with a stone saw loaned to the builder by the stone company.

Dickman, who has been building houses for 35 years, is a member of the Cincinnati Home Builders Association. Of the many satisfying experiences he has had while building Bedford Heights, one of the most flattering was in connection with the park. The houses were built for, and are occupied by foremen, superintendents, office help and company executives. It was decided to name the streets for established and well-

known company officials. Dickman, having no instructions on what name to give to the park, went to the company for advice. He was told that since everything he had done was so satisfactory, it had been decided that the park would be Dickman Park.

Compared with old style industrial housing projects, Bedford Heights represents a radical departure. It is typical of the best non-industrial developments, and stands as a monument to the aims of enlightened industrial management, and abilities of modern mass builders. The executives of the Indiana Limestone Co. were thinking far beyond elementary shelter, simple utility design, and just enough land to accommodate a house.



Power Tools,

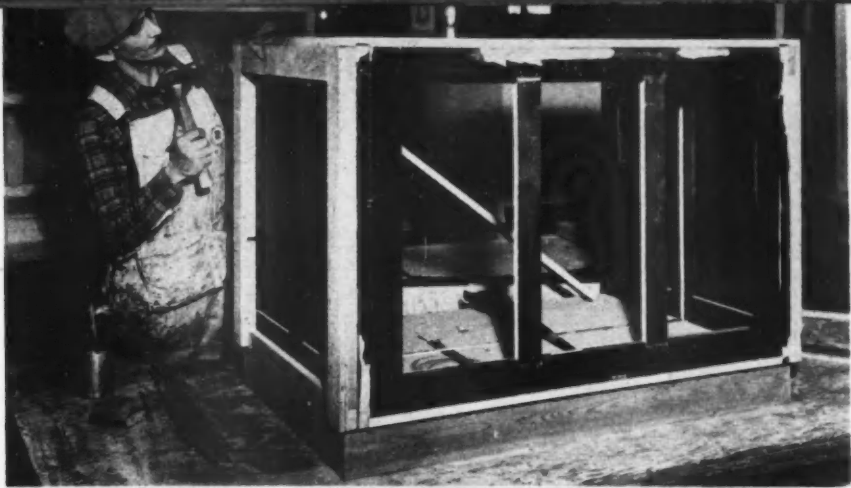
THE flexibility of light power tools, coupled with the wide variety of hardwood plywoods, new adhesives and wood finishes, paves the way for the contractor to build a new type of business in remodeling or building new interiors and fixtures for stores, restaurants, beauty parlors and other commercial establishments.

All that is required is a bit of ingenuity in experimenting with the materials, some good designs that can be fabricated from the materials used, and a force of workmen who are willing to show a little initiative and originality.

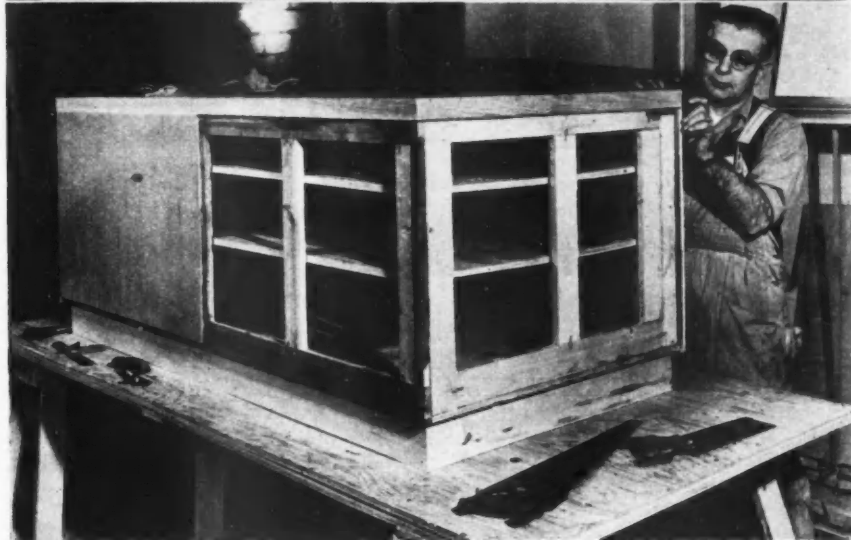
The techniques already have been developed and put to the test of actual operation by a New York firm of general contractors who developed the work as a sideline, and who fell into the business al-

PICTURE at top shows temporary shop, set up in a Buffalo warehouse, where new cabinets and counters are being made for a large department store. At left, the result shows fine cabinet work

Small investment for portable shop opens a lucrative field to small or large contractor in remodeling interiors of commercial establishments and in building or altering shelving and fixtures



THERE is an opportunity for builders to do remodeling work for stores as well as to build new cabinets. In these photos, carpenters are applying new plywood veneer exteriors to frames of old counters. They will match new cabinets



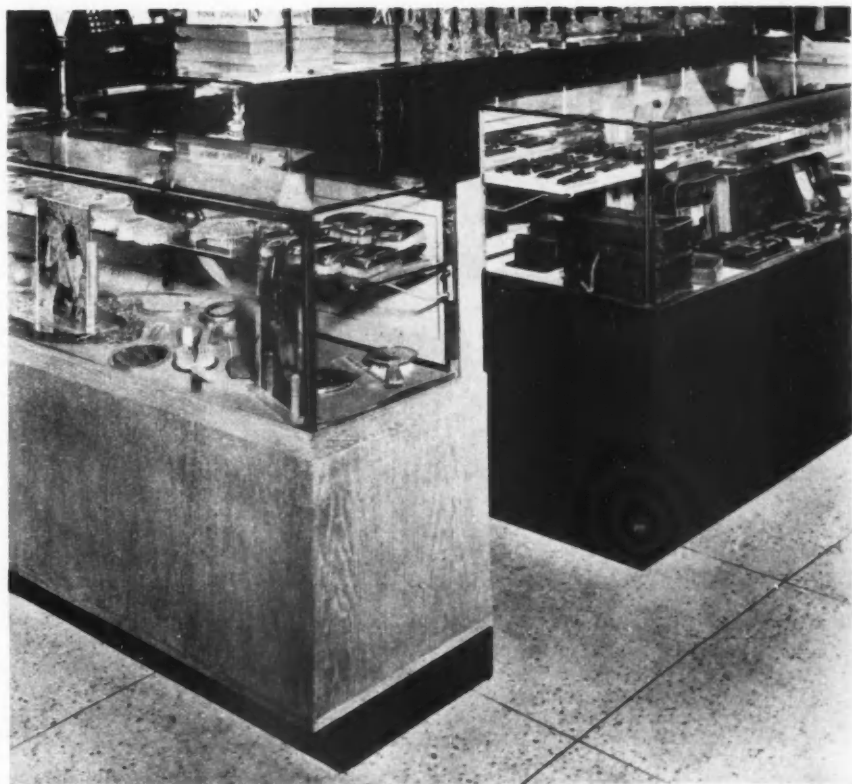
New Materials Open New Fields

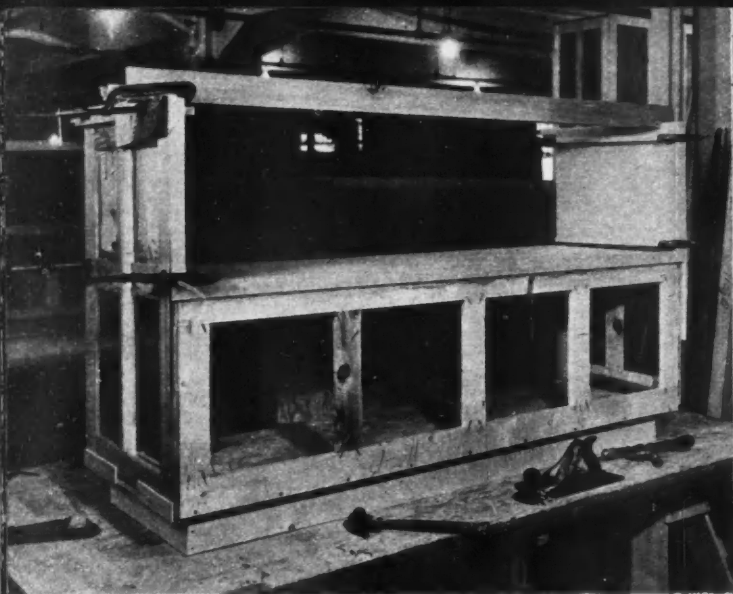
most by accident. The Charles Herman Construction Co., whose chief business is engineering construction, has remodeled and built new fixtures for three large department stores in Buffalo and for a number of smaller establishments. Currently, the firm is doing a job for Carson, Pirie, Scott & Co. in Chicago. This job will take a year-and-a-half to two years to complete.

According to L. C. Laub, treasurer of the firm, small contractors can do the same type of job on a smaller scale. There is plenty of demand, he said, for this type of work, with few equipped to do it. In fact, the Charles Herman Co. has been asked to do many more jobs than it cares to handle.

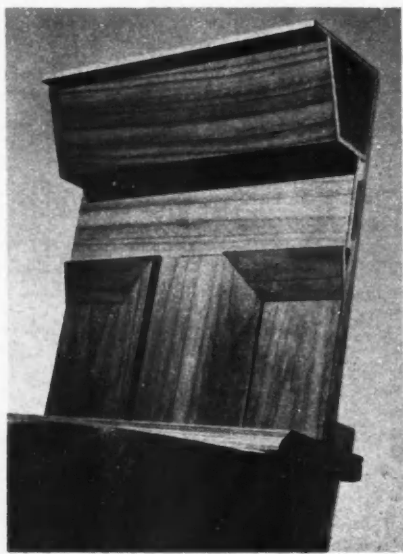
The contractor can build new fixtures, remodel old fixtures and

THE counter in the foreground has been refinished with a rift-oak plywood veneer, applied over the frame of an old counter. Contrast its modern look with the unremodeled counter at the right





LEFT, rough frames for cabinets over which plywood will be applied. Right, semi-finished cabinets ready to install in store



DETAIL of plywood paneling assembly

build modern partitions, walls and accessories cheaper than they can be built in cabinet shops, says Mr. Laub, if he is careful not to build up too much overhead. No permanent shop is required, and light tools will do the job. The power tools can be set up in a warehouse or basement area close to the job. When it is finished, the tools can be sold for 50 to 75 per cent of their cost, or moved to another job.

The job foreman should be a man who has ingenuity and initiative. He should be able to direct a force of carpenters. Cabinet makers are not essential. However, trim carpenters should be used, and they should be men who are willing to try new techniques. For example, a lot of carpenters would not want to tackle the job of cut-

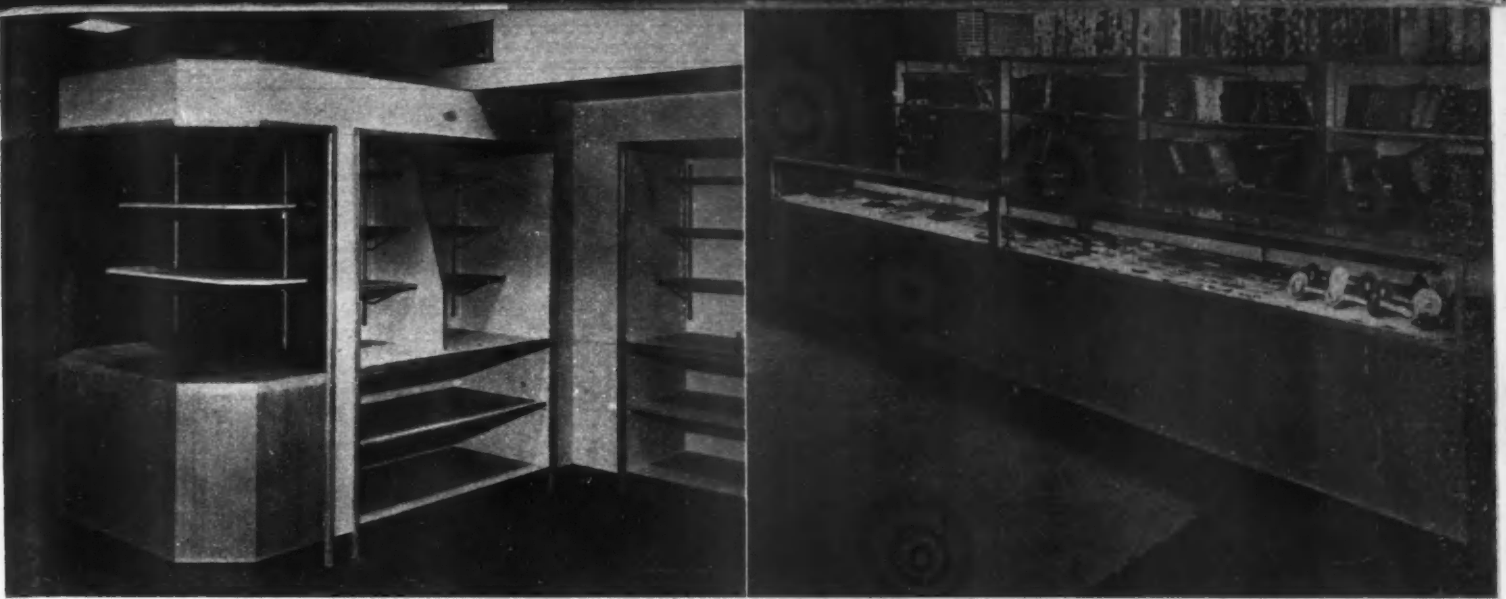
ting a 45 degree miter on the edge of an eight-foot sheet of plywood to make finished corners. But with care it can be done, as can a lot of other equally precise jobs. Such work is possible with the precision that can be achieved through modern power tools.

Most counters and cabinets for the Buffalo stores were made from rough framing with quarter-inch hardwood plywood sheets for the finish. However, when it is available, three-quarter inch plywood is preferred, and it avoids the need for a lot of the framing. Plywood-covered metal mouldings in various shapes are now available to permit even greater variety.

Mr. Laub states that production in the shop is better if the machines are overpowered with a motor



TAPERED hardwood spindles are combined with plywood to make these two types of display furniture for a Buffalo department store



BEVELS are cut on plywood to make shelving like this. At right, simplest style of counter with showcase built into the top

**POWER TOOLS RECOMMENDED
FOR TEMPORARY STORE
FIXTURE SHOP**

- One 12-inch thickness planer
- One or two 6-inch jointers
- Two 10-inch tilt-arbor table saws
- One cut-off saw
- One 14-inch band saw
- One small router or spindle shaper
- Three portable sanders
- One belt sander
- One drill press
- One ½-kilowatt wood welder

larger than recommended. Sufficient equipment can be secured for an investment of from \$1,500 to \$2,000, depending on the size of job and the production capacity required. Of particular value, is a wood welder which permits rapid application of thin veneers without the need for over-night clamping or blind nailing. The wood welder is an electrostatic unit which supplies heat direct to the adhesive and cures it in a few seconds.

To secure satisfactory finishes, Mr. Laub did a lot of experimenting with brushing lacquers. He states that these give excellent results if good qualities are used. Brushing lacquer is preferred for work inside stores because it is easier to apply than spray lacquers which require the setting up of spray booths and compliance with local health restrictions. Finishes can be as good as desired, and can be rubbed to a piano finish if necessary. For wall and partition panels, usually a less expensive finish is satisfactory. The stores like the plywood wall panels because their maintenance is relatively simple.



STORE or factory offices can be finished like this—knotty pine and Weldtex ceiling

ABOUT the warmest praise that can be applied to a house is the comment, "It certainly is built for living."

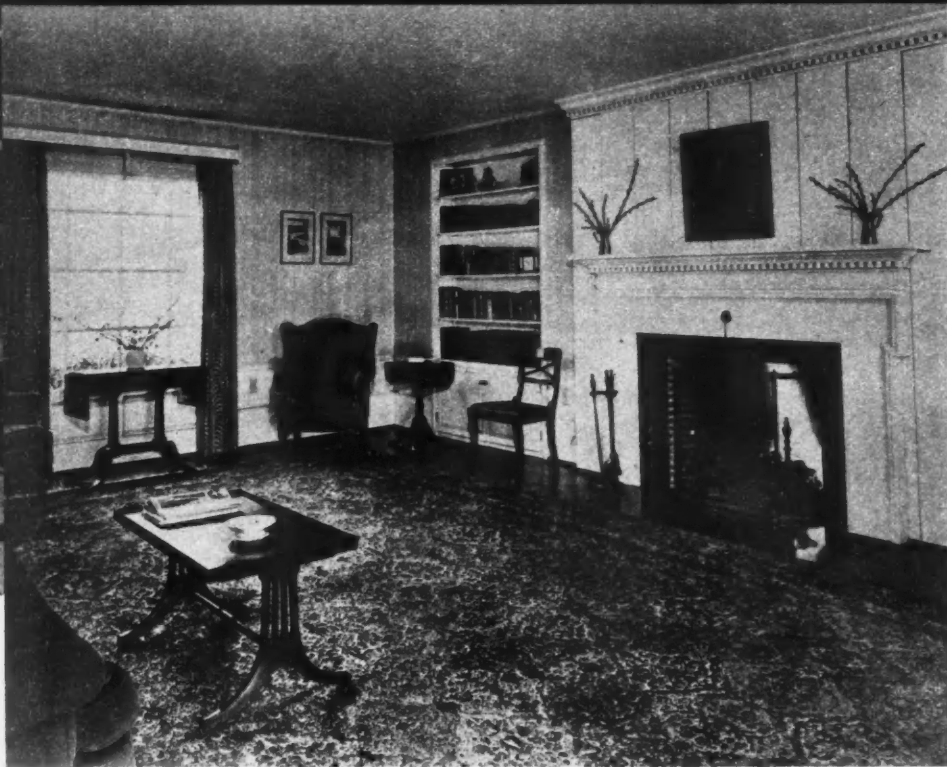
That praise is justified in the case of Dr. and Mrs. J. B. Blair's residence at Evergreen Highlands, a suburb fronting the Columbia river at the eastern edge of Vancouver, Washington.

The location of the house is ideal with a view overlooking the Columbia river at a point on the Washington shore opposite the Portland-Columbia airport. The house, designed in modified Monterey style by Day Hillborn, Vancouver architect, is built to take advantage of the view.

The exterior is Roman brick and cedar siding. Construction is prewar, but the house is "new" and representative of a practical type of home built in the West.

A Monterey-style balcony overlooking the river, shuttered windows, the contrast of Roman brick and cedar siding, a two-car garage and pleasant landscaping meet the eye in a view of the Blair's home. In the back yard, a picturesque well and "old oaken bucket," built over a spring, add to pleasant scenery for outdoor living. A small stream flows through a rock enclosure back of the well. Near this is a barbecue fireplace.

The interior of the house is con-



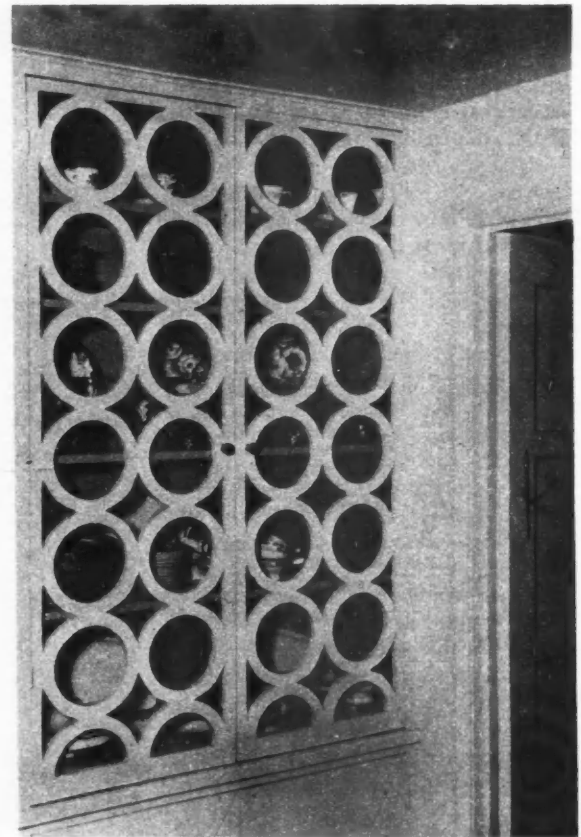
BUILT-IN bookshelves, a large window, and wall paneling add beauty to living room

Designed for Living

Situated to take full advantage of natural surroundings, this house represents practical type for the West



KITCHEN has ample cabinet space; corner shelves for knickknacks



CABINET door design made by cutting circles in plywood

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MONTEREY-style balcony of Blair home overlooks the Columbia river. Notice contrast of Roman brick and cedar siding

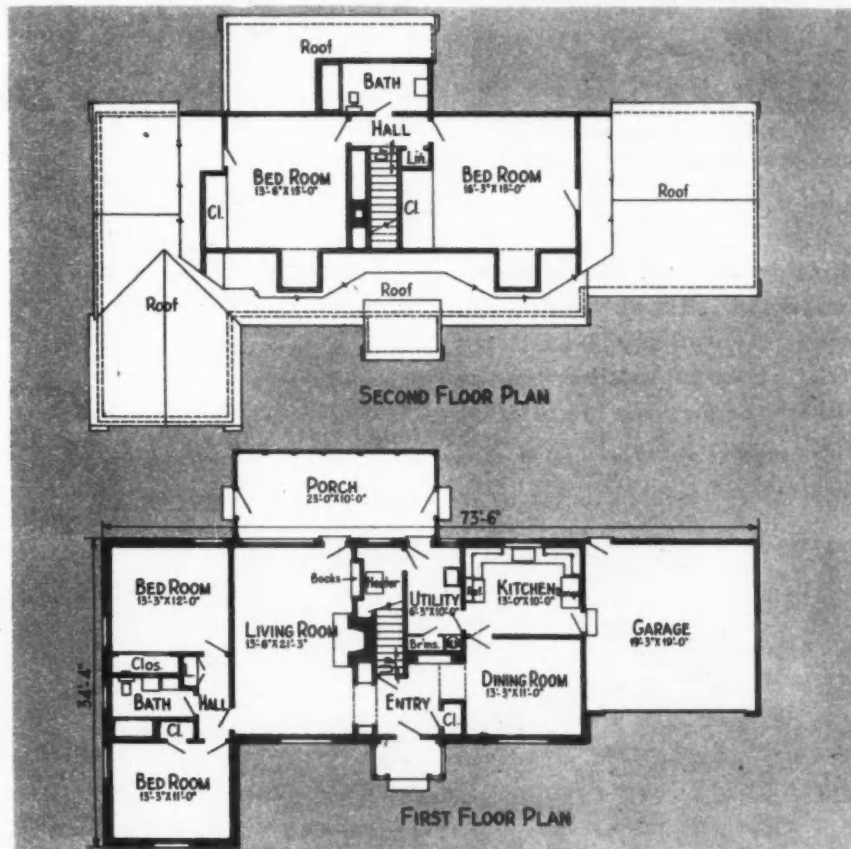
ventional. In the spacious living room, special features include built-in book shelves, large windows to take advantage of the view, extra lighting and a conveniently-located fireplace.

Convenience was achieved in planning the kitchen. The sink is located under the window to utilize the extra lighting; ample cupboards and numerous shelves add to the charm and character of the kitchen, saving steps for the person who works there.

The plywood material in the kitchen is painted a cream color. The unusual design given some of the kitchen cupboard doors was achieved by cutting circles in plywood.

Pleasing harmony was achieved in the use of a linoleum floor with a color pattern that blends with that of the linoleum-covered working space above the cabinet. The location of stove, sink and refrigerator in a U shape follows the modern idea of kitchen arrangement for convenience; the shelf-cabinet makes an attractive partition between kitchen and breakfast nook.

Though the entire house is for the most part conventional, it has a beauty and charm that immediately suggests "built for living."



FIRST floor plan is designed to give separate facilities for maid; conveniently located entranceway from kitchen to dining room to living room. Large bathroom with shower is close to bedroom. Second floor has two bathrooms, and dressing room for Master bedroom which has built-in wardrobe, dressing table



BUILDING has large window areas for equipment and material exhibits



NATHAN MANILOW, president, Chicago Metropolitan Home Builders Association

Chicago Metropolitan Home Builders Association occupies two-story building with offices, exhibit space and recreation facilities

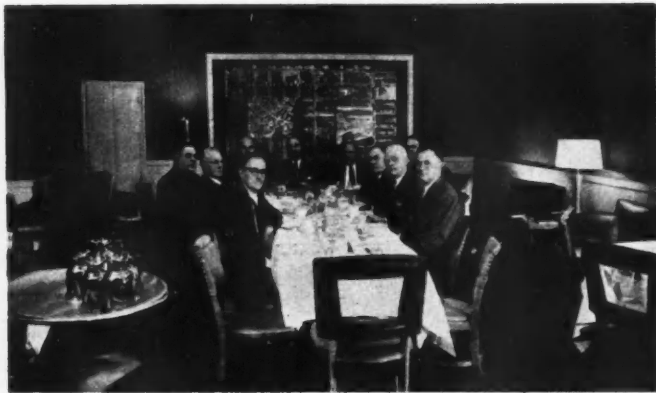
New Center Offers Unusual Home Building Services

TWO years ago, members of the Chicago Metropolitan Home Builders Association picked a well-designed, centrally-located building and began making plans to take possession; to remodel and make it the home of the association.

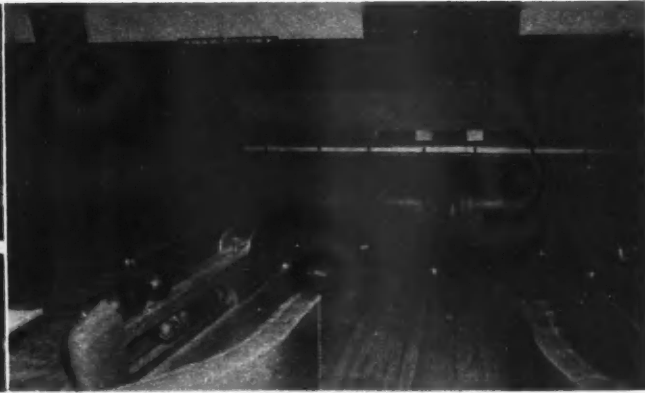
Under the leadership of Nathan Manilow, president, that dream is a reality today. The building has recently been completed and occupied. The Chicagoland Home Building

Center, as the two-story structure is called, is located opposite the City Hall and adjoining the Sherman Hotel from whom the building is leased.

On the ground floor and basement of the building, space is provided for the exhibit of home building materials, and at present, there are between 115 and 125 items on exhibit. Prices charged for exhibit space are established to carry rent and upkeep. The display spaces are fully lighted



LUNCHEONS and dinners are served members in this dining room



SHERMAN Hotel bowling alley, near to center, offers recreation

during the evening hours. A smaller charge is made for exhibits in the basement where the advantage of evening inspection is not provided. Leases on the exhibit spaces are for a year at a time.

The entire second floor of the Home Building Center contains the association's general offices. The approach to the offices is through the ground floor display room to a large double stairway.

At the top of the stairway, four secretaries' desks are arranged one at the entrance of each of the following offices—president, Nathan Manilow; executive vice president, Martin C. Huggett; executive assistant, Roy Healy; and real estate director, Larry Holmes. Space between the offices of the president and executive vice president is utilized for general office use.

In the office of Roy Healy, a prospective home seeker may be shown, at a glance, where any local member of the National Association of Home Builders has construction in progress, and the price range of units in the project—all by means of a large map, designed by Healy.

The new association quarters are a veritable bee-hive of activity, with meetings of the association and meetings of members and of exhibitors being conducted almost daily.

Some of the services provided by the Chicagoland Home Building Center are private offices for conferences; free notary service; a complete reference library of building materials and methods; an employers liability insurance in a membership pool; and, finally, formal dinners and functions where notables in the industry are entertained.

Forum luncheons and clinics on subjects pertinent to the industry's welfare are held, and "play spells," such as Christmas parties and Field Days are provided.

A bowling league, now composed of 16 teams, meets every Wednesday night for nine months of the year.

Apprenticeship, labor and personnel exchange and labor complaint departments aid members in their needs. These departments seek to provide cooperation where complaints existed. A reference index of members' operations is maintained so that prospects referred to the Center by the newspapers, the government agencies (FHA and VA) as well as many other sources, may be guided to responsible builders.

Tax studies, cost studies and research on economy of methods and materials are fostered and promoted by the work of committees and the staff. A weekly bulletin keeps mem-



MAP was Roy Healy's idea for faster service to home seekers. When a member of the Chicago association starts a project, a report is sent to the Building Center. Healy, executive assistant, immediately files a reference card describing location of housing units, number of rooms, style of construction, and approximate price. Small pins, colored to designate price range, are then set on map at exact location of construction

bers abreast of local developments, and a constant effort is exerted to furnish information that will express the best interest of the industry.

The Center gives attention to each member's personal problems, wants and needs, and no request of a member is left unheeded.



GENERAL OFFICES and meeting room adjoins office of Martin C. Huggett, upper right



PLANTING boxes soften building lines and provide color accent



DETAIL view of corner tourist apartment and adjoining carport. Trim is painted contrasting color to white concrete blocks. Plan of corner and typical apartment unit with carport below

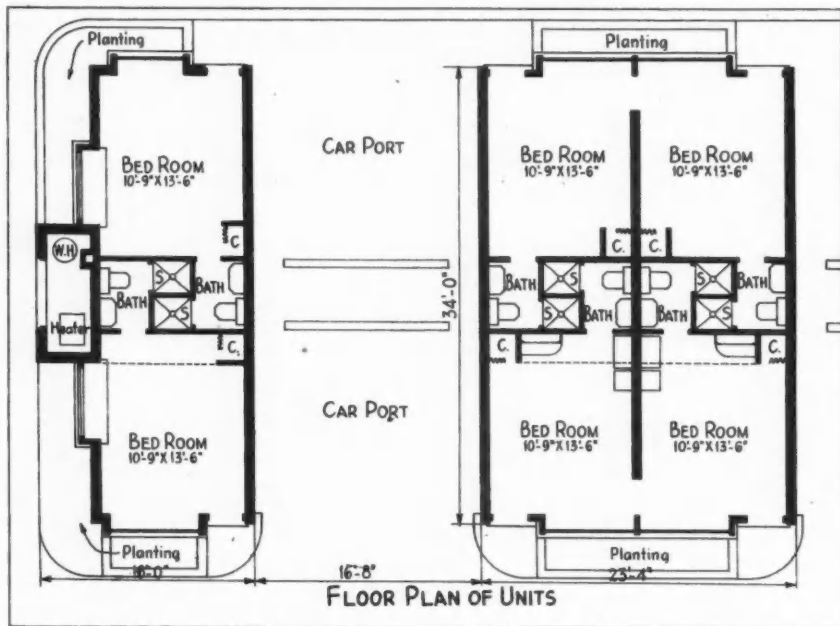
TOURIST CABINS—

Stretched out beside a busy highway and under one roof are the alternating apartments and carports comprising this tourist cabin development

LOCATED on busy Route 40 outside of Columbus, Ohio, are an interesting group of tourist cabins. Designed by Tibbals, Crumley and Musson, architects for Mr. and Mrs. Mulbarger, the cabins represent the latest in innovations and comfort.

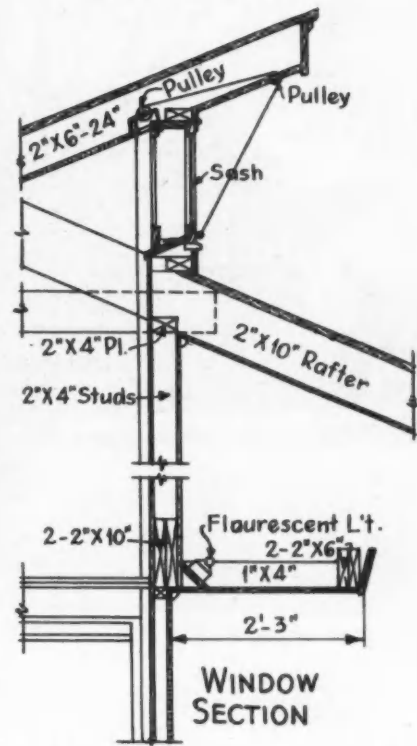
The first building contains ten units. The building was planned to stretch out along the highway for maximum effect. It consists of two rows of bedrooms back to back and with a row of bathrooms down the center between the bedrooms. Alternating with the bedrooms are shelters for automobiles.

Concrete block walls are painted inside and out. Gable spandrels are filled in with wood framing. Celotex ceilings follow the line of the roof. The roof is asphalt shingles. Utilities are housed in a closet at one end of the building as well as the gas-fired hot water heating plant and the hot water heater for the bathrooms. Floor panel heat is provided in the bathrooms and radiators in the bedrooms. This insures the bathroom against freezing and permits the bedroom radiators to be turned off until the room is used.



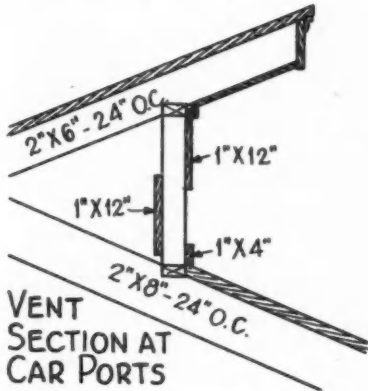


END view of the tourist cabins shows the clerestory windows above the roof line

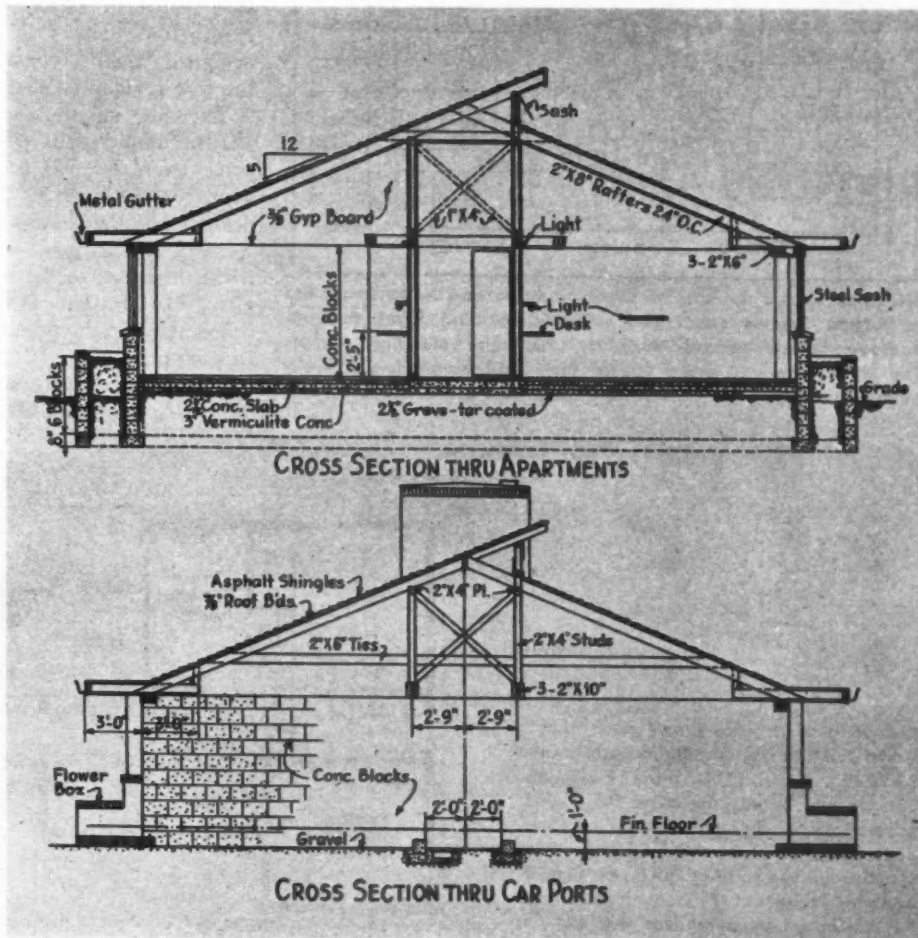
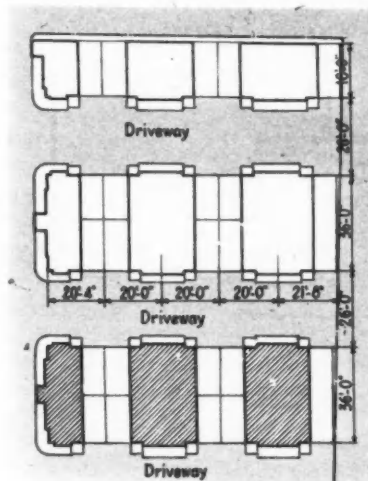


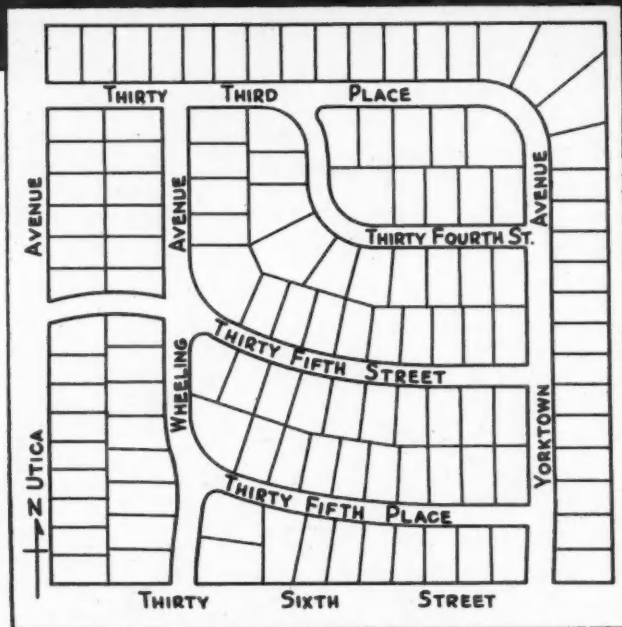
DETAIL of clerestory window in bath. Typical cross sections through carports and apartments showing construction

For All Year Occupancy



DETAIL of typical vents for carports. Plot plan (below) indicates future expansion with two more buildings





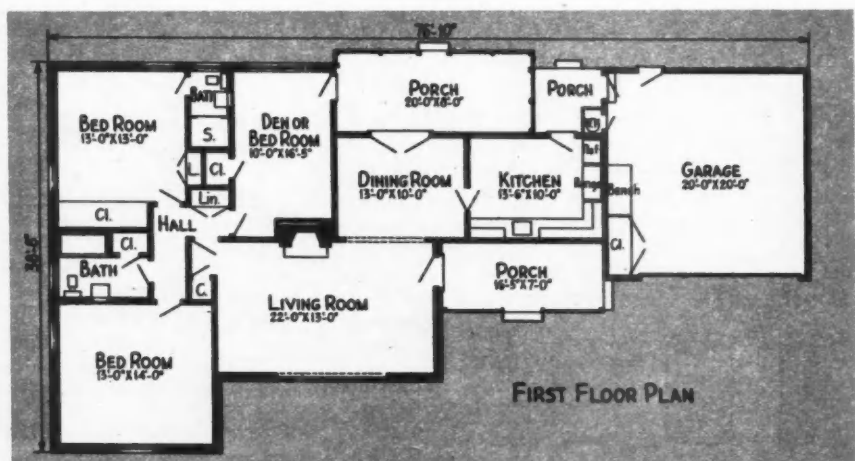
THIS plat shows the curved street planning and lot arrangement in Adams Estates subdivision. Careful platting takes full advantage of all natural attributes, including standing timber. The large lots and wide streets plus well-designed and well-built homes being constructed here make this a fine neighborhood

Large Homes and

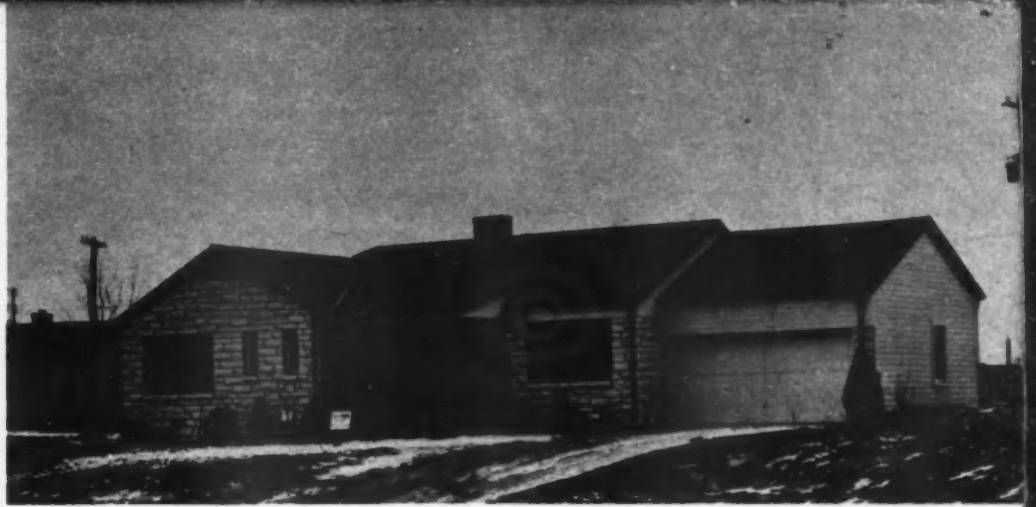
BEAUTIFUL homes on large, well-wooded lots and reached by winding streets are features noted by every visitor to Tulsa, Okla. The Adams & Leonard organization, realtors, is adding another subdivision of well-designed, quality-constructed homes to the already attractive residential districts of that city.

The new subdivision has been named Adams Estates. When completed, it will consist of 129 homes ranging in price from \$12,500 to \$40,000, located on lots with an average width of 90 feet. The majority of the houses, designed by the Adams & Leonard organization, are Southwestern ranch type. Each house is individually planned, inside and out, so there is a maximum degree of individuality. Lot locations as well as the selling prices and anticipated needs of the prospective purchasers are all considered in each plan. Care is taken in orienting each house to take maximum advantage of the natural timber and terrain.

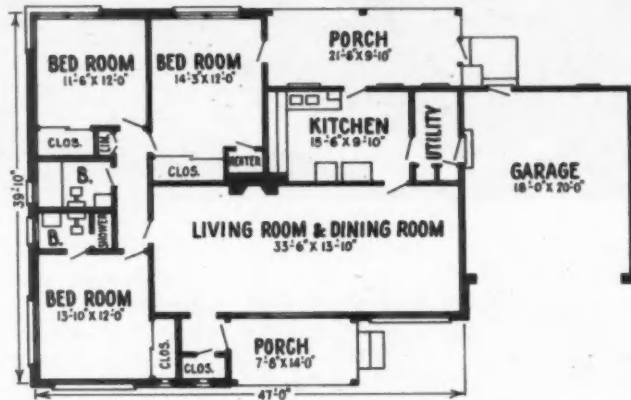
FLOOR plan at right shows room dimensions and interior arrangement of house pictured above. The three bedrooms, one of which may be used as a den, provide ample living space for the average family. Heat is supplied by two floor furnaces placed so heat will be evenly distributed throughout the house. Price paid for this house by purchaser was \$21,500



A FEATURE of this house is large combination living and dining room across the front. Large windows and stone exterior render individuality to street elevation. Wardrobe closets, a dishwasher and sink combination and spacious kitchen cabinets are outstanding features. This house was built by Ed Cohen, one of six builders working with Adams & Leonard in Adams Estates. It was sold for \$23,500



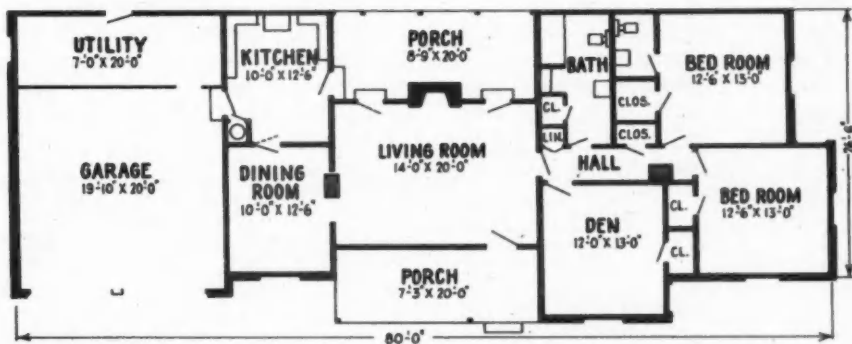
Maximum degree of individuality is being achieved in design of the 129 quality houses which will be included in this subdivision being developed by real estate and home building firm in cooperation with six other builders in Tulsa



Big Values Here

In addition to giving each house an individual elevation, exterior finishing materials vary with brick veneer, stone veneer, wood siding and combinations of these materials being used. Spacious window areas, large screened porches and easy access to the outdoors are prominent features of these fine homes. The two-bedroom home in this subdivision is a rarity, most of the houses having three or four. In some instances two large bedrooms are provided with a third room so planned that it may be used for either a bedroom or a den.

Homes in the project are heated with either floor furnaces or central



THIS \$22,500 home, built by B & R Builders as part of Adams Estates, has the typical long, horizontal lines of the Southwestern ranch house. All rooms are large. The screened porch at rear is a regular feature of houses in this development





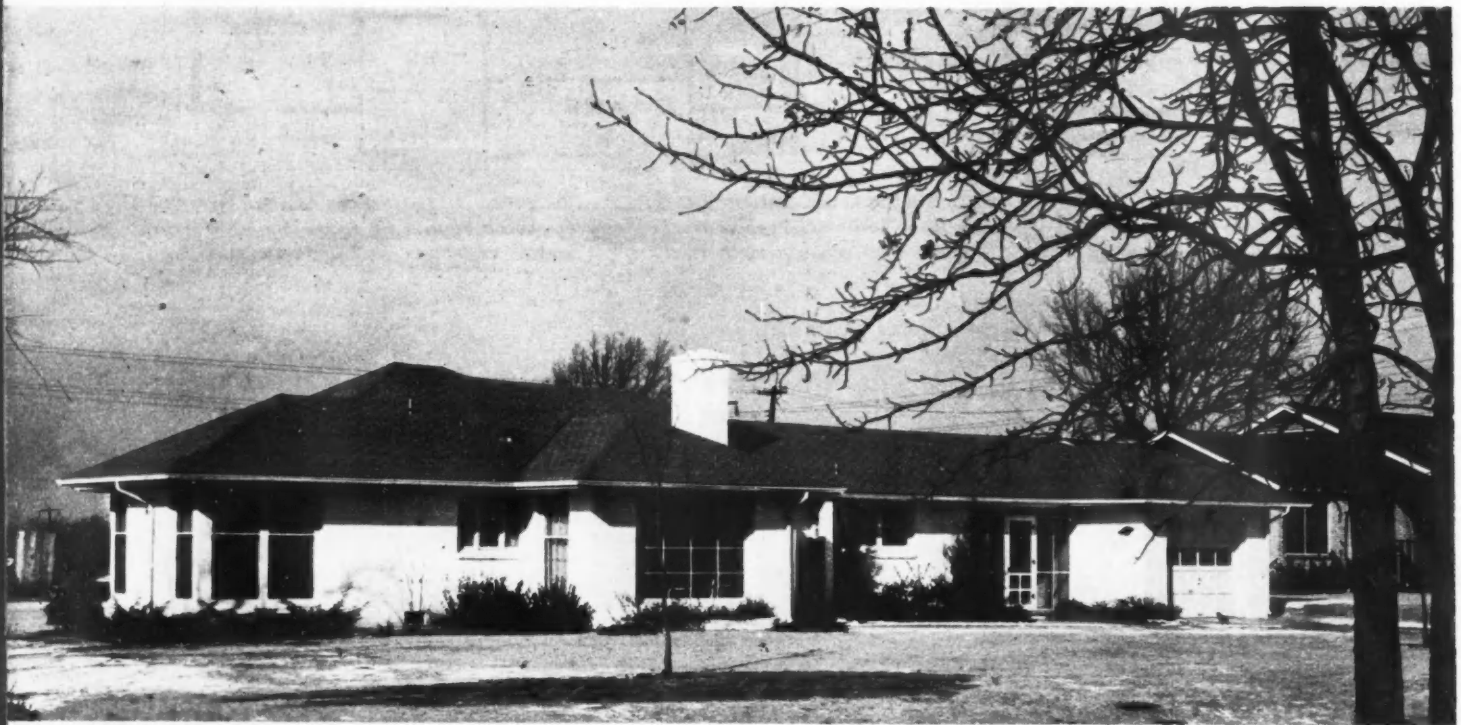
gas-fired forced warm air heating plants, installed in utility rooms. The basementless houses have conventional foundations and floor joists. Oak flooring is standard in all houses, except in bathrooms and kitchens. Bathrooms are finished with ceramic tile on floors and walls. Kitchen floors are covered with linoleum or asphalt tile. A staff of interior decorators work out color schemes for each house, either in consultation with the purchaser or in anticipation of the tastes of a prospective purchaser.

Adams & Leonard operates a construction crew of 25 to 30 men, with

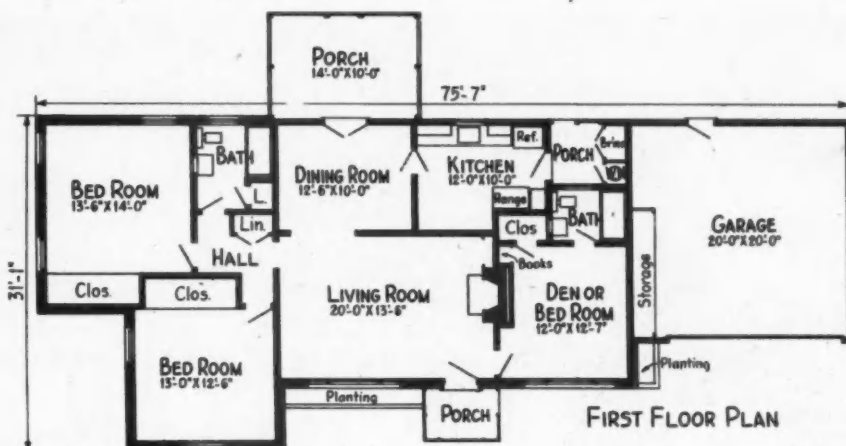
electrical wiring, plumbing, heating and specialty work sub-contracted. In the Adams Estates project this firm is also working with six other Tulsa builders in development of the subdivision. G. H. Anderson, B & R Builders, W. E. McEvoy, Ed Cohen, Zschach Construction Co. and Elliot Construction Co. are all building houses in Adams Estates, financed by the Adams & Leonard organization. All the houses in the subdivision, whether built by this firm or one of the other builders, has to be up to the established standards of design and quality materials of the development

before it is accepted for construction.

