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More Homes Heated Electrically Today

Electric heating—the cleanest, quietest, most versatile heating known—is being installed in more homes than ever today.

This is due, in large measure, to discoveries that proper insulation brings the cost of electricity for heating down to compare with ordinary fuels.

Mineral wool insulation is available today in batts and blankets manufactured specifically for electric heating and air conditioning according to the All-Weather Comfort Standard developed by electric utilities and manufacturers of electric heating and air conditioning equipment.

Take Punishment

A recent survey of U. S. homeowners showed a preponderance of preference for wood paneling in homes, because, they said, wood is easiest to maintain and takes a great deal of punishment. Douglas fir is a tough wood.

Repeat Show

One way to tie indoors and outdoors together in your home is to repeat the siding pattern inside on walls and even ceilings. Rough-sawn western red cedar, for instance, makes ideal wall paneling.

Contented Cows, Happy Hens

Cool, Comfortable Shelters for Livestock Pay Off in Produce for Today's Farmer

Cool cows, comfortable chickens, and happy hogs are giving today's farmers higher standards of living and are increasing production for the needs of a growing nation.

Studies carried out by leading agricultural colleges and universities throughout the country have shown that farm animals produce more milk and eggs, and grow fatter when they are housed in comfortable buildings.

To progressive farmers, this means using modern building materials for barns, chicken coops, and other farm buildings.

One of the most important of these is white or light-colored asphalt roofing. A roof of white asphalt shingles on stock buildings literally bounces away the sun's burning rays, helping to keep the building's interior at a more productive temperature for farm animals.

Equally important is insulation in walls and ceilings of barns, coops, and hog farrowing houses. Properly installed between studs and ceiling joists, mineral wool insulation blocks the flow of summer heat into the buildings as well as preventing escape of warmth in winter.

Tests at the Nebraska Experiment Station show that hens lay more eggs and eat less feed in



to combat summer heat and winter cold.

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Tests at the Nebraska Experiment Station show that hens lay more eggs and eat less feed in

a shelter protected from excess heat and cold.

At the University of Missouri, research shows that Holstein cows average 50 pounds of milk daily at a temperature of just under 80 degrees. Production dropped to 48.9 pounds daily at 70 degrees, and fell off much more sharply at "heat wave" temperatures and during severe cold.

Studies at Iowa State University revealed that farrowing houses and pig nurseries kept at more uniform temperatures help give the hog producer maximum control over production environment.

Some dairy farmers and large chicken raisers have air conditioned their shelters and provided extensive heating systems. Obviously, the average farmer can't afford this, but he can take advantage of the effectiveness of reflective roofing and insulation to provide a more productive climate for his stock.

Asphalt shingles or asphalt roll roofing in white or light colors are readily available and can be applied directly over old roofing materials. Many farmers who have roofed their stock buildings with reflective asphalt roofing also have applied the same light color of asphalt shingles to their homes. This adds to summer comfort for the family and gives all buildings a unified appearance.



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Wood Floors Popular Again

American housewives are in revolt against the cold slab floor. Sparked by protests from thousands of sore-footed women who are tired of walking on concrete in their homes, the lumber industry has mounted a nationwide drive to have new homes designed with easy-to-walk-on wood joist floors.

Concrete slab floors, observes H. V. Simpson, executive head of the