Adams & Leonard have been in business in Tulsa for 31 years and the firm has completed more than 5,000 houses since that time. In 1947 more than 200 were finished. In addition to other operations, the organization is planning to start a new subdivision of 125 houses in the \$12,500 price class. This development will be known as Timberland. In addition to real estate development and home building, the firm did more than \$3,000,000 in brokerage business last year, and the loan business totaled more than \$7,000,000, which rounded out a well-



SET low on the ground with large, low windows and beautiful roof lines this house proved to have popular appeal



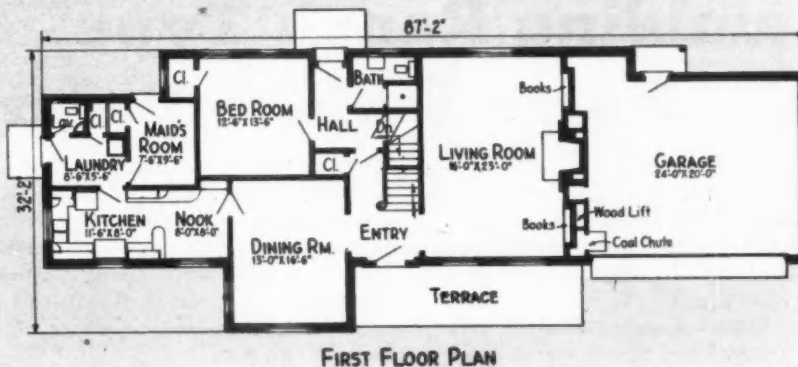
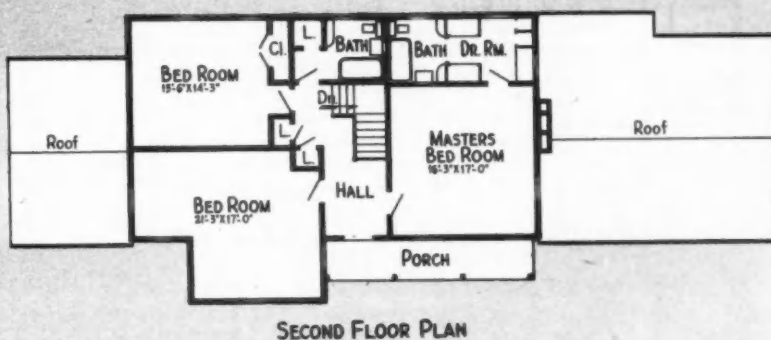
TWO bedrooms at one end with a third room which may be used as a bedroom or den at the opposite end add versatility to the floor plan of this \$18,500 home. Wardrobe closets, two full baths, two floor furnaces and a deluxe kitchen are additional assets. Large windows on each side of entrance emphasize the horizontal lines of design

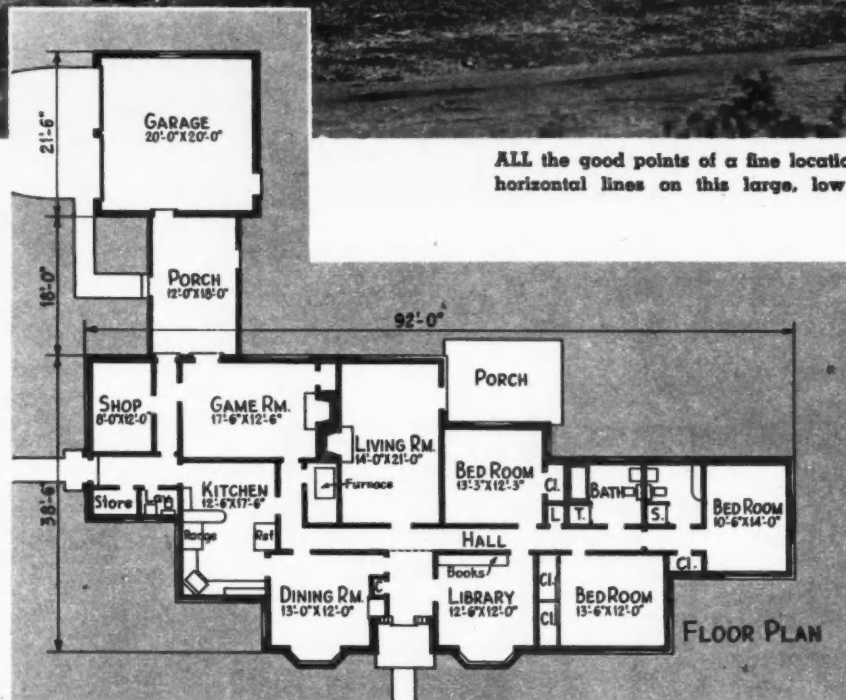
balanced business in all phases of real estate. About 40 persons are employed in the office. Six of them are loan counsellors and six are real estate salesmen.

The firm's slogan is: "Ask your neighbor, he is our client". Typical of the approach in advertising homes in Adams Estates is this advertisement under the heading "A Tip Top Home (On top of a hill)". This Tip Top home is streamlined designed and features modern and comfortable living. Incorporated in the construction are the latest building materials and appliances, including genuine Austin cream stone, General Electric dishwasher, electric garbage disposal unit, Bendix washer, Security forced air furnace, attic fan, Time-o-Stat. The living room and dining room are planned to fit furniture groupings that you will appreciate. Home beautiful kitchen, two lovely tile baths, lounging porch, three extra large bedrooms, two-car attached garage. . . . Price \$23,500."

Officials of Adams & Leonard are: R. W. Adams, president; E. C. Leonard, in charge of sales; H. S. Philbrook, business manager; and Oliver S. Black, in charge of construction and property management. Mr. Black is also the 1947 president of the Tulsa Home Builders Association. The firm's operations include construction of homes in all price classes as well as construction and management of multiple-family rental units.

THIS is one of the few two-story homes in Adams Estates. Typically Cape Cod, a departure from the ranch house theme of this development, the four bedrooms, two baths and double garage offer a good measure in living accommodations, plus dignity and permanence





ALL the good points of a fine location were used to enhance the beauty of horizontal lines on this large, low house. The lot size is 140x175 feet

dow areas not only add to the attractiveness of the house, but provide plenty of light and ventilation. Louvered doors in most of the interior rooms also permit free movement of air throughout the house, which is heated and cooled with a gas-fired Janitrol forced air system. The two full baths and powder room are finished with ceramic tile.

Special interior treatment in some of the rooms includes fumed oak in the library, Weldwood wainscoting with hand-painted pictures on the walls above the wainscoting in the clubroom, and specially designed, hand-made lighting fixtures. Numerous built-in bookshelves, cabinets and window seats add much to the attractiveness and convenience of this fine home, which was completed for \$45,000. The two screened porches, conveniently placed, also add to the splendid facilities for comfortable living offered in the house.

Although the structure is spread over a large area, use of a central hall plan permits easy access to all the various rooms, while, at the same time, there is ample opportunity for privacy. In addition to storage area available on the main floor, a folding stairway to the large attic permits the use of that space as additional storage room.

Rambling Ranch Type Home Built to Order

A WELL-SELECTED site enhances the beauty of this typical Southwestern ranch-type home, designed by William Elliott and built by the M. W. Turner Co., Tulsa, Okla. The corner lot, which rises several feet above street level, is 140x175 feet. A concrete slab, supported by concrete beams,

forms the foundation and floors, which are covered with asphalt tile in halls, kitchen and bedrooms. Floors in the living room, dining room and master bedroom are carpeted. Cork was used for the floor in the den.

Exterior walls are brick veneer over structural tile. The large win-

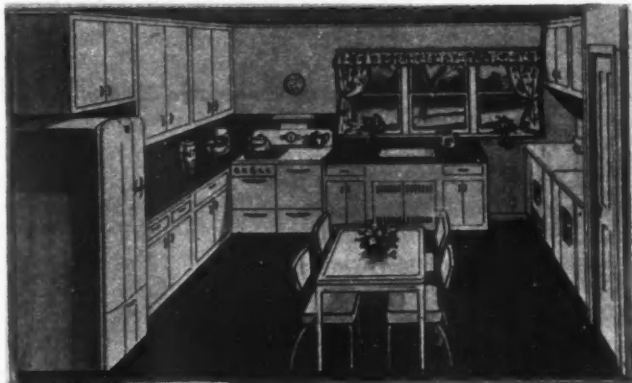


ALTHOUGH this house is small and designed for economical construction, its well-proportioned lines are interesting

A Leader for the Month of May



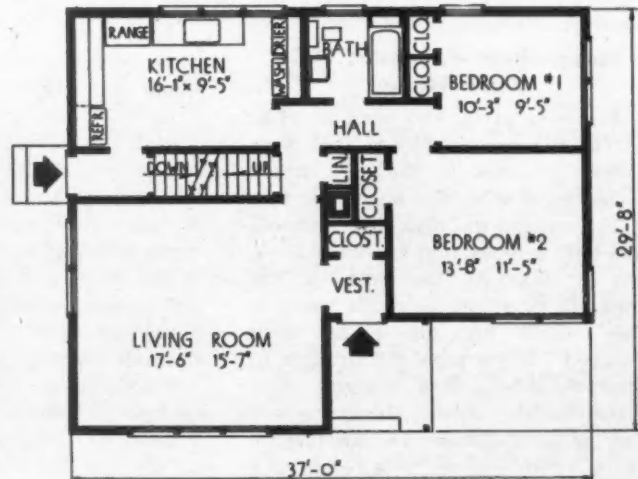
THE bedroom has good lighting and plenty of free wall area



THREE double-hung sash windows provide ample light here

THIS small house was not only planned for economical construction, but also embodies those features desired by the family of limited means looking to future family growth. A built-in stairway to the unfinished second floor makes that area easily accessible for completion as one or two additional bedrooms.

Alternate plans on this house reveal how the roof may be built lower to reduce attic space, and also show corner windows in the living room and both bedrooms. Both sets of plans call for a full basement. Further details and working drawings on this house and other houses in this Weyerhaeuser series may be obtained from 4-Square lumber dealers. In case there is no 4-Square Dealer in your community, write Weyerhaeuser Sales Co., St. Paul, Minn.



This is May Weyerhaeuser Design No. 4129—21,283 cubic feet

Housing Results by Bureaucratic Formulas

Doomed to Dismal Failure

Private building industry is plenty big for the job. Its know-how and desire, stimulated by competition, have given this nation the greatest number and the best homes in the world today

By R. E. Saberson

ONE of the best small houses we ever saw was planned, built and sold by a home builder whose achievement created nary a ripple of excitement in the community where he did business. Building good homes was what he was supposed to do. Consequently he was taken pretty much for granted by his friends, neighbors and the townspeople.

True, he didn't build many houses a year. Nor was it his desire to do so. He preferred to go slow, plan carefully, build well and economically. Into each and every house he constructed went years of experience and a genuine desire to give maximum value to his customers.

Down through the years he had learned such important things as what home owners want, how to short-cut construction costs without reducing quality, what materials and services gave the best satisfaction. He employed efficient craftsmen who believed in giving a full day's work for a full day's pay. His ability to give each job his personal attention and the lack of oppressive overhead costs during the dull seasons put him in a fine position to render a highly important service to his community . . . a responsibility which he discharged faithfully and well . . . principally because he wanted to do so. He never thought of doing otherwise.

Competition Produces Well-Built Homes

But even if he had been impelled to cut the corners, there still were factors at work in the area which would have kept him up on his toes . . . competitors who, like himself, had built a reputation for themselves, not by charging the most for the least but by giving as much house as they could for the prices they charged. Aside from the struggle to outdo the other fellow in giving more house for the money, there was the ever-present element of satisfactory profit which accrues as a result of a good job well done.

This perfectly natural procedure

was a practical example of competitive enterprise at work, not in a single area, but in every community in the entire country. The end result is the well-known fact that in the United States a larger percentage of families own their homes than in any other nation on earth.

American Homes Unequaled in Attractiveness

Nor are these homes merely places to live, as is the case in every other country. They have never been equalled in attractiveness, convenience, economy or in any other essential quality by home builders, big or little, great or small, in any spot on God's footstool.

But what of the equally large number of families who do not own their homes? Doesn't this substantial percentage indicate a major defect in our home building methods?

The answer is found, of course, in the fact that many families do not want to be bothered with a home of their own and prefer to live in apartments which they regard as even more advantageous than individual dwelling units.

It was to satisfy this need that private competitive enterprise again demonstrated its ability to provide more housing for the money than any other place in the world. It was competition among builders, plus pride of achievement, which brought about this highly satisfactory situation.

But, regardless of all this, it now has become the all-too-common practice of politically-minded Washington to point the finger of scorn at the home building industry and to insist it has been weighed in the balance and found wanting. To prove their contention, they point to the current housing shortage as evidence of the abysmal failure of our traditional method of building homes.

Now it would be just as sensible to say that the shortage of automobiles is caused by the fact that the industry doesn't know how to make

cars. Or that the postwar shortages of everything in common use is caused by the downright dumbness of those in the producing end of the various industries.

Every politician who is smart enough to find his way to Washington knows that the shortages of houses, like the shortages of everything else, were caused by the upsets of war and that home builders for years were forbidden to build houses through the imposition of rules, regulations, limitations and restrictions which controlled the use of building materials.

To blame the home building industry for the results of this stoppage of several years production and its inability to remedy the situation in a few short months is merely to resort to dishonest thinking.

All of which may be pretty much of an old story, were it not for the fact that both political parties are seriously considering a housing "relief" plank in their 1948 platforms!

Admittedly there is a measure of political wisdom in singling out housing as the only postwar shortage worthy of a plank. Aside from the fact that the promise of "relief" will influence more votes than any other shortage, there likewise is the assurance that the shortage will not end before the election is over. No politician wants any dire catastrophe of that kind to overtake his party; so once again the home building industry comes in for its full share of political castigation.

Housing Shortage Ended in Some Areas

But there is this to think about, too . . . already the housing shortage is over in certain areas, and nearly so in others, albeit there are demagogic politicians who claim it will take a "million houses a year for ten years" to make up our housing deficit.

Some friends of ours recently were transferred to an area where it had been difficult, if not almost impossible, to find a place to live in for so long

The Amateur Tree Trimmer.



that they signed up for the first available house they looked at, under the assumption they were just plain lucky. The next day they were amazed to encounter "For Rent" signs on several houses that were far more desirable and to observe that new homes still were being built.

Admittedly this situation is not typical. Nor is it the only one of the kind. Furthermore, it is impossible to determine the extent of the housing shortage in any given area as long as there is one less house that is needed to fill the demand. When there is one more home for rent or for sale than is required, the picture will change overnight.

So what?

The point we are trying to make is the simple fact that the housing shortage can best be solved in the future in exactly the same way as housing has been provided in the past. No bureaucratic formula will ever produce houses that are better or more economical than those produced by the home building industry which is made up of countless honest, hard-working, efficient, economy-minded businessmen trying to outdo each other in giving more house for the money than their several competitors in the area. These are the same peo-

ple that produced more than enough houses to meet our national needs in the late '20s . . . so many more, in fact, that houses were a "dime a dozen" during the depression, and HOLC came into being as a protective agency.

Any industry that is capable of saturating the market once is able to repeat the performance, and excessive demand is a sufficient stimulus to spur it into full action.

It will be pointed out that the situation now is different and that such things as labor monopolies and bottlenecks in certain materials are slowing down home construction. This may be true in certain areas, but actually this factor is nothing more than a temporary retardant which will eventually result in bringing about new and better ways of doing things. It was ever thus in American business, and there will be no change in our evolutionary advancement until we as a nation begin to go in the opposite direction. Already houses are being built in other than the traditional manner and with entirely satisfactory results from every essential standpoint that enters into the construction of a good home.

Certain types of financing may dry up temporarily, but you can rest as-

sured that sound home mortgages will continue to be as available in the future as in the past.

The problem, after all, is not whether the home building industry is big enough for the job. That, it seems to us, already has been proved. The only question is whether overzealous bureaucrats will be permitted to set up restrictions and subsidies which will hamper unfairly the operation of free competitive enterprise. If proposed housing "relief" measures can be kept under blanket until the house building industry is no longer slowed down by labor and material shortages, it won't be long before the great housing problem will be over. It is even fairly safe to make the prediction that we are headed for the time when we will have far more houses than we need. In our great and glorious nation, we have the exceedingly bad habit of overdoing things, especially when confronted with prodigious demand. The challenge of providing adequate housing will not go unheeded by an industry that made the United States the greatest home-owning nation.

Why do we believe so implicitly in the ability of the home building industry as compared with the bureaucrats' idea of better housing via government help?

Public Housing Means Poorer Homes

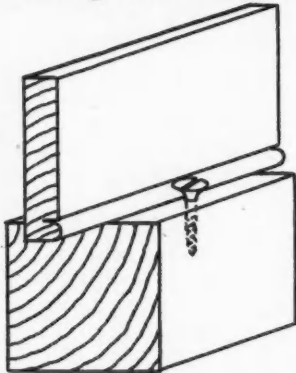
At the beginning of this article we referred to the best small home we ever saw. In closing we might add that one of the worst houses we ever encountered was in a government project which was said to have had the full benefit of the best brains that our most assiduous planners could provide, plus an amount of money that would make any home builder green with envy . . . provided it was merely his to spend without any thought of return on the investment or the need for paying it back. Despite the favorable situation which would seem to be included in months of planning and plenty of money, the end result in the way of homes was simply terrible, and there was no one in the area or no family living in any of the houses with a good word to say for the project.

All of which convinces us that the answer to the housing problem already is being written by the home building industry and that it can do the job quicker, better and cheaper than any government agency that ever will see the light of day. We realize full well that our conclusion will have little bearing upon what takes place in the future, but it seems to be based upon a sound foundation.



How-To-Do-It Pointers

How to Put a Bead on The Edge of a Board



C. D. ROBB, Frankfort, Ohio, submits this suggestion.

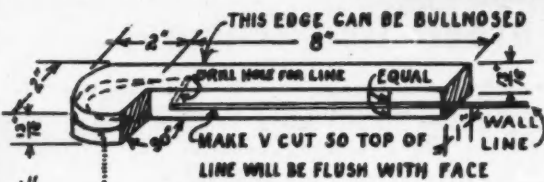
Lay the board to be beaded on bench against the bench stop. Get flat-head wood screw of the proper size and screw into edge of 2x2-inch block. Slide block along edge of board as shown by drawing. Finish outer edge of bead with plane and sandpaper.

How to Nail in Hard To Get at Places

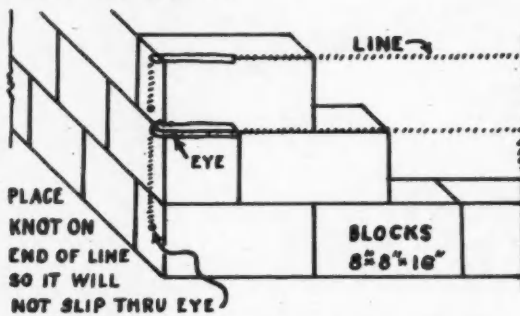


A SIMPLE device to facilitate handling of screws or nails, when they are to be placed in positions too cramped to accommodate either hammer or screw driver, is offered by Norm Hanson, Middletown, Conn.

To make device, rip a piece of $\frac{3}{4}$ -inch stock. Split the end with a knife to take nail. Proceed to nail with improvised hand.



1/2" SAW CUT SMALL ENOUGH TO HOLD LINE



How to Make a Wood Line Holder

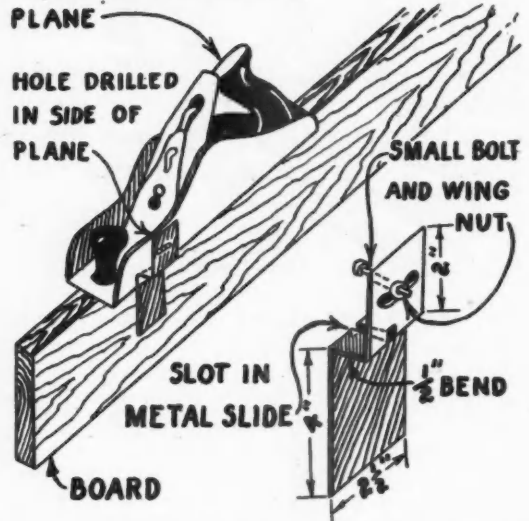
DRAWING shows two different positions in which a wood line holder is used on a wall.

Two holders are necessary, one at each corner. The line is held by friction. The eye, or drilled hole, is $\frac{3}{16}$ -inch in diameter. One man can stretch a line 30 feet long in 30 seconds. May be used on brick wall. No pointing is necessary. A pair of holders can be made in 45 minutes. C. D. Robb, Frankfort, Ohio.

How to Edge-Plane Boards Accurately

HERBERT E. FEY, New Braunfels, Texas, overcame the difficulty of measuring and squinting along the edge of a board while planing by drilling a $\frac{1}{4}$ -inch hole in the side of his plane.

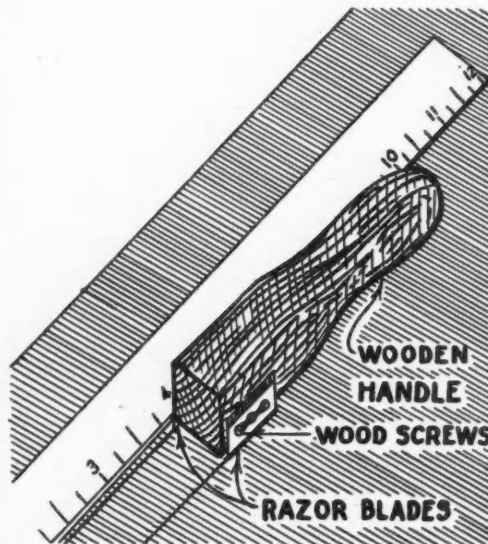
A guide was made from a suitable piece of metal. The slot (cut in the metal guide) allows the cutter blade of the plane to be adjusted. A short bolt and wing nut is used to clamp the guide in place. The plane is used in the usual way.



How to Cut Even And Narrow Strips

WITH the aid of this home-made cutter, paper, rubber, and leather can be cut into even, narrow strips. The strips will have the same width, regardless of whether they are cut in straight or curved strips. A piece of wood, 8-inches long, is used for the handle. The width depends upon size of strips to be cut. One single-edge razor blade is fastened to either side of handle with small wood screws. To use, the cutter is drawn along a guide. Herbert E. Fey, New Braunfels, Texas.

(Continued to page 146)

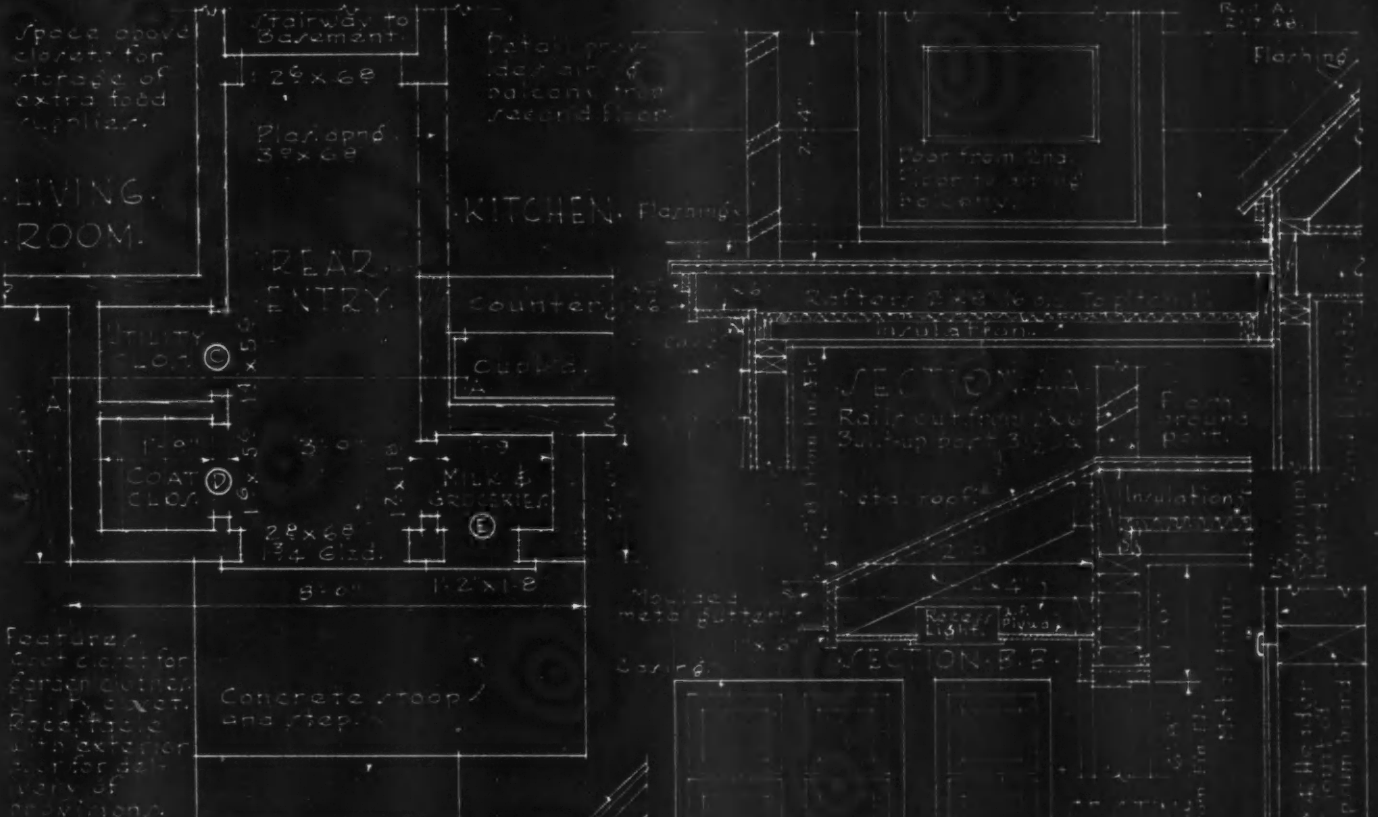


BUILDER'S BETTER DETAIL PLATE

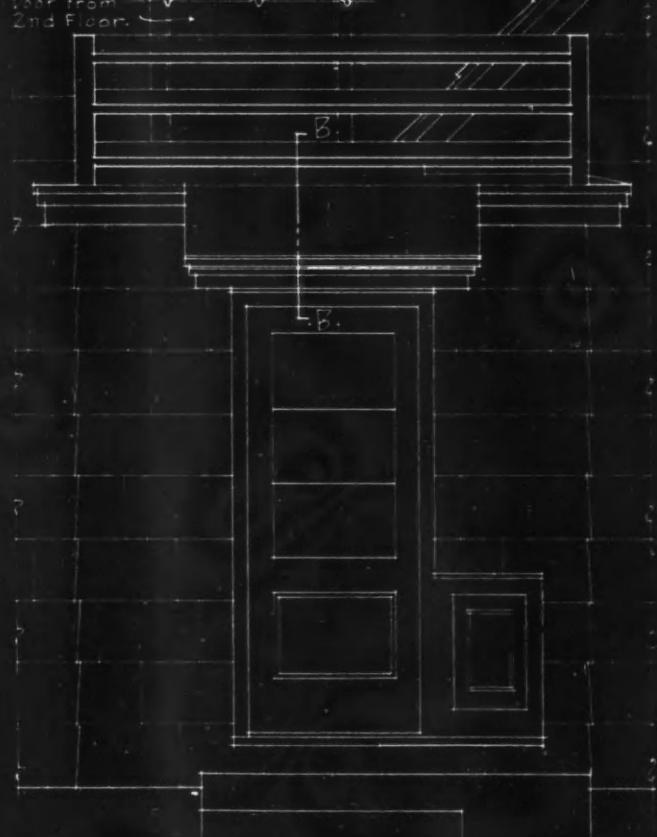
American Builder, May 1948.

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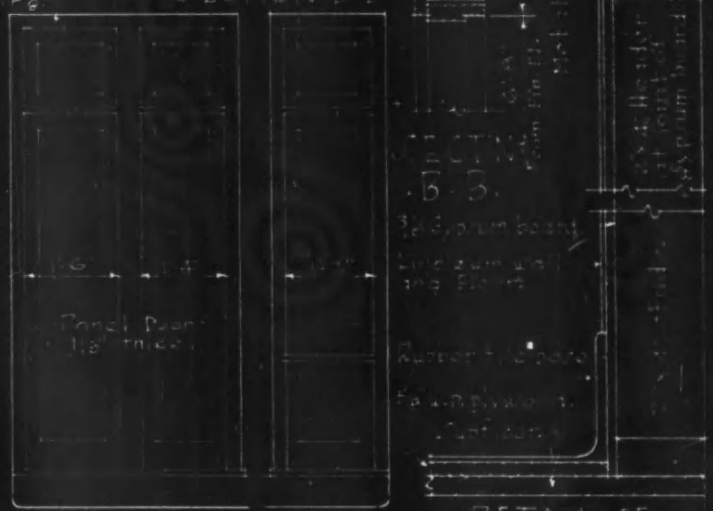
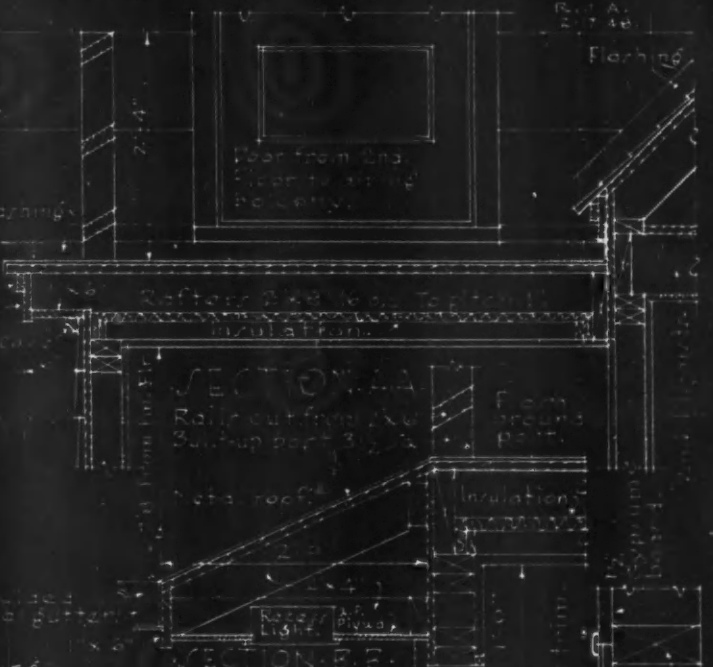
NO. D-43. REAR ENTRY WITH UNUSUAL ARRANGEMENT.



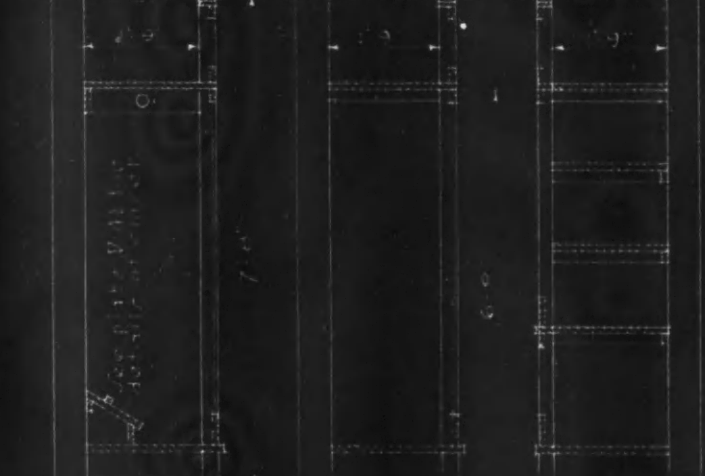
PLAN OF ENTRANCE



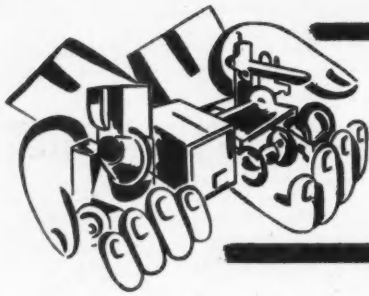
EXTERIOR ELEVATION



ELEVATION CLOSET A, B, D, C, D, E



SECTION C-C, D-D, E-E



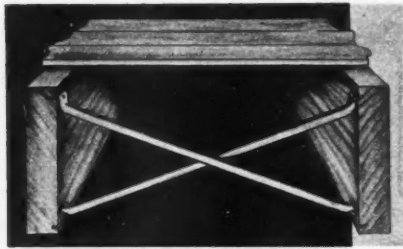
NEW PRODUCTS

Offered by Manufacturers

STEEL JOIST BRACE

AB5804

A steel joist brace with flanged-grip ends that are driven into the joist, making it impossible for the brace to slip, is offered by Beloit Steel Industries, Inc.; 650 Third St., Beloit, Wis. Named Sta-Tite, this

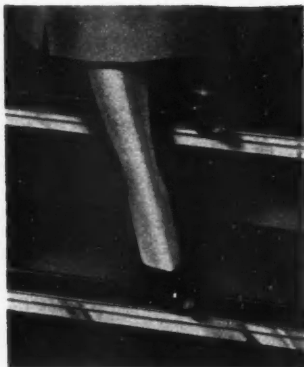


brace holds firmly in place, distributes the strain and weight of the floor evenly, and prevents it from buckling and bulging. Even where lumber shrinkage occurs, the manufacturer reports the Sta-Tite brace will not loosen its grip. Installation is simple. One blow of a hammer and the flanged ends bite deeply into the joist. A single nail is then driven through the flange to guarantee the firmness of the fastening. Fireproof, rust resistant and easy to clean, the Sta-Tite steel joist brace helps save both time and nails.

SAFETY TREADS

AB5807

The Goodloe E. Moore Co., Danville, Ill., announce their new line of Tuff-Tred Safety Stair Nosings is being manufactured on a quantity basis. These nosings can be installed with all types of resilient



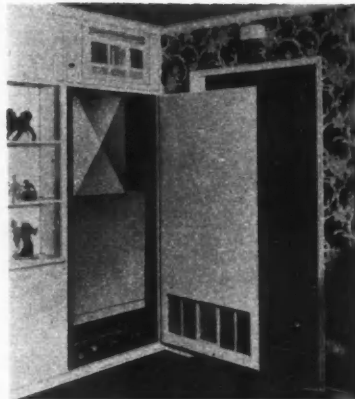
floor coverings, rabbeted into wood stairs or poured into concrete or terrazo stair construction. They have wide, smooth, non-slip, non-trip surfaces, and are produced in both a square edge and round edge

design. Tuff-Treds are available in four colors; by installing a color that contrasts with stair covering, an extra margin of safety is gained.

NEW STYLE HEATER

AB5806

A revolutionary new heater designed for within-the-wall installation has been developed by Royal Heaters, Inc., for the low-budget home builders. Without using blowers or fans, this heater provides uniform heat throughout the living space of a house by delivering hot air in two or three directions just below ceiling level, and at the same time drawing cold air through a register at floor level. Except for the simply-designed intake and outlet registers, which fit into any style of decoration, the



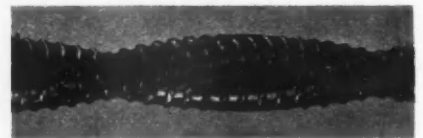
unit is completely concealed. Installed above the floor, its parts are readily accessible for servicing and cleaning. It will burn natural, manufactured, or L. P. gas, is equipped with safety locks on burner and pilot valves, and is completely noiseless in operation. Thermostatic controls are optional. Royal Heaters, Inc., is located at 1024 Westminister Ave., Alhambra, Calif.

REINFORCING BAR

AB5808

A new kind of concrete reinforcing bar is being produced by the Webrib Steel Corp., 120 Broadway, New York 5, N. Y. Its properties are such that two tons of Webrib will serve on jobs normally requiring three tons of ordinary intermediate grade bars. The Webrib bar is produced by a cold working process which increases its yield point fifty per cent. Its high bond

strength is further increased by the presence of transverse ribs, the height and space of which are calculated to balance their capacity. This bar is easy to bend, and has uniform strength along its entire



length; both qualities which increase its usefulness in erecting reinforced concrete structures.

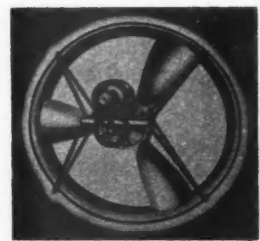
CORRECTION

The address of the Stow Metal Product Co. was erroneously reported in the New Products section of the April *American Builder*. (The correct address is Stow, Ohio.) Stow's new product Dor-V-isE, designed to hold doors and other woodwork for planing and drilling, was the subject of the write-up.

QUIET EXHAUST FAN

AB5805

Quiet operation is the outstanding feature of the Lo-Noise fan developed by the Hartzell Propeller Fan Co., Piqua, Ohio. Embodying design principles discovered in the Hartzell Airplane Propeller plant, the fan is equipped with very wide



blades powered by a motor entirely enclosed. It is delivered complete, ready for installation and operation when electrical connections are made. Easily installed, this fan can be mounted in any position. It is especially suited for home attics, industrial and business office installation.

ANTI-SWEAT COMPOUND

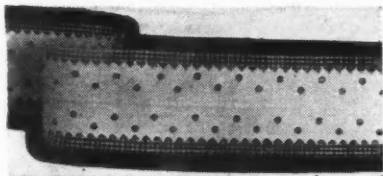
AB5809

A compound which protects walls, ceilings, piping and equipment from sweating; absorbs and muffles sharp sounds; is an effective insulator and can be used as a decora-

tive coating has been developed. Named Perma-Dri, this product is made from selected granules of heat-processed aluminum silicate that are blended with a durable high-strength binder. It is non-absorbent, fireproof, and chemically inert. Applied by brush or spray, the compound, when dry, forms a tough, resilient film that blocks the transmission of heat and sound. While one coat provides full coverage, the coating can be built up to a 3/4-inch thickness by successive applications for increased insulation. Perma-Dri comes in white only but can be tinted any shade. Manufacturer is the Stephenson Air Brush Paint Co., 190 MacArthur Blvd., Oakland 10, Calif.

WALLBOARD JOINT TAPE AB5810

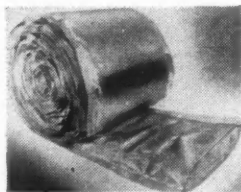
For a strong, invisible wallboard joint, the Ranburn Co. offers a



sturdy, perforated paper tape reinforced with fine Holland cloth. The cloth reinforcing keeps the tape from slipping when applied to a freshly "battered" joint, holds tape firmly in place, and prevents the paper portion from curling or wrinkling. Another outstanding feature of the tape is a center crease which permits quick folding for inside or outside corner joints. Requiring no wetting or other treatment before application, the tape is quickly and easily applied with any suitable joint cement. The Ranburn Co., Inc., is at Tonawanda, N. Y.

DOUBLE ACTION INSULATION AB5814

Cellulite-Silvercote is a double action building insulation developed by The Gilman Brothers Co., Gilman, Conn. In addition to blocking heat transfer by conduction and convection, this product reflects radiant heat. This is achieved by enclosing a Cellulite fiber blanket with two non-corroding re-

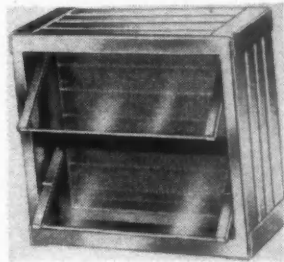


flexive metallic membranes. The dead air spaces in the fiber provide a barrier to heat transfer; the addition of the reflective surfaces increases the efficiency of this type of insulation. The Silvercote surfaces will not oxidize or corrode, and

are not subject to electrolysis. The Cellulite filler is flameproof and contains no dust or sharp, irritating particles to hamper installers.

GLASS BLOCK VENTILATOR AB5815

A ventilator designed for installation with glass block is being produced by Air Rectifiers, Inc., 3734



Southport Ave., Chicago 13, Ill. Conforming in size to standard glass blocks, it is modern in appearance, and easy to install. On the outside, glass diffusers deflect wind, rain, and snow; inside, glass louvers control ventilation and the direction of air current. Within the block, mesh screen protects against insects and dirt. All cleaning and replacement of louvers can be done from inside the room without disturbing the body of the weather block. The ventilator is built of stainless steel, reinforced and ribbed for added strength. Adaptable for any type of structure using glass block, the unit is perfect for the modern, windowless bathroom installation.

FABRIC WALL COVERING AB5817

For the first time since before the war a new line of Sanitas washable wall covering is being produced.

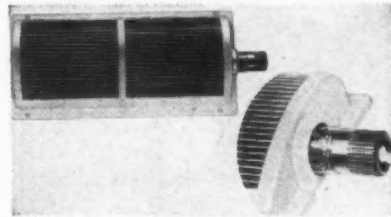


New designs suitable for living room, foyer, dining room, dinette, kitchen, bedroom and bath have been created by a nationally known designer. Fourteen plain tints in the same fabric wall covering to match or harmonize with the background colors of these patterns are also available. Sanitas, applied like wallpaper, is produced from a 40-year-old formula. Four coats of baked-on paint are applied over a sturdy fabric foundation. The designs are then gravure-printed in fade-proof washable lacquers. Serving as a plaster reinforcement,

Sanitas resists new cracks and hides old ones. Its fabric base eliminates the need of a lining paper underneath. This wall covering is fabricated by Standard Coated Products, 350 Fifth Ave., New York 1, N. Y.

HEAT CONTROL REGISTER AB5802

A register for controlling individual room temperatures in homes heated by forced warm air heating systems is available. Manufactured by the Dole Valve Co., the register regulates the warm air input from each register in direct relationship to the heat loss from each room. Placed in "easy to heat" rooms, it prevents such rooms from overheating before the balance of the house reaches a satisfactory temperature. A thermo-dial conveniently located on the right-hand side automatically controls the unit. According to the manufacturer, this register tends to correct an



unsatisfactory forced warm air heating installation and to improve a satisfactory one. It carries the trade name Thermo-Matic. The Dole Valve Co. is located at 1933 Carroll Ave., Chicago 12, Ill.

BASEBOARD CONVECTORS AB5813

Heating by means of baseboard convectors, used in place of wooden baseboards and conventional radiators, has been introduced by the United States Radiator Corp., Detroit, Mich. Ideal where space is limited, these convectors can be used in either new or remodelled homes or commercial buildings. This heating unit is a fin-type steel radiator enclosed with a grilled steel covering plate



and covered ends. The covering can be painted or finished to match decorating scheme.

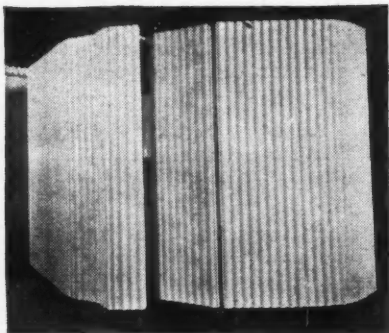
JITTERBUG SANDER AB5811

A hand-operated electric sander for fine finishing operations is on the market. Designed by a yachtman especially for yacht work, the sander is ideal for vertical, over-

head or curved surfaces. It gets right up to fittings and corners, and leaves no circles or scratches on adjacent surfaces. Rubber-covered front and rear handles, designed to fit the hands, and a motor equipped with ball bearings make it simple and easy to use. By substituting cloth or felt pad on the abrading surface, the tool can be used for such jobs as polishing or smoothing plaster. The Jitterbug Sander Co., Inc., Menominee, Mich., is the manufacturer.

NEW BUILDING MATERIAL AB5803

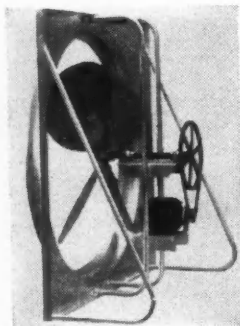
A glass and plastic laminated building material which lends itself to a wide variety of applications is being produced by Prest-Glass, Inc., 8 East 12th St., New York, N. Y. Fabricated in panel forms



of varying widths, 8-feet high, this material is available either translucent or opaque, dull or glossy and in a range of 15 colors. It can be nailed, stapled, punched, trimmed, or cemented, and will not crack, split or splinter. Neither will it rot, mildew, or fade. Lightweight, yet very strong, this product combines unusual decorative values with the physical properties that are desirable in any building material. It is marketed under the trade-name Prest-Glass.

ATTIC FANS AB5816

The National Gas Equipment Co., Inc., of Terrell, Texas, produce the Modernaire line of attic fans. Eco-

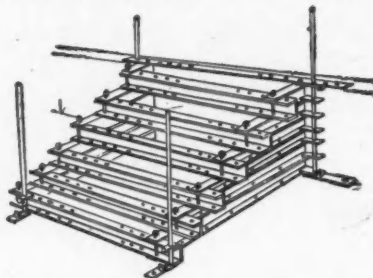


nomical operation and dependable performance are characteristics of these fans. Important features include a General Electric motor, 14-gauge steel propellers in 36-inch, 42-inch and 48-inch sizes, and

heavy duty self-aligning bearings. The fans have a deep blue-green lacquer finish, and carry a five-year guarantee against defects in parts or workmanship; the motor is guaranteed for one year.

ALL-STEEL STEP FORMS AB5801

A prefabricated step form made of twelve-gauge steel is on the mar-



ket. Its structural arrangement insures all steps level and treads and risers uniform. It is adjustable in width from one foot to six feet. This form can be set up on uneven as well as level ground, and after the first riser is level, no further leveling is necessary. Any number of steps may be used depending on elevation. By pulling pins at corners, forms are easily removed. The finished step is neat and accurate. Manufacturer is the Adapto Co., 4102 North 100 St., Milwaukee, Wis.

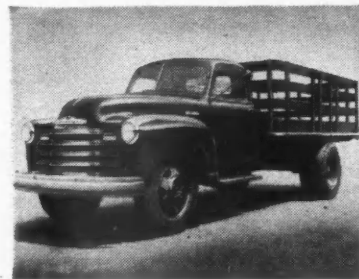
PACKAGED BOILER AB5812

The Burkay Co. of Toledo, Ohio, well-known manufacturers of water heating equipment for commercial and industrial fields, are now producing a packaged boiler for non-ferrous small home heating systems. The boiler is a gas-fired forced circulation unit, sturdily constructed, and guaranteed to be rust-free. All parts in contact with water are copper, brass or bronze, and the heat exchanger is lead-alloy coated. Scientific design has eliminated bulk in the heat transfer area. The low water content (eight pints) and copper-finned heat exchanger and counter-flow

principle provide instant response to heat demand. In a matter of seconds, an abundance of hot water is sped to all parts of the heating system. The boiler is finished in grey Hammerloid and comes completely packaged, with all controls, ready to install. Two models are available: a square model with 110,000 B.T.U. maximum input, and a round model with 195,000 B.T.U. maximum input. The Burkay Co. is at 1209 Norwood Ave., Toledo 7, Ohio.

TRUCK LINE AB5818

Chevrolet's 1948 truck line blankets the light, medium and heavy-duty field with 107 models on eight wheel-bases. Among the many new features are the introduction of a four-speed synchro-mesh transmission on the larger models and the transfer of the gearshift lever to the steering column on lighter models. A parking brake that is foot-operated is another innovation that is a safety as well as comfort factor. With the floor cleared



of obstructions, drivers on fast pickup and delivery runs are less likely to slip out of the door on the traffic side of the vehicle. The life of the engine bearings of these new trucks has been lengthened through a series of improvements; crankshafts are heavier and more rigid, and main bearings are precision-built and interchangeable. The Chevrolet Motor Division is located in the General Motors Building, Detroit 2, Mich.

CHECK NUMBERS AND MAIL COUPON FOR INFORMATION

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

NAME ADDRESS

CITY STATE

- | | | | | |
|--------|--------|--------|--------|--------|
| AB5801 | AB5805 | AB5809 | AB5813 | AB5817 |
| AB5802 | AB5806 | AB5810 | AB5814 | AB5818 |
| AB5803 | AB5807 | AB5811 | AB5815 | |
| AB5804 | AB5808 | AB5812 | AB5816 | |

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

Out in front... these Up-Front Ro-Way Doors!



All the way — from start to finish — it's Ro-Way in Overhead Type Doors.

In design — Ro-Way Doors are styled to blend with any type of architecture. Simple, clean lines that go equally well with Modern, Colonial, Georgian or any style of residential design.

In materials — Ro-Way Doors are solidly built of fine quality kiln-dried lumber and selected steels.

In construction — Ro-Way Doors are precision-made. Skilled workmanship goes into every detail. And every part — sections and hardware alike — is completely fabricated in Ro-Way's own plant.

In performance — only Ro-Way Doors offer the extra-value features that make them so easy-operating, so long-lasting. Features like Power-Metered Springs and especially designed, friction-reducing track.

So it's easy to see why Ro-Way is out in front — and your best bet when specifying overhead type garage doors. Readily available for residential, commercial and industrial installations.

ROWE MANUFACTURING COMPANY
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Ro-Way Distributors in all principal cities. Consult your classified telephone directory, or write for distributor's name. See our catalog in Sweet's.



No noise...

These exclusive features

"BACK IN 1937..."

we installed 90 Servel Gas Refrigerators . . . and they're still giving my tenants noiseless, dependable service . . . at continued low cost, too."

Maurice Gordon

MAURICE GORDON
Kinross Apartments
Brighton, Mass.



It's truer today than ever before. Servel is the best refrigerator investment you can make . . . whether it's for apartments, multiple housing developments, or private homes. That's because the Gas Refrigerator's freezing system is different, simpler, more modern . . . and operates at amazingly low cost. It has no moving parts. There's no machinery to wear and lower efficiency . . . to break down and need fixing. A tiny, silent gas flame does all the work. That's why operating costs for each succeeding year remain as low as they were the first year. Repair and replacement bills are at a minimum.

Servel is modern in features . . . modern in design. It has all the worthwhile, up-to-date cabinet features, including a spacious frozen food compartment . . . moist cold, dry cold . . . roomy, flexible interior . . . large ice cube trays . . . and many other advantages and conveniences.

Servel's outer shell is made of heavy gauge, premium steel . . . finished with lustrous Newton. Cabinet lining is seamless, one-piece steel with rounded corners. For all the facts, figures, and features, see your Sweet's Catalog . . . or write to Servel, Inc., Evansville 20, Indiana.

H
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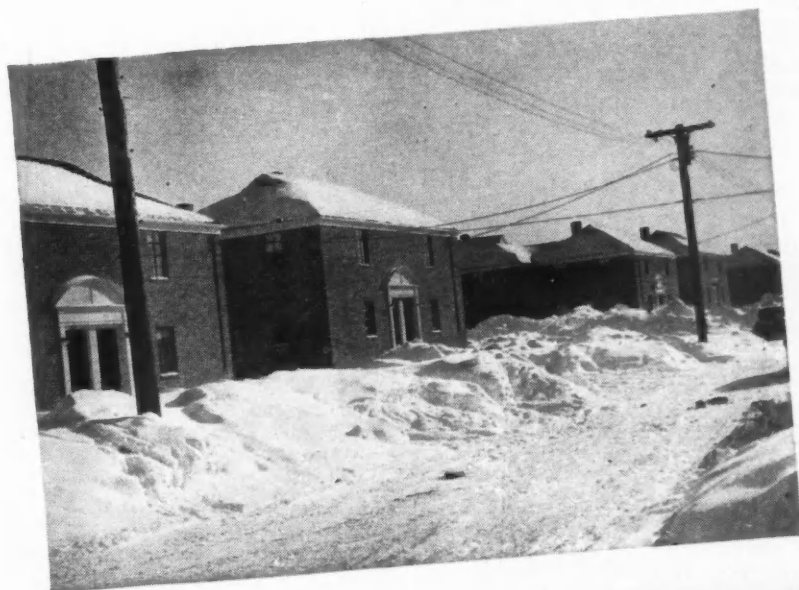
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The
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no wear...longer life
 make SERVEL your best refrigerator buy

"OUR BRAND NEW 1948 SERVELS...

installed only a few months ago—
 have already convinced me that
 Servel is my best refrigerator in-
 vestment ... by far!"



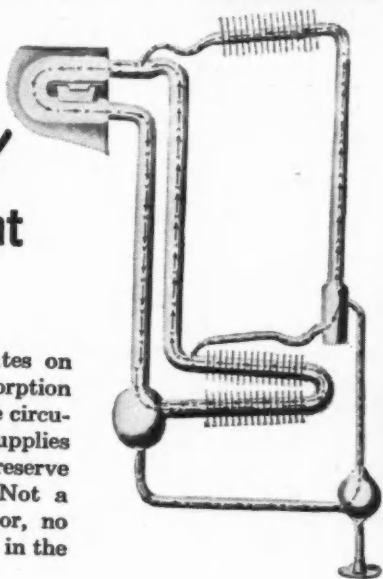
Paul Livoli.

PAUL LIVOLI
 Fairfield Gardens
 Watertown, Mass.



HERE'S WHY
 Servel stays silent
 ...lasts longer

The Gas Refrigerator operates on the simple, continuous absorption principle. The small gas flame circulates the refrigerant that supplies the constant cold needed to preserve food and make ice cubes. Not a single moving part (no motor, no pump, no compressor) is used in the entire freezing operation.



STAYS SILENT
 LASTS LONGER

Servel
 The GAS
 Refrigerator

DEALER REVIEW



NEWS OF NRLDA AND STATE AND REGIONAL ASSOCIATIONS

Conventions Draw Record Crowds; Exhibits Get Dealer Attention

REPORTS on 1948 dealer conventions continue to reveal record attendance figures and unusually high interest. In a majority of conventions conducted this year, where manufacturers' exhibits were a part of the annual meeting, limitation on space available was the only factor prohibiting the dealers from having even greater manufacturer participation in the display of products.

A few more brief reports on annual conventions in all parts of the United States follow.

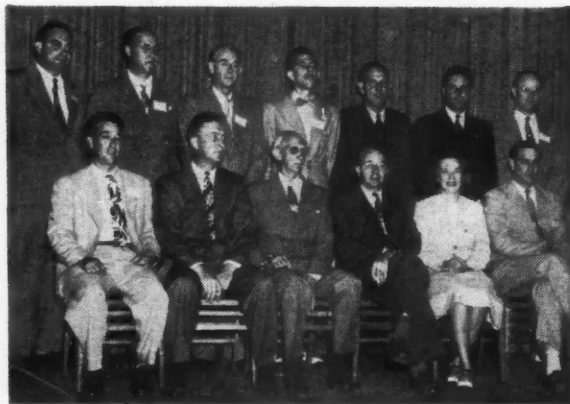
LOUISIANA

The twenty-eighth annual convention of the Louisiana Building

Material Dealers Association was held in New Orleans, March 17 and 18. Featured speakers included H. R. Northrup, secretary, NRLDA, Washington, D.C.; Hawley S. Wilbur, president, Wilbur Lumber Co., West Allis, Wis.; Howard O'Brien, promotional director, Southern Pine Association, New Orleans; Roy Wenzlick, real estate analyst, St. Louis, Mo.; and William H. Scheick, Small Homes Council, University of Illinois, Urbana, Ill.

Officers elected for 1948 are J. Frank Carroll, Carroll Lumber Co., Alexandria, president; Ivy Jordan, Superior Lumber Co., Monroe, first vice president; Roland Privat, (Continued to page 134)

A GROUP of the new officers and directors of the Florida Lumber and Millwork Association. Left to right, front row: Richard Addison, Sarasota; R. D. Morris, Jacksonville; Francis J. Igou, Orlando; Harry L. Lawson, Miami; Mrs. Marie Bennett, Orlando; Horace F. Holland, Panama. Back row, left to right: H. R. Stringfellow, Gainesville; D. B. Alexander,



Daytona Beach; Frank Edwards, Sanford; Ray Tylander, West Palm Beach; H. M. Horton, Fort Pierce; Frank Davenport, Miami, and E. B. Smith, Neptune Beach



LEFT to right, officers of Louisiana Building Material Dealers Association: E. G. Boh, retiring president; Roland Privat, second vice president; Ivy Jordan, first vice president; J. Frank Carroll, president; R. Needham Ball, secretary; George E. Knopp, treasurer

Is There Need For Public Housing?



by H. R. NORTHROP
Secretary-Manager NRLDA

Gaining new strength from the recently released majority report of the Joint Housing Committee, proponents of the Taft-Ellender-Wagner Housing Bill have redoubled their efforts to have that bill passed during this session of Congress.

There is no time for mourning the fact that the strength-giving report was not based upon facts, and does not reflect the testimony prepared and presented by the 1,286 individuals who appeared as witnesses at the 33 hearings held throughout the country.

There is time, however, for educating the members of every community in the country on the true meaning of the T-E-W Bill and the effect it will have, not only upon the ability of the housing industry to build homes at the present rate of one million per year, but upon the individual consumer's pocket book in the form of increased taxes and increased cost of living—the two inescapable results of increased federal expenditure.

Since the war no country has built more homes than the private home building industry has produced in America. War-time federal controls on construction were lifted in April 1947, and the industry took but two months to rebound from the maladjustments which had been imposed upon it by those controls.

The last six months of the year, however, brought unprecedented construction rates, and the industry actually built homes for Americans at a rate exceeding 1,000,000 homes a year during four months of that period. (Continued to page 126)

"Yes, our h... it tha... into, was a

If y... —as to lea... at yo... space... Wh... ning, Scien... bring

SPECIAL MESSAGE FROM GOLD BOND TO YOU!

You probably get as many requests as we do from folks who want suggestions for finishing off the top floor of their homes. That's what prompted the ad shown below,

the next in the Gold Bond campaign in the Saturday Evening Post, now in its third year. Ideas like this are bound to mean future business for you.

NATIONAL GYPSUM COMPANY, BUFFALO 2, N. Y.

(Appears in full color in the Saturday Evening Post April 24th.)



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

For the newest in building and remodeling products, see your local Gold Bond Dealer first!

"...and this was our Ghost Room!"

"Yes, this was only a ghost of a room when we built our house. Just the skeleton of a dream! We planned it that way so we'd have space for our family to grow into, instead of paying out every cent for a house that was all finished—but would soon be too small!"

If your dream home is bigger than your budget—as it is with most people—maybe the answer is to leave the top floor temporarily unfinished. Then, at your convenience, you can finish off this extra space into bedrooms or even an income-apartment.

Whatever kind of construction you may be planning, there's a pleasant surprise in store for you. Scientific research has been working overtime to bring you new and better building materials!

Let's start with the sheathing underneath the clapboards, brick or other outside finish of your house. You can now have fireproof Gold Bond Gypsum Sheathing at less cost than old-style inflammable sheathing! Adds strength and weather-proofing as well as fire protection.

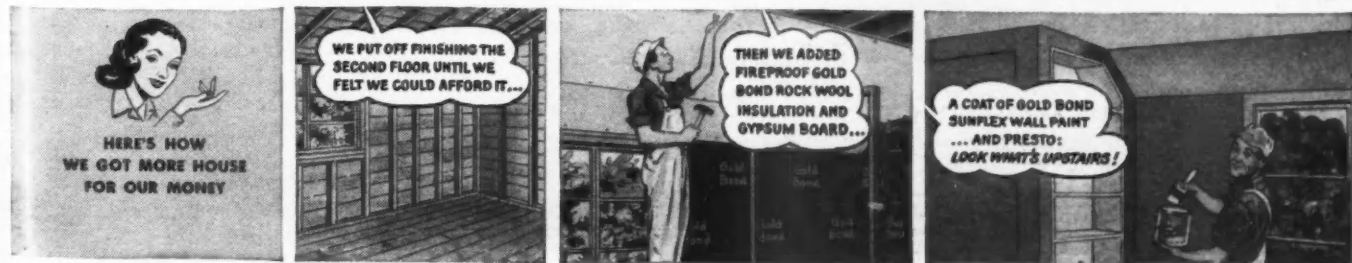
Modern research has done a lot for home insulation, too. National Gypsum's new high-efficiency Gold Bond Rock Wool wraps a blanket of fireproof insulation around the house that keeps furnace heat in and summer heat out. Pays for itself by cutting fuel bills up to 40%. Available for your present home too. Simply call the local Gold Bond Rock Wool applicator. He's listed in the phone book under "Insulation".

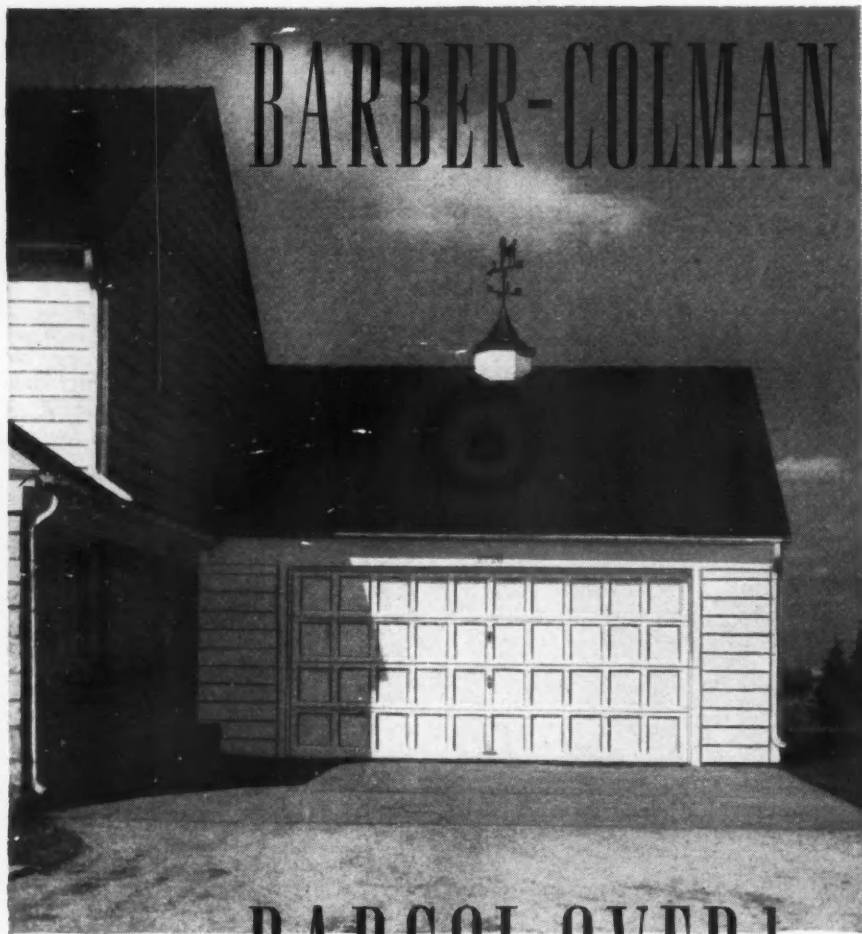
For firesafe walls and ceilings of lasting beauty, ask your architect or builder to specify fireproof Gold Bond Gypsum Lath and Plaster. For charming decoration, use Gold Bond Sunflex Paint which dries in an hour with no "painty" odor.

All told, there are over 150 Gold Bond building products, each researched and engineered to do a specific job better. Your local Gold Bond lumber and building material dealer is headquarters for these products. He will gladly give you free suggestions for any building or remodeling you may have in mind. See him first!

NATIONAL GYPSUM COMPANY
BUFFALO 2, NEW YORK

Gold Bond Building Products add greater fire protection, permanency, and beauty at no extra cost. These include fireproof wallboard, lath, plaster, lime, sheathing, wall paint, insulation, metal and sound control products.





THE CHOICE OF BUYERS
WHO INVESTIGATE
BEFORE THEY BUY

BARCOL OVERdoor

WEATHERTIGHT. Special roller crank closing action moves the entire door smoothly and evenly against the stop strips in the last few inches of its downward travel, effectively sealing the opening against dust, dirt, litter, snow, rain, sleet, and wind.

EASY WORKING. Tailored twin-torsion counterbalancing springs accurately support the weight of the door, so minimum effort is required for raising or lowering. Sticking is eliminated by the fast-freeing effect of the closing action.

DURABLE. Barcol OVERdoors give long, trouble-free service because they are strongly built, accurately assembled, and carefully installed by factory-trained men.

DOUBLE-WIDTH FEATURES. Above we show a double-width Barcol OVERdoor as used on a modern two-car garage. The use of wider single doors like this reduces the cost of installation, reduces the mechanism, eliminates the center post, gives more room for maneuvering two cars, and reduces the chances of damaging cars or garage by collision. These advantages are worth considering for every two-car garage door installation, whether new or remodeling.

ELECTRIC DOOR OPERATORS. Available for swinging, sliding, and overhead type doors, and for sliding gates. They offer the convenience and protection of switch control or the amazing Radio Control.

SEE OUR
CATALOG
IN SWEET'S

FACTORY-TRAINED SALES and SERVICE REPRESENTATIVES in PRINCIPAL CITIES



BARBER-COLMAN COMPANY
104 MILL ST. • ROCKFORD, ILLINOIS

Dealer Review

(Continued from page 124)

During the last six months, over 22,300 more homes were completed than were constructed during the whole of 1946 under government controls.

In all, during 1946 and 1947, the private building industry in this country has built 1,288,900 permanent homes.

It is clear that government controls over housing do not mean an increased rate of construction, inasmuch as freedom more than doubled the rate of production by our building industry, and has allowed us to outstrip in production those countries where construction is rigidly controlled, such as Russia and England.

Is it logical to assume, then, that even if left free of controls, the building industry could continue to build at this rate if a large portion of the available materials are diverted to government public housing projects? Or is it logical to assume that an overall Housing Agency to undertake the building of a great number of public housing projects would not add to the cost of the federal government?

Every increase in the cost of the federal government means a corresponding increase in the visible taxes paid by the citizens of this country, as well as an increase in the hidden taxes reflected in the rising cost of living. The actual effect of federal expenditures on the individual pocket-book can best be explained by the following figures.

In 1939 the cost of the federal government required \$46 per person in the form of both visible and hidden taxes. But today the cost of the federal government requires over \$300.

In terms of houses, this increased cost of government means that \$2,670 of a \$10,000 house, for example, are taxes, and that \$1,380 of this tax cost has been added since 1939, amounting to an increase in tax cost of over 100 per cent.

Following this policy of increased government expenditures (which in turn increases taxes and the cost of living), Congress is now asked to pass a bill which provides for government spending of approximately nine billion more dollars for the purpose of either slum clearance, subsidized farm or public housing; all of which can only be accomplished at the expense of the American people.

This bill can only add to the cost of government without providing any
(Continued to page 128)

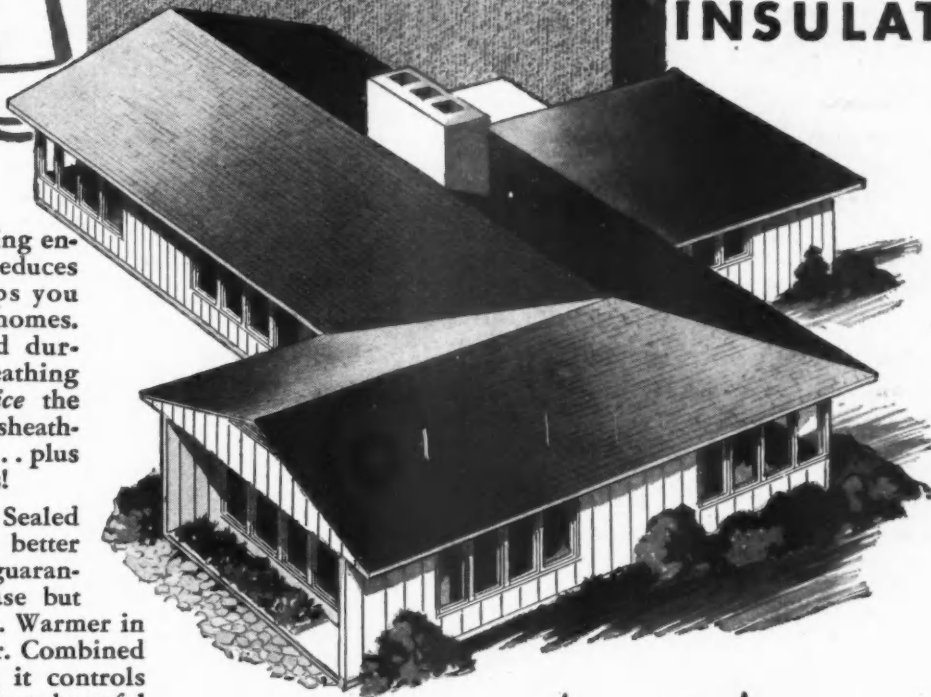
DOUBLE DUTY INSULITE



BUILDS



INSULATES



For Sheathing:

Insulite (Bildrite) Sheathing encloses a house faster, reduces construction time, helps you build better competitive homes. Tough, dependable and durable—Bildrite 25/32" Sheathing provides more than *twice* the bracing strength of wood sheathing horizontally applied . . . plus **INSULATION** as a bonus!

For Plaster Base: Insulite Sealed Lok-Joint Lath builds a better wall because it not only guarantees a strong plaster base but *insulates* at the same time. Warmer in winter, cooler in summer. Combined with Bildrite Sheathing, it controls vapor . . . guards against harmful condensation within the walls.

**INSULATES AS IT . . .
BUILDS AS IT**

double-duty
INSULITE

The GENUINE

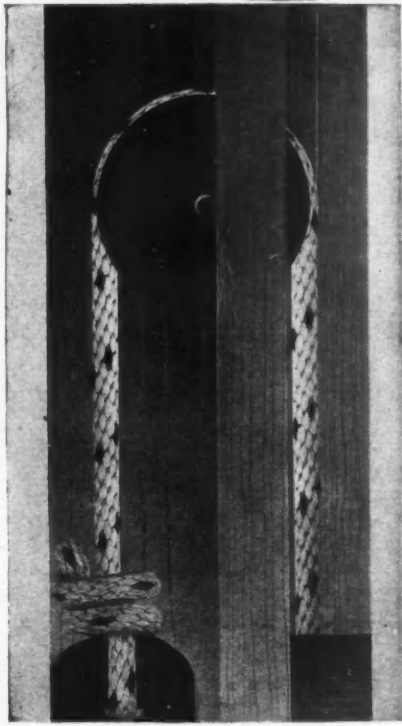
**BUILDS
INSULATES**

"Insulite" is a registered trade mark, U. S. Pat. Off.

INSULITE DIVISION
PAPER
MINNEAPOLIS 2 MINNESOTA



MINNESOTA & ONTARIO
COMPANY



®

SPOT SASH CORD

Simplicity — no other device is as simple or as permanently efficient for balancing double-hung windows as the time-tested combination of Spot Cord, pulleys and weights. Perfect and permanent balance and noiseless operation are assured. There is nothing to get out of order.

The part that takes the wear is the cord — and Spot Sash Cord will last almost indefinitely. It is made of extra quality fine cotton yarn, firmly and smoothly braided, and guaranteed free from imperfections.

Identified by our trade-mark, the Colored Spots (Reg. U.S. Pat. Off.) Send for sample card with table showing right sizes for different weights.



SAMSON CORDAGE WORKS

BOSTON 10, MASS.

Dealer Review

(Continued from page 126)

more homes than the private building industry will build anyway, since every house built, whether financed by private or public funds, will be built by the same industry with the same available materials and labor. One theory is that for every public housing unit erected, one dwelling will be demolished—for presumably the existing unit is unfit for occupancy. The actual number of homes available will not be increased by such a program.

Further, it has been proved that public housing, as such, usually costs more than houses built and financed by private funds. For example, the Federal Public Housing Commissioner testified before the Senate Banking and Currency Committee that public housing cost the public \$36.61 per month. This is \$7.28 more per dwelling per month than the median rental for private rental housing in the United States.

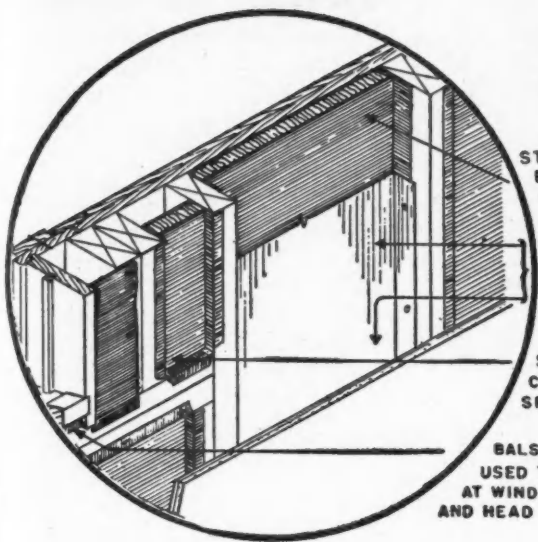
In 1945, the National Industrial Conference Board made a careful study of public housing in the city of Washington and found that not only was the cost of private building substantially lower than that of public housing; but that management costs in public housing projects were nearly three times as great as private management costs. In this survey, it was uncovered that out of more than 4,000 people receiving rent assistance from public welfare sources, only 47 were housed in public housing projects. Surveys of other public housing projects showed that many of the tenants were middle-income families, some employed by federal, state or local governments.

A program for housing low income groups may be a worthy one in principle, but it should be pointed out that some persons in this group live in sub-standard dwellings through choice. The Department of Agriculture has found that families with incomes ranging from \$1,250 to \$2,000 were spending more on their automobiles than on their homes; and the Department of Labor found that one-fourth of all families having total annual incomes of less than \$500 owned automobiles and more than 44 per cent of families with annual incomes between \$500 and \$1,000 owned automobiles.

Obviously, the real need is not for public housing programs but rather for a program of education to point out the value of superior homes, since these families in the low income

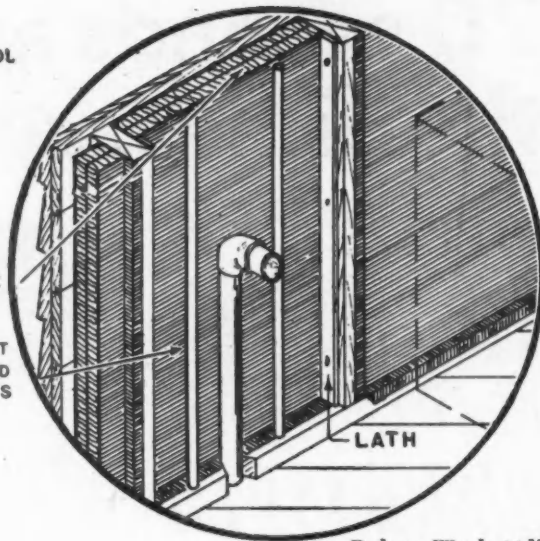
(Continued to page 130)

For insulating Cold Air Ducts or Plumbing Pipes



STANDARD BALSAM-WOOL APPLIED AGAINST SHEATHING
GALVANIZED SHEET METAL BACK ON COLD AIR RETURN
STANDARD BALSAM-WOOL CUT TO FIT NARROW SPACE
BALSAM-WOOL FIBRE USED TO CAULK CRACKS AT WINDOW SILL AND HEAD

Balsam-Wool application around windows and air ducts — Balsam-Wool Data Sheet Sec. C, No. 1.



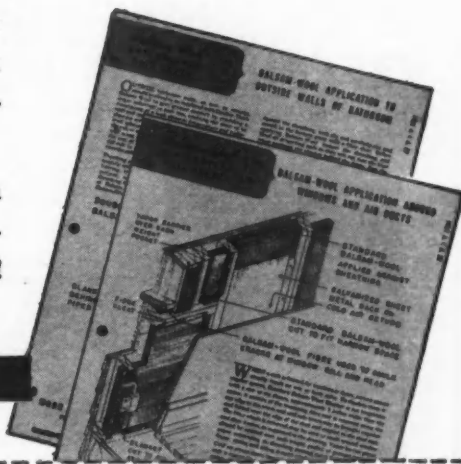
DOUBLE-THICK BALSAM-WOOL
BLANKET BEHIND PIPES
LATH

Balsam-Wool application to outside walls of bathroom — Application Data Sheet Sec. C, No. 2.

Balsam-Wool gives Better Protection

What is the modern way to protect plumbing pipes placed in outside walls? What is a more effective way of insulating cold air ducts? Balsam-Wool Sealed Insulation has the answers. You'll find them in Balsam-Wool Application Data Sheets—a comprehensive collection of data you'll want for your files.

Prepared by qualified architects, the 32 Balsam-Wool Data Sheets provide hard-to-get facts on insulation application problems. A complete set is yours for the asking—mail the coupon!



SEND NOW FOR YOUR SET!

Balsam-Wool*



SEALED INSULATION

*REG. U. S. PAT. OFF.

BALSAM-WOOL • Products of Weyerhaeuser • NU-WOOD

WOOD CONVERSION COMPANY
Dept. 119-58, First National Bank Building
St. Paul 1, Minnesota

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

Name.....

Address.....

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

What a selling point for the homes you build!

"Just 70 seconds and the dishes are done!"

WITH THE *NEW*
JACKSON
BUILT-IN home
DISHWASHER



60 second wash, 10 second rinse—and a basket of dishes is done! Two baskets are furnished. The new machine can wash dishes for 2 people—or 100 people—since, while one basket is being washed and rinsed, the other can be filled. Dishes air dry.

For installation, a 20 inch hole is cut in drainboard. Here, cover—which fits flush with drainboard—has been removed to show dishes in machine.

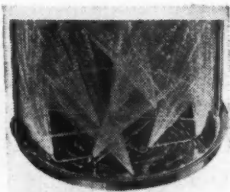
Especially designed for builder installation in new homes, or in drainboards of present kitchens. Just one hot water connection, one drain connection necessary.

NEW MACHINE BACKED BY 23 YEARS EXPERIENCE IN DISHWASHING FIELD

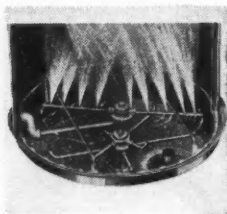
The new Jackson Home Model embodies all the highly successful features of the world-famous Jackson Commercial Dishwashers. Dishwashing machines have been the *exclusive* business of the Jackson Dishwasher Company since 1925. At last, here is a machine for the home with *proven* performance and dependability.



Monel metal hood, solid one-piece base casting. Centrifugal pump operated by 1/4 H.P. motor maintains constant high water pressure in machine.



Washing operation. Double revolving wash sprays force water under high pressure over every surface of articles being washed.



Rinsing operation. Separate revolving rinse spray, using fresh clean water, thoroughly rinses—and the dishes are done.

Write today for literature, prices, and complete information.

Specify Model H-1A.

THE JACKSON DISHWASHER CO.

Dept. AB-1, 3703 East 93rd St.

Cleveland 5, Ohio

Dealer Review

(Continued from page 128)

bracket apparently choose to own automobiles and have poor housing, than to have better housing and no automobiles.

Better housing has been and is being built for most income groups. 20 per cent of the homes built by private industry in 1947, for example, were within the cost range of families with annual incomes of between \$1,000 and \$2,000, considering the fact that families can afford homes costing 2½ times their annual incomes.

Which shall we have? Government housing never costs less, never houses any more families than could be housed without public housing and takes away materials which would normally be used to build homes for those who can afford them to provide, in theory, homes for those who cannot. Privately-financed homes add to the total supply of homes available, are sold to those who can afford them and want to buy them, and add nothing to the tax burden of the people.

The decision is up to the people of America. Your representatives in Congress are being asked to vote on this bill during the present session. Their votes will reflect your decision. Are you going to let the private building industry continue the outstanding home construction it began in 1947?

Fourteen Reasons Why T-E-W Bill Should Not Be Passed

THE fourteen reasons are:

1. The amendments offered by Senator Flanders do not substantially change the bill. The only changes proposed are: omission of reorganization of housing agencies (already accomplished by other means); omission of savings and loan proposals; addition of a provision to extend FHA's Title VI for one year; and a provision for a secondary market for FHA and VA loans. With these exceptions the bill is virtually the original.

2. It is an omnibus housing bill of 100 pages, and the Senate has been asked to vote on this with nothing more than general information obtained in hearings to guide them in analyzing the various subjects covered.

3. The amended bill even more broadly extends the hold of the federal government on real estate finance and construction than was true of the original.

4. The House Bill extending (Continued to page 132)

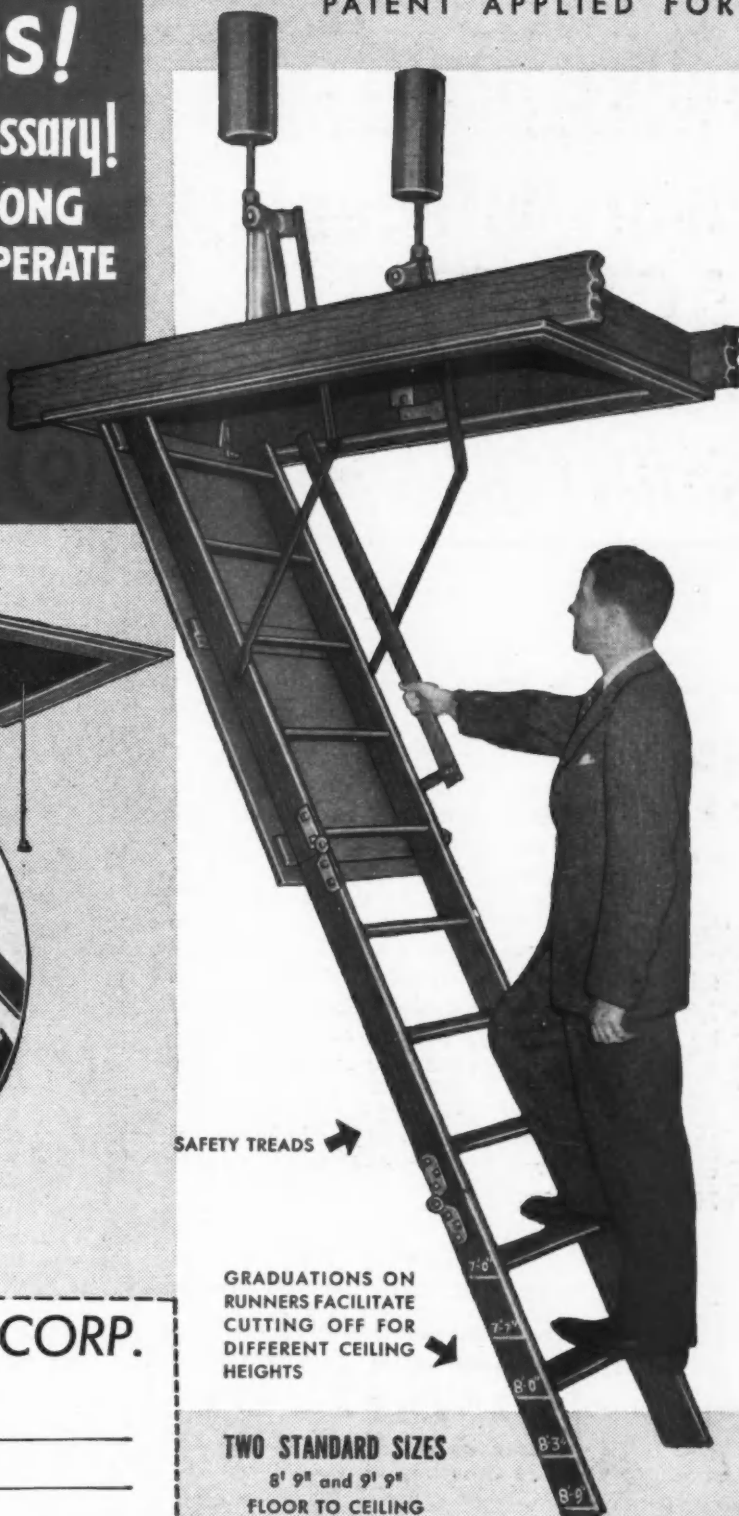
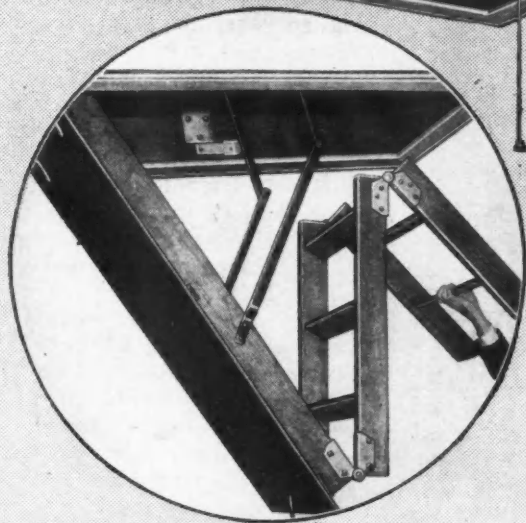
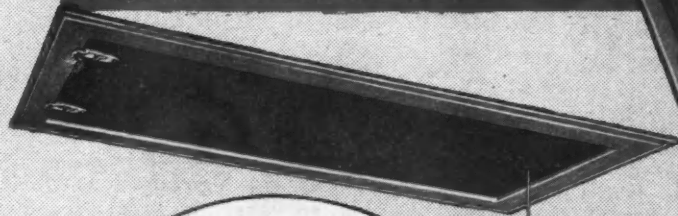
Precision

FOLDING STAIRWAY

ACCEPTED BY FHA EVERYWHERE
PATENT APPLIED FOR

NO SPRINGS!
No Adjustments Necessary!
RUGGED AND STRONG
SIMPLE AND EASY TO OPERATE

MADE OF HIGHEST QUALITY MATERIALS
SHIPPED IN ONE PACKAGE
REQUIRES VERY LITTLE
INSTALLATION EXPENSE



SAFETY TREADS →

GRADUATIONS ON
RUNNERS FACILITATE
CUTTING OFF FOR
DIFFERENT CEILING
HEIGHTS →

TWO STANDARD SIZES
8' 9" and 9' 9"
FLOOR TO CEILING

PRECISION PARTS CORP.
NASHVILLE 7, TENN.

NAME _____

ADDRESS _____

Use-full...

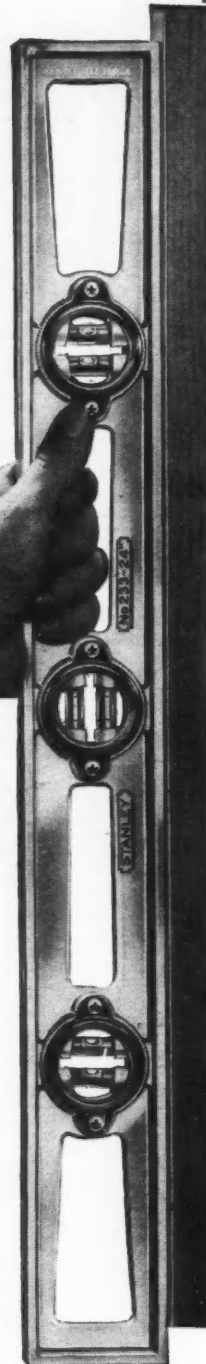
more ways,
more places,
more years!

Builders told us what they expect in a good level. That's why we say the Stanley Aluminum Level No. 233 is what you need — it's made carefully to meet builders' requirements.

It's light for easy handling, yet strong, thanks to the Stanley truss construction. This bridge type design narrows the cross section for easier holding and puts extra metal around the glasses and at all points of extra strain. All four sides milled square.

Six cat's-eye glasses, under heavy glass covers, are fully adjustable to any angle around the circle and for degree of pitch to the foot. Adjustments protected by fixed cover plate against accidental blows. Dust-tight. Water-tight. All parts easily replaceable.

Useful more ways, more places and more years than just an ordinary level . . . a tool a building man can respect, a real Stanley Tool. Stanley Tools, New Britain, Conn.



Stanley No. 233
Aluminum Level

THE TOOL BOX OF THE WORLD

STANLEY

Reg. U. S. Pat. Off.

HARDWARE · HAND TOOLS · ELECTRIC TOOLS

Dealer Review

(Continued from page 130)

Title VI for one year should be passed by the Senate rather than incorporating this item in the omnibus bill.

5. The bill offers nothing but financial aids in a field where home financing is abundant.

6. The bill is inflationary, adding to realty values and construction costs by increasing credit and incites a greater demand for public housing at current high costs.

7. It is further inflationary by providing for federal expenditure of between eight and nine billion dollars at a time of increasing requirements for federal expenditures for national security.

8. It puts both operating and policy-making power in the hands of one super-directional agency (HHFA), an unsound practice.

9. It allows this agency to compile statistics on housing needs and progress. All basic statistical work by which performance of operating and policy-making agencies are to be judged should be compiled by agencies not responsible for such performance to eliminate the possibility of statistics being used to serve the ends of the agency.

10. In its provision for "yield insurance," the bill provides a new extension of federal influence and a large increase in the contingent liability of the government which is neither requested nor needed by the financial institutions for the benefit of which it is devised.

11. The bill launches the government upon a new program of public expenditure and, at the same time, stimulates destruction of existing housing in a time of shortage, which would increase demand for additional public housing for displaced families.

12. In providing for a revival of public housing, the bill authorizes greater expenditures than the original, which would result in higher cost per dwelling. It would decrease the work private industry could do by competing for labor and materials, and would fix a government policy in the field before private industry has been given a chance to demonstrate, in a stabilized postwar economy, its ability to meet housing requirements.

13. The bill duplicates provisions for farm housing contained in the Farmers' Home Administration Act of 1946, and introduces subsidies for individual home owners.

14. The language of the bill
(Continued to page 134)



When you're buying kitchens . . .

Easy Installation* is important

COTTAGE or mansion . . . whichever you're building . . . the quick, easy installation of Youngstown Kitchens helps you keep within your time schedule, hold down building costs.

Youngstown Kitchenaid cabinet sinks and wall and base cabinets arrive with hardware in place. Complete kitchens can be quickly, smoothly installed in less than a day. No costly fitting, hanging, painting.

Every white-enameled Youngstown unit is made to last, stay beautiful for a lifetime. Sink tops are finest acid-resisting porcelain-enamel. Results: Gleaming *all-steel* kitchens that boost the value of your completed houses.

Youngstown units are precision-built . . . mass-produced, to give you the highest quality at the lowest cost.

Easy installation . . . always, with Youngstown welded-steel units because they're *designed to fit together*.

Sixty Mullins Field Men and 7500 trained Youngstown Kitchen dealers throughout the country are ready to cooperate with you . . . give you the advantage of Youngstown's great experience and pioneering in the kitchen business. For name of nearest distributor or field man, please write

*** OTHER
YOUNGSTOWN
FEATURES**

- Sold everywhere
-
- Easy handling
-
- Low cost
-
- Modern styling
-
- Wide selection
-
- Top quality
-
- National acceptance

MULLINS MANUFACTURING CORPORATION • WARREN, OHIO



Youngstown Kitchens

BY MULLINS

World's largest makers of steel kitchens

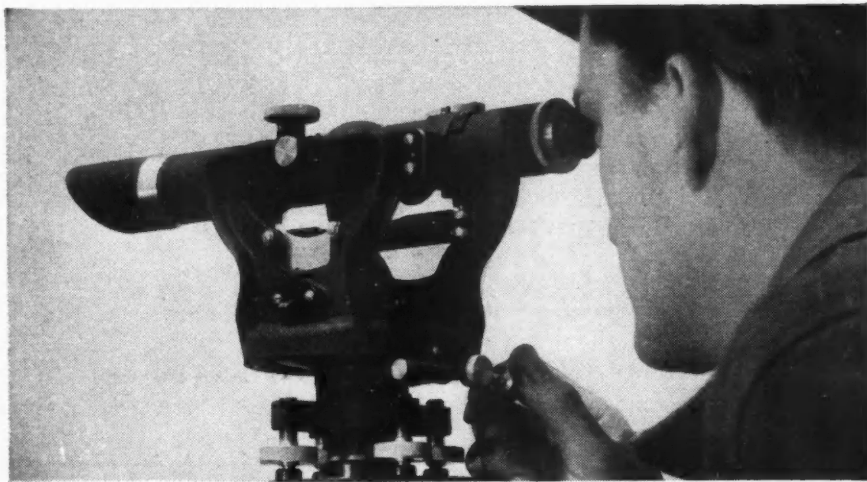
DO THESE

10

JOBS AT LOWER COST...WITH A

K+E BUILDERS' TRANSIT-LEVEL

1. Measure from property lines
2. Stake out buildings
3. Lay out angles
4. Plumb vertical lines
5. Level up excavations for foundations
6. Set grades for thresholds, sills, lintels, etc.
7. Set slopes for drainage or sewage
8. Set stakes for grading
9. Determine amounts of cut and fill
10. Set concrete forms to line and grade



YOU can do all of these jobs faster, more accurately and at lower cost with a K&E BUILDERS' TRANSIT-LEVEL. This easy-to-use instrument cuts out old fashioned, time-taking methods and streamlines the work. For instance, chalk line, line level, plumb bob and tape mean that your building mechanics must be constantly stopping. Time is lost from laying bricks, setting steel, carpentering—the jobs your men are hired to do.

So simple that any intelligent man can use them by following the instruction booklet, these instruments are built for years of rugged service, yet they retain their accuracy. Their quality is guaranteed by the K&E reputation and experience of 80 years of making equipment and materials for the engineers of America.

For details of the No. 5155 K&E BUILDERS' TRANSIT-LEVEL (a transit and a level in one instrument), the No. 5153 K&E BUILDERS' LEVEL or K&E Leveling Rods, write to your nearest K&E Distributor or to Keuffel & Esser Co., Hoboken, N. J.

Easy-to-follow instructions with each instrument.



KEUFFEL & ESSER CO.

EST. 1867

NEW YORK • HOBOKEN, N. J.

CHICAGO • ST. LOUIS • DETROIT • SAN FRANCISCO
LOS ANGELES • MONTREAL

Dealer Review

(Continued from page 132)

throughout is so vague as to make possible an indeterminate range of administrative authority in its interpretation.

Convention Reports

(Continued from page 124)

Privat Brothers, Inc., Rayne; George E. Knoop, treasurer, New Orleans. The new national director is Lloyd Clanton, Clanton Lumber & Supply Co., Shreveport.

FLORIDA

Total registration at the 28th annual convention of the Florida Lumber and Millwork Association was 375. Sessions were conducted at the George Washington Hotel in Jacksonville, March 23, 24 and 25. There were 25 exhibits which drew much interest during the three day meeting, which was the largest ever held by the Florida Association.

Harry L. Lawson, Bailey's Lumber Yard, Miami, was reelected president. Other officers, all reelected are: Francis J. Igou, Central Florida Lumber & Supplies, Orlando, vice president; Horace C. Lewis, Lewis Lumber Co., Bradenton, vice president; Robert D. Morris, Carolina Lumber Co., Jacksonville, vice president; Marie M. Bennett, Orlando, secretary-treasurer. James F. Mack is a director and member of the executive committee of the National Retail Lumber Dealers Association.

INDEPENDENT RETAILERS

The ninth annual convention and exhibitors show of the Independent Retail Lumber Dealers Association



CHARLES LAMPLAND

was conducted at the Radisson Hotel in Minneapolis, February 9 and 10. Total registration was approximately 1,000 and the exhibition hall was completely sold out with 86 exhibitors participating.

New officers are Charles Lamp-
(Continued to page 136)

Reading time **3½** minutes..

AND WORTH IT!

This is about putting client-satisfying value into a house.

Admittedly tough to do, these days. But if you recognize certain home-owner characteristics it becomes easier.

(a) He gets his first quick satisfaction out of the chance to brag about *different* features, something other houses do not have.

(b) His long-time and most important satisfaction comes from the *comfort* enjoyed by his family season-by-season over the years. That's why the heating should get your most expert and critical consideration.

Nothing adds as much satisfaction-value to a house for so little cost as a Superfex "Homogen-Air" Heating System. There are a lot of reasons, all provable. For instance . . .

1 No other system has or can match the "Homogen-Air" continuous three-stage fire, synchronized with automatic variable-speed blower. The economy of this system has real owner appeal, with fuel short in supply and long in price.

2 Superfex ends the cold-floor, hot-ceiling problem common to stop-and-go furnaces, so familiar to many clients. It "Homogenizes" air by *continuous* circulation and *continuous* reheating with the proper stage of fire. This assures all-over comfort with never more than 4° temperature variation, floor-to-ceiling, all rooms, all the time.

3 TWO furnaces in ONE . . . **FIRST**, a powerful cold-weather furnace, synchronizing its high fire with the full-volume speed of the blower . . . **SECOND**, an easy-going mild-weather furnace,

automatically cutting back to either of two stages of low fire, synchronized with the low blower speed. By fitting its fire to the need, Superfex SAVES FUEL that is wasted by the "all-or-nothing" type of operation.

4 Automatic humidity *all the time*.

5 Continuous air cleaning. Ample filtering area.

6 Summer fanning and filtering facilities. Summer switch controls this.

7 Gas or oil-fired models. (Designed for it, not conversion burners.)

8 Scratch and chip-resisting finish. Bonderized steel grips attractive baked enamel, permanently. Heavy, long-life construction throughout.

9 Fit all kinds of specifications. Sizes for every type of home. Special units for basementless installations. Suspended model for commercial applications.

10 Easy installation. All but the two largest models are "package" units, completely assembled at the factory.

11 SUPERFEX AUTOMATIC, STORAGE-TYPE WATER HEATERS correlate installation, service and performance. They assure an ample supply of hot water.

12 Quality and performance insured by the finest development laboratory in the heating industry. Backed by Perfection's 60-year reputation for reliability and progressiveness.

13 YOU can make fast, accurate estimates for correct heating installations with Superfex Heat-Loss Calculating Charts. If you'll drop a request to the address below, we'll mail you a set without obligation.

ONLY SUPERFEX
has the "Homogen-Air" System



Write for the "Homogen-Air" heating booklet,

or let us show you how other architects and builders

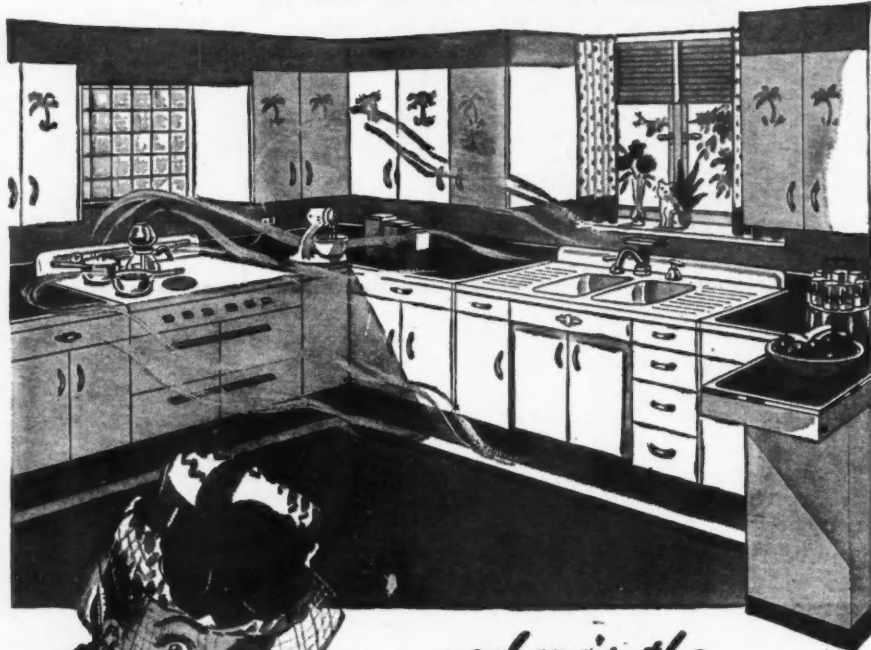
have built client satisfaction with Superfex.

Superfex FURNACES • WATER HEATERS

GAS OR OIL

PERFECTION STOVE COMPANY • 7033-A PLATT AVENUE • CLEVELAND 4, OHIO

"Do you Call that a MODERN KITCHEN?"



...where's the
**EMERSON-ELECTRIC
KITCHEN
VENTILATOR?"**

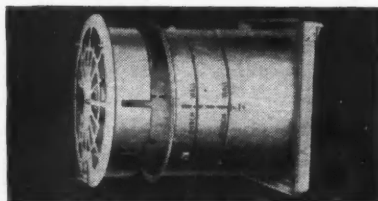
The lady is right. Make sure the hours she spends in her kitchen will be pleasant and comfortable by specifying Emerson-Electric Kitchen Ventilation. Easily installed, these sturdy fans whisk out cooking heat and odors, prevent spread of greasy vapors to other rooms. Available in two types, for wall or ceiling mounting. For installation data, refer to 1948 Sweets File, or write today for free Catalog No. B-34.

THE EMERSON ELECTRIC MFG. CO.
75 ST. LOUIS 21, MO.

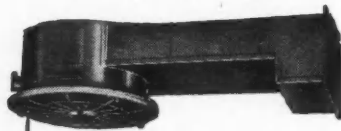
EMERSON  **ELECTRIC**
MOTORS · FANS APPLIANCES



A Really MODERN KITCHEN includes an Emerson-Electric Kitchen Ventilator installed over the range.



WALL-TYPE VENTILATOR



CEILING-TYPE VENTILATOR

Dealer Review

(Continued from page 134)

land, St. Paul, Minn., president; Arnold R. Souba, Graceville, Minn., vice president; Herman M. Johnson, Bricelyn, Minn., secretary; Leonard J. Lee, Moorhead, Minn., treasurer. Edwin W. Elmer has been retained for the tenth consecutive year as executive secretary.

MISSISSIPPI

Mississippi Retail Lumber Dealers Association members gathered at the Bunea Vista Hotel in Biloxi, February 11 and 12 for their 22nd annual convention. B. W. McClanahan, of D. S. McClanahan & Son, Columbus, Miss., was named president.

Total registration, not including the ladies, was 256. The available space in the U.S.O. building was taken over by 44 exhibitors. The exhibit was open to the public as well as to members.

Other officers elected are: W. L. Solomon, Belzoni, Miss., first vice president; Earl M. Jones, Jackson, Miss., second vice president; R. B. Vaughn, Biloxi, Miss., national director. E. B. (Ted) Lemmons, Jackson, Miss., continues in his capacity as executive secretary.

NORTH DAKOTA

John Roethlisberger, Bismarck, was named president of the North Dakota Retail Lumbermen Association at the annual convention in Fargo, March 2 and 3. Jake P. Smith of Valley City was elected vice president and John Alsop, Fargo, was reelected treasurer. Directors chosen are A. E. Tuftedal, Crosby; Herbert Tennes, Grand Forks and Dean Piper, Minot. President Roethlisberger was elected official representative to the Northwestern Lumbermen Association.

MOUNTAIN STATES

S. C. Robinson of Salt Lake City, Utah, was elected president of the Intermountain Lumber Dealers Association, Inc., at the fifth annual convention held at the Hotel Utah in Salt Lake City, March 4, 5 and 6.

Registration by 427 men and 344 ladies was the largest in the association's history. Exhibits, totaling 33 in number, were well attended.

Other officers elected in addition to M. Robinson are: E. D. McCaslin, Burley, Idaho, vice president; M. L. Horsley, Soda Springs, (Continued to page 142)



Resists moisture permanently

Won't split, splinter, dent or corrode

Great structural strength

Easily worked with carpenters' tools

Takes virtually every applied finish



Moisture-resistant for kitchen construction! Walls of Masonite Temprtile*; cabinets and work surfaces of Tempered Presdwood . . . installed quickly, easily, economically.

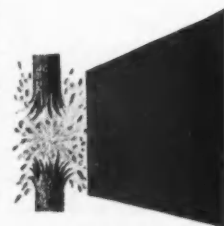
THE WONDER WOOD OF 1000 USES • MASONITE PRESWOOD

This versatile, handsome hardboard measures up to almost every requirement of design, construction and remodeling. Masonite* Presdwood* is a better, *stronger*, wonder wood, refined from natural wood into grainless, hard and durable panels—uniformly very dense. Now priced competitively with other materials, Presdwood is often more economical because there is so little waste. It is worked readily with either wood- or metal-working tools and can be treated with any standard finish, veneers, decals or rich-looking grains. Available at dealers, either Untempered, or Tempered to extra hardness. Write for technical data to Masonite Corporation, Dept. AB-5, 111 W. Washington St., Chicago 2, Ill.

THE LEADING HARDBOARD

MASONITE PRESWOOD

Reg. U. S. Pat. Off.



*Trade-marks Reg. U. S. Pat. Off. "Masonite" signifies that Masonite Corporation is the source of the product.

"The best wood is Presdwood" MADE FROM EXPLODED WOOD



Catalogs and HOW-TO-DO-IT INFORMATION

420—20 YEARS, A NEW ERA IN CONCRETE—Builders, architects and owners alike will find much of interest in this story of the progress of concrete in building construction. A wide range of concrete work and exposure conditions are shown, each of which illustrates a specific engineering or structural advantage achieved through the use of concrete. Specifically, it is the performance story of "Incor" 24-hour cement and product of the Lone Star Cement Corp., New York City, N.Y.

421—CONCRETE PIER & COLUMN FORMS—The many uses in forming piers, columns, piles, culverts, storm sewers, and weep holes to which Sonotubes can be applied are covered pictorially in a six-page brochure issued by Sonoco Products Co., Hartsville, S.C. Developed during the war, the Sonotube is a practical, laminated and impregnated fibre tubing that saves time, labor, and lumber.

422—ALL ELECTRIC UNIT HEATERS—The complete line of Electromode Unit Heaters are described in a 16-page catalog, number EC-4, offered by Electromode Corp., 45 Crouch St., Rochester 3, N.Y. Contents comprise pictures of installations, descriptions and illustrations of models available and of control equipment. Wiring diagrams and a heating analysis sheet to help solve industrial heating problems make this a useful reference piece.

423—GLASS BLOCK FOR HOME—New ideas for using glass block in home construction are covered in a new booklet prepared by the Pittsburgh Corning Corp., 632 Duquesne Way, Pittsburgh 22, Pa. Installation details, illustrated with working drawings, offer practical help to the home-building planner.

424—BETTER BUILDERS' HARDWARE—is the title of the first catalog issued by the Duncan Shaw Corp., 33 West 42nd St., New York 18, N.Y. The Shaw line of locks, latches, door-handle sets, and coat and hat hooks are illustrated with line drawings and described in detail. Features making for added service, better operation and improved appearance have been built into these engineered-designed items, according to the catalog.

425—FAN CATALOG—Design and construction specification with complete performance data on the various types of air circulators, ceiling fans, and kitchen ventilators are given in the 1948 fan catalog published by The Emerson Electric Manufacturing Co., St. Louis 21, Mo. The complete line of Emerson fans is illustrated in color and described in detail. Dimensional information for exhaust and ventilating fans and accessories is included.

426—COLOR CHARM WITH MIRACLE WALLS—the title of a colorful booklet released by the Tylac Co., Monticello, Ill., deals with plastic enamel wall covering. Color charts show the 18 colors and four designs available. Directions for installation and suggested uses complete the contents.

427—LUXAIRE AIR-CONDITIONING UNIT—is the subject of a profusely illustrated eight-page booklet available from the C. A. Olsen Manufacturing Co., Elyria, Ohio. Descriptions of the various parts that comprise this gas-fired cast iron unit are illustrated with photographs and drawings. The unit is designed primarily for installation in houses without basements.

428—PLUMBING FIXTURES—and brass supply fittings, produced by the Briggs Manufacturing Co., Detroit 11, Mich., are the subject of the new Briggs Catalog F. Highlight of the book is the roughing-in and dimensional data section devised to help builders accurately plan the floor space of the bathroom, powder room and kitchen of a house.

429—SHERBURNE COUNTER AND SINK TOPS—Standard, factory-special and custom-built tops, in a wide selection of

linoleum and plastic surfaces, made to fit any kitchen layout and decorative scheme, are the topic of a booklet released by Technical Appliance Corp., Sherburne, N.Y. Installation details and specifications together with recommended applications combine to make this a handy reference piece.

430—AIR AND VACUUM VALVES—The Dole Valve Co., 1933 Carroll Ave., Chicago 12, Ill., features its All Star Line of air valves, vent valves, vacuum valves and water mixers in a 12-page catalog. Contents include suggested uses which, according to the book, will reduce heat loss and provide even distribution.

431—FENESTRA INSIDE METAL STORM WINDOW—is the title of a colorful four-page folder issued by Detroit Steel Products Co., 3164 Griffin St., Detroit, Mich. How this type of installation combines with steel casement and screen to form a tight seal over entire window opening, thereby reducing heat loss and minimizing condensation is described and illustrated.

432—LAMINATED ARCHES AND BEAMS—that offer the architect and builder a support with a single large cross section are the subject of a technical catalog available from Unit Structures, Inc., Peshtigo, Wis. Literature is also available on one-piece laminated rafters for use in barns, garages, repair shops and such. Besides being time savers, these units offer design and construction advantages.

433—INDUSTRIAL EQUIPMENT—The latest edition of the Federalog, issued by Federal Electric Products Co., 50 Paris St., Newark 5, N.J., is now available. Profusely illustrated, the catalog contains a wealth of details about Federal's motor controls, safety switches, service equipment, circuit breakers, panelboards, switchboards, and bus duct.

435—NEW TRUCTRATOR CATALOG—The Tructractor Division of the Clark Equipment Co. presents its full line of machines and special handling attachments in a colorful 40-page catalog. The Clark Pul-Pac which handles unit loads based on sheets of corrugated paper or fibre board and the Clark Hi-Lo-Stack which combines 130-inch lift, 83-inch overall height and 62-inch free lift are important features.

434—LAYERS' HANDBOOKS—dealing with the installation of wall coverings and asphalt tile flooring are offered by The Tile-Tex Co. Inc., 205 West Wacker Drive, Room 1522, Chicago, Ill. In concise, easy-to-read style, the books cover every phase of these important jobs. Specific instructions on field-tested application methods are preceded with suggestions for handling the various kinds of sub-floors and sub-walls.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department
American Builder,
105 W. Adams St., Chicago 3, Ill.

(May, 1948)

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

Numbers.....

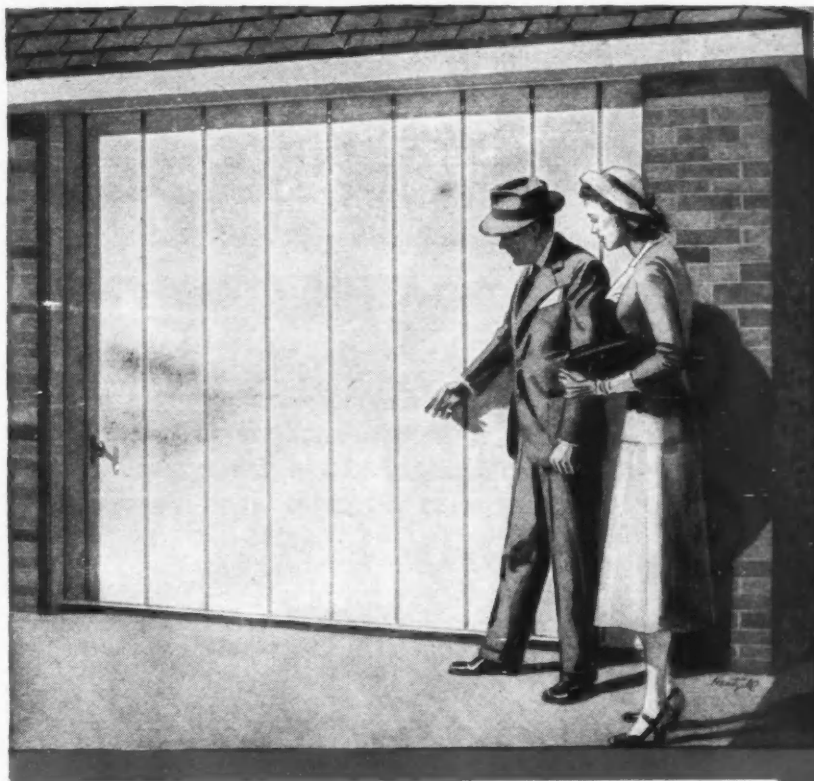
Name.....

Street.....

City..... State

OCCUPATION*.....

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

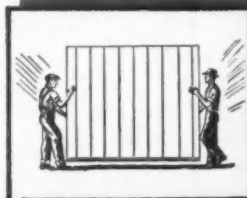


**WHY
THIS STRONG
GARAGE DOOR
GIVES . . .**

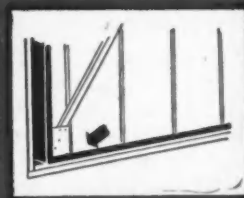
*Lifetime
Durability*

Investigate These Important Strand Advantages:

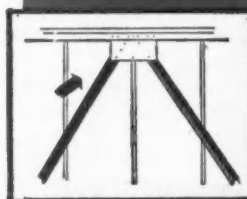
- 1. STRONG AND DURABLE** (see illustrations at right) —The Strand Garage Door provides lifetime strength and durability: all-welded one-piece panel—rigid, diagonally braced box design—heavy, factory assembled hardware. This door of all-steel construction will *never* sag, warp, shrink or rot. It's galvanized with a hot galvanized zinc coat for rust protection, oven baked to provide a clinging base for paint.
 - 2. INSTALLED QUICKER**—the strong Strand Canopy and Receding (track-type) Doors come with less crating to remove; it is already assembled in one piece; hardware also comes assembled; and installation is quickly and correctly made with ordinary tools.
 - 3. LOW IN COST**—New low price results from volume production in *one* plant, standardization on two models.
 - 4. ATTRACTIVE**—Smart, conservative design gives it lasting attractive appearance. Galvanized steel makes its good looks enduring.
 - 5. OPERATES EASILY**—A child can open the Strand Canopy Door; the Receding (track) Type Door actually opens itself at a turn of the handle, rolls smoothly up and out of sight on ball bearing rollers. Simple, efficient hardware is designed for troublefree service for a lifetime.
- Strand Doors, America's greatest garage door value, are available without waiting and without limit. Order today from your dealer—or mail the coupon, giving your dealer's name.



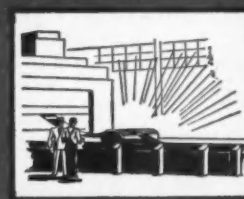
WELDED ALL-STEEL
1-PIECE LEAF



WELDED ALL-STEEL
FRAME



WELDED ALL-STEEL
BRACES



GALVANNEALED-
RUST PROTECTED

—produced by Strand Building Products Co., a subsidiary of Detroit Steel Products Co.



ALL STEEL GALVANNEALED • OVERHEAD • ONE PIECE

**STRAND
GARAGE DOORS**

TWO TYPES . . . RECEDING (TRACK) AND CANOPY

STRAND BUILDING PRODUCTS COMPANY
Dept. AB5, 1710 Buhl Bldg., Detroit 26, Mich.
Please rush literature with detailed descriptions of Strand all-steel Garage Doors.

I am a () Builder, () Dealer, () Prospective Owner,
() Other _____

Name _____

Address _____

City _____ State _____

CONTRACTORS!

HAVE YOU OVERLOOKED THIS PROFITABLE

At a cost of only a few extra dollars, these two fans shout "modern comfort" right out loud!

When demonstrated to prospective house buyers, they make an instant hit with man and wife.

1. G-E Ventilating Fan



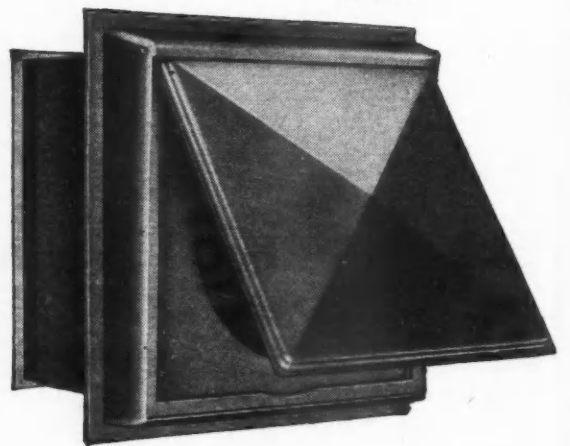
INSIDE

INDISPENSABLE in kitchens and other rooms where grease, heat, smoke and odors are likely to accumulate, the G-E Ventilating Fan exhausts stale, smoke-filled air and replaces it with fresh air—FAST!—quietly.

Operates automatically—a flick of the wall switch turns fan on and off. Outside cabinet door opens *automatically* when fan is turned on, shuts when fan is turned off.

Easily installed—adjustable wall box fits walls from 5½ to 11 inches thick. Requires only 12¾ inches square opening in wall. 110/120 volts, 60 cycles.

Model FM10C1



OUTSIDE

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P.S. Elect defec

It's G-E ment 2, Co

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FM2 FM3 FM3 FM4 FM4

... BUILDERS!

"COMFORT PLUS" IN YOUR HOUSES?

You can make your properties *infinitely* more desirable by putting in two General Electric Fans—the Kitchen Ventilating Fan and the Home Cooling Fan.

2. G.E. Home Cooling Fan

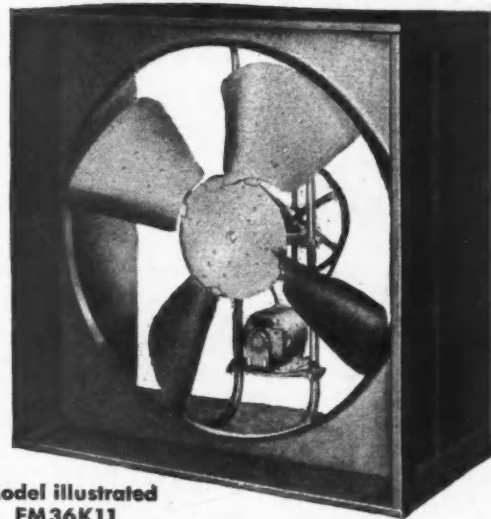
THIS immensely useful fan makes a house doubly *desirable* to prospects.

It moves large volumes of air from inside the house to the outdoors—keeping every room cool and comfortable. This is done *quickly . . . quietly*.

General Electric Home Cooling Fans are inexpensive to buy, economical to operate. Their cost can be amortized as part of the purchase price of the complete home over many years.

P.S. Every G-E Fan is backed by the General Electric warranty—*good for one year* against defects in material or workmanship!

It's your insurance policy on each and every G-E Fan! Appliance and Merchandise Department, General Electric Company, Bridgeport 2, Connecticut.



Model illustrated
FM36K11

G-E HOME COOLING FANS AVAILABLE IN FIVE MODELS

Model Number	Blade Size in Inches	Volume Cu. Ft./Min.		Width Inches	Height Inches	Depth Inches	Net Wt.
		Pressure Test Method	NAFM Rating				
FM24W1	24		4,000	30	30	13 $\frac{3}{4}$	80 lb
FM30K1	30		6,000	36	36	14 15/16	75 lb
FM36K11	36		8,500	44	44 $\frac{3}{4}$	24 $\frac{1}{2}$	136 lb
FM42K21	42		12,500	50	50 $\frac{3}{4}$	24 $\frac{1}{2}$	152 lb
FM48K11	48		16,500	56	56 $\frac{3}{4}$	26 $\frac{1}{2}$	190 lb

Note all fans 110/120 volts, 60 cycles.

General Electric Co.
Box F-2
Bridgeport 2, Connecticut

Gentlemen: Please send me Home Cooling Fan Catalog and complete performance and installation data.

NAME _____

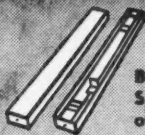
ADDRESS _____

CITY _____ STATE _____

MAKERS OF TOP-QUALITY FANS MORE THAN 58 YEARS

GENERAL ELECTRIC

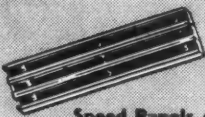
THE A. B. C. of
ATLAS
SAVINGS



Basic unit, the Speed Panel, made of rugged steel.



Ingenious, quick-action Wedge Bolt. For rapid joining or stripping.



Speed Panels combine into units of two or more for quick handling.



Forms are quickly positioned for easy pouring.

Light and sturdy. Easy wall assembly. Rapid stripping.



Forms assembled into multi-unit panels for rapid crane handling.

Make us PROVE it!

Atlas Speed Forms Cut to *50% Off Your Poured Concrete Costs BECAUSE

1. They cut Form Costs in half.
2. They cut On-Site Labor in half.
3. They're easy to assemble, strip, store.
4. Forms last indefinitely. Many contractors have had 400 uses, are still going strong.
5. On job after job, for hundreds of contractors, on large and on small operations, Atlas Speed Forms drastically reduced costs.

Let us prove it! At our expense and with no trouble to you. Send in the coupon below, it will bring you a data sheet to be filled out. We will then furnish you with a verified estimate on your form work and you can figure the savings for yourself. Five minutes of your time against a fifty per cent saving—the odds are in your favor! And here's the coupon....

*An average figure. Of course special cases will prove an exception. But we may surprise you!

Address mail inquiries to Irvington Office.

- BOSTON, MASS. 294 Washington Street
- DENVER 2, COLORADO 1800 West Colfax Ave.
- HOUSTON, TEXAS 3815 Garrott Street
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- PHILADELPHIA, PA. Broad St. Station Bldg.
- SAN FRANCISCO, CAL. Sixth and Hooper Sts.
- TACOMA, WASH. 2412 N. 10th Street
- WASHINGTON, D.C. 805 G Street
- NEW YORK, N. Y. 43 Cedar Street

SO LIGHT A CHILD CAN LIFT THEM



IRVINGTON FORM & TANK CORPORATION

IRVINGTON 4, NEW YORK

Please send me information on Atlas forms. I am particularly

interested in forms for Walls Floors Tunnels Bridges

Sewers Columns

NAME

FIRM

ADDRESS

Dealer Review

(Continued from page 136)

Idaho, vice president; Melbourne Romney, Sr., Salt Lake City, Utah, treasurer. Elected directors for three years: A. E. Anderson, Salt Lake City, Utah; H. B. Wheelwright, Ogden, Utah; W. W. Weigle, Jerome, Idaho.

INDIANA

A total of 2,578 members of the Indiana Lumber and Builders Supply Association gathered at the Murat Temple in Indianapolis, Ind., for the 64th annual convention March 9, 10 and 11. The 164 exhibits drew great interest from those in attendance. One of the highlights of the meeting was the dealers' breakfast where there was an additional opportunity to discuss problems.

The following officials were elected to serve for 1948: Harold V. Main, East Chicago, president; Earl J. Grimm, Evansville, vice president; Ray Schaub, Whiting, director to the National Retail Lumber Dealers Association, and R. W. Slagle, Indianapolis, secretary-treasurer.

IOWA

The 15th annual meeting of the Iowa Retail Lumbermen's Association was attended by more than 2,200 during the three-day convention in Des Moines, March 17, 18 and 19. C. E. Goessling, Shenandoah Lumber Co., Shenandoah, was reelected president.

Vice president for northern Iowa is Carl Moeller, Moeller & Walter, Inc., Reinbeck, and for southern Iowa, Robert Duffus, F. B. Denburger & Sons Co., Leighton.

Trustees are Hiram Munn, H. L. Munn Lumber Co., Ames; C. William Dulany, Eclipse Lumber Co., Clinton; A. F. Umhoefer, Farmers Elevator Co., Ashton; L. J. Deur, C. H. Deur Estate, Missouri Valley; vice president Moeller; Mel B. Griffin, Raesly Lumber Co., Algona; Carlton Walker, Walker Lumber Co., Waterloo; B. P. Jepson, Townsend & Merrill Co., Dysart; Harold Weitz, Century Lumber Co., Des Moines; R. B. Dickey, Streeter Lumber Co., Keokuck.

On the executive committee are Goessling, Munn, Dulany, Weitz and W. H. Badeaux, secretary.

SOUTH DAKOTA

Clem Knecht, of Rapid City, was elected president of the South Dakota Retail Lumbermen's Association (Continued to page 144)

BUILDERS, HERE'S A PERFECT OPENING

... AND A PERFECT CLOSING



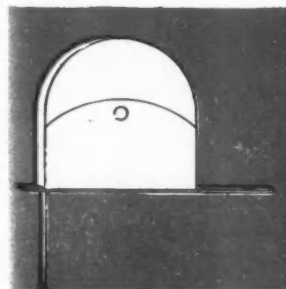
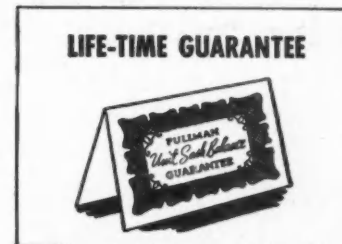
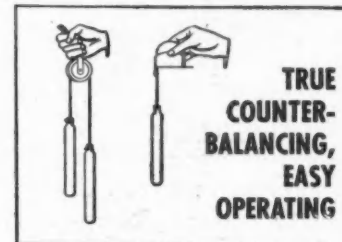
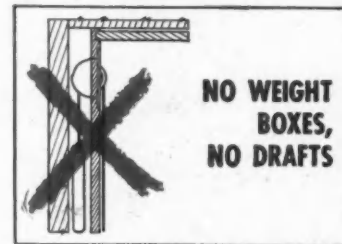
The phrase "a perfect opening" has a double-barrelled meaning for builders. In home construction it means windows that will open and close easily and smoothly. It means windows ready to install—pre-assembled window units that will save building time, labor and money.

A pre-assembled window unit with a Pullman Sash Balance is the perfect opening because the spring tension in the balance equals the sash weight. You are not raising the weight of the window against friction. And the window will stay open at any position.

Since Pullman balances do away with old-fashioned weights, drafty weight boxes are eliminated. Insulation comes up to the frame. Wider windows can be installed in the same opening with modern, narrow trim or no trim at all. Another money saver.

With Pullman balances, builders have a perfect closing for both the window and the prospective buyer. Pullman balances are guaranteed against defect for the life of the building. There's a sales advantage that can help close many a sale.

Ask your dealer for Pullman-balanced pre-assembled window units. Or for information write Pullman Manufacturing Corporation, 325 Hollenbeck Street, Rochester 5, N. Y.



Specify Window Units with PULLMAN Sash Balances

Here's Why LUMITE Screening

is going into more homes—new and old—every day—everywhere!

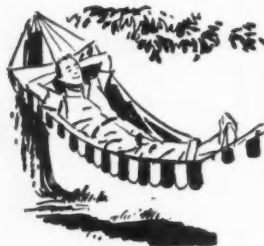


CAN'T RUST OR CORRODE

Laboratory tests—and actual use under every kind of climatic condition—prove that LUMITE screening can never rust, rot or corrode. It is unaffected by salt air, smoke, acid or chemicals.

STAINPROOF

LUMITE Screening can not absorb moisture or stains of any kind . . . will not support growth of mildew or fungi. It can never stain window sills or walls. The whisk of a damp cloth cleans LUMITE to factory newness.

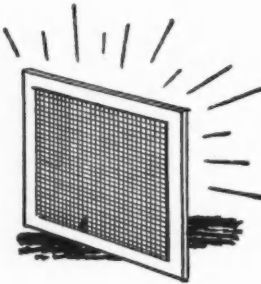


NEVER NEEDS PAINTING

LUMITE Screening never needs painting or any protective coating. It's easier to handle . . . cuts time and labor in installation. It can be cut to fit with ordinary scissors—and it can't scratch or snag fingers.

LASTS A LIFETIME

LUMITE'S woven saran filaments are amazingly tough . . . abrasion resistant. LUMITE has high dimensional stability—great resiliency—stays taut and firm. Under normal conditions it will outlast the house!



LUMITE actually costs less than any other quality screening material. Get the facts from SWEET'S FILE or write for samples to Dept. G-5, LUMITE DIVISION, Chicopee Manufacturing Corp., 47 Worth Street, New York 13, N. Y.

Sold through hardware, lumber and building supply dealers and screen manufacturers.

Specify by Name



Dealer Review

(Continued from page 142)

tion at the 29th annual meeting in Sioux Falls, March 24 and 25. He succeeds Walter I. Lowthian of Milbank. Other officers named are: E. G. Endresen, Vermillion, vice president; R. J. Mc Nerney, secretary-treasurer; W. I. Lowthian and R. C. Ward, directors. Mr. Mc Nerney was appointed as South Dakota representative to the Northwestern Lumbermen's Association.

NEW JERSEY

The 64th annual convention of the New Jersey Lumbermen's Association was conducted in Hotel Traymore, Atlantic City, April 1 and 2. Attendance and interest in program features were outstanding. There were no exhibits. Paul W. Cadwallader was reelected president; E. Donald Sterner, vice president; G. B. Roesler, treasurer, and Edward C. Frick, secretary.

One of the outstanding program features was a panel discussion. With



PRESIDENT Paul W. Cadwallader presenting the "Award of Merit" to Spencer Baldwin at the recent New Jersey Lumbermen's Association annual meeting

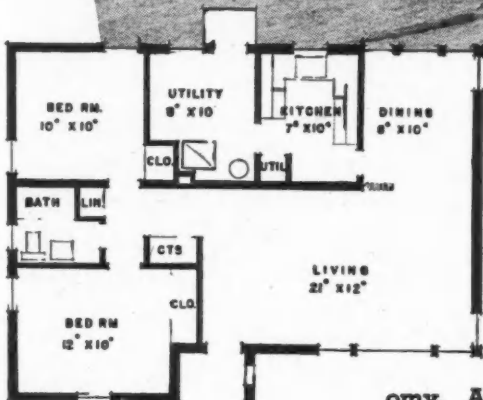
the exception of NRDLA President Norman P. Mason, all program participants were from the immediate area.

Spencer Baldwin, veteran of NRLDA association work and one of its early organizers, was presented with an "Award of Merit" in recognition of his outstanding service to the lumber industry during the past 25 years. Mr. Baldwin is a past president of the National and of the New Jersey associations.

SOUTHWEST IOWA

B. N. Maxwell, of the Glenwood Lumber Co., Glenwood, Iowa, was elected president of the Southwest Iowa Lumbermen's Association at a one-day annual meeting in Council Bluffs, April 2. Oscar Vik, Onawa, was named vice president and Robert L. Andersen, Council Bluffs, secretary-treasurer. About 100 dealers attended the meeting.

\$ 327



All the Dunbrik-Dunstone to Build the Walls of this Roomy Home for \$327

(National average; may vary according to locality.)

Dunbrik-Dunstone is MASONRY at a new peak point of Beauty, Comfort and Economy. And with an initial cost lower than lumber!

Typical of dollar-saving value is the house pictured above, containing 936 square feet. Cavity walls are formed of Face Dunbrik on the exterior, plain Dunstone for back-up, and bonding by simple masonry ties. Practical permanence, plus insulation values, plus light weight, plus laying ease. All the units, based on a national average, for \$327.00.

The same per-square-foot economy

can be applied to any homes you plan to build—or any kind of residential, commercial or industrial structure. Singly or in combination, Dunbrik and Dunstone help building contractors and operative builders to develop an outstanding need—permanent low-price homes with all-masonry walls. Without price penalty to buyers.

Get the facts on Dunbrik and Dunstone. Note its scientific design, its large color range, its multiple sizes, its adaptability to modern architecture. Then figure what you can do with Dunbrik-Dunstone with your plans in your community.

Dunbrik is standard size brick: $8 \times 2\frac{1}{4} \times 3\frac{3}{4}$. Dunstone are multiples of Dunbrik, ranging in size up to 300 sq. in. All can be had in reds, buffs, tans, etc., or plain grey.

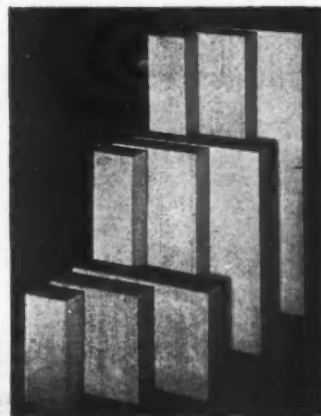
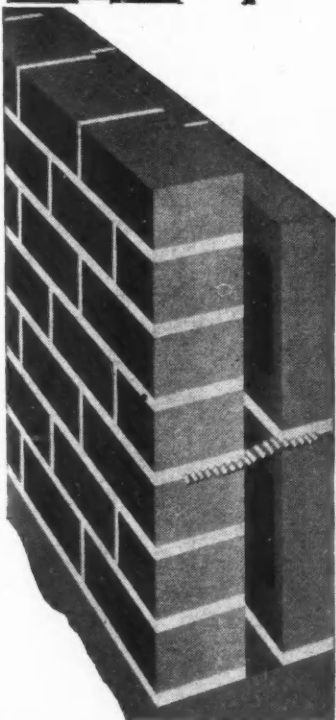
Dunbrik-Dunstone are produced by a country-wide chain of independently owned local plants. Write for Bulletin No. 40 and name of manufacturer nearest you.

Good territories are open for additional plants. If interested in this manufacturing opportunity write for "Blue Prints for Profit."

W. E. DUNN MFG. CO.

440 W. 24th Street

Holland, Mich.



DUNBRIK-DUNSTONE



THE MEASURE OF YOUR REPUTATION

A house is often judged by its roof . . . and the measure of your reputation is the roof you build.

Better roofs are built with Bird Master-Bilt Thick Butt Shingles. Tests *prove* they're better . . . and the biggest test is time. The *extra* layers of asphalt and deeply embedded mineral granules give a tougher weather-proof surface, and added fire resistance for long life of the shingle. Narrower cut-outs and heavier shadow lines give a massive appearance to the roof. Bird Master-Bilt Thick Butt Asphalt Shingles are available in a wide range of handsome colors and blends . . . *more variety than is found in any other type of roofing material* . . . there's a color perfect for every roof.

Test Bird Master-Bilts yourself—compare them. They are worthy of your best building design . . . the measure of your reputation.

In-wall condensation ruins many fine buildings. Guard against it . . . use Bird Neponset Black Vapor Barrier. On the warm side of insulation, it costs about \$20 for a \$10,000 house . . . an investment that pays. Ask about it today.

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CHICAGO

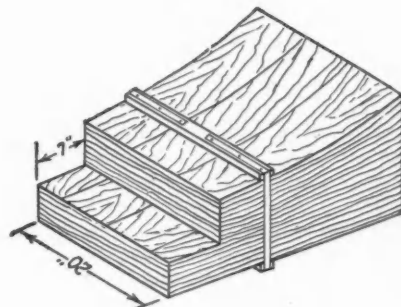


(Continued from page 116)

How to Cut Finishing Shingles Quickly

JOE TROTTNER, Denver Colo., submitted this quick method of cutting wood shingle finishers.

Mr. Trottnér suggests that, where the builder or carpenter-contractor



needs shingles to finish at roof ridge, take a regular bundle of shingles squared-up on one end. Mark shingles 7 inches from the butts, and cut them in the order shown in the illustration above.

To find the number of courses the builder must cut, take the overall length of the ridge, changing the feet to inches, and then divide by 20 inches. The cutting can be done by hand or with a power saw, whichever method is easiest for the carpenter.

Caulking Between Foundation Wall and Sill

TO STOP air leakage in a house, Mix-Tite plastic can be spread over



the entire top of the foundation wall during construction. This plastic can be spread before the sill is set up, or the sill can be set into the plastic. All excess plastic should be trowelled up against the inside of the plate.

For caulking after house has been erected, fill the cracks by trowelling, as shown in the illustration.

(Continued to page 148)

1 O
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What's your score?

(A three-minute test on the effective use of wiring materials)



1 Existing service entrance consists of 3/4-inch conduit, containing two No. 8 Type R wires. How can this installation be made suitable for an electric range, without tearing out the conduit?

- A** — Install a second service entrance.
- B** — Run two No. 6 Type T wires and one bare No. 8 conductor in existing conduit.
- C** — Tap into the next door neighbor's circuits.



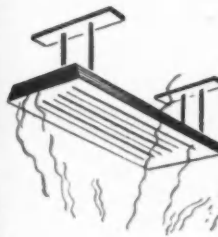
2 An electric device that can be seen but not heard helps any builder or architect to sell good wiring to clients. What is it?

- A** — Electronic toaster.
- B** — Mercury switch.
- C** — Piped light.



3 Many electricians are saving time in box installations on residential wiring jobs. How are they doing this?

- A** — By using precut wooden spacers.
- B** — Through the use of S-type bar hangers.
- C** — By nailing boxes directly to the plaster.



4 Even "cool" fluorescent lighting sometimes must withstand fairly high ambient temperatures. What would you choose to safeguard such installations?

- A** — Air conditioning.
- B** — Cold cathode.
- C** — Deltabeston* fixture wire.

Answers

1 Okay, if you chose **B**. And you'll be wise to make it General Electric thermoplastic every time you choose a building wire, because General Electric has always been a leader in the production and sale of thermoplastic insulated wire.

2 General Electric's silent mercury switch makes **B** the only correct answer for modern planners. It is now T-rated at 10 amperes, 125 volts, and is a beauty to look at in any installation. Lasts a whale of a long time, too.

3 Pick **B** for this one. G-E S-type bar hangers are made to fit framing spaced from 6 to 24 inches. A new, heavy-duty stud affords ample support for any modern fixture.

With a G-E S-type hanger, a box can be located on the bar at any point between studs simply by tightening a single screw.

4 If you picked **C**, and specify it for your "hot" jobs, you won't go wrong. In fact, always say Deltabeston when heat is a problem in wiring installations.

We hope this little quiz was fun. And maybe it will give you a better picture of General Electric Construction Materials—the full line for all wiring needs. Each part of the line is made for ready use with other G-E wiring materials. It's a line that has been designed for convenience—in specifying—in installation—and in maintenance. And it is backed up by experienced men who are always ready to help you with engineering and application counsel on your every project. It's the kind of *one source, one complete line* service that makes it easy for you and your clients to do a top-notch wiring job. If you want information on any of our products, please write to Section K6-52, General Electric Company, Bridgeport 2, Connecticut.

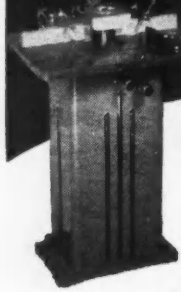
*Trade-mark Reg. U. S. Pat. Off.

Construction Materials

GENERAL  ELECTRIC

BE INDEPENDENT OF THE MILL!

Save **BIG** money and unnecessary trips to the mill by owning a



BOICE-CRANE NO. 2120 SPINDLE SHAPER

You can turn out commercial grade sash, fine mouldings, coped joints, stair treads, drawer and cupboard fronts and do other millwork yourself.

Boice-Crane offers a complete line of cutters for this large capacity shaper for producing most commercially used shapes. You can run wide mouldings and raised panels in one cut with our Ogee Sash Cutter sets. The Boice-Crane is the only shaper having "down-draught" exhaust for chips from the cutters, and 1/2" and 3/4" cutter-arbors formed on a solid one-piece vanadium-steel spindle—stronger, more accurate and safer than any 2-piece type. Merely invert the quill to change from 3/4" to 1/2" arbor without special tools.

Large 1" diameter precision ground spindle, carried on two high quality dust and grease sealed ball bearings, stays true even after years of running wide, deep cuts. The bearing-seats in the quill casting, as well as the entire body of quill are all finely ground to precision dimensions.

The 20" x 27 1/2" table features a large opening with provision for nested table rings, with these advantages: (1) All cutters, up to 6 1/4" diameter lower below table to undercut for greater safety. (2) Undercutting lessens danger of springing spindle. (3) Undercutting brings cutters closer to spindle bearings to reduce strain and wear.

SPECIFICATIONS:

- Table (has 1 miter-gauge groove): 20" x 27 1/2"
- Table with Front Wing: 28" x 27 1/2"
- Table-Opening Diameters: 6 1/2", 3 1/2", and 2"
- Widest Bevel Edge Knife Capacity: 2 1/2"
- Widest Wing-Type Cutter Capacity: 3"
- Largest Diameter Cutter Capacity: 6 1/4"
- Vertical Spindle Travel: 1 3/4"
- Spindle Diameter at Ball Bearings: 1"
- Height from Floor to Table: 35"
- Power: 1/2 h.p. for Cutters 3 1/2" and less. 1 h.p. for Cutters over 3 1/2"
- Two Models: 7,200 or 10,000 r.p.m.

Boice-Crane, with its complete line of power tools, can, at minimum cost, completely equip a contractor's shop that will make you practically independent of the mill.

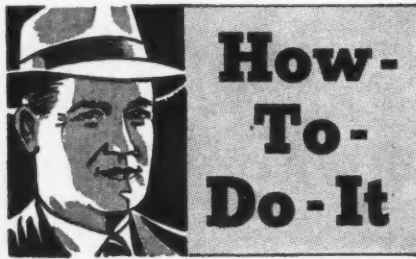
For a guarantee of satisfactory service specify only the products of established manufacturers who **SPECIALIZE** in producing power tools, rather than making them a sideline.

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How-To-Do-It

Good roofing does not make a good roof unless it is properly selected to meet requirements of each particular job and unless it is properly applied

Asphalt Strip Shingle Application

(Continued from page 146)

PROPER application of any roofing begins with a sound roof deck. For new construction, an underlayment must be used. In reroofing, the old surface must be prepared correctly.

Some of the penalties for failing to provide a sound roof deck are wrinkling, buckling and cocking up of shingle tabs. General recommendations for wood decks in new construction call for 1x6-inch tongue and groove sheathing, fastened to each supporting rafter with two 8d nails.

Purpose of the underlayment is to

protect the deck from dampness. The only suitable material is No. 15 asphalt saturated roofer's felt. Roll roofing, a coated product, should never be used because it will act as a vapor barrier and might cause a harmful accumulation of moisture between the deck and the underlayment. Only as much decking should be laid in a day as can be covered the same day with the felt.

When an old wood shingle surface is to be recovered it must be re-

(Continued to page 150)

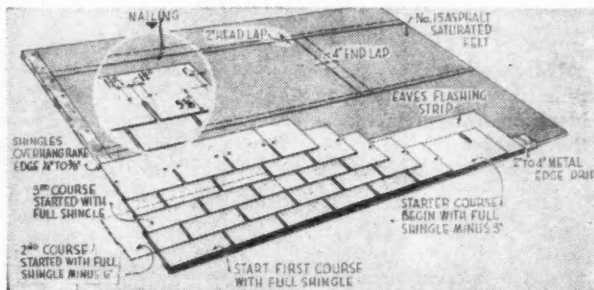


FIGURE 1—Three tab, square-butt strip shingles. Cutouts are centered over tabs in preceding course

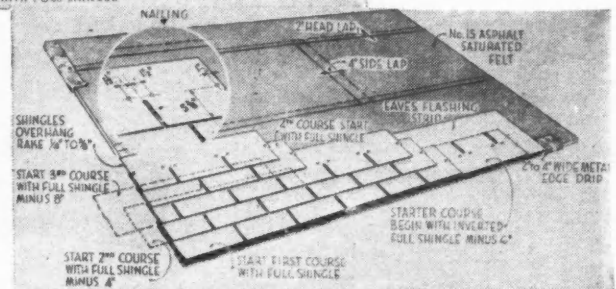


FIGURE 2—Three tab, square-butt strip shingles. Cutouts of every third course are in line

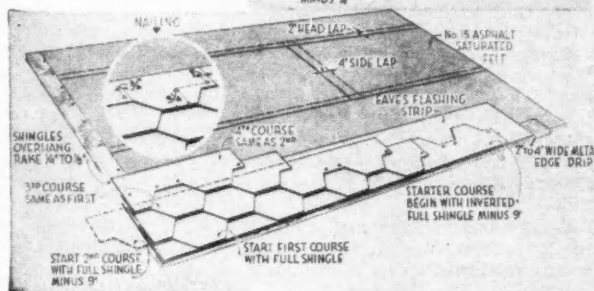


FIGURE 3—Two tab hexagonal strip shingles. Course starts with strip from which half the end tab has been removed

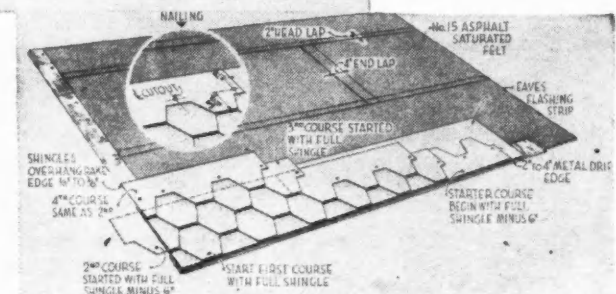
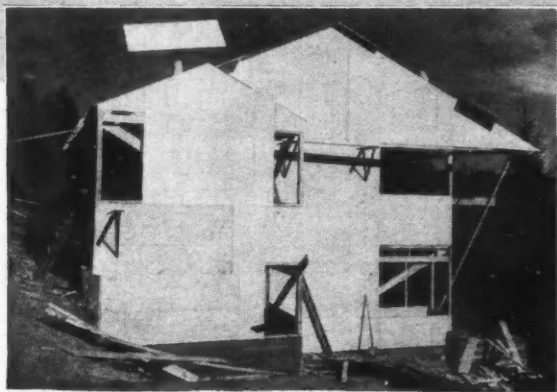


FIGURE 4—Three tab hexagonal strip shingles shown here

A
"Behind the Scenes"
 Story of
**DOUGLAS FIR
 PLYWOOD
 Advantages**

Built in '39—Rigid and Tight Today!



Wall sheathing—5/16" Plyscord, the sheathing grade of Interior-type Douglas fir plywood.



**"Plyscord...
 a wise investment
 in many ways..."**

THIS attractive Portland, Oregon, home contains plenty of Douglas fir plywood, but it's mostly "behind the scenes"—in wall sheathing, in roof sheathing, in subflooring. Built on a hill-top lot with sweeping view, the house is subjected to sweeping winds as well. Kenneth Striker, the original owner, says: "In spite of the wracking action of the wind, the Plyscord sheathing kept the structure so rigid that after four-and-a-half years there were only four small plaster cracks, due to atmospheric conditions rather than structure. When I build again, Plyscord will be a 'must' in the specifications." The present owners, Mr. and Mrs. John Dierdorff, who purchased the house in 1944, say the house is still rigid and tight, and has required an absolute minimum of maintenance. Architect for the house was Richard Sundeleaf; builder was Julius Zink.



Panels of 3/8" Plyscord sheathed the roof, were covered with hand-split cedar shingles.



Subflooring—5/8" Plyscord. "No squeak or noticeable deflection," say the owners.

PLYWOOD'S MANY ADVANTAGES KEEP DEMANDS GREATER THAN SUPPLY

Plywood production is greater today than pre-war. But demand is unprecedented. That's why Douglas fir plywood may not always be readily available. Check your regular source of supply for price and delivery information. For technical data, write the Douglas Fir Plywood Association, Tacoma 2, Washington.

**Douglas
 Fir PLYWOOD**

LARGE, LIGHT, STRONG

Real Wood

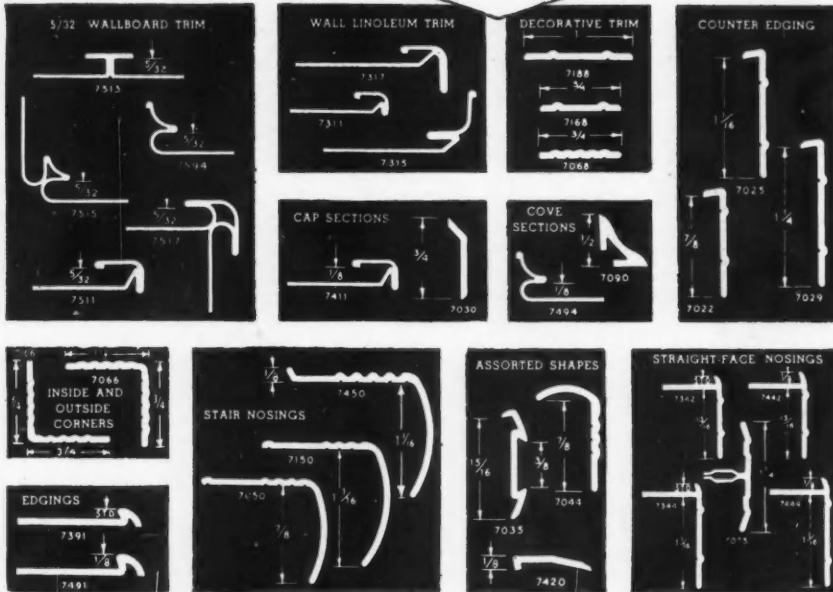
Panels



GET IN SHAPE FOR '48
with ...

Chromtrim
METAL MOULDINGS

IN 34 BASIC PROFILES



There's a CHROMTRIM profile for 90% of all private, commercial and industrial installation needs, whether it's wall board or linoleum trim.

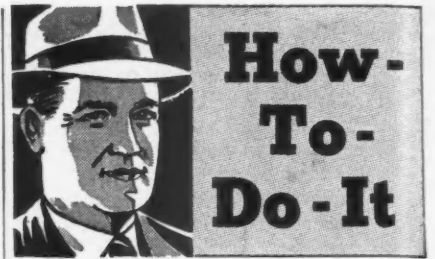
The 34 basic shapes illustrated here, enable CHROMTRIM to pass manufacturing and production savings on to you to help meet the pressure of today's building costs. Ask about CHROMTRIM'S durable, versatile selection of metal moulding shapes today!

Chromtrim national advertising pre-sells more than 15,500,000 homeowners.

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Please send descriptive literature, catalog, and prices on Chromtrim's 34 basic shapes.

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(Continued from page 148)

paired and leveled to provide a solid support for the new roofing material. This process includes removing protruding nails, fastening loose shingles, replacing missing shingles, splitting warped shingles and nailing segments flat, and sweeping the old roof clean. Use of asphalt backer board, or "feathering strips," is recommended.

After preparation of the deck, the first step in roofing with asphalt shingles, either square butt or hexagonal strips, is application of a metal drip edge, a strip of sheet metal 28 gauge or equivalent, painted on both sides. This drip edge is laid along the eaves and the rakes, extended back 2 to 4 inches along the roof surface and bent down over the edge of the roof about the thickness of the deck sheathing. Secure each strip of metal along its inner edge with galvanized roofing nails 8 to 10 inches apart.

Overhanging the drip edge from 1/4 to 3/8 inch, lay an "eaves flashing strip" of mineral surfaced roll roofing. The eaves flashing strip should extend up the roof at least 6 inches beyond the inside wall line. It is intended to give added protection to the eaves portion of the roof.

Lay a starter course of shingles, placed with tabs pointing up the roof, over the eaves flashing strip and flush with its lower edge. Several inches, the exact number depending on the type of strip shingles used, should be cut off the end of the first shingle so that all cutouts will be covered by the first regular course of shingles. The cut end of the first shingle should overhang the rake line by 1/4 to 3/8 inch.

Next, the first course is started with a full length strip. The second course is started with a strip from which a portion is cut off, while succeeding courses start with full or cut shingles depending upon application.

One style of application of three-tab, square-butt strip shingles has the cutouts in one course centered over the tabs in the preceding course (Figure 1). To follow this style cut off half of the end tab of the first shingle in all even-numbered courses.

Another style for square-butt strips is to have the cutouts of every third course in line. (Figure 2). Start the

(Continued to page 152)

EASIEST WAY TO SATISFY THE OWNER...

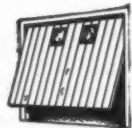


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The owner knows the difference the name Stanley makes in door hinges, cabinet hardware and other builders' hardware . . . and in hand tools. He knows it will make the same difference in his *floating* garage door . . . make it stronger, smoother, easier to operate.

It's the garage door equipment he's seen advertised in Better Homes & Gardens, in the newspapers, in his hardware store. And it costs only a few dollars more than old, "Model T" garage door hardware.

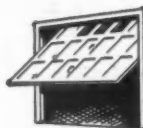
Four types of *floating* door equipment to fit the full range of house styles . . . to fit even the tightest building budget. Your Stanley dealer carries a full stock. Write today for helpful folder. The Stanley Works, Garage Door Division, New Britain, Conn.



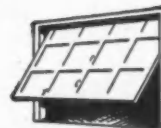
1. "ECON-O-MATIC" For doors up to 150 lbs. A twist of the handle and the door "floats" up and over.



2. "SLIDE-UP" For old or new doors. A simple weight-box, sand-filled, balances the weight of the door.



3. "SWING-UP" Carries doors up to 250 lbs. and any size up to 8' x 8'. Excellent for converting old, hinged doors into a smooth working unit.



4. "SWING-UP" (Heavy Duty) — Handles heavy 8' x 8' doors. By substituting heavier springs this set will swing up doors up to 16' wide weighing up to 550 lbs.

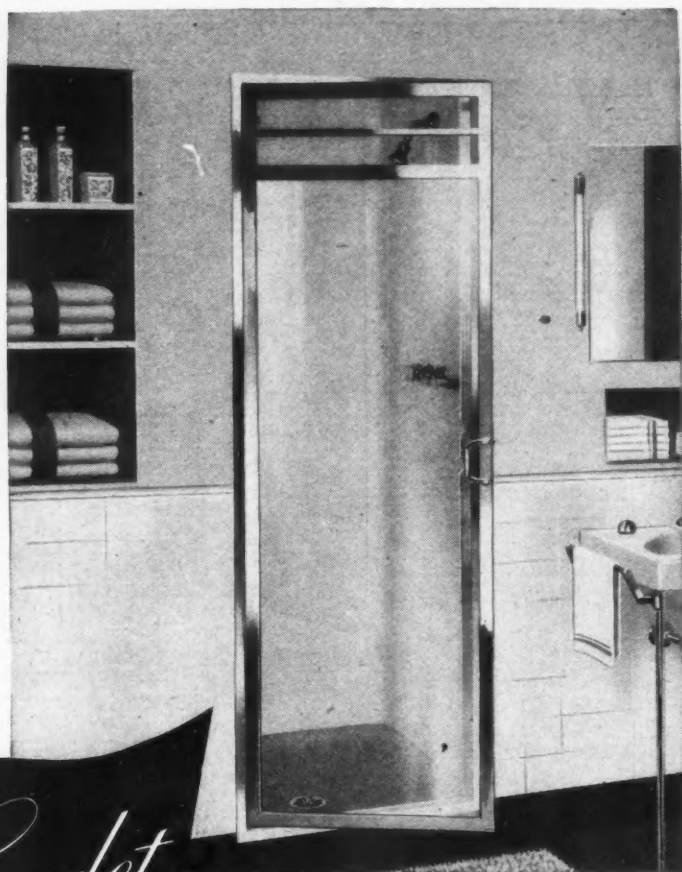
STANLEY

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HARDWARE · HAND TOOLS · ELECTRIC TOOLS

THE GREATEST NAME IN DOOR HARDWARE!

For Any Residential, Commercial or Industrial Door That Lifts — Slides — Swings — Rolls — Or Folds.



BUILT-IN SHOWER CABINET

DESIGN NO. 19-B

The built-in Cadet promises to be one of the most popular shower cabinet models in the Fiat line. Redesigned with new construction features such as the elimination of all interior screws and with smooth curved corner joining the Cadet can be classed as the modern shower of the future.

The demand for the ultimate in clean cut appearance, and the trend toward a built-in or enclosed shower has inspired the new built-in Cadet. Equipped with a Zephyr or Dolphin glass door as illustrated the Cadet model 19-B is a natural for installation in the average, as well as the better class of homes.

The exclusive Fiat escutcheon type door frame conceals the joint between wall material and cabinet stiles. This unit is of particular interest to operative builders because of its beauty of design and savings over built-on-the-job shower construction.

Size 36" x 36" x 80", receptor precast terrazzo with cast-in drain. Walls, bonderized, galvanized, steel finished in white baked-on synthetic enamel. Can be supplied with Dolphin or Zephyr glass door, or shower curtain.



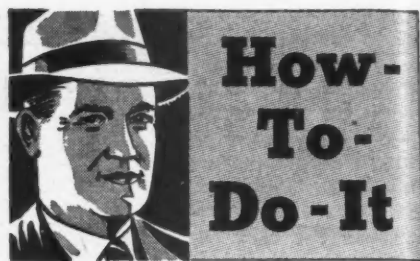
Metal Manufacturing Company

CHICAGO 13, ILL.

LONG ISLAND CITY 1, N. Y.

LOS ANGELES 33, CALIF.

In Canada Fiat showers are manufactured by The Porcelain and Metal Products, Ltd., Orillia, Ont.



(Continued from page 150)

second course with a strip from which 4 inches have been cut off the end. Cut 8 inches off the end of the first strip in the third course. The fourth course will start with a full size strip.

No variations are possible with hexagonal strips because of the nature of the pattern. For both two and three tab hexagonal strips, the first course starts with a full strip and the second course starts with a strip from which half the end tab has been removed. (Figures 3 and 4)

Shingles for finishing hips and ridges are made by most asphalt roofing manufacturers but also can be

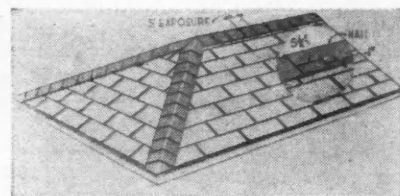


FIGURE 5—Hip and ridge shingles

cut from mineral surfaced roll roofing or from regular roof shingles. The industry bureau warns against using metal ridge roll with asphalt roofing because corrosion of the metal can discolor the roof.

Figure 5 shows hip and ridge shingles applied on a roof which has been covered with three-tab, square-butt strip shingles. The same method is recommended when hexagonal strips are used.

In hip and ridge shingling with regular shingles, bend a shingle lengthwise down its center and expose each shingle 5 inches. In cold weather, shingles should be warmed slightly before they are bent. Fasten shingles with a nail on each side of the hip or ridge, 5½ inches from the exposed end, 1 inch from the edge.

Nailing is considered one of the most important aspects of roof application. Galvanized roofing nails with heads at least ⅜ inch in diameter and shanks long enough to penetrate at least ¼ inch into sound deck lumber should be used. The number of nails differs with the type of strip shingle. The correct number in each case and the proper nailing method can be learned from manufacturer's instruction sheets packed with the shingles.

GIVE IT SALES APPEAL

with *Color!*



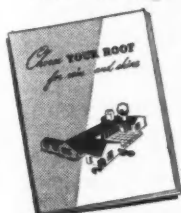
1. Color sells . . . and color starts with the roof. Set the keynote here—and keep each house cheerfully different from its neighbors.
2. Add a gay note of welcome by finishing the door in color.
3. Take advantage of shutters to accent the general color scheme.

Get both variety and individual appeal with smart, colorful Asphalt Shingles!

No home is complete today until it has been brought to life with color. Bright, colorful Asphalt Shingles make it easy for the modern house to be gay—hard for any house to be drab.

What's more, colorful Asphalt Shingles make it easy for each house to be different. In development planning or in filling a lot in a completed block, color gives a house its own personality while putting it on friendly terms with its neighbors. And good color styling sells houses!

The booklet below, while it covers all of Asphalt's many practical advantages, weather protection, fire resistance, economy and the rest, is primarily a guide to the combining of colors. Prepared with the help of color experts, it is filled with helpful tips on how to use color for the most pleasing effect. Ask for a copy.



FREE! . . . "Choose Your Roof for rain . . . AND SHINE." 24 pages with house photographs and renderings in full colors. A guide to good exterior color styling.

CONSTRUCTION'S BIGGEST DOLLAR'S WORTH

ASPHALT SHINGLES

ASPHALT ROOFING INDUSTRY BUREAU
Room 1703 • 2 W. 45th St. • New York 19, N. Y.

R·O·W

REMOVABLE WINDOW



*Easy to
Remove*

for washing both sides
indoors; good house-
keepers like that!
Complete window units,
weatherstripped, avail-
able in many sizes and
designs.

• **Costs No More!**

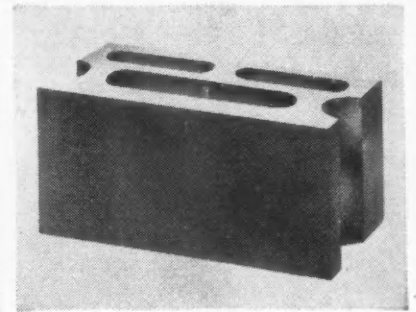
• ... than other good
• wood windows

• Always a free-and-easy slide
• No sticking—no rattling;
• held snug by metal cushion
• spring. Once installed they are
• service-free . . . See your
• building materials dealer or
• phone or write R·O·W Sales
• Company, Royal Oak, Michigan

Concrete Block Designed To Eliminate Furring And Lathing

THE new George Redi-Furred concrete block, made on the George "Super-V" concrete block machine, is designed to eliminate the need of furring and lathing; to combat the problem of moisture condensation; to provide easy installation of electrical and plumbing fixtures, and to make the application of mortar easier.

Elimination of the need for furring and lathing has been attained since cement plaster may be ap-



NEW GEORGE Redi-Furred concrete block
plied directly to the concrete Redi-Furred block.

The double-wall cellular arrangement and staggered air spaces "baffle" any moisture and excessive heat or cold that attempts to penetrate the block, the company claims. Simplified installation of electrical and plumbing fixtures is made possible by a fixture passage-way—circular holes $2\frac{1}{8}$ inches in diameter that extend vertically through the wall at horizontal 8-inch intervals.

New Knot Sealer Permits Use of Low Cost Lumber

THROUGH the use of Bakelite and Vinylite resins, wider utilization of lower cost or economy lumber for exterior siding is possible without sacrifice of the long service life that is expected from better grade, more expensive lumber.

Economy lumber is characterized by the large number of "live" knots which it contains. Though these knots are intergrown with the surrounding wood fibers and never loosen, they exude pitch and volatile substances that cause the paint film covering them to deteriorate. Bakelite and Vinylite plastics in the formulation of a superior sealer for these knots has resulted in a wider use of economy grades with assurance that they will not require frequent repainting.

Over two billion board feet of lumber of knotty grades are produced annually in the western pine regions of the United States. Such lumber contains the red knots which result

(Continued to page 156)

6 common conditions

where

*WOLMANIZED

PRESSURE TREATED

LUMBER

protects against

DECAY and TERMITES



1. Ground moisture and rain held in joints, etc., of outdoor structures.



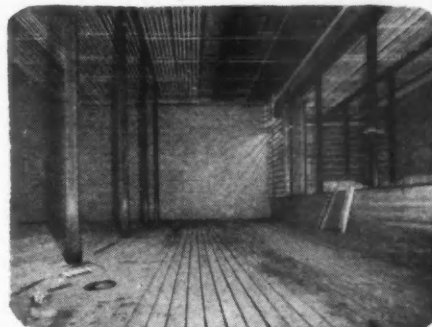
2. Wood used in or near the ground open to attack by termites.



3. Wherever moisture is condensed because of concrete or masonry.



4. Where steam and vapor from industrial processes are prevalent.



5. Walls, floors, ceilings subject to condensation from refrigeration.



6. Stock barns, silos and other farm structures subject to high humidity.

LASTS FOR DECADES

Imagine being able to tell a prospective owner that you can put lumber into his job that will resist wood-decay and termites—and last 3 to 5 times as long as ordinary wood. Would that help you sell?

“Wolmanized” pressure-treated lumber gives just that kind of performance. Actual service records prove it. And the extra cost is actually less than the cost of replacement labor alone of ordinary

wood which has failed prematurely.

When your customer gets extra value and protection of Wolmanized pressure-treated lumber, you're not only making a sale—you're assured of having a lastingly satisfied customer who is often able to steer more contracts your way.

For full information and copies of actual service records, see your local dealer or write to American Lumber & Treating Company.

*Registered Trade Mark

Learn more about this money-saving pressure-treated lumber

Get all the facts and figures on how Wolmanized pressure-treated lumber resists decay and termites.

Write today for this new booklet.



AMERICAN LUMBER & TREATING COMPANY

General Offices: 332 South Michigan Ave., Chicago 4, Illinois

Boston 9
141 Milk Street

New York 17
420 Lexington Ave.

Washington 5
831 Southern Bldg.

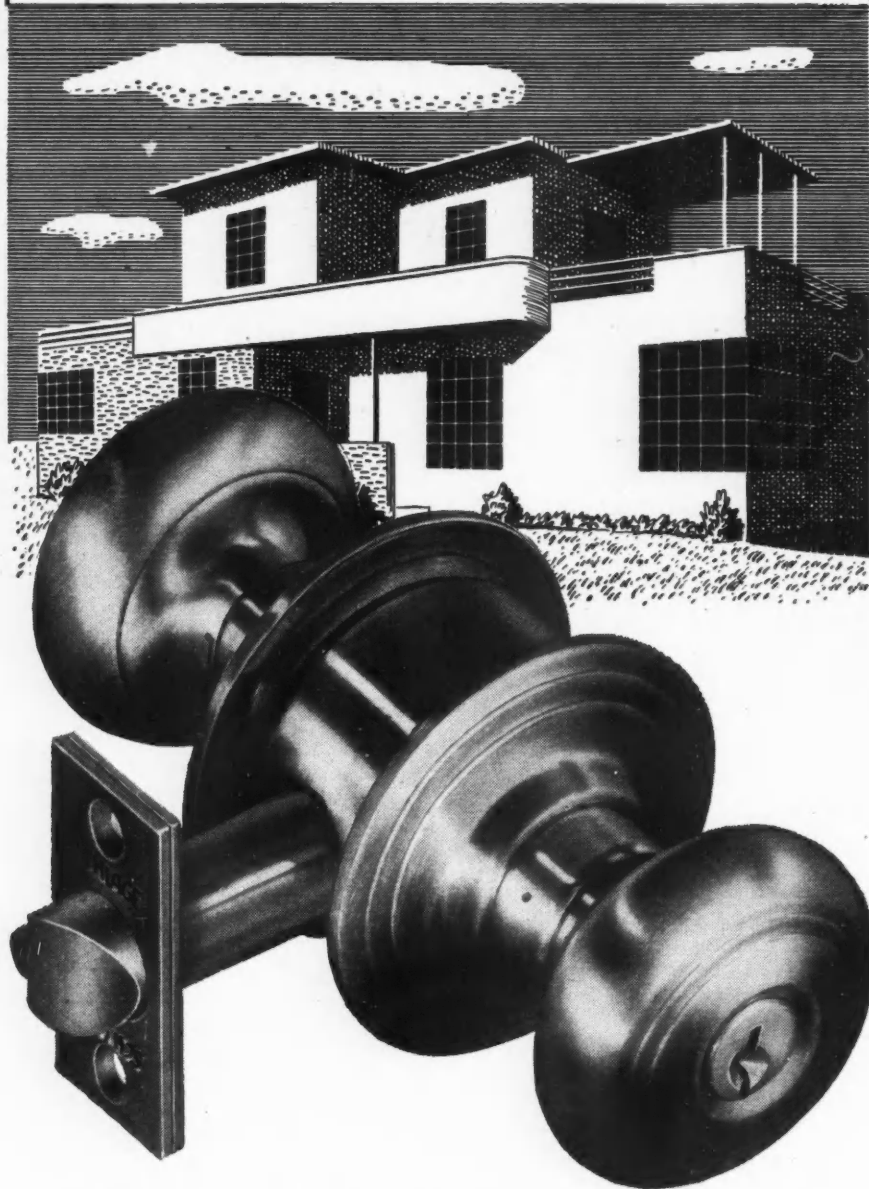
Jacksonville 2, Fla.
719 Graham Bldg.

Los Angeles 15
112 West 9th St.

San Francisco 5
604 Mission Street

SCHLAGE LOCKS

for homes well-built...



Of course only the finest hardware goes into well-built homes. That's why so many of the world's homes are equipped with Schlage... *the finest in quality locks.*

Write for Illustrated Booklet:
"Locks by Schlage"



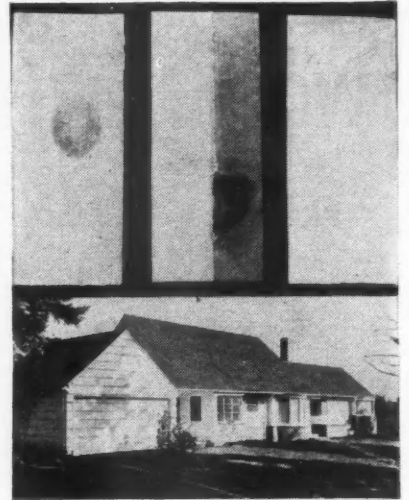
SCHLAGE
LOCK COMPANY
SAN FRANCISCO NEW YORK

ORIGINATORS OF THE CYLINDRICAL LOCK

(Continued from page 154)

when cutting from logs that have live branch ends in the clear trunk wood. Approximately one third of this total is used as the economy grade. The Western Pine Association after conducting extensive research to solve the problem of sealing these knots, now recommends a formulation containing Bakelite and Vinylite resins which out-performed other sealers.

In the manufacture of this sealer, Vinylite vinyl butyral resin is dissolved in alcohol, and, to this solution,



a Bakelite phenolic resin is added. No other solvents nor any pigments are added as they tend to reduce the sealing value.

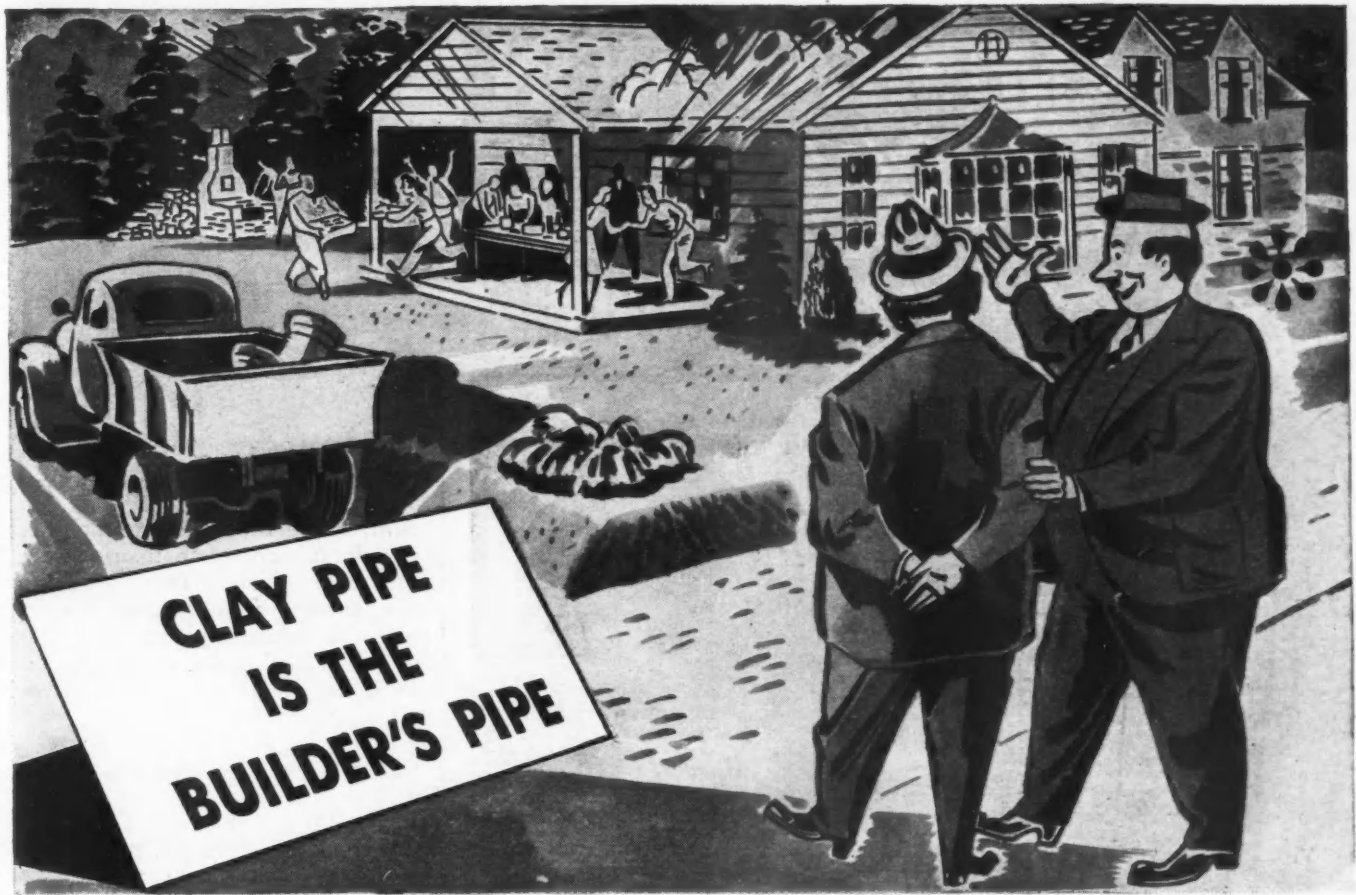
In application, the sealer is brushed over the unprimed knots and the surrounding area. The coats of paint are then applied in the usual manner. For repainting, all old paint is scraped from knots or pitchy sections, and they are coated with the sealer before application of the paint.

An effective knot sealer must deposit a film over the knot which will remain impervious to the extract from the knot. Yet it must not penetrate too far into the exposed end-grain and cause "flattening" of the subsequent film. It must adhere firmly and be receptive to the application of paint, so that the paint itself will not peel or break away. The sealer maintains these requirements under all weathering conditions.

General Bronze Opens Garden City Plant

THE new office and factory building, recently completed and opened by General Bronze Corp., Garden City, N. Y., was erected on a plot covering approximately 21 acres of land. There are 300,000 square feet of manufacturing and office space, and it combines the operations of General Bronze Corp. and its subsidiary, The Aluminum Window Corp. These operations were formerly carried

(Continued to page 158)



HE SAVES SO MUCH MONEY USING CLAY PIPE THAT HE THROWS A PARTY FOR EVERY CUSTOMER!

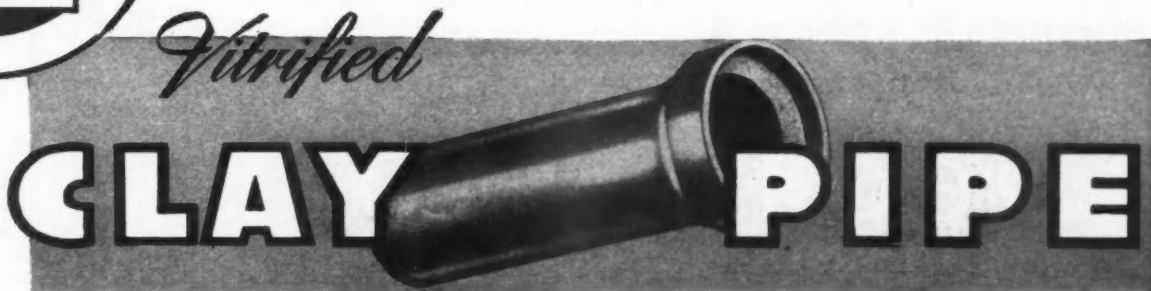
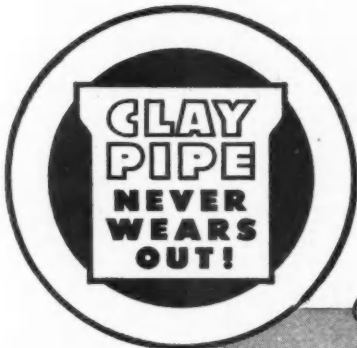
Vitrified Clay Pipe means *cash* savings — \$25 on an average home installation! Vitrified Clay Pipe means *labor* savings — easy-to-handle sections almost roll into place by themselves! Vitrified Clay Pipe means *time* savings — Clay Pipe is easily available from local stocks.

If you need specific information on a Clay Pipe problem, write the details to the office nearest you.

NATIONAL CLAY PIPE MANUFACTURERS, INC.

522 1st National Bank Bldg., Atlanta 3, Ga. 111 W. Washington Street, Chicago 2, Ill.
 1105 Hunt'on Bank Bldg., Columbus 15, O. 703 9th & Hill Bldg., Los Angeles 15, Calif.

C-248-3

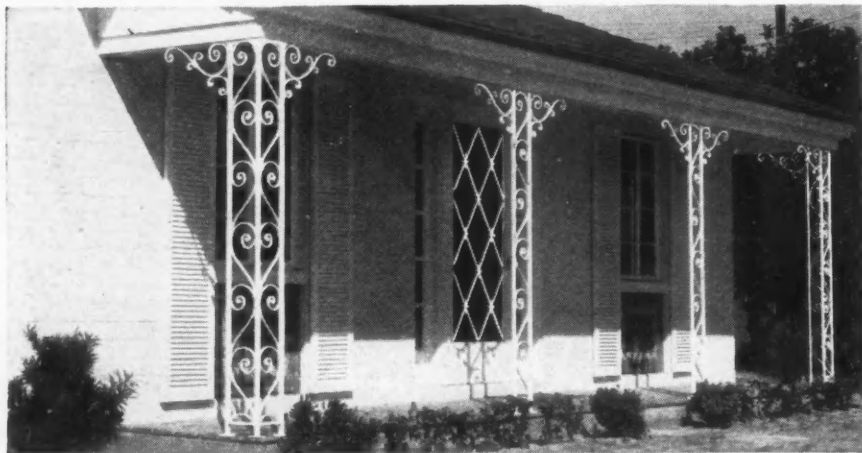


ORNAMENTAL IRON

BY *Coffman*

Adds VALUE, SALABILITY

... and It's Less Expensive than You'd Think!



This house dressed up complete for \$193.60* including grille, posts and brackets. *Contractor's price, F.O.B.

MAKES HOMES *More Attractive* *Easier to Sell*

SSMALL houses beautified with Coffman ornamental iron have tremendous "eye appeal." Thoroughly practical, because they do the job better, Coffman ornamental iron posts, brackets, grilles, or railings are superior to wood or masonry. Coffman stock items will dress up and give atmosphere to an otherwise ordinary house. Available ready for use, they are faster to install, save labor, give permanent satisfaction. They won't rot, split, warp, or shrink; and, of course, they are termite-proof.

Instantly Available from Stock

Quickly available are posts, panels, railings, brackets, grilles, mail boxes, and silhouettes—all Coffman original designs. These Coffman products are the very best in ornamental iron workmanship and material. They are manufactured in stock sizes for fast, modern building methods. Our catalogue helps you plan in advance, know your costs, save time and money. You can buy Coffman ornamental iron easily and quickly from your building supply dealer.

DEALERS

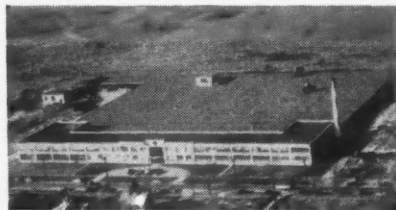
Coffman low cost hand-wrought ornamental iron has a wide market in the small home field. Most houses require a porch post, for instance. All can use screen door grilles. Coffman flats and corners meet the small home need for dressed up appearance. Stock sizes with easy adjustment eliminates ordering special heights; keeps costs down. Coffman ornamental iron features mean increased sales; greater profit. If you are not stocking this line at present, be sure to get the facts!

Write for Catalogue of Designs, Sizes, and Prices.
Address Department AB.

The **R.G. COFFMAN CO.** Inc.
ORLANDO.....FLORIDA

(Continued from page 156)
on in five separate plants located in the Long Island City area. Six acres of land provide parking facilities for the 1,200 employees of the company.

When the plant was formally opened, Aaron S. Saphier, presi-



GENERAL BRONZE Garden City plant

dent, stated that the new facilities permit the complete manufacture of more than 4,000 Alwintite double-hung aluminum windows a day. He said this plant is the largest of its kind in the world devoted primarily to the production of aluminum windows.

Easy Way to Cube House

THIS easy way to compute the cubical dimensions of a house was suggested by the Serial Federal Savings & Loan Co., 30 Vesey St., New York 7, N.Y.

The width and depth of the building may be obtained from an actual measurement of the base of the house.

In computing height, the beginning measurement is 6 inches below the finished surface of the basement floor.

For gable roof computation, first consult the above drawing: 6 inches below the basement floor to the top of the finished floor of the first story is 8 feet 10 inches; from the top of the finished floor of the first story to the finished floor of the second story is 8 feet 10 inches; from the top of the finished floor of the second story to the top of the attic floor is 8 feet 10 inches; from the top of the attic floor to the peak of the roof is 11 feet (for a gable roof, take half of this latter figure for computation purposes). Adding these figures (8 feet 10 inches plus 8 feet 10 inches plus 8 feet 10 inches plus 5 feet 6 inches), a height of 32 feet for the building is obtained.

Now multiply the 32-foot height by the 24-foot width by the 35-foot depth and the cube of the house is found to be 28,880 cubic feet.

In applying this to any house, deduct the land cost from the sales price and divide the remainder by 28,880 to obtain the cubic foot cost for the house.

Many builders use different systems of rapid cost estimation. At most they are usually close approximations and should not be used in bidding, unless the builder is familiar with costs and specifications for the job, he is estimating.

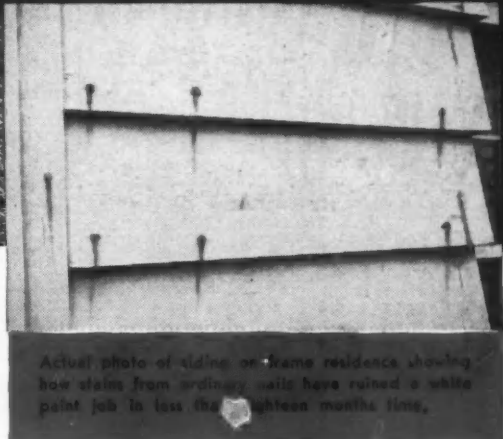
A \$10 added investment in NICHOLS "neverstain" ALUMINUM WOOD SIDING NAILS

on this 5-room house would have saved a \$200 repaint job

No more rust streaks to ruin a nice paint job when you use Nichols "Neverstain" Aluminum Wood Siding Nails. They are the greatest improvement in nails since the wooden peg. Siding installed with NICHOLS "Neverstain" ALUMINUM NAILS can never become rust streaked or discolored as in the case of the steel-nailed siding shown in the photo below. Hammer blows on the heads of galvanized nails may chip off the zinc, exposing steel to rust. Copper nails may give off a dark hued oxidation.



ALUMINUM IS NOT A SUBSTITUTE!



Actual photo of siding on same residence showing how stains from ordinary nails have ruined a white paint job in less than fifteen months time.

RUST PROOF • EASY TO DRIVE • ETCHED TO HOLD

More Nails per Pound

Made of a special alloy, these aluminum nails are rust proof *all the way through*, as aluminum cannot rust. They are etched for added gripping power and drive easily and straight. You get about three times as many aluminum nails per pound than steel nails of the same size.

(Available in 50 lb. kegs in sizes 6d (2" long, 12 Ga., 17/64" head), 7d (2 1/4" long, 12 Ga., 17/64" head) and 8d (2 1/2" long, 11 Ga., 19/64" head).)

OTHER TYPES OF NICHOLS "neverstain" ALUMINUM NAILS

- COMMON — Sizes 4d to 20d.
- SHINGLE — (Standard) — Length 7/8" and 1 1/4", Ga. 12 1/2, head 9/32".
- ROOFING — Length 7/8" to 2 1/2", Ga. 10, head 7/16".
- PLASTER BOARD — Length 1 1/4", Ga. 12 1/2, head 5/16".
- ASBESTOS SHINGLE — Length 1 1/4" and 1 3/4", Ga. 11 1/2, head 10/32".
- CEDAR SHAKE — Length 1 1/4" and 1 3/4", Ga. 14, head 5/32".

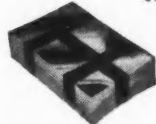
SPECIFY NICHOLS "neverstain" ALUMINUM NAILS ON YOUR BUILDINGS

Other Famous NICHOLS "neverstain" Products

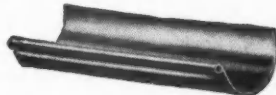
Will not rust or stain buildings



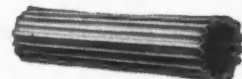
ROLL VALLEY
14", 20" and 28" widths.
One continuous coil of 50 ft. per carton.



FLASHING SHINGLES
Available in 5" x 8" and 8" x 10" sizes. 5" x 8" packed 500 pcs. per bundle. 8" x 10" size packed 250 pcs. per bundle.



EAVES TROUGH
5" half round, 10 ft. lengths, .027" thickness (23 U.S. Std. Ga.).



CONDUCTOR PIPE
3" Plain and Corrugated Round, 10 ft. lengths. .020" thickness (26 U.S. Std. Ga.).

All necessary fixtures for gutters and down spouts are also available.

Write today for circulars illustrating, describing and pricing Nichols products.

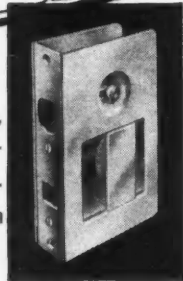
NICHOLS WIRE & ALUMINUM CO.

Main Office: Davenport, Iowa
Warehouses: Mason City, Iowa and Battle Creek, Mich.



THE NEW ADJUSTABLE
RITE-LOCK
FOR SLIDING DOORS

- For Entrance Doors, Bath and Inside Sets.
- Solid Brass Exterior.
- Three Escutcheon Types.



RITE-LOCK adds distinction and convenience to today's sliding doors. It's new, compact, trouble-proof...fits almost any thickness of door. The latching action is positive and releases with a natural sliding movement of the bar in the cup. For convenience and economy a finger pull is formed in the face plate. Look at these advantages:

- ★ Adjustable in width from 1-1/8" to 1-15/16"
- ★ Unit-type requires only a 3-1/2" x 2-5/8" notch
- ★ Adaptable to right or left hand doors
- ★ Outer case measures only 4-1/2" x 2-7/8"
- ★ Pin-tumbler 3/4" diameter cylinder available

Ask your Hardware Consultant or write us for complete details.



E. F. Boyle Elected President of BMEA

THE highest attendance in history and more attractive exhibits were high marks of the 1948 state and regional lumber dealer association conventions, it was reported at the Building Material Exhibitors Association's annual meeting in Chicago April 8.

Improvement in the matter of expediting registrations was noted at several conventions, the contact committee reported. Another feature to draw favorable comment from the exhibitors was the elimination of morning business sessions. Where that was done, exhibit attendance increased. The better handling of loud speaker systems, and a more widespread use of badges in different colors for the easy identification of dealers, exhibitors and visitors also received commendation.

E. F. Boyle, Chicago district manager for the Johns-Manville Sales



E. F. BOYLE M. E. COLLINS

Corp., building products division, was elected president for the coming year. He succeeds E. G. Gavin, editor of *American Builder*. David S. Miller of the Armstrong Cork Co., Lancaster, Pa., was named vice president, and Maurice E. Collins, vice president of the Lawrence H. Selz Organization, Chicago, was elected secretary-treasurer.

Mr. Boyle has been active in BMEA work since its inception nine years ago. During the past year, he headed the important liaison committee. Mr. Collins' work as head of his organization's building materials division has brought him into close contact with both exhibitors and secretaries of retailers' associations. The Lawrence H. Selz Organization, a leading public relations firm, specializes in building materials publicity and represents a number of industry-wide trade groups in the field. The new BMEA headquarters will be moved to 221 North LaSalle St., Chicago 1, Ill.

The retiring secretary, Adolph Pfund, was given a vote of thanks by association members for his excellent work over a period of several years.

REZ
for better...easier
...more economical
WOOD FINISHING



REZ Primer and Sealer ...The foundation for all wood finishes. Controls dimensions and provides a perfect hard surface for paint, enamel or varnish.



WHITE REZ Intermediate Coat... A superior undercoat to be applied after sealing the wood with REZ. Makes possible beautiful finishes on softwoods, such as Douglas fir plywood and pine.



HI-GLOSS REZ...A clear, transparent, sparkling surface finish for furniture, built-ins, interior woodwork, millwork, panels, toys, paneling, athletic equipment and all kinds of cabinet work.

Ask your dealer or jobber for further information and copies of new folder, "Wood Finishing"—or write direct to **MONSANTO CHEMICAL COMPANY**, Western Division, Seattle 4, Wash. District Sales Offices in Los Angeles, San Francisco, Portland, Lockport, N.Y. Rez: Reg. U. S. Pat. Off.



SERVING INDUSTRY... WHICH SERVES MANKIND

The
Sign
of the
times
is
"CERTIFIED
ADEQUATE
WIRING"



"Certified adequate wiring . . . makes possible . . . full use of electrical service . . . my own electric home, and each one in our adequately wired home development . . . will still be modern years from now because of adequate wiring," says Mr. W. H. Jewett, Fullerton, Cal. builder.

Proof Adequate—

another home-building project featuring Certified Adequate Wiring—the Jewett Development Co., Fullerton, Cal.

What It Means To You: Certified Adequate Wiring makes today's home buyers tomorrow's boosters. It helps you build houses that stay modern for years. It helps you sell houses easier and quicker because: (1) it overcomes today's buyer resistance; (2) it assures promotional support from your electrical industry.

What It Means To The Home Buyer: Adequate Wiring makes even a moderate-cost house, or a remodeled home, *modern*. It provides not only for today's electrical needs but for those of tomorrow—including such things as kitchen and laundry appliances which can be covered by a "packaged mortgage."

What "Adequate Wiring" Means: An adequate electric service entrance; enough circuits; enough convenience outlets; permanent lights and switches.

Here's What You Can Do About It:

1. Use the services of your local Adequate Wiring Bureau in preparing complete wiring layout for every floor plan.
2. Install Adequate Wiring in accordance with this layout.
3. Obtain your "Proof Adequate"—a certificate for each deed.
4. If there is no Adequate Wiring Bureau in your area, *write us* for details of how to use "Adequate Wiring" as a sales feature.

**NATIONAL
adequate wiring
BUREAU**

CLIP AND MAIL TODAY for free information and material!

NATIONAL ADEQUATE WIRING BUREAU, Dept. AB-5
155 E. 44th Street, New York 17, N. Y.

Please send me, without charge, information on how to take advantage of Adequate Wiring as a sales feature.

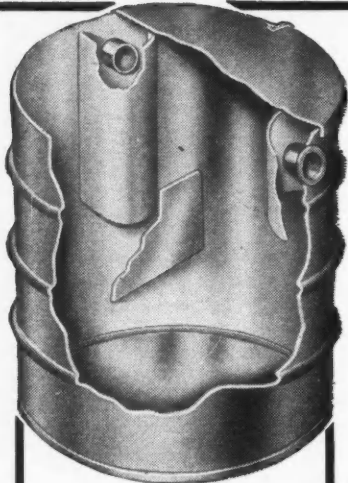
NAME.....

TITLE.....

STREET ADDRESS.....

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SEPTIC TANKS



Two Sizes . . . 300 and 500 gallon capacity. 14 Gauge Steel, Black Asphalt Coating.

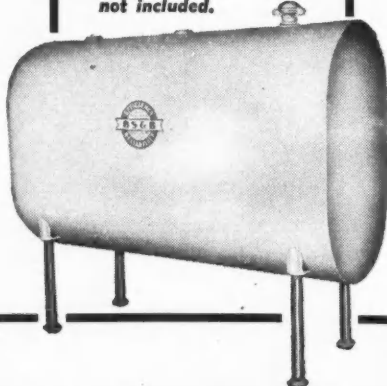
AVAILABLE FOR DELIVERY

Top quality steel tanks, fabricated by a manufacturer with over 55 years' experience. Write today for prices and complete delivery information.

BLACK, SIVALLS & BRYSON
INCORPORATED

24th Floor, Power and Light Building
KANSAS CITY 6, MISSOURI

Capacity, 275 gallons. 14 gauge black steel, or aluminum . . . Legs not included.



BASEMENT TANKS

Veterans Administration Asks Employer Cooperation

IN ORDER to hold overpayments of subsistence to veterans in training under PL 346 (GI Bill) down to an insignificant money figure, the Veterans Administration has asked that all employers of veterans in training cooperate with the VA.

As soon as a veteran discontinues his training, the employer should notify the VA regional office immediately. This can be done at no extra expense to the employer or his organization. Preferably he should use VA Form 1908, if he has it on hand. If not, he can use his own form or letterhead. The important thing, the VA stated, is to get the notice of interruption to the regional office as soon as the veteran quits training.

Cromar Resumes Sale Of Factory-Finished Flooring

THE Cromar Co. of Williamsport, Pa., has resumed manufacture of their factory-finished oak flooring, Allan N. Young, president, announced. Production of this flooring, which has been made since 1919, was suspended during the war to free the plant for the manufacture of shells.

Cromar flooring is fabricated from finely-grained oak that is air-cured and kiln-dried to low moisture content. Before being shipped from the factory, the flooring is further treated to resist absorption of moisture, and a durable long-lasting finish applied. Easily installed, Cromar can be used the same day it is laid.

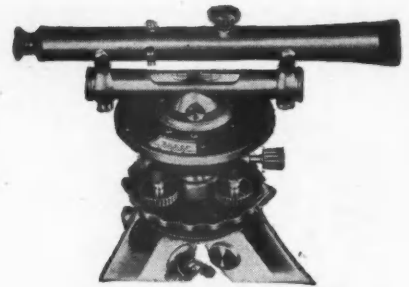
The company is equipped to fill orders immediately. Distribution is through lumber dealers.

Lustron Names Industrial Relations Director

APPOINTMENT of Frank J. Peterson as Director of Industrial Relations for Lustron Corp., manufacturers of porcelain enamel, all-steel homes, has been announced by Carl G. Strandlund, president.

He also announced that Lustron has signed agreements with the United Brotherhood of Carpenters and Joiners, the United Association of Journeymen and Apprentices of the Plumbing and Pipe Fitting Industry, and the International Brotherhood of Electrical Workers.

In releasing his statements, Mr. Strandlund said, "I firmly believe that now we have eliminated in advance all of the reasons for jurisdictional disputes and other obstacles that have plagued the construction industry for years and delayed the postwar construction of homes, particularly for our GI's."



BRUNSON

BUILDER'S LEVEL

(DUMPY TYPE)

- Needs No Servicing
- Sealed Against Dust
- Ideal for On-the-Job Work
- Longer Lasting Accuracy

Manufactured to the same exact standards as all Brunson Instruments. Write for detailed information and name of nearest distributor.

The BRUNSON INSTRUMENT CO.

1405 Walnut Street, Kansas City 6, Mo.



ALL THE EXCITEMENT of the Old West—against a background of modern luxury at the Last Frontier. Name-band dancing in the Ramona Room . . . carefree hours in the Gay Nineties Bar . . . 21 Club Casino.

The Early West in Modern Splendor

HOTEL LAST FRONTIER

LAS VEGAS, NEVADA

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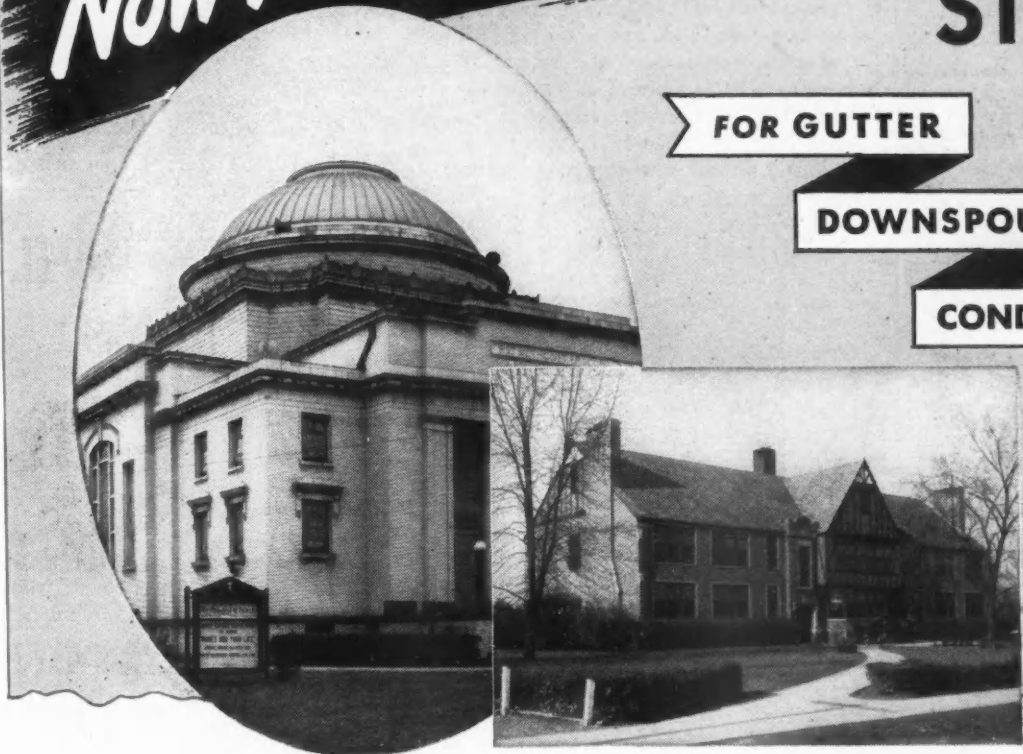
STAINLESS STEEL

FOR GUTTER

DOWNSPOUT

CONDUCTOR PIPE

FLASHING



For Schools, Churches, and Other Public Buildings

Roof drainage systems of Sharon stainless are more practical for larger structures. They are permanent, lighter in weight, and their extra strength provides year in and year out dependability with a minimum of maintenance expense. Sharon stainless does not stain stucco, masonry, brick walls or painted surfaces. Building need not be delayed because stainless steel is available NOW.

Architects prefer stainless steel because it is a proven functional material in the modern style. Stainless steel is everlasting . . . and available right now.

Builders prefer stainless steel because its permanence makes a better, more salable product. Corrosion-proof stainless steel gutter, downspout, conductor pipe and flashing are light, water-tight . . . never need replacement . . . can be erected with or without paint.

Complete details upon request. Write

SHARON STEEL CORPORATION

Sharon, Pennsylvania

SHARONSTEEL

PRODUCTS OF SHARON STEEL CORPORATION AND SUBSIDIARIES: THE NILES ROLLING MILL COMPANY, NILES, OHIO; DETROIT TUBE AND STEEL COMPANY, DETROIT, MICHIGAN; BRAINARD STEEL COMPANY, WARREN, OHIO; SHARON STEEL PRODUCTS COMPANY, DETROIT, MICHIGAN, AND FARRELL, PENNSYLVANIA; CARPENTERTOWN COAL & COKE CO., MT. PLEASANT, PENNA.; FAIRMONT COKE WORKS, FAIRMONT, W. VA. Hot and Cold Rolled Stainless Strip Steel—Alloy Strip Steel—High Carbon Strip Steel—Galvanite Special Coated Products—Cooperage Hoop—Detroit Seamless Steel Tubing—Seamless Steel Tubing in Alloy and Carbon Grades for Mechanical, Pressure and Aircraft Applications—Electrical Steel Sheets—Hot Rolled Annealed and Deoxidized Sheets—Galvanized Sheets—Enameling Grade Steel—Welded Tubing—Galvanized and Fabricated Steel Strip—Steel Strapping, Tools and Accessories.

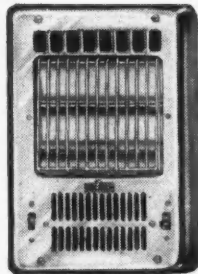
DISTRICT SALES OFFICES: Chicago, Ill., Cincinnati, O., Cleveland, O., Dayton, O., Detroit, Mich., Indianapolis, Ind., Milwaukee, Wis., New York, N. Y., Philadelphia, Pa., Rochester, N. Y., Los Angeles, Calif., San Francisco, Calif., St. Louis, Mo., Montreal, Que., Toronto, Ont.




In ADDITION to GIVING YOUR CUSTOMERS . . . "Warm Comfort Quickly" the FAN-GLO HEETAIRE gives you MORE PROFITS!

- The 230 Series Built-In Wall FAN-GLO HEETAIRE is the *only* recessed heater built that gives you—and your customers—everything.
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- It gives you MORE PROFITS! Because it's backed by *powerful selling ammunition*—a dynamic convincing "Best Seller" sales manual . . . plus a veritable arsenal of new literature—catalog and specification sheets and charts . . . plus national magazine and newspaper advertising that drives home to millions of prospective customers the fact that FAN-GLO HEETAIRE is the *only* heater built that gives BOTH kinds of heat!
- Call your jobber—he's all set to help you make more sales—more profits.

Only the FAN-GLO HEETAIRE has ALL these features:



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| ● Infra-Red Rays | ● Asbestos Lined Casing |
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MARKEL ELECTRIC PRODUCTS, INC.
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 151 Seneca St., Buffalo 3, N. Y.

Portland Cement Names Midwestern Manager

A. M. DAVIS of Lansing, Mich., has been appointed manager of the Midwestern Offices of the Portland Cement Association, it was announced by Carl D. Franks, vice president for promotion. Mr. Davis will fill the position made vacant by the election of Mr. Franks to vice president.

Since 1934, Mr. Davis has been district engineer in charge of the association's office in Lansing. Previously he had served as field engineer



A. M. DAVIS

in the Indianapolis office, and was successively assigned to western Kentucky, Fort Wayne, South Bend, Ind. In his new post, Mr. Davis will

supervise the district offices and field engineers of the Portland Cement Association in ten midwestern states. His headquarters will be located in Chicago, Ill.

J. Gardner Martin succeeds Mr. Davis in Lansing. He has been a structural engineer for the association with headquarters in Detroit since March, 1936. Before joining the staff of the association, he held engineering positions with the Bridge Division of the Michigan State Highway Department and the Detroit Department of Water Supply.

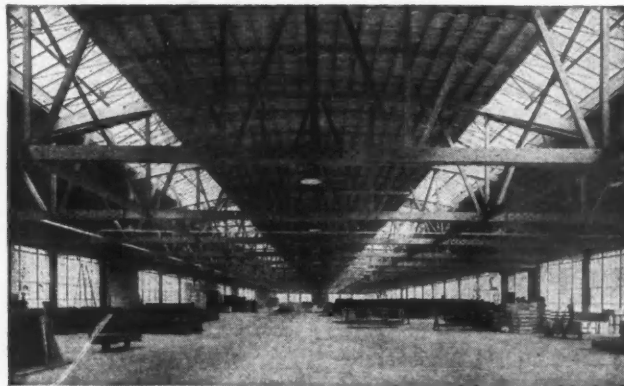
R. B. Sawtell to Head Wood Fiber Institute

AT the annual meeting of the Wood Fiber Blanket Institute, held in Chicago in March, R. B. Sawtell was reelected president, and J. D. Fischer was named secretary-treasurer.

Mr. Sawtell is sales manager of the Kimsul division of Kimberly-Clark Corp. Mr. Fischer is manager of specialty products sales of the Wood Conversion Co.

The Institute is comprised of the following manufacturers of wood fiber blanket insulation: Kimberly-Clark Corp., (Kimsul), Neenah, Wis.; Masonite Corp., (Cell-U-Blanket), Chicago, Ill., and Wood Conversion Co., (Balsam Wool), St. Paul, Minn.

**A FINER FACTORY AT LOWER COST
 AMERICAN-BOWSTRING
 TIMBER TRUSSES**



American Roof Trusses are economical for your factory, custom built for your requirements. Increase your floor space by eliminating center walls and posts. Made by the oldest, largest exclusive manufacturer of wood trusses in America. Immediate delivery. Write for free catalog today.

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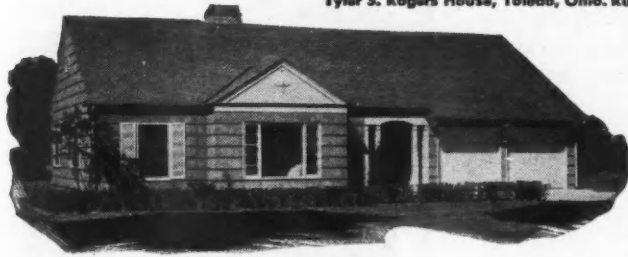


235 W. 37TH PLACE
 LOS ANGELES 7, CALIF.
 ADAMS 3-4191

ESTABLISHED 1922

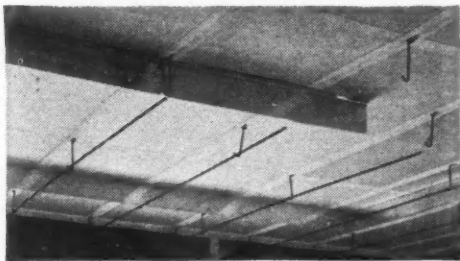
ceiling installation of warm air

Tyler S. Rogers House, Toledo, Ohio. Russell B. Johns, Builder.

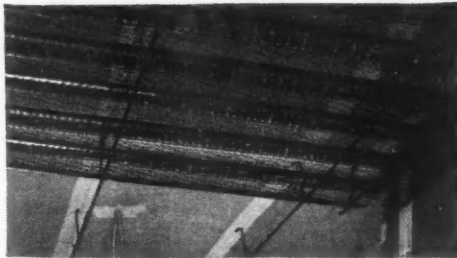


Radiant Panel Heating

provides many practical advantages



Hooks are attached to the true ceiling-joists to carry cross ties for metal lath. Notched sheet-metal baffles are also hung from the hooks to control direction of warm air flow with the hung ceiling.



Metal lath in position, before application of scratch and finish coats of plaster.



Attic view shows insulated supply ducts that connect via warm-air inlet boots to the ceiling panels below. Sealed insulation board is used to form top of ceiling plenum. Uninsulated pipe at right is exhaust for kitchen ventilating, not connected with heating system. Photograph taken before insulation was installed between joists.

FOR new, single floor, ranch type houses, here's a radiant panel warm air heating system that provides *practical advantages* to the heating contractor, builder and home buyer.

And, here's a system that puts the warm air heating contractor "in business" with a *practical application* of highly publicized radiant heating.

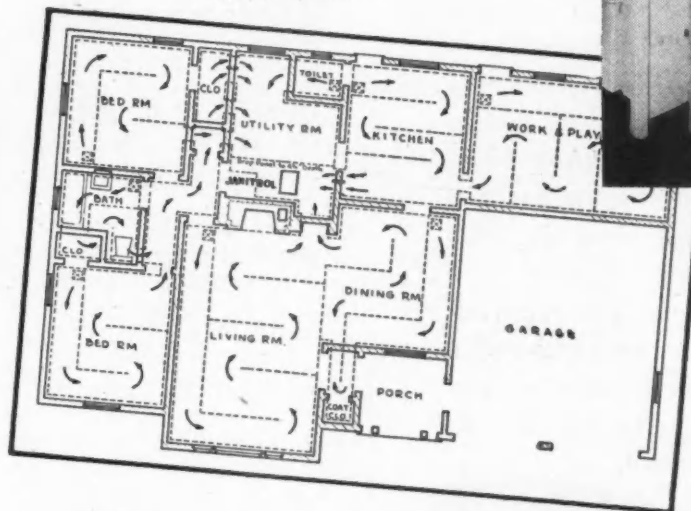
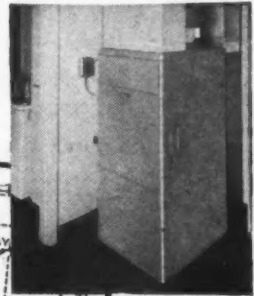
Use of circulated warm air provides quick and automatic response to outdoor temperature changes. Using the *entire ceiling* as the radiant panel, assures even and constant heat distribution that is also remarkably flexible. Important to the contractor, builder and home

buyer alike, is that there is *nothing that might require* future service inside the heat distribution system.

It will be seen that this practical form of radiant panel heating must be designed into the home building plans and that the proper use of insulation is important.

The proved results of this Panelaire System using a Janitrol Gas-Fired Winter Air Conditioner, make it worth your while to study its application to the types of houses your customers and prospects are building. Write us for a copy of the Installation Code Manual 7-B published by National Warm Air Heating & Air Conditioning Assn. Enclose 30¢ to cover costs.

Compact and neat, Janitrol 120,000 Btu/hr. Gas-Fired Winter Air Conditioner, requires less than 30" x 30" floor space in the utility room.



The dotted lines on the floor plan show the scheme of baffles built within the hung ceiling. Arrows indicate direction of air flow over room areas and into the outlets, which return the air to the Janitrol unit for reheating and recirculation.

Janitrol

SURFACE COMBUSTION CORPORATION, TOLEDO 1, OHIO

Build with the
**PROVEN
BRAND**



Wire Screening

When you specify Cortland screen wire cloth and other wire products — you are sure of materials that stand up in service. Cortland Brand is a buy-word for dependability . . . bringing you the combination of best-grade steel or bronze wire made in Wickwire's own mills and three-quarters of a century experience in wire manufacturing.

Your customers will appreciate your selecting merchandise that lasts. Build with Cortland Brand wire screening for lasting performance.



Insulating Siding Group Elects New Officers

GORDON ESTES, former vice president of Jones and Brown, is the new president of the Insulating Siding Association. Also recently elected were Stuart Ralph, new vice president, and Harry F. Altheide, treasurer.

Founded the latter part of 1946, the Insulating Siding Association is comprised of leading manufacturers of insulating siding. The main purposes of the association are to gain greater acceptance for siding consumer-wise by publicity, to improve application methods, to study marketing conditions, and to conduct technical research.

John W. Pease Heads Prefabricated Institute

THE fifth annual meeting of the Prefabricated Home Manufacturers' Institute was held in Chicago, March 30 and 31.

John W. Pease, treasurer of the Pease Woodwork Co., Cincinnati, Ohio, was elected president. Mr. Pease, who succeeds Austin Drewry of New Albany, Ind., served the Institute as vice president during 1947.

Hart Anderson, sales manager of Page and Hill Co., Minneapolis,



JOHN W. PEASE

Minn., was elected vice president, and James R. Price, president of National Homes Corp., Lafayette, Ind., was named secretary-treasurer.

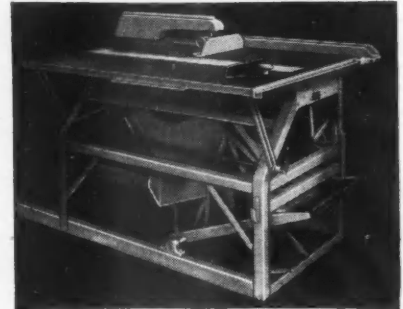
Board members include Ivon R. Ford, president, Ivon R. Ford, Inc., McDonough, N.Y., newly elected; Martel Wilson of Precision Homes Co., Stockton, Calif., and Harry J. Tier of Halliday Co. Ltd., Burlington, Ont., Canada, reelected to serve another year.

Sargent's New Lock

ON page 174 of the March *American Builder*, the line under the first picture should read "Sargent's new Integralock is designed for easy operation, and for ease in installation."

**GET
BEARCATS**

ON YOUR JOBS



for FASTER SAWING

You'll cut costs plenty—with Bearcat! Fast, foot-pedal swing cut-off . . . Rip, cut-off at all angles. Portable from job-to-job . . . Rugged, welded steel frame and top . . . Heavy-duty ball bearings. Two sizes: XCO (above) for heaviest jobs, XJR for home-builders. **QUICK DELIVERY.**

Write **TODAY**
for Literature!

**DEALERS
SOME AREAS
STILL OPEN**

THE PAXSON CO.
58 "C" Ave., Dowagiac, Michigan



BUILDING BEARCATS FOR 25 YEARS

**ASSURES PAINTING SUCCESS
Every Painter!
Every Homeowner!**



**Needs PA'SO
to Quickly**

- SOFTEN PAINT
- CLEAN HARDENED PAINT BRUSHES
- SMOOTH OLD WOODWORK
- STOP CHIPPING, CRAWLING

Over a Hundred Handy Uses!



**... Needs
RUB-X**

- to thoroughly
- CLEAN, POLISH AND BRIGHTEN METALS, GLASS, TILE, PAINT
 - REMOVE WATER SPOTS, SHOE MARKS

An Indispensable Time Saver!
**POPULAR SELLERS, GOOD PROFIT MAKERS
WHENEVER DISPLAYED!**

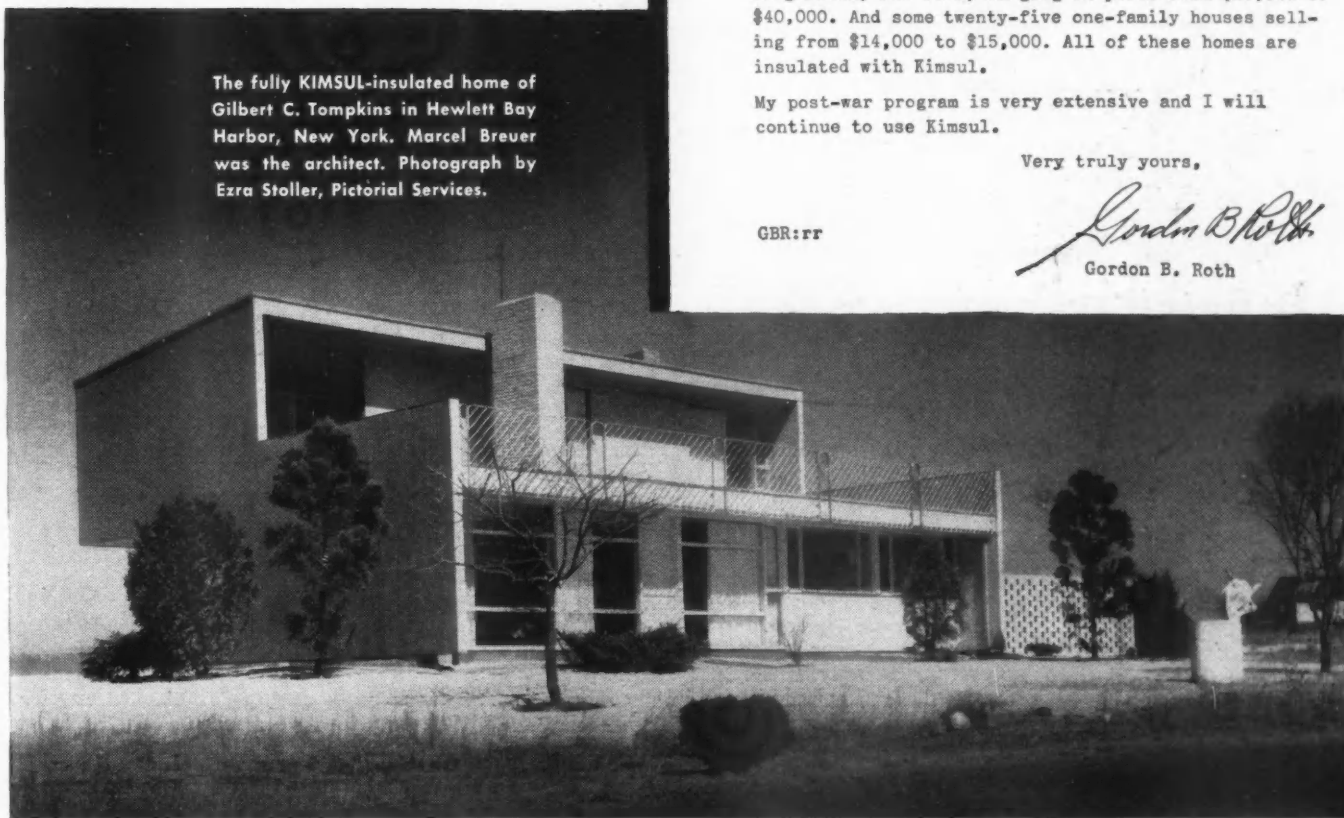
Be sure you have ample stocks. Order today . . . through your paint dealer . . . or write direct

CHARLES PAINT RESEARCH CO.
25th & STRONG KANSAS CITY 3, KAN.

Tried many insulations, satisfied only with KIMSUL*

—says leading New York builder

The fully KIMSUL-insulated home of Gilbert C. Tompkins in Hewlett Bay Harbor, New York. Marcel Breuer was the architect. Photograph by Ezra Stoller, Pictorial Services.



578 Long Beach Blvd.
Long Beach, N. Y.

Telephone
Long Beach 2121

GORDON B. ROTH BUILDER

September 22, 1947

Kimberly-Clark Corporation
Neenah, Wisconsin

Gentlemen:

It gives me great pleasure to advise you that in my twenty-five years of building private homes, apartment houses and commercial buildings, I have tried many types of insulation and have never really been satisfied until five years ago when I started using Kimsul.

In the Tompkins house, I used 3200 square feet of Double Thick Kimsul in the walls and ceilings. As a result of this, I feel fuel bills should prove to be very nominal. I have also built ten modern homes in Long Beach, New York, ranging in price from \$18,500 to \$40,000. And some twenty-five one-family houses selling from \$14,000 to \$15,000. All of these homes are insulated with Kimsul.

My post-war program is very extensive and I will continue to use Kimsul.

Very truly yours,

Gordon B. Roth

GBR:rr

It's true. Many-layer KIMSUL* insulation is fast becoming the favorite of builders and architects from coast to coast. For KIMSUL automatically provides uniform insulating efficiency over every inch of covered area. Its "k" factor is 0.27. It's the only insulation with the PYROGARD† fire-resistant cover. And one of the easiest to install quickly and

profitably—no need for expensive machinery.

KIMSUL comes in handy, compact rolls, compressed to 1/5 installed length. To give maximum protection at lowest cost, specify it by thickness: Commercial Thick (about 1/2 in.) for walls and floors. Standard Thick (about 1 in.) for walls, attics and floors. Double Thick (about 2 in.) for attics.

Free insulation booklet. Here's a new, illustrated manual covering the latest techniques in the field. Write us for your free copy of the KIMSUL Insulation Book. Mail your request on your business letterhead.

KIMBERLY-CLARK CORPORATION
KIMSUL Division • Neenah, Wisconsin

Insulate when you build.
Over-all insulation
means ready salability.



*T. M. Reg. U. S. and Can. Pat. Off.
†Trademark

MITER • COMPOUND BEVEL • SAND • DRUM • PLANE • CROSS CUT • RIP • DADO • ROUT



DON'T! BE A BEAVER

The beaver does a good job, but he does it the hard way. Don't wear yourself out on the end of a hand-saw, or struggle with heavy, cumbersome mechanical saws that waste your time and are only half accurate.

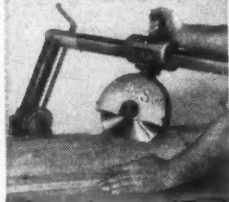


FLEXSAW MAKES ANY CUT

Use it for Production Work, Construction out on the Job, or in Job Shop or Hobby Shop

A rigid, rugged, accurate, portable saw that makes cuts 3" deep and up to 15" wide. Knocks down into two 55 lb. units for transport in any car. A truly ONE MAN portable saw. Ideal for farm use, builders, hobbyists.

Rapid adjustment for any cut—no wrenches required. Rigid in all positions. Large, easily read dials for setting all cuts, eliminate all guesswork. Lifetime Fafnir ball bearings. Highest quality, flexible drive shaft. Balanced tubular base.



priced so anyone can own it **\$125**

SEE YOUR LOCAL DEALER, OR WRITE DIRECT TO:

Less Motor-
F.O.B.
Factory
GUARANTEED

THE FLEXSAW CO.
PORT AUSTIN, MICHIGAN

Perfection Stove Co. Observes 60th Anniversary

PERFECTION Stove Co. has opened its 60th year in business. Starting in 1888 as a small foundry employing some 30 workers, Perfection now claims it has developed into the largest organization of its kind in the world, employing more than 100 times the original number of workers.

In its 60th year, Perfection Stove Co. is housed in two large plants. The Platt Avenue plant occupies 979,536 square feet of floor space; the Ivanhoe Road Plant, 282,555 square feet. A big expansion program, now under way at the Ivanhoe plant, will add more than 500,000 square feet of working space.

Under the leadership of L. S. Chadwick, Perfection's president for the past 25 years, the company has announced it will continue, in its seventh decade, the same high degree of service which has won the respect of consumers and dealers during the 59 years just past.

Housing Statistics Presented in Handbook

TO promote broader understanding and coordination of housing information a Handbook of Housing Statistics has been compiled by the Housing and Home Finance Agency.

This handbook presents an inventory of existing housing statistics drawn from more than 30 sources, including both government and private agencies. Its purpose is to identify each major statistical series, defining scope and limitations with brief explanations as to techniques of their construction.

"Ever since the 1920's, and especially since 1933, there has been a growing interest in statistics measuring the level, trend and economic significance of residential construction activity", Administrator Raymond Foley of the Housing and Home Finance Agency stated. "As a result an increasing number of persons in both private and public life have need to know how available statistics are assembled, and their reliability and limitations for various purposes. It is to meet this need that the Handbook of Housing Statistics was prepared".

Accordingly, the book undertakes to provide the most commonly used statistical material, with technical comment about the content and the method used in assembling it; to point out the types of data which either are not available or which are scanty or imperfect for general use; and to point out the sources from which additional detail or continuing reports may be obtained.

Principal housing statistics on volume of production, size and character (Continued to page 170)

Art in Iron

NEW stock designs — lower prices!



Arctcraft stock rails No. 395 in 4 lengths. Priced per pair.	
2'6"	\$12.00
3'6"	\$14.00
3'0"	13.00
4'0"	15.00
STOCK PORCH COLUMNS Corner & Single-panel	
Height corners 12" panels	
7' 0"	\$25.00 ea. \$14.50 ea.
7' 6"	27.00 ea. 15.50 ea.
8' 0"	29.00 ea. 16.50 ea.
IMMEDIATE DELIVERY on all Arctcraft stock items. Prices net F.O.B. Columbus, Ohio. Terms: Payment with order or C.O.D. Have ARTCRAFT do your most exacting custom iron work too.	
ORDER DIRECT!	

No. 20 SATISFACTION GUARANTEED! No. 14
Write for our new 36 page catalogue
ARTCRAFT Ornamental Iron Co.
724 E. Hudson St. Columbus 11, Ohio

DRY WALLS

Interior or Exterior
Above or Below Grade

Eliminate costly guess work in solving wet wall problems. Seal and beautify porous walls of concrete block, tile, stucco, etc., with Spray-O-Bond Concrete Sealer. It's easy to apply — almost like brushing on paint. Used successfully by contractors for over 20 years. A post card will bring you the name of your nearest dealer.

SPRAY-O-BOND COMPANY
2225 N. Humboldt
Milwaukee 12, Wis.



Most popular ASBESTOS roof shingle

Johns-Manville has ever developed!



It's a rigid asbestos strip

NEW AMERICAN COLONIAL DESIGN: Distinctively beautiful, wins instant approval. Has a slightly staggered horizontal shadow line and deep-grained texture. Available in several pleasing colors. Blends perfectly with any style of architecture.

Any carpenter can apply

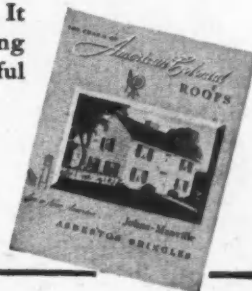
SELF-ALIGNING, SELF-SPACING: You don't need chalk lines. Each strip covers a large area . . . speeds application. Only 80 pieces required per square . . . only 4 nails per shingle in pre-punched holes.



Permanent as stone

FIREPROOF, ROTPROOF, WEATHERPROOF: Made from two practically indestructible materials—*asbestos and cement*. Thousands of J-M asbestos shingles have been in service over 35 years. Not one has ever burned or worn out! No signs they won't last another 35 years or more!

SEND FOR THIS FREE BROCHURE: It tells the full story of this outstanding development . . . shows many beautiful roofs in accurate full-color. Ask for brochure No. AS-85A. Address: Johns-Manville, Box 290, New York 16, New York.



American Colonials meet the construction standards of Industry-Engineered Homes





WHEN you add Red Brand fence to your line, you add *sales power* to your store. Red Brand fence brings more good customers to you . . . prosperous farmers who are top prospects for your other products as well.

Yes, you are ahead three ways with Red Brand:

1. You sell more fence.
2. You add selling prestige to your store.
3. You attract more top-ranking customers for your other products.



These important advantages count for increased *sales power* to dealers who handle Red Brand fence.

KEYSTONE STEEL & WIRE CO.
PEORIA 7, ILLINOIS

RED BRAND Fence
RED TOP STEEL POSTS

(Continued from page 168)

of supply, and finance which are now in use are presented, but no attempt is made to undertake economic interpretation or present conclusions or recommendations as applied to the housing situation.

The handbook has 179 pages. Its contents include 135 statistical tables and 28 charts together with appendices which include a bibliography of sources, legislation and Presidential Executive orders and supplemental tabulations.

Copies of this book are available from the Superintendent of Documents, Government Printing Office, Washington, D.C. The price is \$1.00 a copy.

Setting Blocks Supplied For Thermopane Windows

LIBBEY-OWENS-FORD Glass Co., Nicholas Building, Toledo 3, Ohio, are now supplying special soft pine setting blocks for large Thermopane picture windows, together with complete glazing instructions, according to an announcement by H. M. Ives, manager of Thermopane sales.

The special blocks, available in boxes of 100, are 4-inches long and a quarter-inch thick. Ives said that best glazing practice on large picture windows requires a quarter-inch clearance between glass and frame for proper application of glazing compound.

These blocks, he said, provide a quick and accurate method of assuring proper spacing, help bear the weight of the glass in a firm, non-deteriorating cushion, and enable the glazing compound to seal the space between the glass and frame on the bottom as effectively as it does on the sides or top where there is no weight load.

Insulite Develops New Device for Sales Help

PROSPECTIVE builders may now view insulating siding applications in natural Kodachrome with a new selling aid recently announced for distribution to dealers by the Insulite Division of Minnesota and Ontario Paper Co., manufacturers of structural insulation. Known as a viewer, the device makes it possible to see prize siding jobs in an easy-to-use, effective way.

Seven different siding applications are seen on each paper disk that slips into the patented viewer. The viewer itself, made of black plastic, has precision ground lenses that mean sharp, clear pictures. In use, the customer holds the viewer to either daylight or artificial light and moves a small lever to change pictures. The Kodachrome pictures are three dimensional.



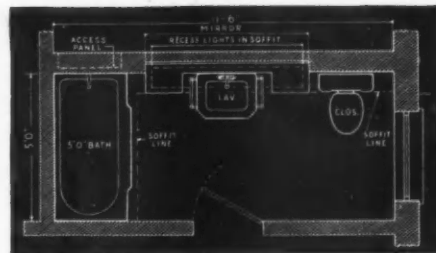
KOHLER QUALITY has all the advantages home-planners want

THE lustrous beauty of durable, glass-hard Kohler enamel, the harmony of matched sets with good proportions—these form the surface appeal of Kohler quality. Even more important is the Kohler reputation for long serviceability, created by the satisfaction home owners find in the reliability of every working part.

The illustration shows how easy it is to make efficient use of moderate-size space with Kohler fixtures arranged along one wall, allowing for ample storage facilities and a large mirror.

The Cosmopolitan Bench Bath is of non-flexing iron, cast for rugged

strength and permanent rigidity, and coated with the famous Kohler enamel. The Triton Shower Mixer is convenient and simple to operate. The Jamestown vitreous china lavatory is the roomy ledge type, equipped with the Centra mixer type fitting. The quiet, smooth-acting Wellworth closet completes the set, which comes in pure white or soft pastel shades. All the fittings are chromium plated, durably made. Kohler quality is now a 75-year-old tradition. Kohler Co., Dept. 21-B, Kohler, Wisconsin. Established 1873.



This practical, well-balanced arrangement of Kohler fixtures with all outlets leading the same way simplifies piping and allows easy access to both fixtures and storage facilities.

KOHLER OF KOHLER

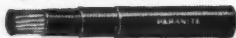
PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS



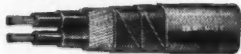
Here's Wiring with a Future

Yes, a long future that's full of satisfaction to the home owner. Wiring that you can specify and install with confidence. For the home wired today with Parante Building Wire—Paraflex—ABC Cable—Service Cable—will be giving the same efficient electrical service in 1998 and beyond. Every bit of Parante wire or cable is made under the watchful eye of SQC—Statistical Quality Control! Nothing is left to chance. Scores of tests, graphs, measurements—figures and figures—by columns and rows of columns—are compiled and analyzed, while the individual operations are still in progress. With Parante's goal set high and Statistical Quality Control guarding each individual operation, you can confidently recommend and use Parante Wires and Cables in all construction.

Building Wire
Types R—RH—RW—T—TW



Service Entrance Cable



Paraflex Non-Metallic Sheathed Cable



A. B. C. Flexible Metallic Cable



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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.

New Goodyear 'Pliotherm' Supplements Heating

SUPPLEMENTARY heating of homes in mild climates may be accomplished, according to the Chemical Products division of the Goodyear Tire & Rubber Co., by use of Pliotherm panels, a new type of rubber which builds up insulated heat energy upon application of electrical power.

Test installations already have been made successfully in a number of



GOODYEAR'S new Pliotherm panel

homes as supplements to regular heating systems, and in small workshops and farm buildings where no other heat was furnished.

The Pliotherm unit, covered with any of the wide range of colors possible in rubber and plastic compounding, lends itself to decorative and functional designs. It can be combined with wall board, wood panels, rubber and plastic wall coverings, moldings, and similar materials.

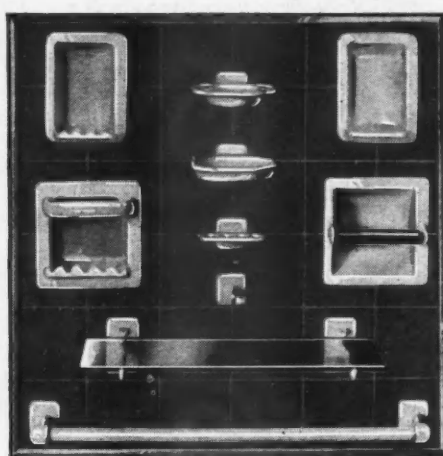
First Plant of its Kind In West Makes Shipment

THE first asbestos-cement building materials plant ever built in the West made its first shipment to dealers last month. The first carload of western-made asbestos-cement siding started off to the dealers from the new factory of The Paraffine Companies, Inc., at Redwood City, San Mateo County, Calif., according to an announcement of initial deliveries made by James E. Holbrook, Pabco's vice president in charge of sales. The new plant is the only one of its kind in the West, significantly adding a new type of production and a new industry to the Pacific Coast.

Ultimately 200 men will be employed. Local labor is being used and 85 per cent of the raw materials are of local origin.

The plant is a modern, fireproof structure utilizing the new product, (Continued to page 174)

AVAILABLE NOW!



PORCELAIN ENAMELED CAST IRON BATHROOM ACCESSORIES

A complete line of recessed and screw-on type accessories now available in quantities in standard colors—White, Black and Green.

Display board, shown above, No. D-995 furnished at net cost of applied fixtures only, with stock order.



Order from your wholesaler.

ASK FOR CATALOG NO. 9.

ILLINOIS PORCELAIN ENAMEL CO.

422 SO. WINCHESTER AVE., CHICAGO 12, ILL.

HOW TO GET A Smooth HAND FINISH WITHOUT Costly HAND LABOR

- ✓ CABINETS
- ✓ DOORS
- ✓ MANTELS
- ✓ TREADS
- ✓ TRIM



EASY cuts no swirls or other abrasive marks. Straight-line action produces "hand sanding" results on white wood, filler and final coats in 1/3 the time. For CURVED or flat, WET or dry work. EASY is not a disc, belt or orbital sander.

Write for literature.

DETROIT SURFACING MACHINE CO.

7458 West Davison Detroit 4, Michigan

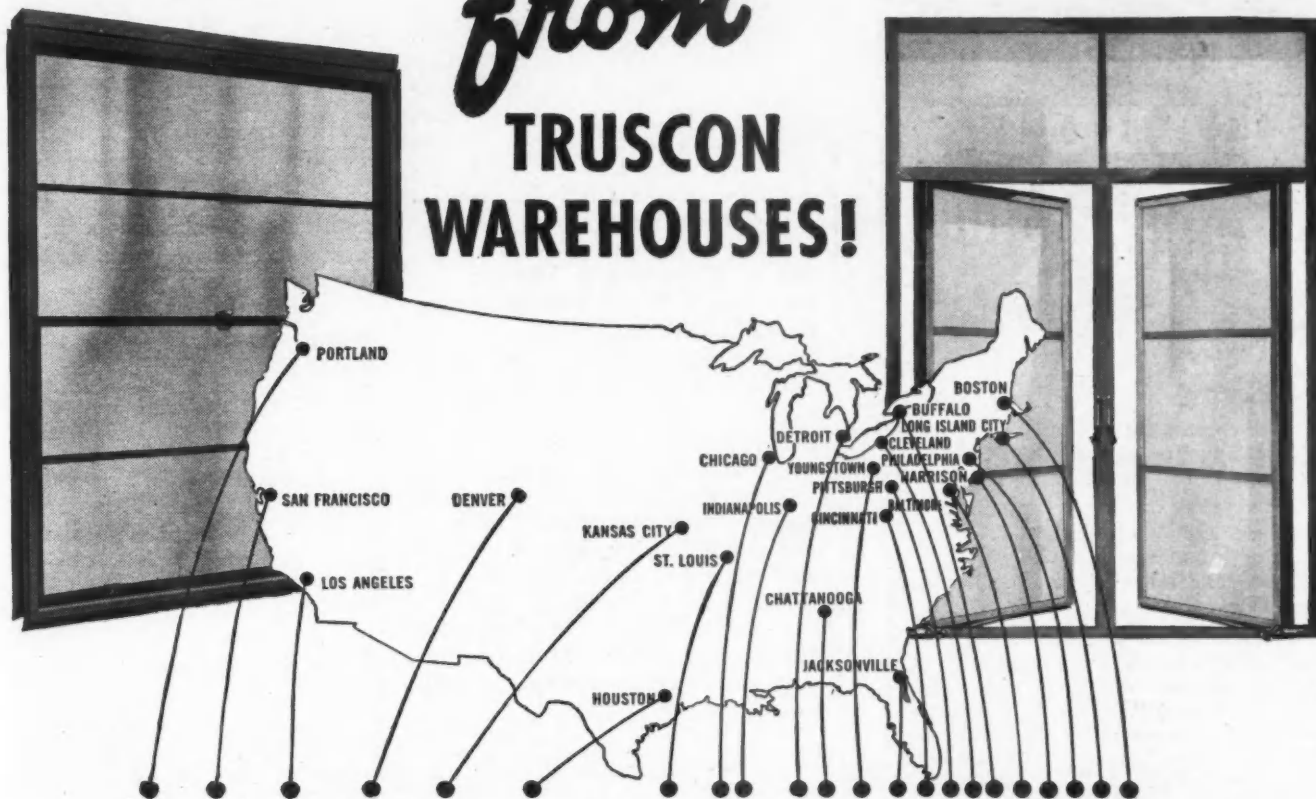
1000's ARE SAVING WITH IT - Write for Facts!

RECIPROCATING
ELECTRIC SANDER

EASY

IMMEDIATE DELIVERY...

from TRUSCON WAREHOUSES!



TRUSCON DOUBLE-HUNG STEEL WINDOWS and RESIDENTIAL STEEL CASEMENTS

They're available *right now* . . . in any quantity you need . . . to help meet today's big new construction needs! And at prices that mark the steel product a real money saver as compared to windows made from any other material.

The nationwide network of Truscon warehouses assures prompt delivery of Truscon Double-Hung Windows and Residential Casements wherever you are. So plan to serve home builders with these fine windows, with assurance that you can meet any building schedule requirements.

Truscon Double-Hung Steel Windows and Residential Steel Casements offer home builders *extra* distinction and *extra* value from their window investment. Truscon heavy steel construction, corner-welding, projection-welding of hinges, and fine hardware assure long life and an absolute minimum of maintenance.

All Truscon Steel Window Products are Bonderized and given a baked-on prime coat of paint at the factory.

Economize on your overall construction cost and cash in on this year's big home-building market by offering Truscon Double-Hung Steel Windows and Residential Steel Casements —*immediately available!*

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.

WEATHER

can't affect walls
treated with
CABOT'S
Waterproofing!

You can make your brick and masonry walls stay absolutely watertight for years!

- To red brick and dark masonry apply Cabot's Clear Brick Waterproofing.
- To cement, stucco, cast stone and light colored masonry apply Cabot's Clear Cement Waterproofing.

Cabot's Clear Waterproofings penetrate deep into voids and pores... provide a complete, lasting moisture-proof seal... prevent efflorescence and damage from freezing and thawing.



Write Today for complete information about these long-lasting, effective waterproofings.

Samuel Cabot, Inc.

2224 Oliver Bldg.
Boston 9, Mass.

Please send me complete information about

Cabot's Clear Brick Waterproofing

Cabot's Clear Cement Waterproofing

Cabot's Foundation Coating

Name _____

Address _____

City _____ State _____

(Continued from page 172)
asbestos-cement corrugated lumber, in its own construction. Steel columns and steel trusses support the building.

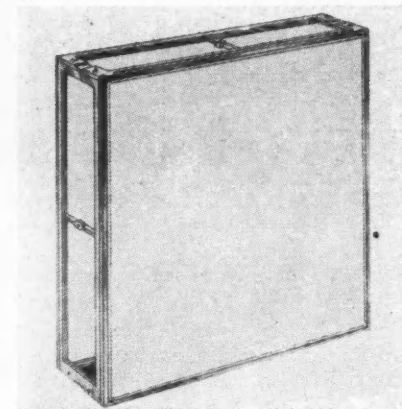
The plant announces that the newest and most modern processes are used in making asbestos-cement siding, shingles, flat board, corrugated board and marine board at the new factory.

With its main plants at Emeryville, Calif., branch plants of the Paraffine Companies, Inc., are located at Somerville, New Jersey; South Gate, Calif.; Redwood City, Calif., and San Francisco. Home offices of the company are located at 475 Brannan St., San Francisco.

New Structural Block Provides Wall Decoration And Lighting

TEMPRES Duo-Pane, new structural blocks made by the Appleman Art Glass Works, North Hackensack, N. J., are self-supporting units which can be assembled without the use of any cementing agent. They can be used to form wall to wall picture windows, inside walls and partitions.

Since no cementing agent is necessary to hold the blocks together, they can be laid up to coincide with any predetermined wall



NEW Temprex Duo-Pane structural block measurements based on the overall dimensions of the block.

Simple aluminum interlocking devices join the blocks securely together—both vertically and horizontally, resulting in a rigid, sturdy wall.

The blocks may be used as a functional product, or for creating a decorative wall. Any unit or group of units of a Temprex Duo-Pane wall can be equipped for displaying small decorative objects or merchandise.

A display section may be accomplished by closing off a unit or group of units from the rest by inserting translucent glass panels

into the sides, tops and bottoms of the frames. The bottom glass panel provides the shelf for the display. The frame is designed to



PICTURE window built of Duo-Pane blocks permit unobstructed flood lighting of a complete wall or lighting of separate units or groups.

Wood Conversion Co. Announces Plant Expansion

PLANS embracing an extensive four-year plant expansion for the Wood Conversion Co. became known when E. W. Davis, the company's president, announced the recent completion of a new large-capacity steam generating plant at Cloquet, Minn.

The company, one of the Weyerhaeuser Forest Products group, distributes its insulation, building material and industrial products nationally. Headquarters are in St. Paul, with sales offices in Chicago and New York, while the products are manufactured in Cloquet.

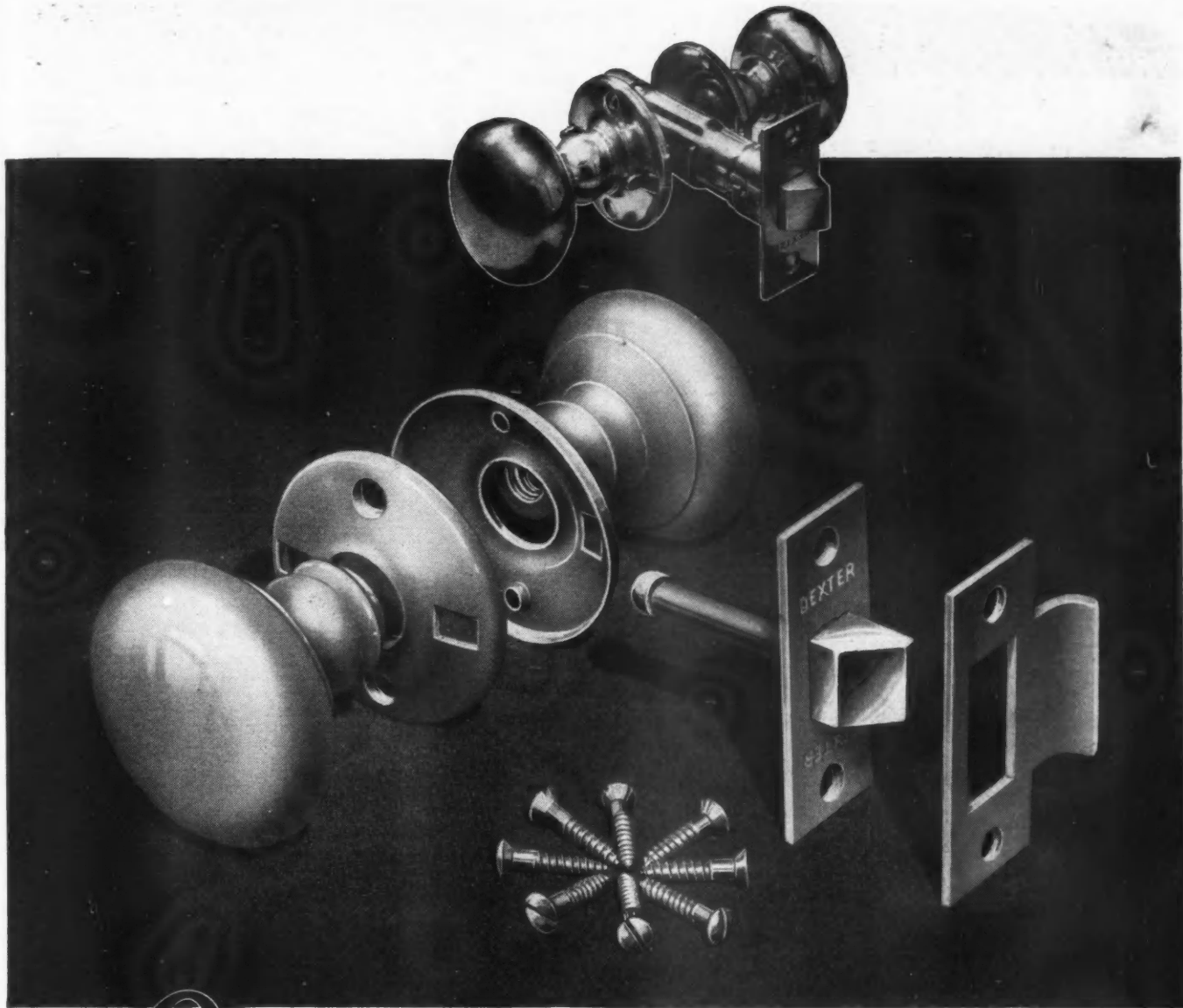
Begun shortly after V-J Day, the company's large-scale expansion of its production facilities will be completed during 1948. It will virtually double the company's combined production capacity of Balsam-Wool blanket insulation, Nu-Wood insulation products, Tufflex wood fiber felts and other industrial products such as low temperature insulating fiber.

Mail Orders Discontinued; Company Gets Trade Name

THE Southern States Iron Roofing Co., Savannah, Ga., has announced the elimination of its mail order division in order to better serve its customers through its dealers.

In announcing the new organizational set-up, Frank O. Wahlstrom, president of Southern States, said the company is also discontinuing retail sales at its eight branch warehouses.

The company also announces their new trade name—SSIRCO—a name derived from the full name of the company. The SSIRCO name and design has been submitted for registration as a trademark and will be used on every product manufactured by the company and sold through the dealers.



Only DEXTER TUBULARS have all these 9 features of superiority

DEXTER makes only one line — one grade — the finest. In brass sets, all the exposed trim is solid brass. The latch bolt, face plate, strike, wood screws, as well as the knobs and roses, are made entirely of brass. Brass thru and thru — no thin coverings over die cast or steel. Dexters are genuine.

This is only one of the 9 features which assures your builder contractors of the very best when you sell them *Dexter Tubulars*.

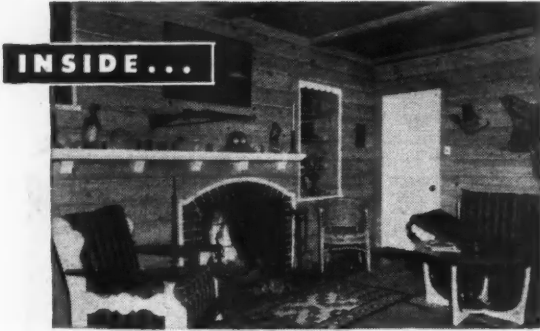
- 1 Stay-lite Set Screw
- 2 Two Big Coil Springs
- 3 All Steel Interior
- 4 Solid Brass Trim
- 5 Uniform Boring for Locks and Latches
- 6 Self-Adjusting Alignment
- 7 25 Years Specialized Experience
- 8 Shallow Face Plate Mortise
- 9 Lifetime Guarantee

NATIONAL BRASS COMPANY

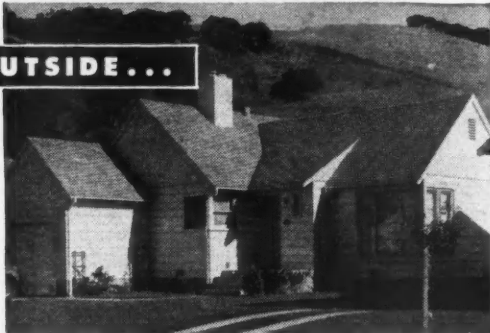
Grand Rapids, Michigan

MAKERS OF BUILDERS, CABINET, SCREEN DOOR
AND SHELF HARDWARE





INSIDE...



OUTSIDE...



ALL AROUND THE HOUSE

Whether it's a room to be paneled, cabinets to be installed, an exterior to be finished, a fence to be built, the versatile Western Pines are the woods to choose.

The Western Pines are adapted to countless building uses from framing to the most exquisitely milled woodwork. And they respond perfectly to any desired finish—paint, enamel or stain.

Wise indeed is the architect who specifies and the builder who uses these even-grained, soft-textured woods. And happy is the home owner who lives with them. Western Pine Association, Yeon Building, Portland 4, Oregon.



**These are the Western Pines*

*Idaho White Pine *Ponderosa Pine
*Sugar Pine

These are Associated Woods

Larch • Douglas Fir • White Fir
Spruce • Cedar • Lodgepole Pine

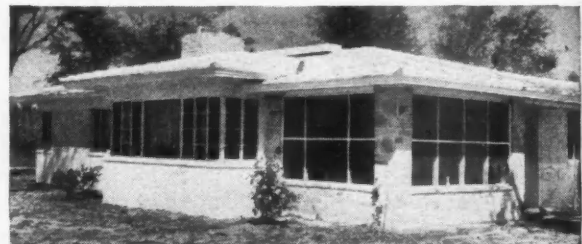
Well manufactured—thoroughly seasoned—carefully graded—by all Association member mills

Thoro System



But it can mean disaster with that new building!

It may be the home or garage!
It may be the cellar!
It may be the cistern or pool!
It may be the dairy barn or milkhouse!
It may be the city water reservoir!
It may be the stable or pens!
It may be the commercial building!
It may be the factory or warehouse!



This is a 100% THOROSEAL home, not only the interior and exterior, but over the roof, THOROSEAL adds protection and beauty.

Not only the exterior walls surfaces of any type of masonry, including the sills and lintels, the roof, but the interior walls of light manufactured block can be filled and sealed with THOROSEAL and then a beautiful finish coat of QUICKSEAL.

MR. DEALER

Write now for Dealer Plan and our No. 17 Circular, describing, in photographic detail, the methods employed in The THORO System.



Standard Dry Wall Products, Inc.
Box X - - New Eagle, Pennsylvania

WATERPLUG THOROSEAL QUICKSEAL



**THERE'S
MORE PROFIT THE
FAST WAY**

with **Cotton Insulation**

Ever unroll a rug? That's how simple, easy and quick it is to install Cotton Insulation. It comes in one long blanket to the roll, sized to fit snugly between rafters or wall studding. On upright walls, just fasten the blanket at the top and it will hang into place without pulling apart or separating under its own weight.

No short lengths with ends to fit—less cutting and fitting—less handling. Featherweight, flameproof Cotton Insulation speeds up the job and increases profits by cutting your installation costs to the bone.

Get the complete story of the many other advantages Cotton Insulation offers you and your customers. Send now for your free copy of "The INSIDE Story of Cotton Insulation."

**SELL RINGS AROUND
COMPETITION**

Turn prospects into strong booster customers. Sell more insulation jobs at more profit per job—learn "The INSIDE Story of Cotton Insulation." Pass it on to employees—use it for increasing your insulation sales and profits.

WRITE for
your copy now—
IT'S FREE!



**NATIONAL COTTON COUNCIL OF AMERICA
COTTON INSULATION ASSOCIATION**



National Cotton Council, Dept. B
Box 18, Memphis 1, Tennessee

Please send "The INSIDE Story of Cotton Insulation."

Name

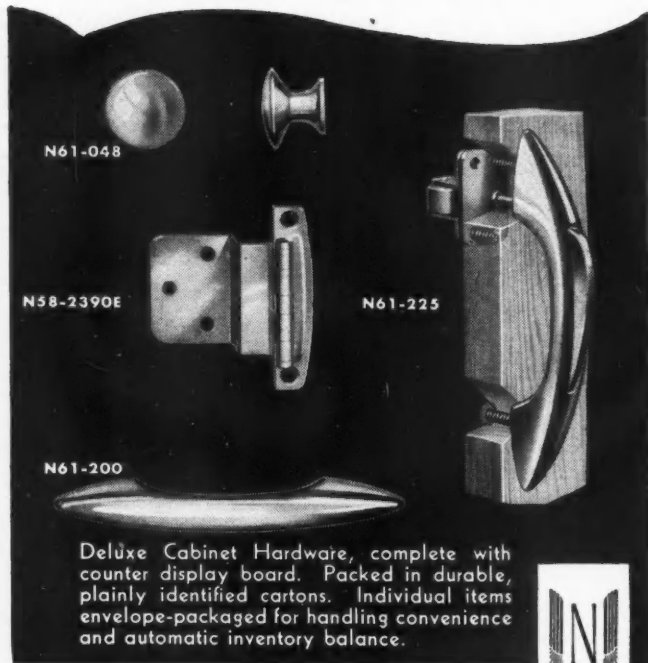
Address

CityState

Beauty!
**national lock's
 got it...**

There's no denying the selling power of beauty. It commands initial attention... builds up interest... crystallizes desire into action. NATIONAL LOCK Chromium Plated, Kitchen Cabinet Hardware has superlative beauty, that will quickly convert "lookers" into "buyers". Order from your jobber today. He will serve you well.

**here's eye-catching
 CABINET HARDWARE
 by NATIONAL LOCK**



Deluxe Cabinet Hardware, complete with counter display board. Packed in durable, plainly identified cartons. Individual items envelope-packaged for handling convenience and automatic inventory balance.



**DISTINCTIVE HARDWARE
 all from source**

**NATIONAL LOCK COMPANY
 ROCKFORD • ILLINOIS
 MERCHANT SALES DIVISION**

**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: New York, Boston, Philadelphia, Detroit, Cincinnati, Cleveland, Pittsburgh, Buffalo, Chicago, Milwaukee, St. Louis, Los Angeles.

RYERSON



It's easy to build a reputation for completing homes and industrial projects with lawns which are everything your clients hoped for. Especially if you specify Scott's Lawn Seed and Turf Builder. To help you with your planning, grading and seeding operations, send today for a complete volume of "Lawn Care" bulletins. It's FREE! Our soil experts are also at your service, no obligation of course.

O M Scott & Sons Co., 137 Spring St., Marysville, Ohio
 Also Ridgfield, N. J. and Palo Alto, Calif.

**SPECIFY Scott's GRASS SEED
 AND TURF BUILDER FOR FINE LAWNS**

The s
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 You
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 that's
 Par
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 autom
 flush
 A t
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 *General

Where customers turn Hot or Cold!

The sale of a new house can be made—or lost—right in the kitchen.

Your customers—especially the all-important female ones—want a kitchen that's up-to-the-minute, new as new!

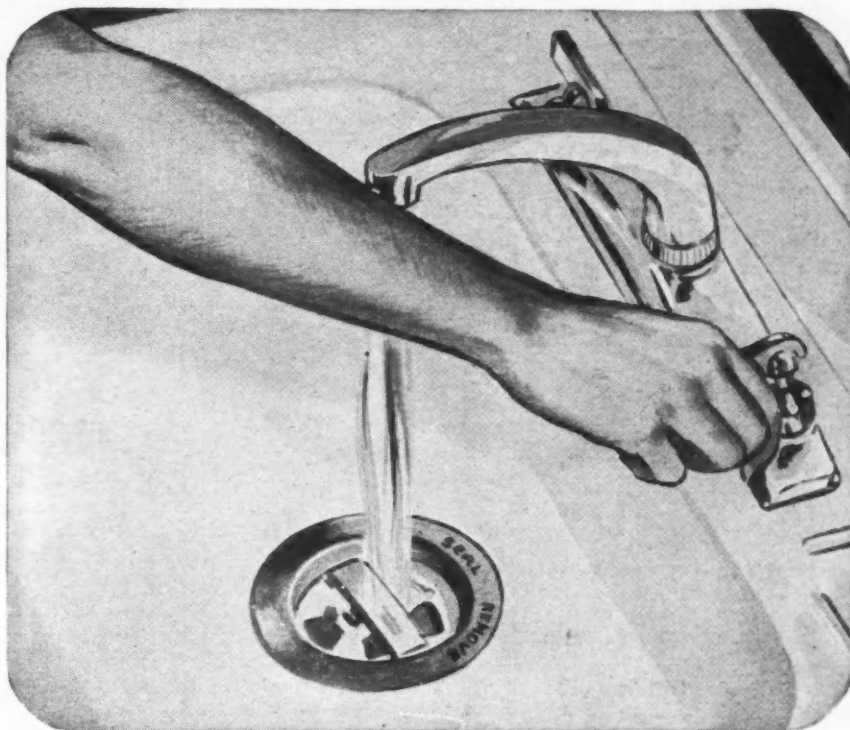
Part and parcel of the truly modern kitchen is the General Electric Disposall,* the revolutionary appliance that automatically pulps all food waste and flushes it down the kitchen drain.

A turn of the faucet and the housewife's garbage problems are over! No more sloppy garbage pail to tote! No more garbage can to breed germs!

The Disposall means a garbage-free home. A cleaner, more healthful, more sanitary home than ever.

That's why it's one of today's most wanted kitchen appliances. That's why it will pay you to install this extra "sell" in your very next kitchen.

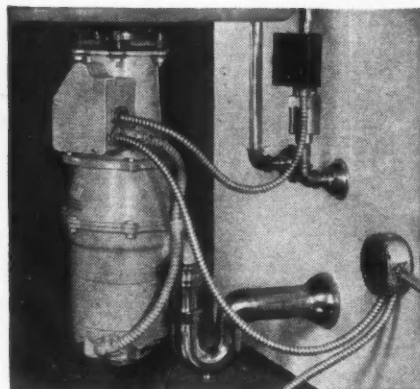
The Disposall, so easy to install, fits snugly under the kitchen sink—replacing the standard drain. It works perfectly with either sewer or septic tank!



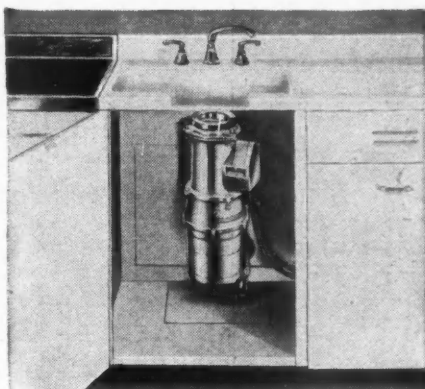
Your customers will be "hot" for this electrical marvel! It belongs! And it adds extra sales value to your new houses for

so little extra cost. General Electric Company, Appliance and Merchandise Department, Bridgeport 2, Conn.

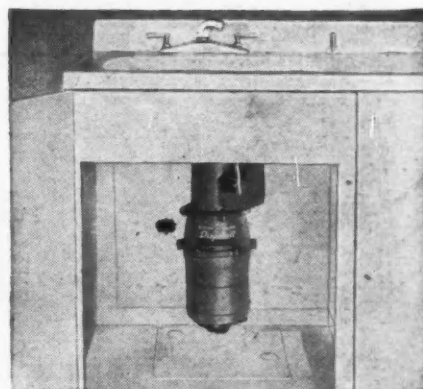
Look how easy it is to install this extra "sell"!



• All plumbing and electrical connections are visible in this under-the-sink view of the General Electric Disposall.



• The Disposall can be installed in any modern sink with a 3½-inch to 4-inch drain opening.



• This is how the Disposall looks installed in the G-E Electric Sink.

Mail this coupon for complete information

A & M Department, AM 485
 General Electric Company, Bridgeport 2, Conn.
 Please send me complete information about G-E Disposall

NAME _____

ADDRESS _____

CITY _____ STATE _____

*General Electric's registered trade-mark for its food-waste disposal appliance.

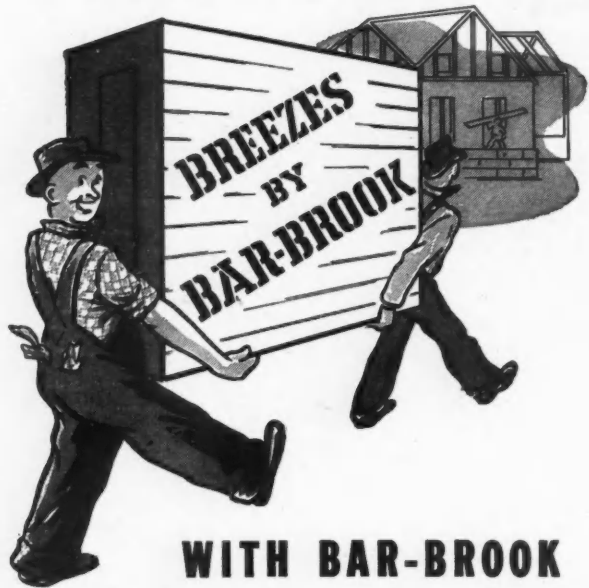


DISPOSALL

—means good-by to garbage, automatically!

GENERAL ELECTRIC

THERE'S COLD CASH IN COOL BREEZES—



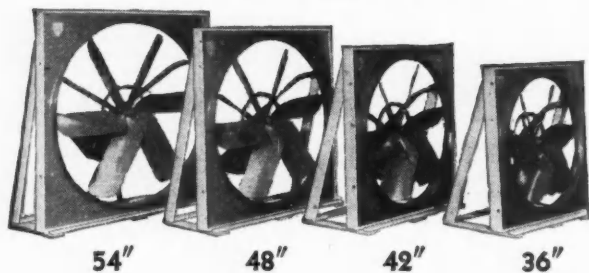
WITH BAR-BROOK BREEZEBUILDER* FAN UNITS!

Duplex apartment or country house, there's a Breeze-builder* Fan Unit for any size or style home you build. Installation is fast, simple, and economical because the Breezebuilder* can be installed almost anywhere—in the attic, in the basement, or in a closet.

Give your customers the dependable service and economical operation of a Bar-Brook Breezebuilder* Fan. They'll enjoy genuine cooling comfort for years to come. Nationally advertised Bar-Brook Fans have been consumer accepted—and preferred—for 16 years.

Increase the sales appeal of your homes with the popular—and profitable—Breezebuilder* Fan Units. Write today for complete specifications and the name of your nearest Bar-Brook Distributor.

THE BAR-BROOK BREEZEBUILDERS*



54" 48" 42" 36"

* trademark

BAR-BROOK FANS

FOR

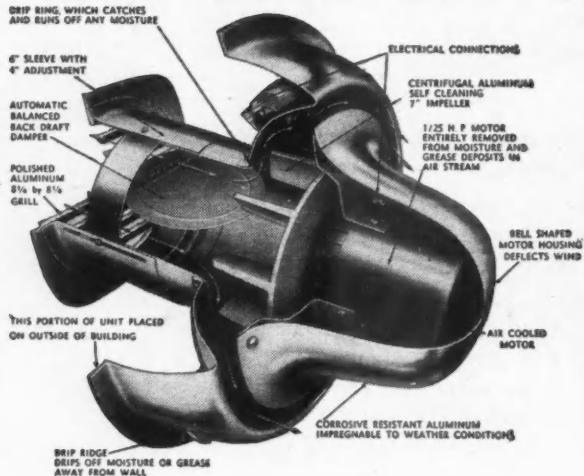
• HOME • OFFICE • INDUSTRY

BAR-BROOK MANUFACTURING COMPANY, INC.

6133 Linwood Avenue

Shreveport, Louisiana

DON'T TAKE OUR WORD FOR IT! KITCHEN-AIRE ventilating fan



H. E. Honderich, Indianapolis contractor, says:

"Sure, I like the Kitchen-Aire. It's the best ventilating fan I've ever used. The heavy-duty aluminum impeller really moves the air. Motor is out of air-stream, no chance of becoming a fire hazard. Outside mount of operating unit, in fully protected housing, minimizes motor noises and vibration."

"Easy as pie to install. Only 6" opening needed, easy to wire and mount. Readily available 6" duct permits installation in wall or ceiling above the range for maximum ventilating efficiency. Patented back-draft damper is protection against heat loss and wind."

"Intake grill of polished aluminum matches any color. The most advanced engineering design, at a cost LESS than fans not as good."

WRITE FOR PRICES AND LITERATURE

STEWART MANUFACTURING CO.

3208 E. Washington St.

Indianapolis 1, Indiana



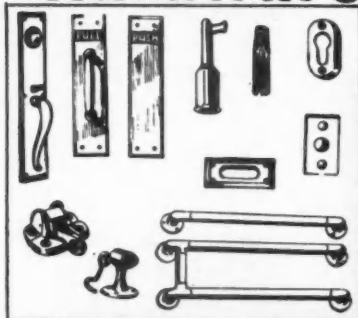
• DESIGNED FOR HARD, EVERYDAY USE.

• STURDY

• SMOOTH OPERATION

School Hardware

• A complete dependable line of builder's hardware backed by 70 years of manufacturing experience.

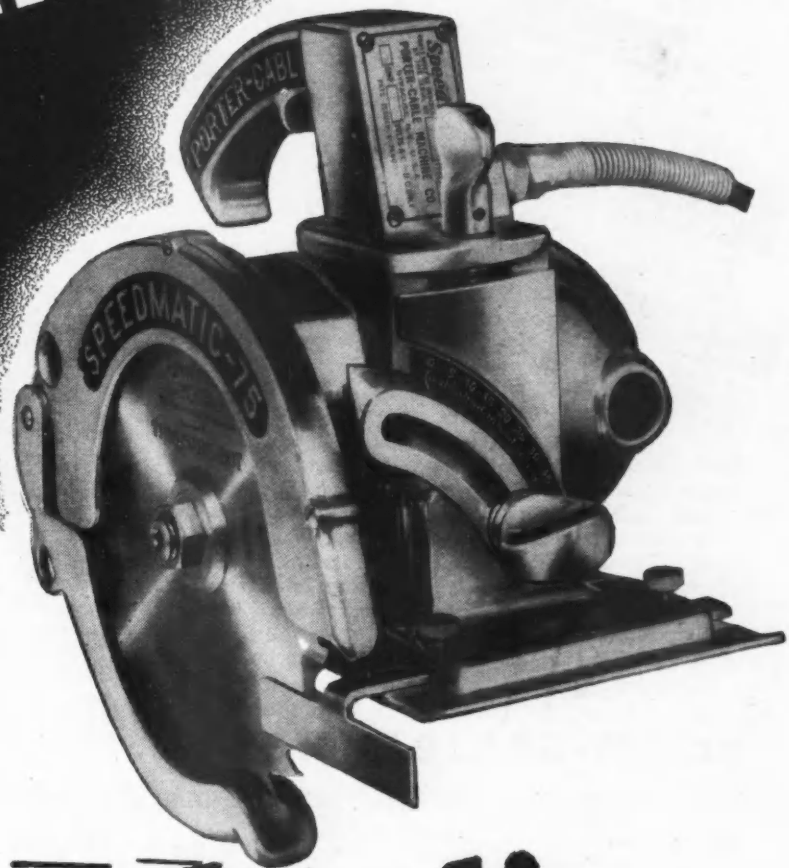


Write for name of your nearest dealer.

SKILLMAN HARDWARE MFG. COMPANY TRENTON 4, N. J.

EASIER HANDLING

assures
✓ Straight Cuts
✓ Closer Fits



Speedmatic

The EASIER One-Hand SAW!

Sure, all power saws are fast. But the SPEEDmatic has much more than just speed. It's got **BALANCE** . . . and that means more exact cuts and closer fits.

No Veering . . . No Twisting . . . No Tipping

Those are the results that count. The driving gears of the SPEEDmatic are designed and properly located to keep it on a straight line without effort.

The perfect balance—with the handle at the exactly right spot—keeps SPEEDmatic straight to the line without tipping.

The broad shoe keeps the SPEEDmatic steady as it moves. Hence a straight, easy cut without veering or twisting.

The high speed of the blade permits continuous forward motion—even on heavy pieces—without stalling or cramping.

Carpenters prefer the EASIER one-hand SPEEDmatic

As one man put it . . . "the SPEEDmatic doesn't twist my arm from its socket! I can do more work . . . better work . . . and take less time doing it."

TRY the SPEEDmatic at your local dealer or supply house. See how adaptable it is. How easily it rips, cross-cuts, mitres, bevels, dados and grooves. Try it and you'll buy it!

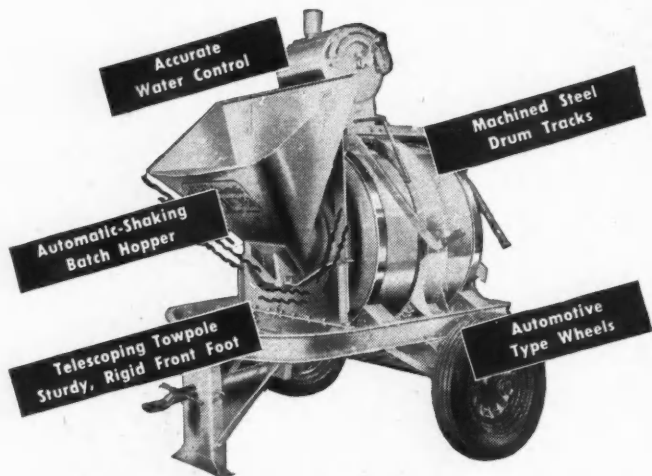
PORTER-CABLE

MACHINE COMPANY

1721-5 N. Salina St., Syracuse 8, N.Y.

SPEEDMATIC . . . for the Easier, Straight Cut!

Keep ahead of concrete crews
with **JAEGER 3½-S
AUTO-LOADER**

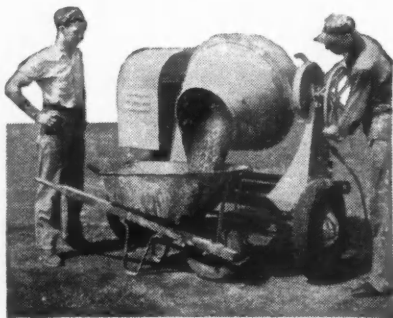


GOOD FOR UP TO 50 CU. YDS. A DAY. Fastest loading, fastest producing non-tilt half-bagger made. That 30% to 40% greater yardage sets a faster pace for your crews, means more production for wages paid. Hopper takes a fresh load while the previous one is mixing and discharging. When hopper gate is opened, hopper automatically *shakes* load into mixing drum — fast and clean. Mixing is practically continuous. Famous Jaeger "Dual-Mix" drum gives thorough mixing and extra fast discharge. Machined steel drum tracks, 3¾ hp engine, built for long service.

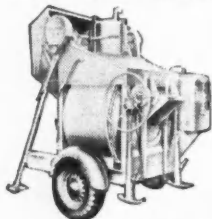
or **3½-SPEEDY TILTER**

FAST TOWING • FAST SPOTTING • FAST POURING

Latest half-bag end-discharge tilter. Tows with loading end at rear. Just back up to the material pile, unhitch, and start mixing. No feet or legs on discharge side. — fast easy approach and getaway for wheelers. Exclusive Jaeger "V" bottom drum doubles the mixing action of other tilters. Gives cleaner discharge.



**6-S, 11-S and 16-S Power Loaders in famous
JAEGER SPEEDLINE**



Run like a clock with their machined steel drum tracks and automotive transmissions. "Skip Shaker" loader and "Pressure" discharge produce more batches per day.

Write, or ask your nearest Jaeger dealer for complete catalog M-8.

THE JAEGER MACHINE CO.

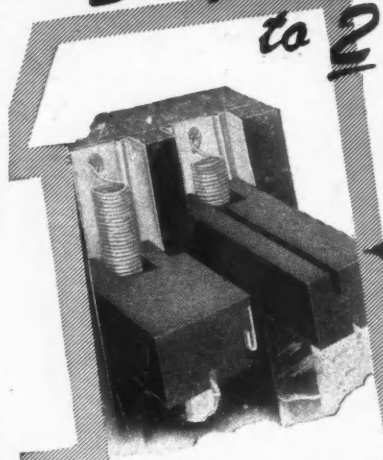
Main Office and Factory — Columbus 16, Ohio

REGIONAL OFFICES

1504 Widener Bldg. 226 N. LaSalle St. 235-38 Martin Bldg. Philadelphia 7, Pa. Chicago 1, Ill. Birmingham 1, Ala.

AIR COMPRESSORS, MIXERS, PUMPS, HOISTS, PAVING MACHINERY, TRUCK MIXERS — DISTRIBUTORS IN 130 CITIES

A *Single* ANSWER to *2* PROBLEMS!



1. Efficiency? *Greater!*
2. Cost? *Less!*

Milwaukee SASH BALANCE WEATHERSTRIP COMBINATION

Write for free FOLDER and PRICE LIST

For new or old building. Easily installed bronze channel strips and rust-proof steel springs. Smooth, quiet, efficient operation. A tried product that builders swear by . . . used with outstanding results in Milwaukee for 10 years . . . now available on national market.

DEALER INQUIRIES INVITED

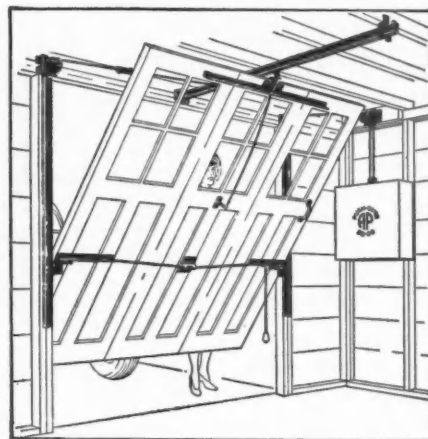
Manufactured by

Milwaukee STRIP SERVICE, Inc.

Dept. A-3—4621-23 W. Lisbon Avenue,

Milwaukee, Wisconsin

Customer Satisfaction Assured with easy-to-install

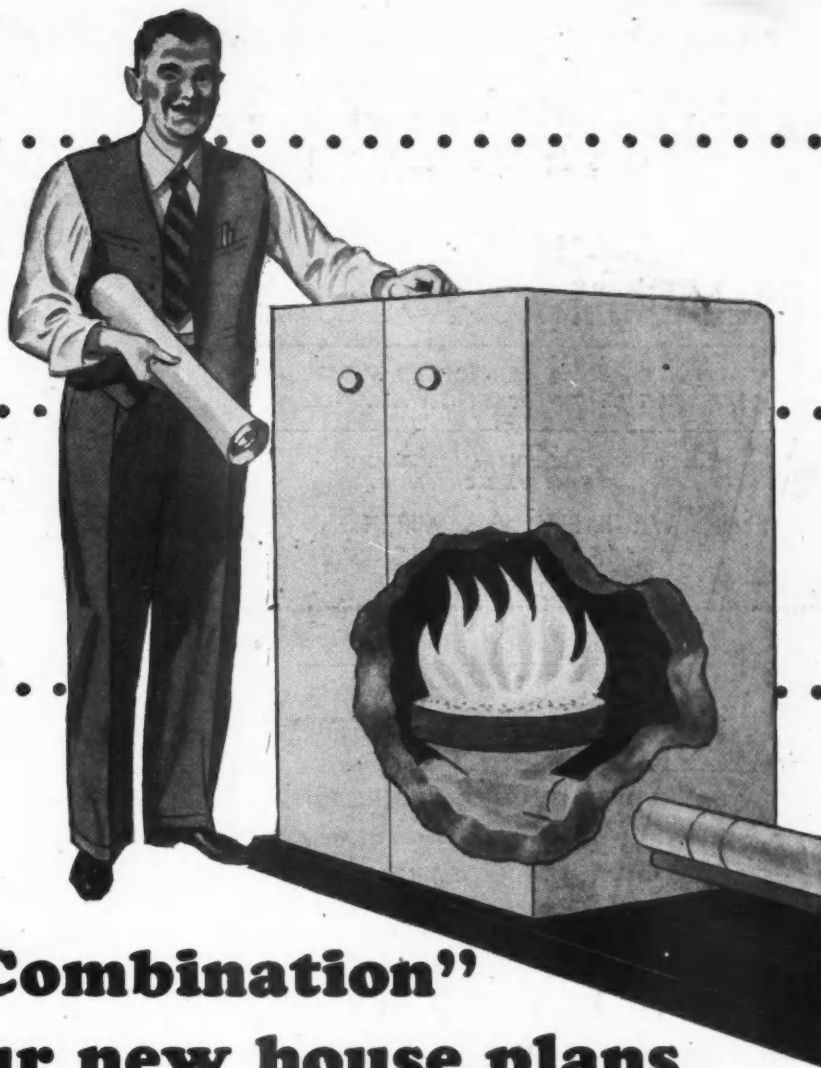


ALLITH-PROUTY

50-50 PUSH-OVER GARAGE DOOR HARDWARE

Heavy duty, well engineered garage door hardware. Result: a quickly installed, easily operated, overhead door. Designed to insure customer satisfaction.

ALLITH-PROUTY, INC.
DANVILLE, ILLINOIS



Why the "Unbeatable Combination" belongs in your new house plans

Modern hard coal stokers and plentiful anthracite are an unbeatable heating combination. They belong in your new house plans because they offer your client satisfaction with these important benefits.

Economical Heat. Stokers use the smaller, economical stoker sizes of hard coal. Thousands of satisfied owners of anthracite stokers testify to reduced fuel bills . . . as much as 52% lower!

Completely Automatic Heat. Modern hard coal stokers are fully automatic . . . from bin feed to ash removal. Sensitive thermostatic controls respond to the slightest change in

room temperatures. They go to work immediately to send steady heat to every room in the house.

Plenty of Heat. A full year's supply of plentiful, stoker size anthracite can be stored in the house. Every day regardless of the temperature outside, the house is healthful, comfortably warm. Owners have no worries about fuel supply with clean, economical anthracite.

Get all the facts on heating with all types of anthracite equipment including modern automatic stokers. Simply fill out the coupon and send it to us, today.

Manufacturers of Approved Automatic Stokers

- COOPER STOKER
- ELECTRIC FURNACE-MAN
- FAIRBANKS-MORSE STOKER
- FUEL SAVERS STOKER
- ANCHOR STOKER
- THE GILKOAL STOKER
- IRON FIREMAN
- MOTORSTOKOR
- NEWTON STOKER
- STEWART-ROGERS STOKER
- STOKOL ANTHRACITE STOKER
- VAN WERT STOKER
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ANTHRACITE INSTITUTE

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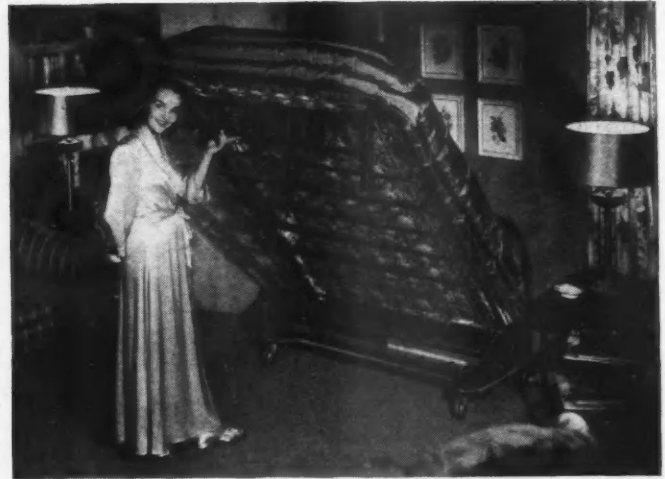
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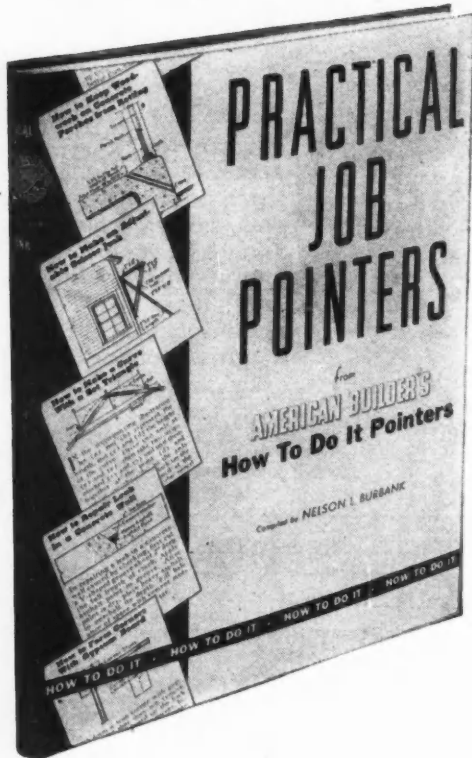


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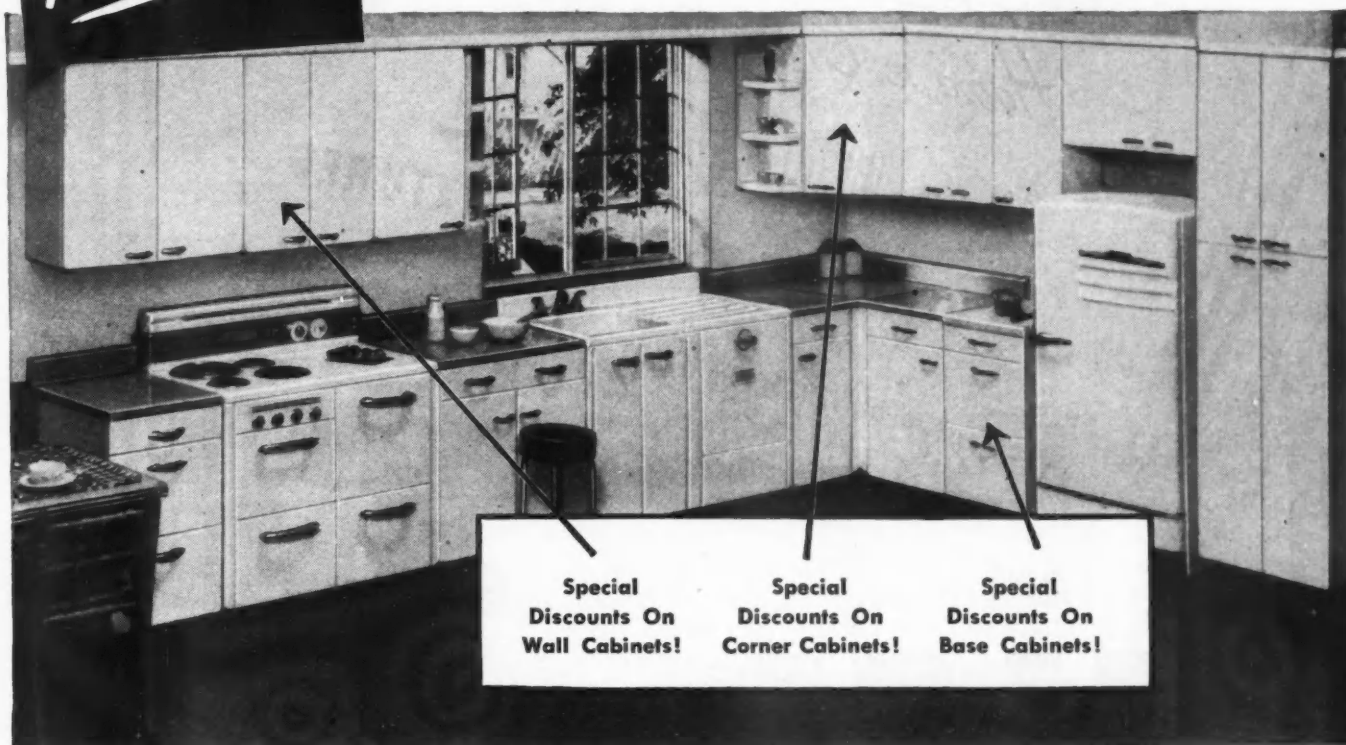
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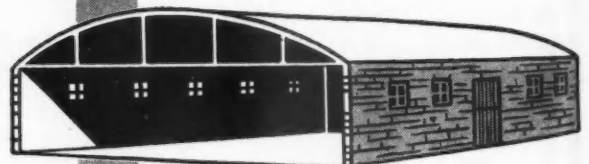
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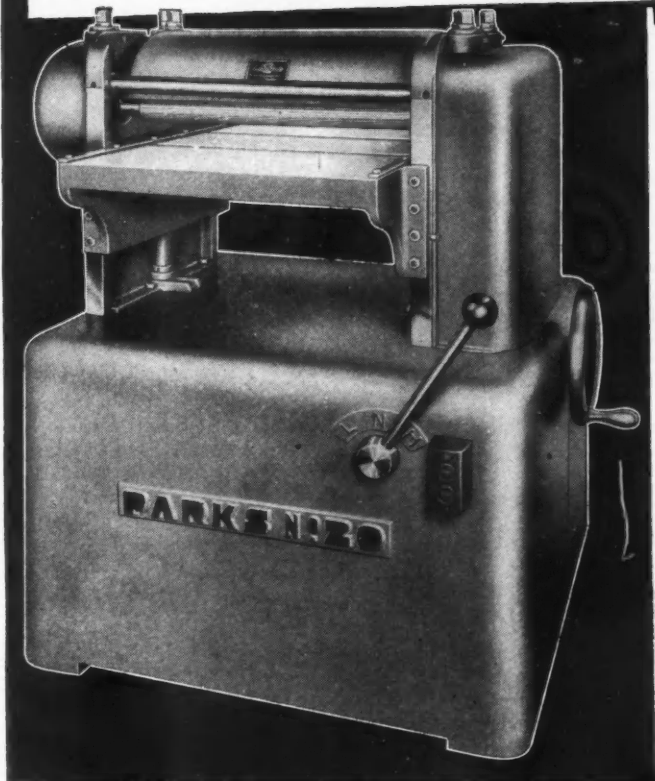


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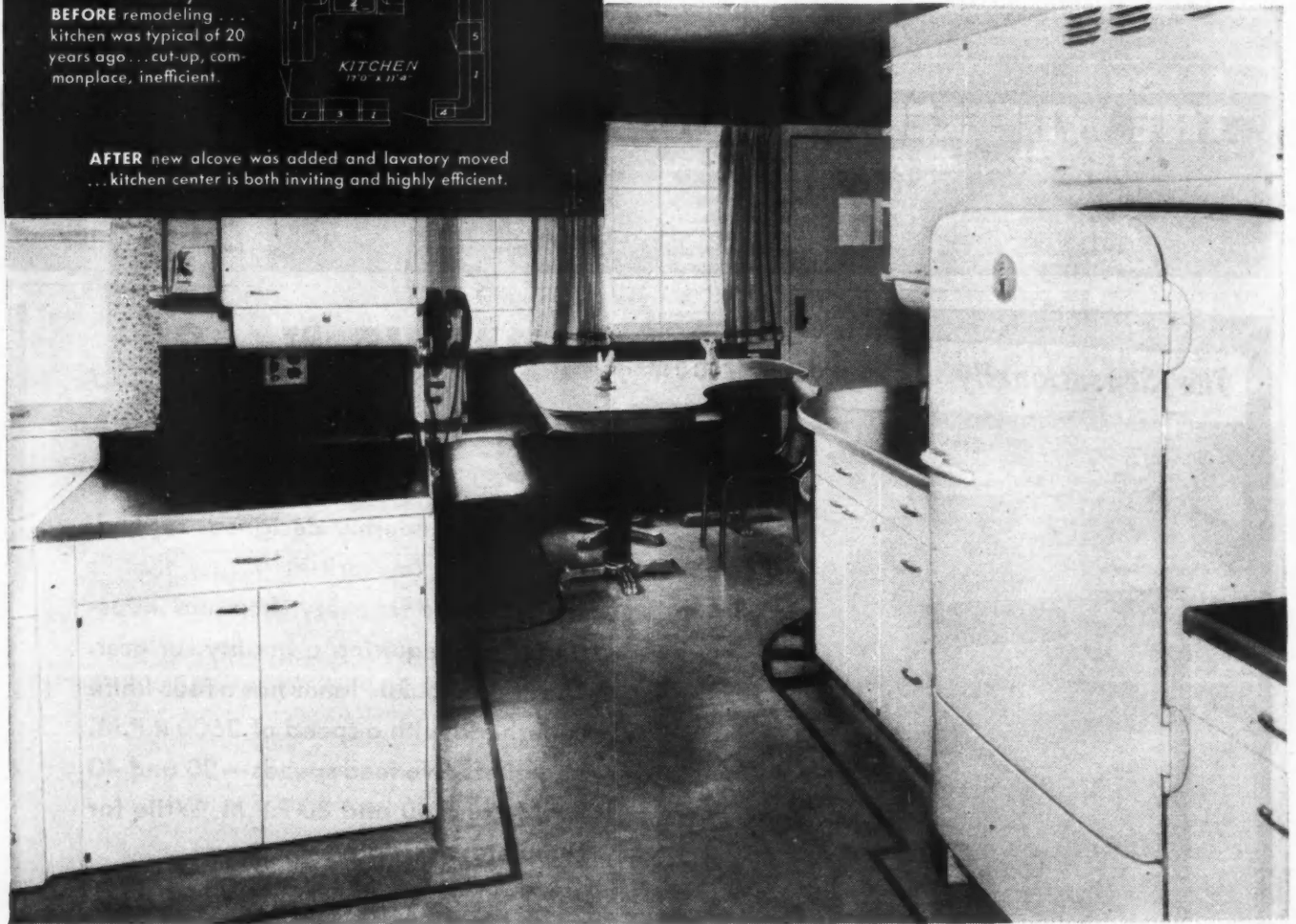
1928 ENGLISH HALF TIMBER HOUSE . . . owned by Mr. and Mrs. George Payne of Grand Rapids, Michigan . . . as it looks today, after complete remodeling job. Notice the new wing over formerly

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1948 "NEW FREEDOM GAS KITCHEN" . . . With ample storage and counter space . . . special ventilating system . . . convenient yet completely separate eating nook . . . and the finest modern appliances that money can buy. Here they are: a 6-burner all-automatic Gas range built to "CP" standards . . . an 8-foot silent Servel Gas refrigerator . . . a double automatic sink serviced by constant hot water from a new automatic Gas water heater.



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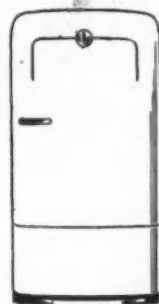


*Cert. Mark, Amer. Gas Assoc., Inc.

See how easy it is to follow these four simple rules for a "New Freedom Gas Kitchen."



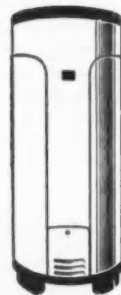
1. SPECIFY a new automatic Gas range built to "CP" standards . . . first choice of good cooks everywhere!



2. INCLUDE an automatic Servel Gas refrigerator . . . the only modern freezing system with no moving parts to wear out.

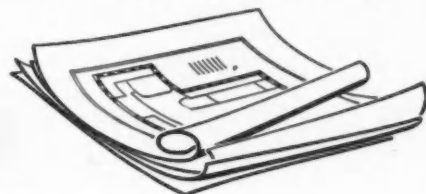
3.

INSIST on an automatic quick-recovery Gas water-heater . . . a "must" for an automatic dishwasher or automatic laundry.



4.

PROVIDE a step-saving, work-saving kitchen plan. It's the logical framework for the world's most work-saving appliances.



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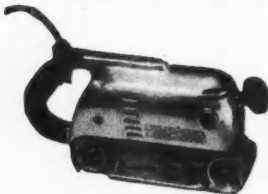
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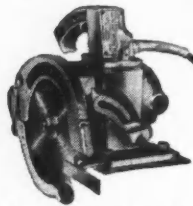
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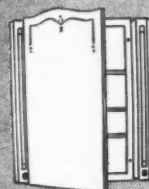
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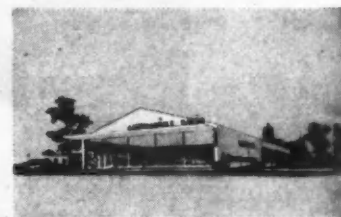
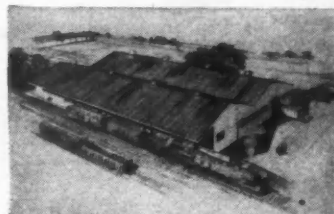
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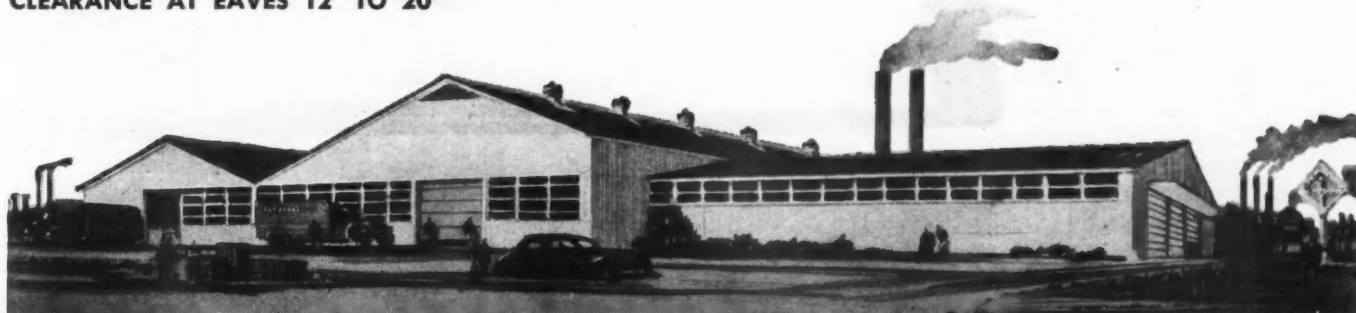
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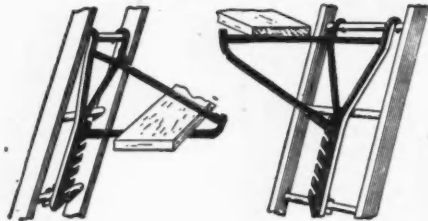
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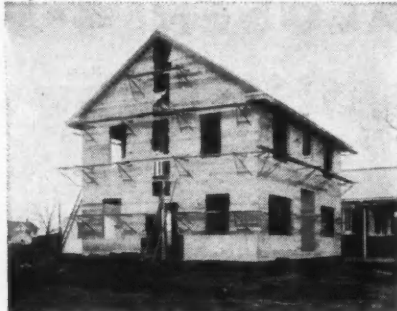
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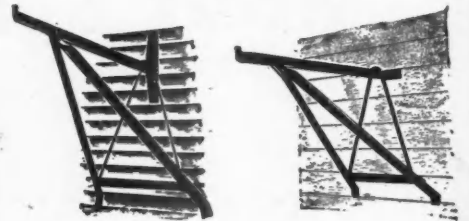


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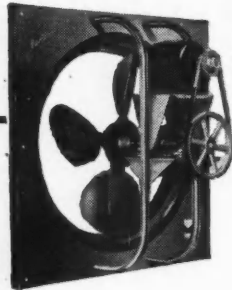
856 Humboldt Street, Brooklyn 22, New York

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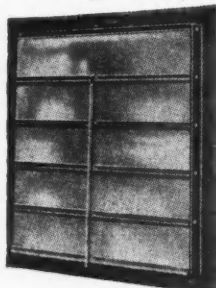
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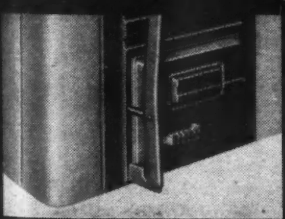


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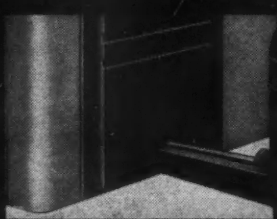
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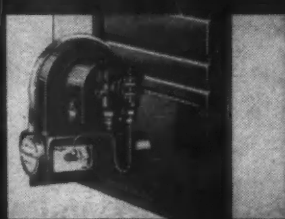
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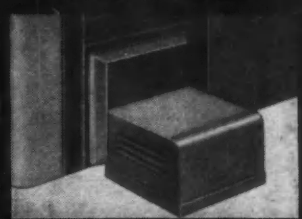
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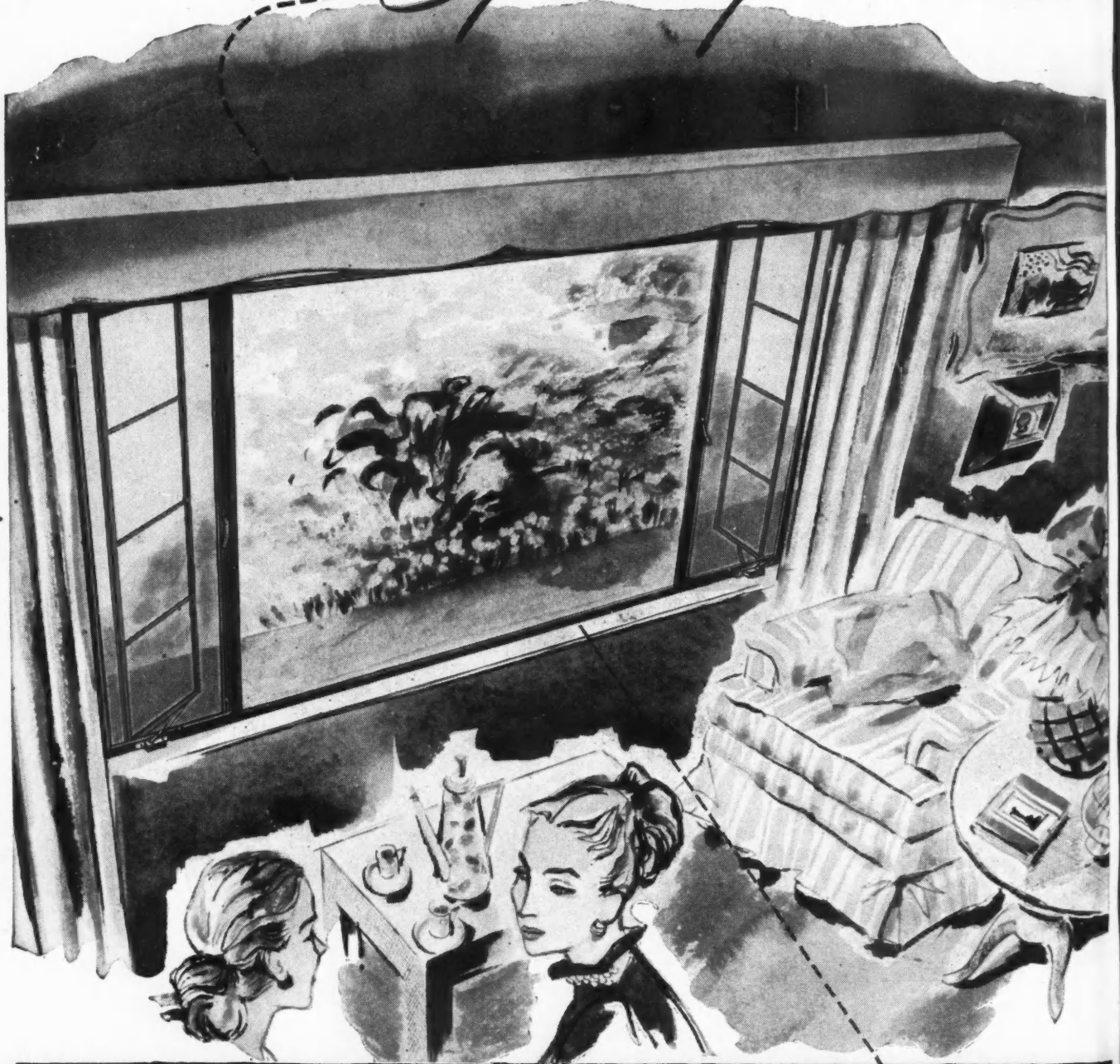
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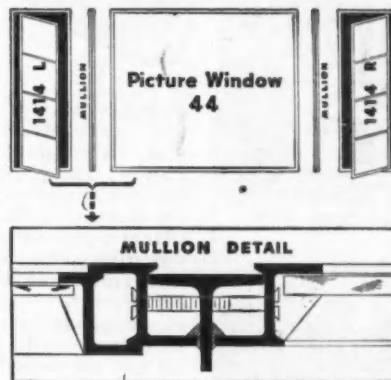
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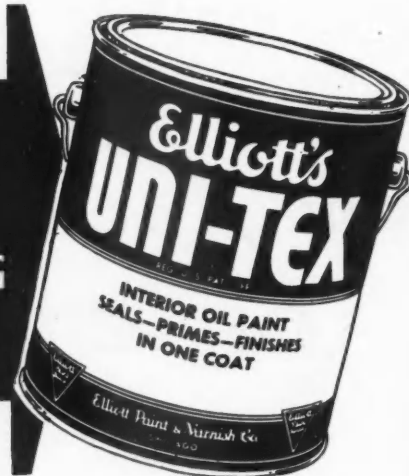
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High interior decorating costs put the pinch on construction budgets—and profits. Elliott's UNI-TEX cuts these costs drastically by conserving gallons of paint, hours of work. Moreover, it leaves a rich-looking appearance that pleases your most particular client.

Today thousands of contractors insist on Elliott's UNI-TEX, for it is a REAL OIL flat paint that covers wall board, wall paper, bare plaster, and water-thinned surfaces in one coat. Because it covers more area, with less man-hours, you save paint on every job.

Ready to use, UNI-TEX eliminates time and effort in mixing and thinning. It requires no special skill to leave a smooth, velvet-sheen finish. UNI-TEX is manufactured in a wide range of modern colors. This specially processed paint brushes on so easily, you save hours of labor.

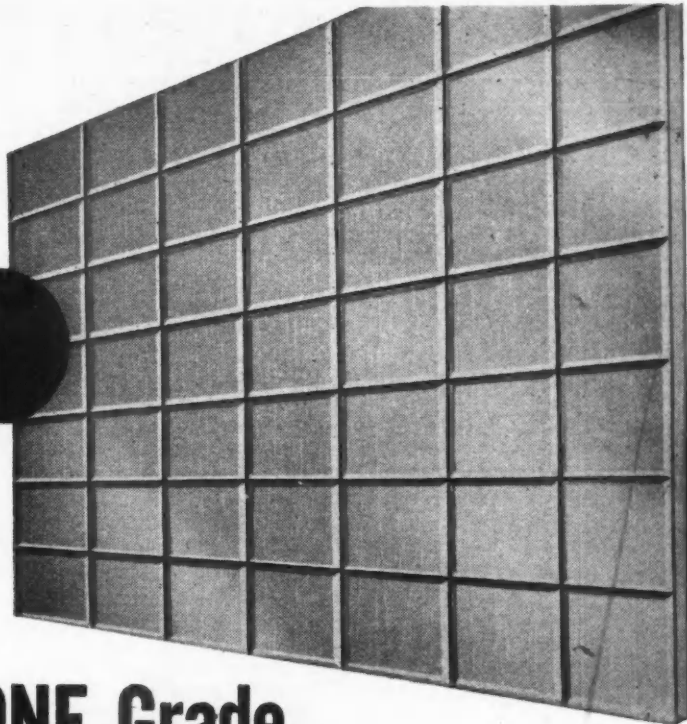
Try Elliott's UNI-TEX on your next job. You'll be more than satisfied with savings in costs, increased profits, and the superior finish it gives to every interior surface.

*NOT A WATER-THINNED PAINT

MANUFACTURED EXCLUSIVELY BY
Elliott Paint & Varnish Co.

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Also Manufacturers of Elliott's famous WHITE-VENEER

ROXDALE



You stock only ONE Grade ...The Very Finest!

When you sell Roxdale* Tileboard, you sell not two or three grades, but just one grade that is guaranteed to be of the finest quality—at a price that is truly inexpensive. Here is the really convenient and economical way to sell tileboard. You save expensive stockroom space—and your customers are certain of getting the very finest.

Roxdale Is Outstanding In...

DURABILITY—Made of genuine treated hard board, ROXDALE is especially processed so that its "show surface" gleams and glistens like polished glass. Water-resistant, ROXDALE cannot craze, crack, chip or peel. With only ordinary care, ROXDALE walls will last for decades.

INSTALLATION EASE — Any carpenter or even handy homeowner can install ROXDALE easily and quickly—and at minimum cost. No special tools required! No costly preparation of walls

since ROXDALE is applied right over existing new or old walls.

SHINING CLEANLINESS — ROXDALE cuts household drudgery in half as its sparkling surface wipes clean in an instant with a damp cloth—and persistent stains vanish when ordinary soap is used.

WIDE RANGE OF POPULAR COLORS — In ROXDALE Tileboard your customers have their choice of 10 beautiful colors: Ivory, Buff, Blue, Green, Peach, Orchid, Red, Black, White and Royal Blue, a rich array lending itself to any and all decorative effects.



Send today for your FREE giveaway copies of our new "idea" booklet—"So You Want To Re-decorate!" It's filled with information your customers will be glad to get—Let us know number of FREE booklets needed, and we'll see that you get them imprinted with your firm's name.

ROXDALE Metal Mouldings



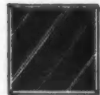
In many new designs for use with Roxdale Tileboard, adds beauty and utility to any interior.

Metal ROXDALE



Made of high-gloss finished metal to lend gleaming richness to kitchen, bathroom and nooks.

NEW ROXDALE For Ceilings



Watch for our announcement of this amazing combination ceiling tile!

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NATIONAL TILE BOARD CORP.

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What do your Flooring Specifications call for on jobs like these?

RANCH HOUSE DEVELOPMENT



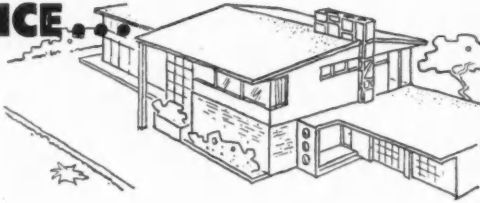
Basementless, concrete slab construction. More and more cost-conscious operative builders are turning to Tile-Tex* Asphalt Tile as the all purpose flooring for a one story ranch house. It's low in cost, has an amazing record of long life . . . and is the only type of resilient flooring which can be installed with perfect safety over a non-waterproofed concrete slab. No other sub-flooring required. Can be installed in gay, colorful patterns or solid tones. Appeals to home owners because it can be used with or without rugs or carpeting.

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On the main street of town, where store traffic is heavy, and tenants require different decorative effects. With Tile-Tex Asphalt Tile you can offer the commercial user an almost endless variety of designs, patterns and custom accessories around which to plan colorful and functional floors. Yet your client pays no maintenance penalty for high style. Tile-Tex is exceptionally easy to clean and keep clean.

RESIDENCE . . .

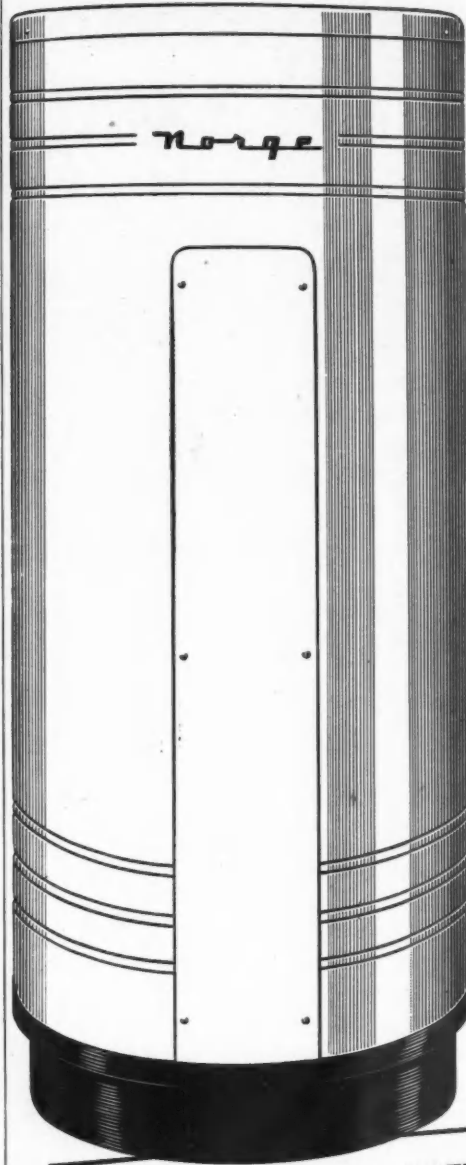


Two stories and a basement, for upper income purchaser. For kitchen, bathroom, basement recreation room, foyer, children's bedrooms . . . specify Tile-Tex Asphalt Tile, by all means. It's the right floor for heavily used areas. It brings bright, spirit-lifting color to many areas of the home. It lightens the cleaning burden. And it helps sell your homes

Tile-Tex* Asphalt Tile is installed by expert flooring contractors located in principal cities and towns. Write The Tile-Tex Company, Inc., (subsidiary of The Flintkote Company), Chicago Heights, Illinois for the name of the flooring contractor nearest you. Sales offices in Chicago, New York, Los Angeles and New Orleans.

THE TILE-TEX CO., Inc.
CHICAGO HEIGHTS, ILLINOIS

*REGISTERED TRADEMARK OF THE TILE-TEX COMPANY



TWO TYPES:
Cabinet and cylinder.
Capacities: 12 to 82 gallons.

LONGER TANK LIFE
. . . assured by the Norge magnesium rod and proved by 10-year tank warranty.

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And why shouldn't owners be? . . . they *hear* nothing, they *smell* nothing, they *fear* nothing, they *do* nothing. The Norge is *simple, safe, silent, sure.*

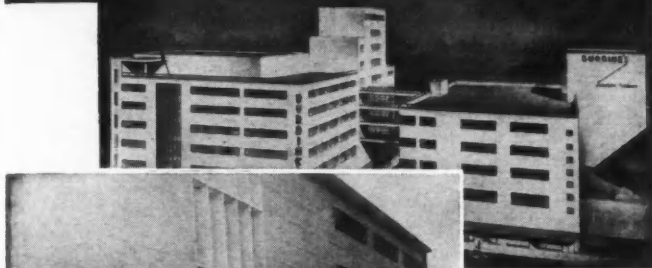
As the expert to whom people turn for advice, you are in a position to do them a favor by recommending Norge. Besides . . . it's good business! Norge Division, Borg-Warner Corporation, Detroit 26, Michigan.

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Burdine's Dept. Store, Ft. Lauderdale, Fla.

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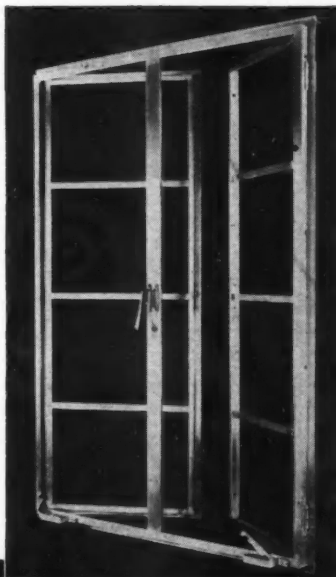
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(write for remarkable tests)

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New York Office
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ALUMINUM WINDOWS



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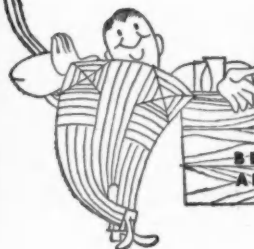
Every home with oak floors which you build today will make friends for you tomorrow. That's because of the beauty, durability, adaptability and long-time economy of oak.

Ten years from now, owners will point to the enduring warmth and charm of their oak floors and be glad they bought them . . . grateful to you for selling them. They'll see them gleam in the sunlight and glow in the lamplight, and say—"Aren't they beautiful . . . even after ten years?"

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And remember: you'll make lasting friends with oak floors.

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ADAPTABILITY ECONOMY

NEW PROFITS
...with fast moving
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**A COMPLETE PACKAGED
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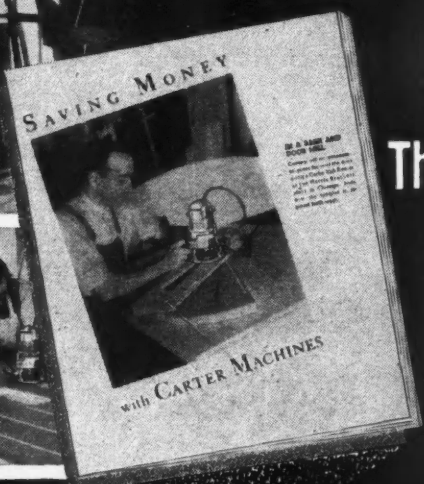
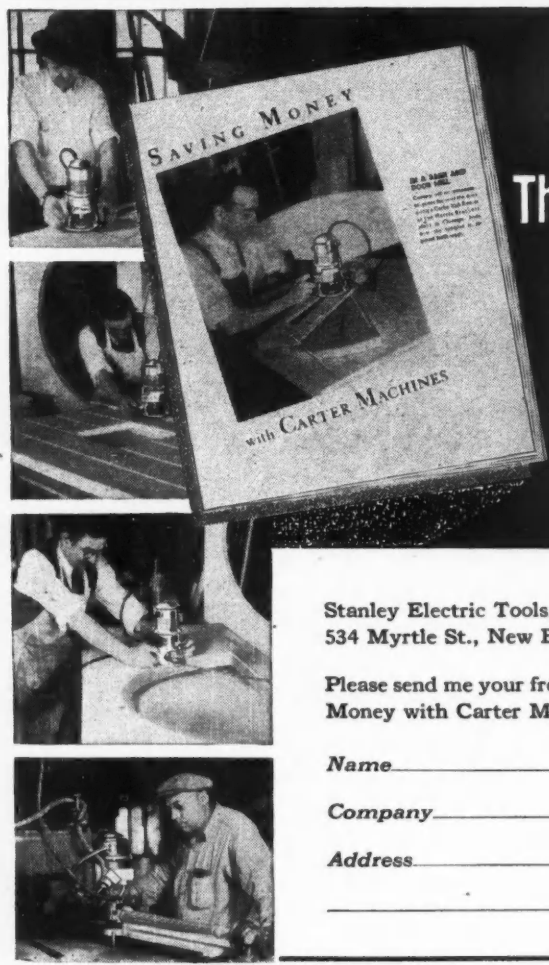
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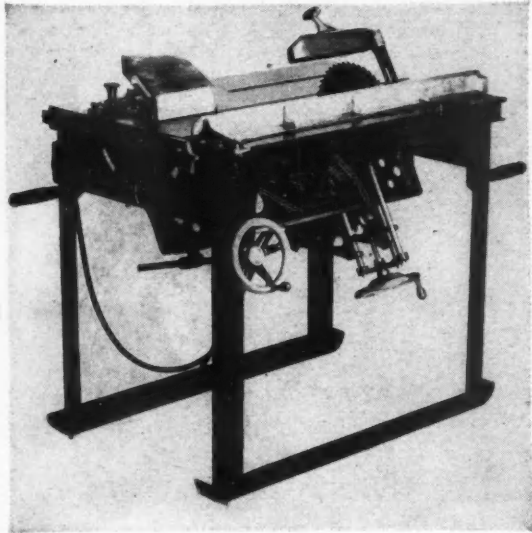
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Lasting Beauty for—DOORS

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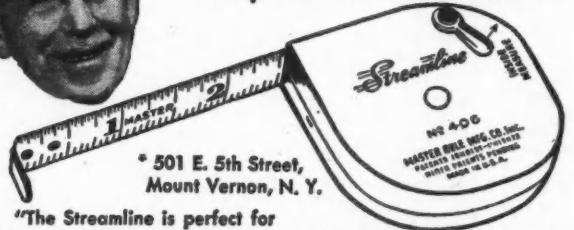
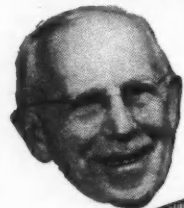
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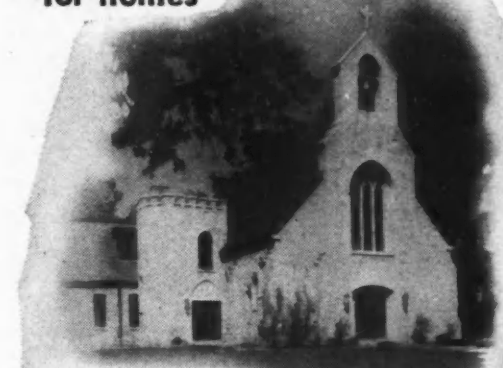
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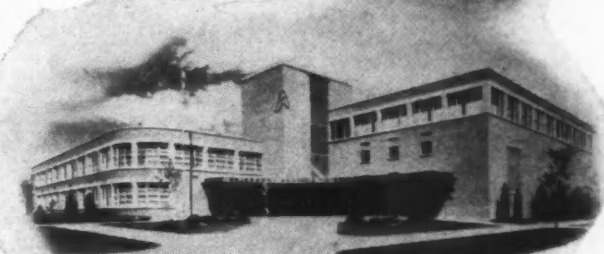
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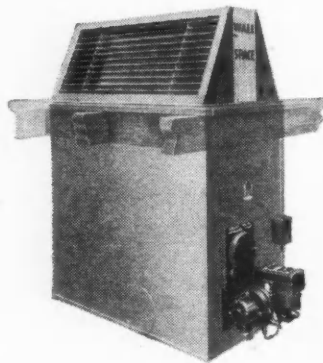
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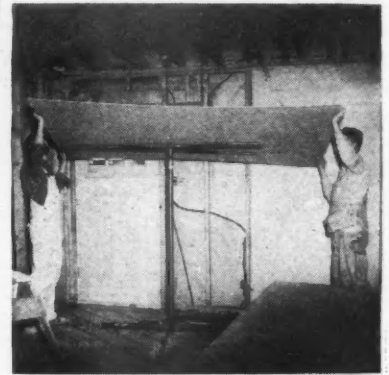
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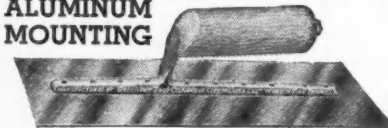
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Size 18 x 5 inches, Price each..... \$ 9.00
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All prices F.O.B. Kansas City, Mo.

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the new arithmetic in automatic HOME HEATING!

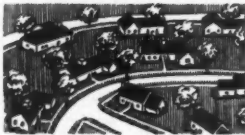


TIMKEN SILENT AUTOMATIC COUNSEL AT THE PLANNING STAGE

Practical, experienced blueprint assistance from Timken Silent Automatic engineers saves heating system space, assures a better-operating system, and often lowers construction costs by making possible a more efficient and compact room arrangement.



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Regardless of which fuel enjoys a local use preference or a local price advantage, Timken Silent Automatic has a complete range of modern equipment for burning that fuel. And a wide range of types, too—boiler units, furnace units, water heater units fired by oil and gas, and oil and coal conversion burners.



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Important savings on heating system costs and, frequently, savings on construction costs of the homes themselves, help keep the total cost down to a keenly competitive level.



MORE SALEABLE UNITS

All that's latest and best in automatic heating equipment, plus the prestige of the nationally-advertised Timken Silent Automatic name, exerts a powerful influence on prospective purchasers . . . assures faster, more profitable sales.



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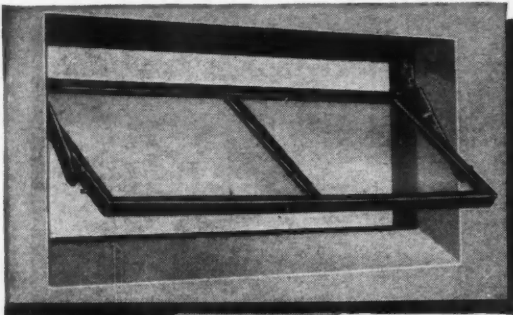
TIMKEN

Silent Automatic

HEAT

OIL • GAS • COAL

TIMKEN SILENT AUTOMATIC DIVISION
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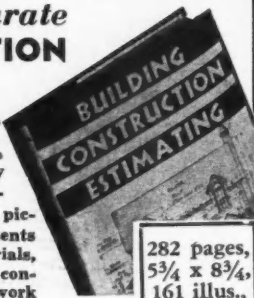
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PRODUCTS

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GABRIEL STEEL COMPANY
13700 Sherwood, Detroit 12, Mich.

How to make sound, accurate
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Here is a practical book dealing specifically with the specialized job of the building construction estimator. This book gives a clear picture of contracting as a business, and presents all the material the estimator needs on materials, methods, building codes, specifications and contracts. Covers in full detail the everyday work of the estimator in drawing up complete, accurate, workable estimates on every phase of building construction.

282 pages,
5 3/4 x 8 3/4,
161 illus.,
\$3.00

BUILDING CONSTRUCTION ESTIMATING

By George H. Cooper

In Charge of the Estimating Classes at Mechanics Institute, New York City
This book outlines the many administrative and technical skills involved in constructing a building, showing the relationship between the contractor, architect and the owner, and giving specific details on plans, specifications, contracts and estimating costs.

Gives you helpful tips on

● handling some of the "troubles" encountered by the estimator, such as unavoidable damage or delay, payments, inspection, arbitration of difference, etc.

● what to look for in construction materials—timber, bricks, concrete, floorings, steel and iron, roofing, paint, hardware, etc.

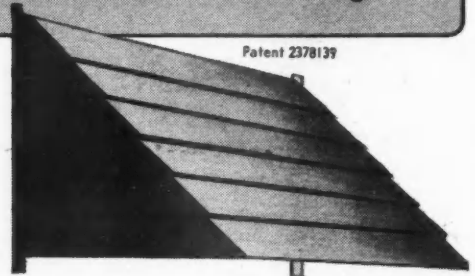
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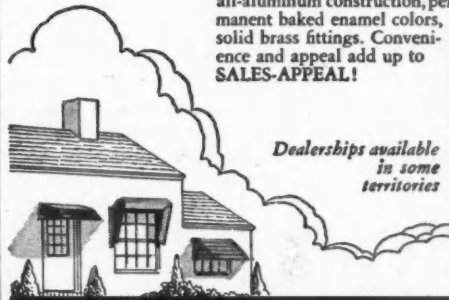
it's NEW it FOLDS it SELLS.
the RON-DEL aluminum awning!



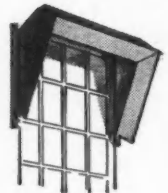
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- HEAVY-GAUGE ALUMINUM
- SOLID BRASS FITTINGS
- BAKED ENAMEL COLORS
- INSIDE CONTROL
- EASY INSTALLATION
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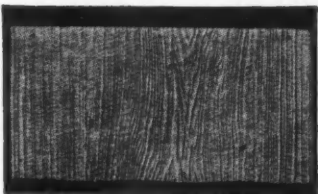
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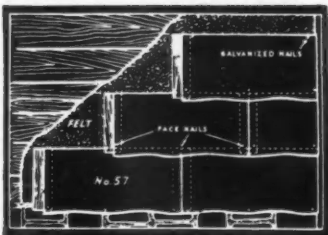
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K&M No. 57 Shell White Siding was applied over old wood clapboard to give this home a brand-new appearance.



Wavy butline style supplied in two colors: Shell White and Graytone.



Staggered vertical joint application details. Shingles are butted vertically, laid parallel to water table, with 1/2" headlap.



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That's what you give your customers when you specify "Century" Asbestos-Cement Siding. "Century" Siding has an expertly grained, weathered finish . . . deep shadow lines . . . pleasing color which endures through the worst kind of weather. It won't crack or curl, never needs painting, and is much too tough for rodents and termites.

From your point of view, "Century" Siding is *profitable*. Not only does it have the sales features mentioned above, but its large 24" size makes it easy for workmen to apply. You can use it for the new homes you're planning . . . or apply it over existing siding on remodeling jobs. Either way, it's good business for you. Your K&M Dealer can give you further details on "Century" Asbestos-Cement Siding.

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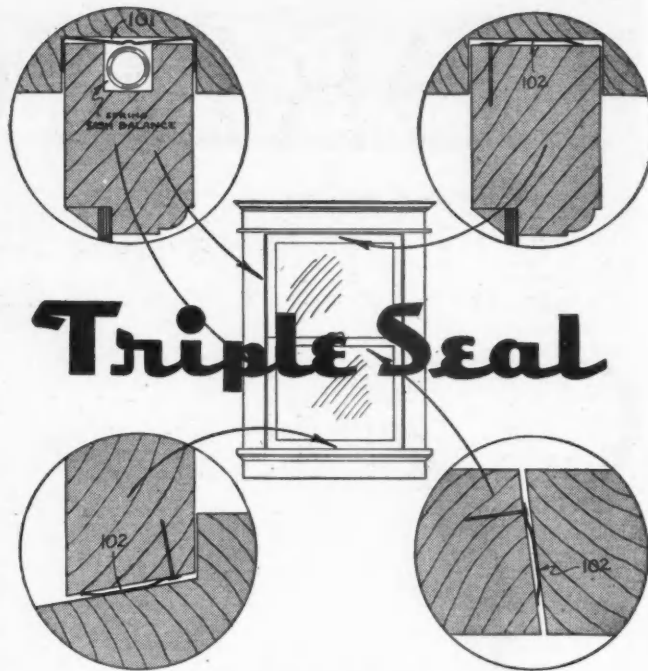
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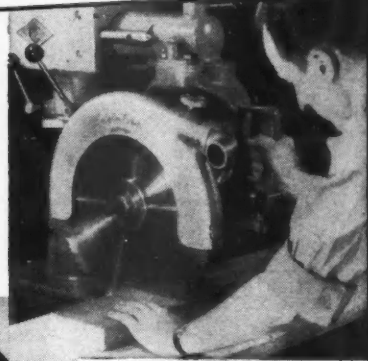
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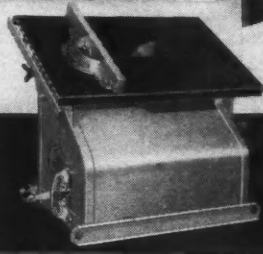
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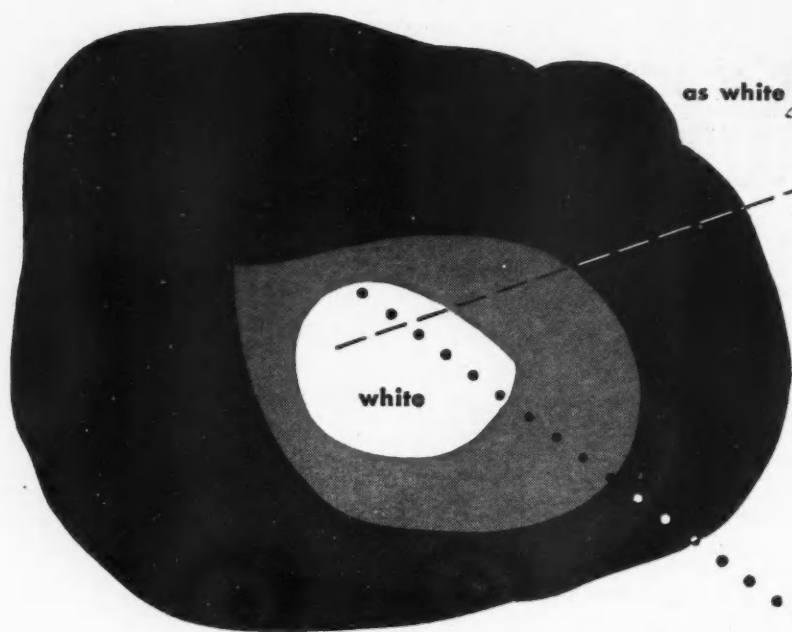
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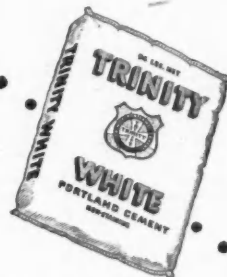
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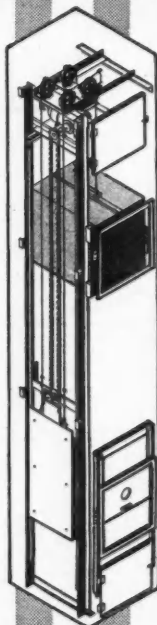
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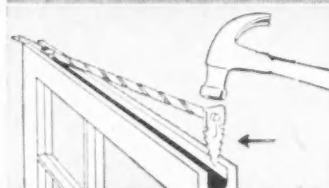
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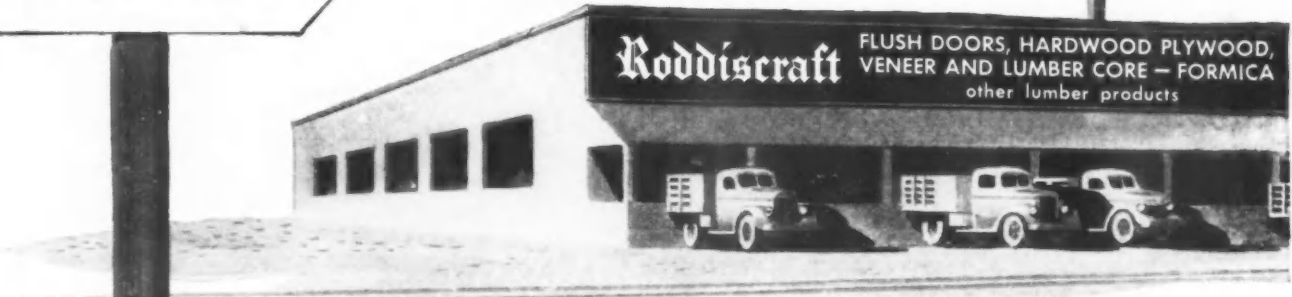
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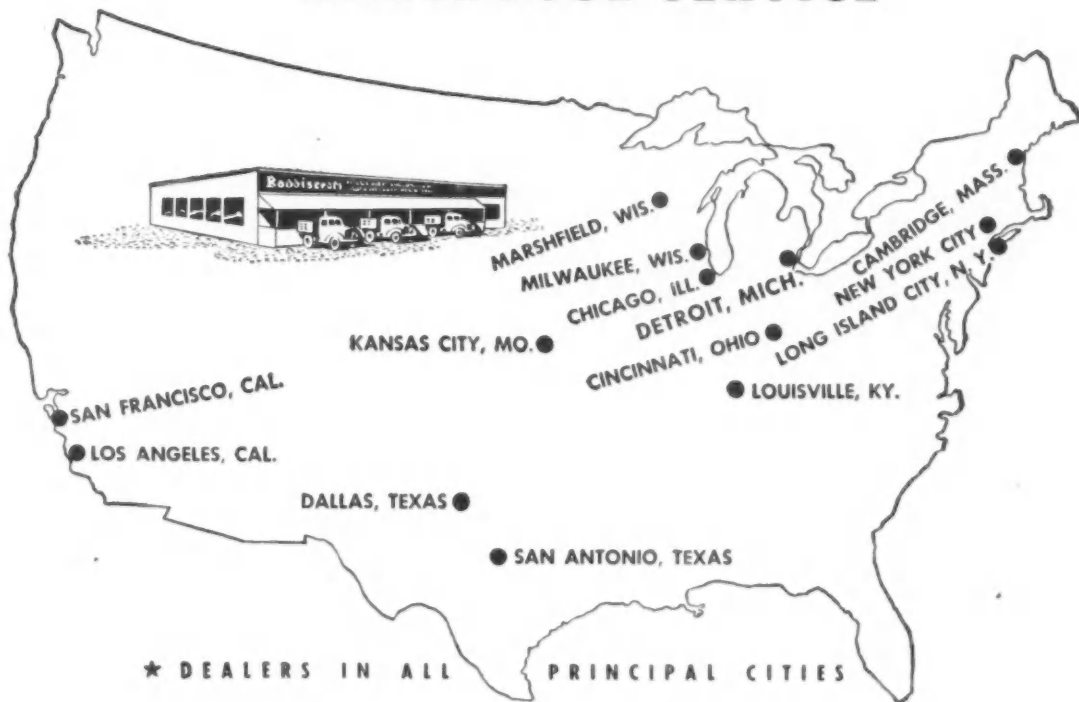
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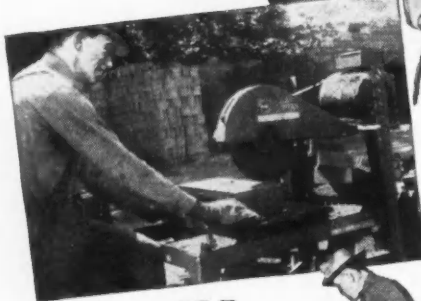
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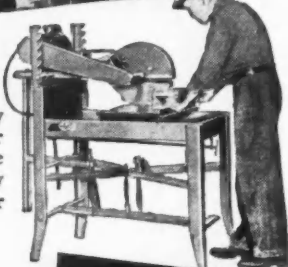
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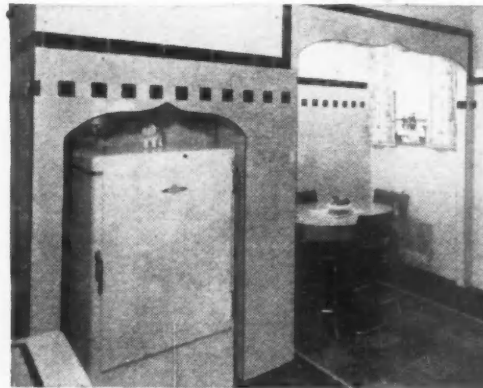


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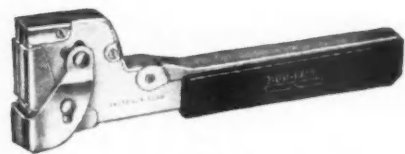
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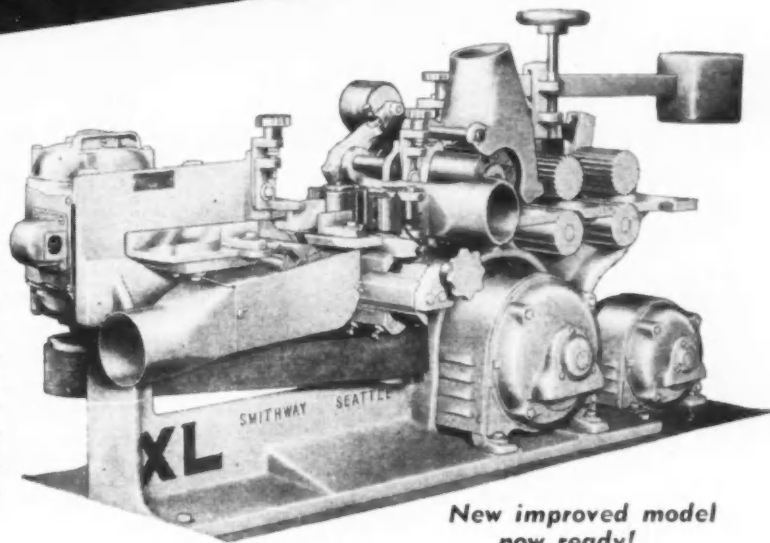
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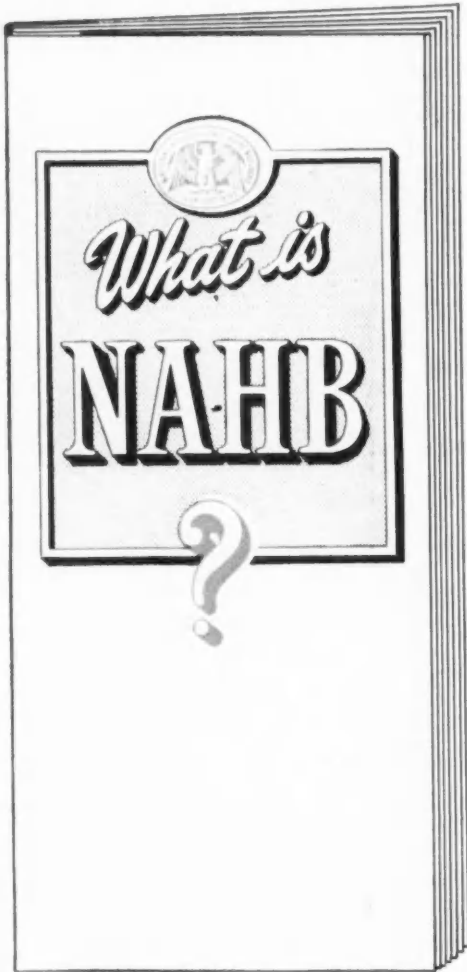
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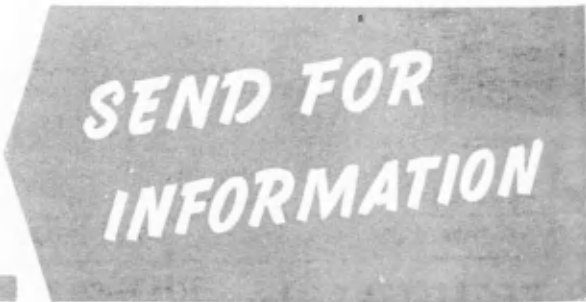
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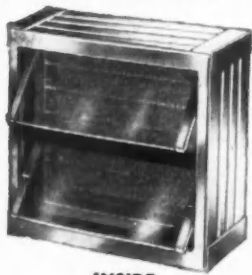
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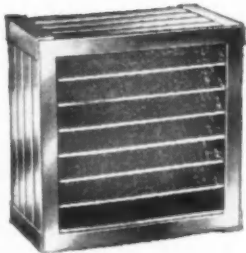
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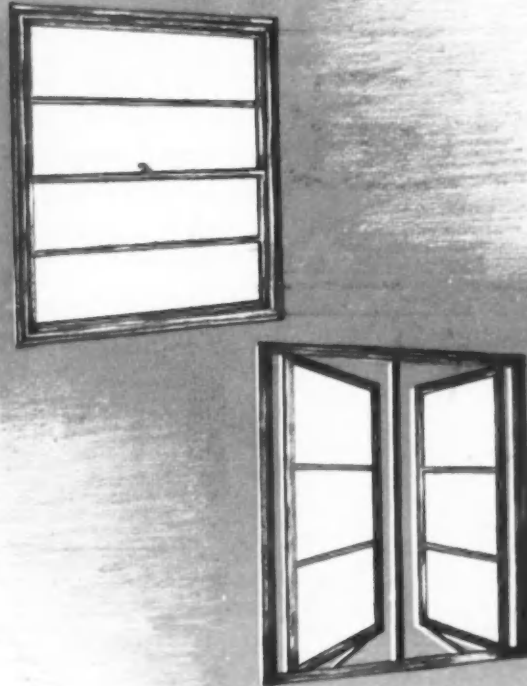
Give your clients the advantages these Modern Glass Block Ventilators offer.

ORDER WEATHER-BLOCs FROM YOUR GLASS BLOCK DEALER

AIR RECTIFIERS, Inc. 3734 Southport Ave. Chicago 13, Ill.

\$5,000 or \$50,000

A WIDE RANGE IN THE COST OF A HOME



but THORN ALUMINUM WINDOWS ARE:

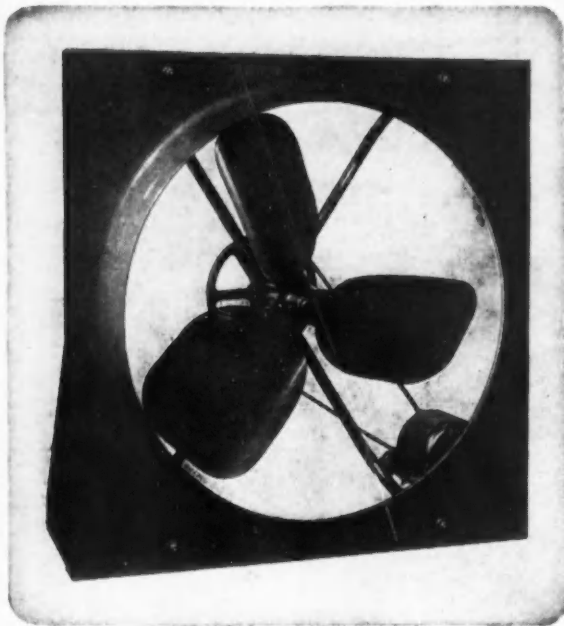
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Moves Air every home is
MORE MODERN
 and **EASIER TO SELL** with
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Capitalize upon the demand for new, modern comforts and conveniences . . . the BUILT-IN extras that mean extra sales and extra value for you. Install LAU "Niteair" Fans while buildings are being constructed . . . pave the way for future sales while installation costs are lower . . . create interest and desire in your new homes.

Thousands of home owners the nation over are using LAU "Niteair" Fans with outstanding results . . . thousands more are seeking homes with this added convenience already built in.

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Write us direct to Dept. B for specifications . . . or contact your jobber. Do it now!



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with coated optics

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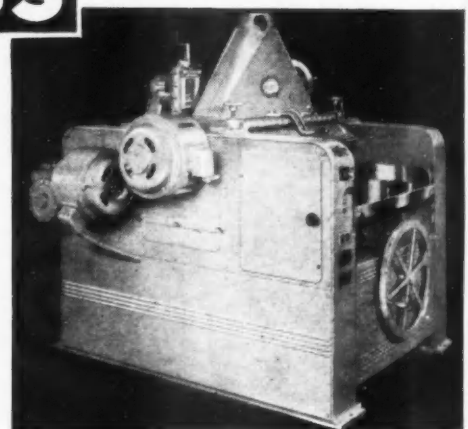
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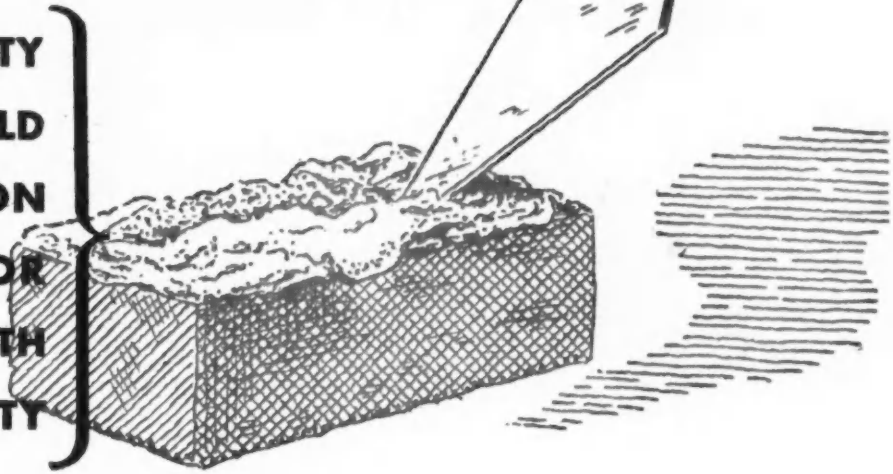
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It's this combination of advantages that has sold so many masons and contractors on Atlas Mortar Cement. They like its rich, fat plasticity . . . the way it responds quickly and easily to the trowel. And they appreciate its high yield, strength, durability, color and exceptional water retention.

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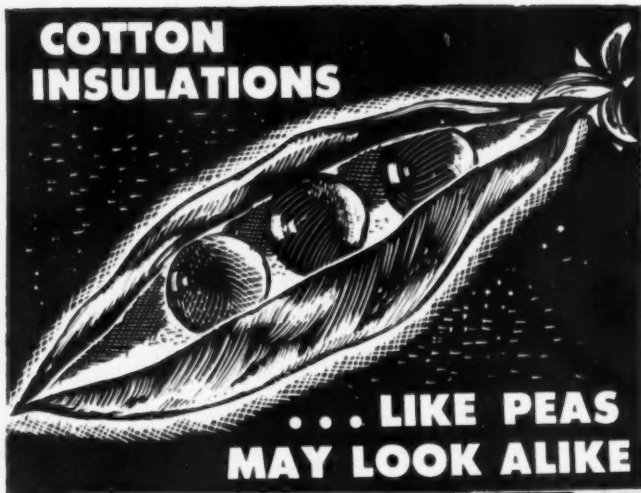
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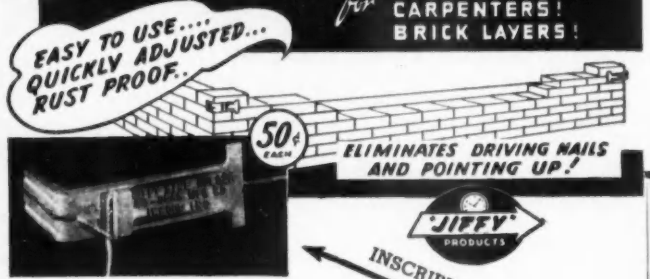
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FOR CONTRACTORS



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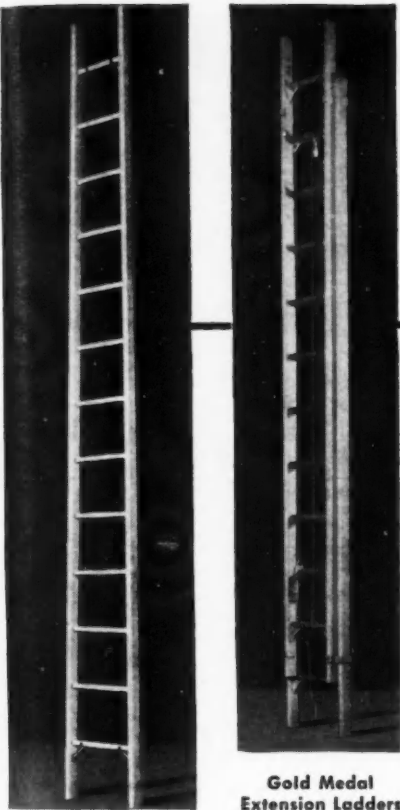
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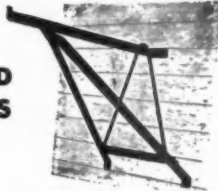


LADDER JACKS



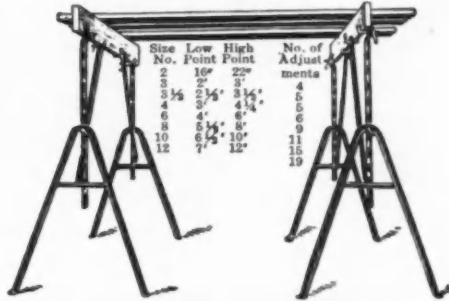
"Trouble-Saver" ONE-MAN Ladder Jacks adjust to any pitch on either side of a ladder. Weight is distributed on three rungs. Indispensable for construction work.

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These simplify installation of safe working platform for many types of side wall work. Made of heavy rail steel—light, easy to handle—real time and money savers.

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Easy-Lift SASH BALANCES



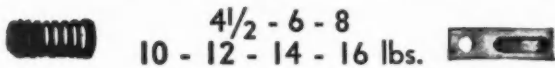
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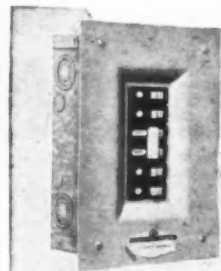


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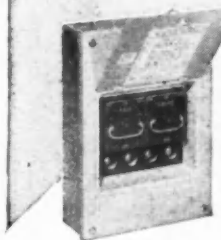
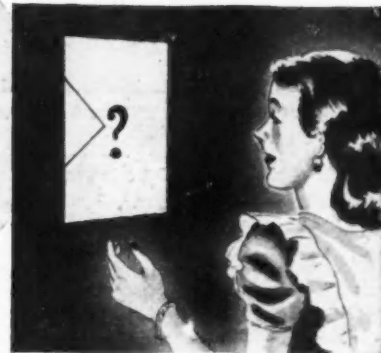
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Ⓐ Circuit Breaker Load Centers provide automatic protection against overload and short circuits. To restore service, simply flip handle to "ON" position.



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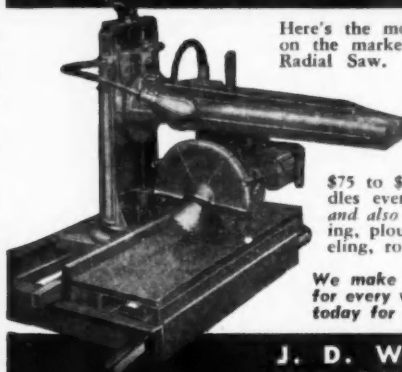
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We make a complete line of machines for every woodworking operation. Write today for full information.

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FLOOR CONDITIONING
EQUIPMENT**



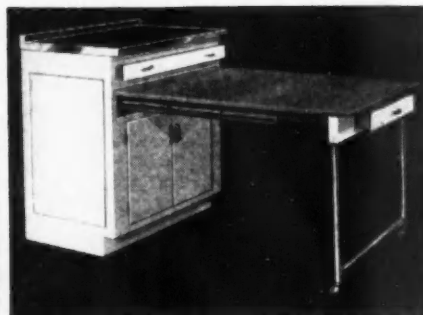
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**Sterling
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SPECIFY
Hidalift
THE 100% CONCEALED SASH BALANCE

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Inside with
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Intrigues every home buyer—every prospective home builder. Sells your customers on your thoughtfulness, thoroughness and creative ability. So easy to include in your plan. So inexpensive. So worthwhile.

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3½-S Tilting Mixer. Capacity, 3½ cu. ft. plus 10% overload (A. G. C. rating).

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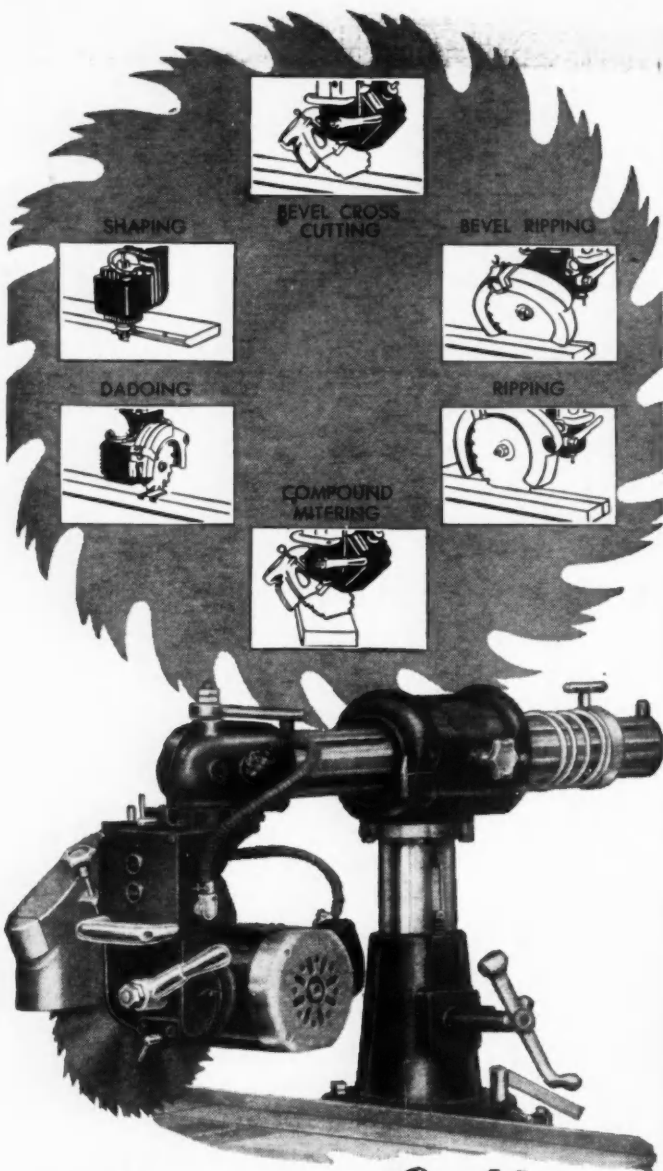
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With a Foley Automatic Saw Filer you can file hand, band and circular saws better than the most expert hand filer. Cash business, no canvassing. No eyestrain, no experience needed. "Bought a Foley, one year later had all debts paid and \$400 on new home. Many days I earn as much as \$16.00."—J. H. Kellogg. Send coupon for FREE Plan, no obligation. Large Contractors and Builders who have many saws to file can increase production, do better work and reduce filing costs with a Foley Saw Filer. Soon pay its cost. Get the facts.



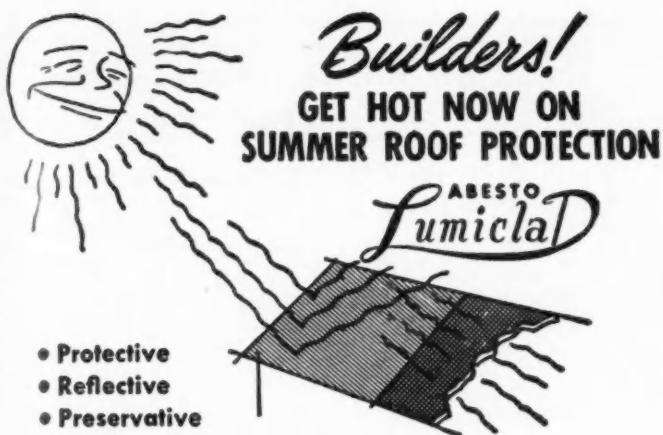
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Send Free Plan on Custom Saw Filing.
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- Protective
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HEAT "BOUNCES" OFF

roofs coated with Abesto Lumiclad because its brilliant metallic flakes form one of the best known reflectors of heat rays! Double-action Lumiclad also gives "deep" preservative protection against rot and fungi. Now is the time to start applying hot summer protections on new or old asphalt roofs!

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SEE YOUR BUILDING SUPPLY DEALER TODAY for FREE A. I. A. Specifications and Application Details or write direct for similar Free Offer!

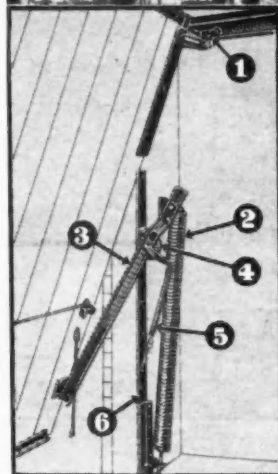
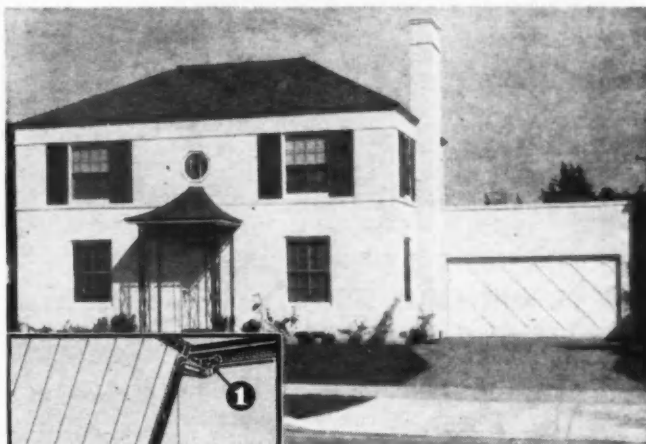


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DOOR EQUIPMENT
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THERE'S AN "OVER-THE-TOP" SET FOR ANY SIZE GARAGE DOOR

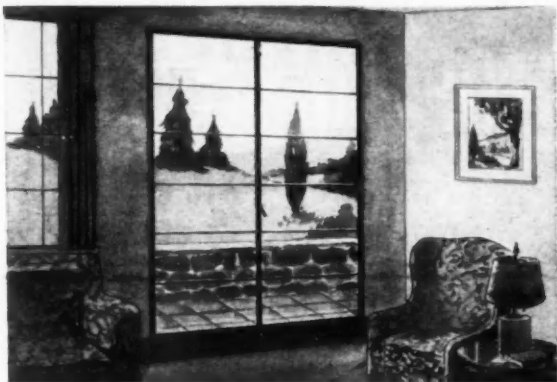
Type of Hdwe.	Stock No.	Width	Height	Pounds Wgt. of Door
Light Weight Series	80 Jr.	7' to 8'	6'6" to 7'0"	100 to 150
	74	7' to 8'	6'6" to 7'3"	100 to 150
	178	7' to 8'	6'8" to 7'3"	150 to 250
	75	7' to 8'	7'4" to 8'0"	100 to 150
	78	7' to 8'	7'4" to 8'0"	150 to 250
Medium Weight Series	781	7' to 8'	7'4" to 8'0"	200 to 300
	93	8' to 14'	6'8" to 7'3"	150 to 250
	94	8' to 14'	7'4" to 8'0"	150 to 250
	782	8' to 16'	6'8" to 7'3"	200 to 300
	783	8' to 16'	7'4" to 8'0"	200 to 300
Heavy Series	716	8' to 10'	9'1" to 10'0"	200 to 250
	716	8' to 13'	8'1" to 9'0"	200 to 275
	716	8' to 16'	6'6" to 8'0"	200 to 300
	718	8' to 14'	9'1" to 10'0"	180 to 375
	718	8' to 16'	8'1" to 9'0"	210 to 425
Extra Heavy Series	718	8' to 18'	6'6" to 8'0"	240 to 475
	912	9' to 14'	11'1" to 12'0"	300 to 600
	912	9' to 16'	10'1" to 11'0"	335 to 650
912	9' to 18'	9'0" to 10'0"	375 to 720	

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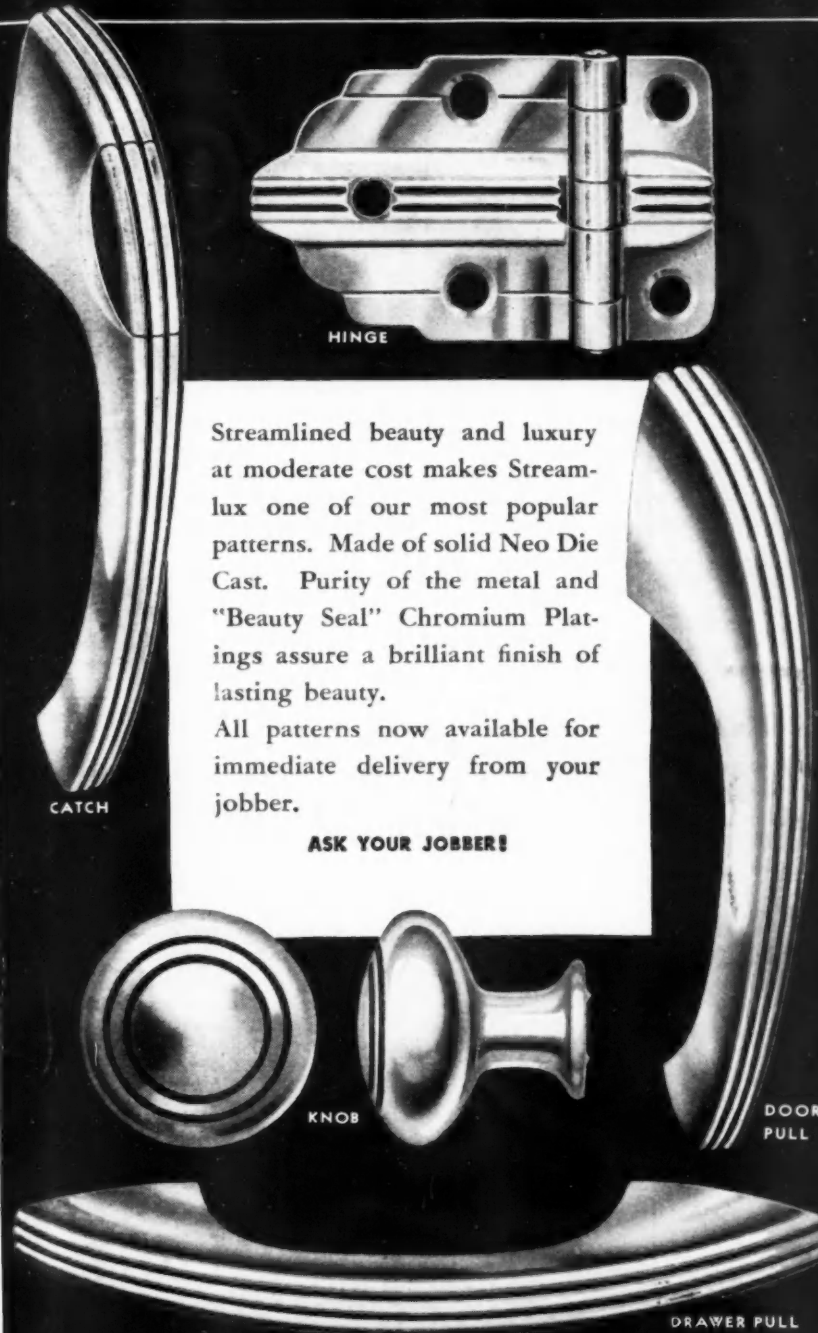
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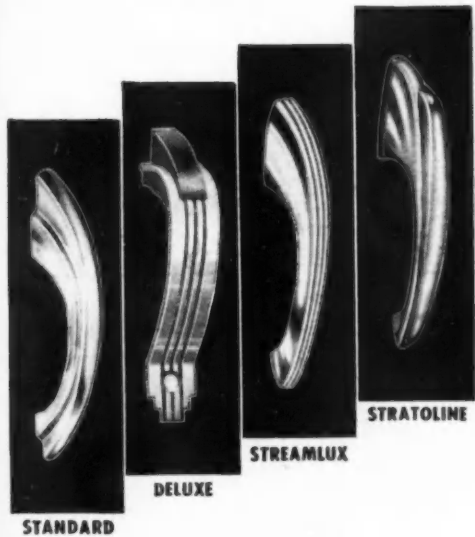
HOW PATTERN VARIETY UPS HARDWARE SALES



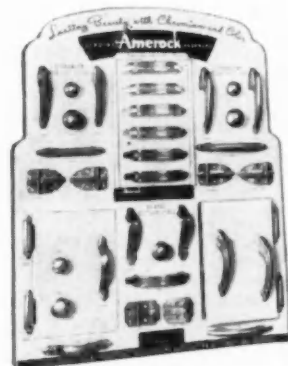
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PRODUCTION PICTURE - BRIGHTER

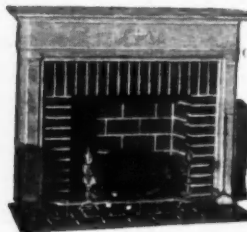
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BOARD TIGHTENER

Easy-to-use lever action forces warped boards in line. Butts square-edged or tongue-and-groove lumber tightly together.

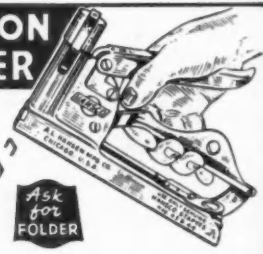
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Compare NEW DODGE "Job-Rated" TRUCKS feature for feature!



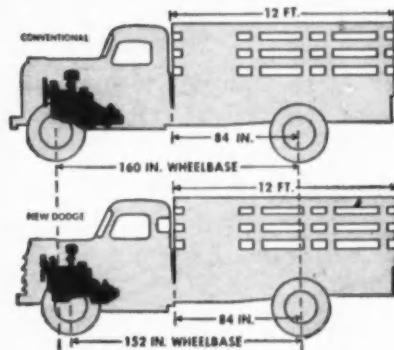
Read this 10 Point Comparison

(Dodge Model F-152; 14,500 pounds Gross Vehicle Weight—and Comparable Competitive Models.)

FEATURES AND ADVANTAGES	DODGE "Job-Rated" TRUCK	TRUCK "A"	TRUCK "B"	TRUCK "C"	TRUCK "D"
Wheelbase	152 in.	161 in.	158 in.	159 in.	161 in.
Cab-to-Axle—to take 12-foot body	84 in.	84 in.	84.06 in.	84 in.	84 in.
Wide-Tread Front Axles (shorter turning—more stability)	62 in.	56 in.	60.03 in.	58½ in.	56 in.
Modern "Cross-Type" Steering	Yes	No	No	No	No
Turning Diameter * —Left —Right	50½ ft. 50½ ft.	61½ ft. 61½ ft.	60½ ft. 54½ ft.	54½ ft. 54½ ft.	66½ ft. 66½ ft.
Maximum Horsepower	109	93	100	93	100
Total Spring Length (Front and Rear "Cushioned Ride") †	194 in.	171½ in.	162 in.	176 in.	182 in.
Cab Seat Width (Measure of Roominess) ‡	57¼ in.	52¼ in.	51½ in.	47½ in.	52¼ in.
Windshield Glass Area ▲	901 sq. in.	713 sq. in.	638 sq. in.	545 sq. in.	713 sq. in.
Vent Wings plus Rear Quarter Windows	Yes	No	No	No	No

* To outside of tire (curb clearance.) Computed from data based on tests or computations obtained from usually reliable sources. † All four springs. ‡ Measured from production models. ▲ Computed from width and depth measurements; no allowance for contours.

Better Weight Distribution Easier Handling Shorter Turning Diameters

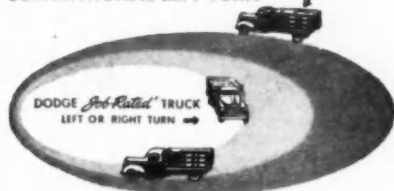


Front axles have been moved back, engines forward, placing more load on the front axle. While cab-to-axle dimensions are the same, wheelbases are shorter, giving better weight distribution, and increased payload.

This new weight distribution, combined with longer springs, produces a marvelous new "cushioned-ride."

You get still more comfort from new "Air-O-Ride" seats, with their easily controllable "cushion of air."

CONVENTIONAL LEFT TURN



CONVENTIONAL RIGHT TURN

You can turn in much smaller circles, both right and left—you can back up to loading platforms or maneuver in crowded areas with greater ease—because of new type "cross-steering," shorter wheelbases, and wide tread front axles. In all, 248 different "Job-Rated" chassis and body models. Up to 23,000 lbs. G.V.W. Up to 40,000 lbs. G.T.W.



- 1—PLENTY OF HEADROOM.
- 2—STEERING WHEEL . . . right in the driver's lap.
- 3—NATURAL BACK SUPPORT . . . adjustable for maximum comfort.
- 4—PROPER LEG SUPPORT . . . under the knees where you need it.
- 5—CHAIR-HEIGHT SEATS . . . just like you have at home.
- 6—7-INCH SEAT ADJUSTMENT . . . with safe, convenient hand control.
- 7—"AIR-O-RIDE" CUSHIONS . . . adjustable to weight of driver and road conditions.



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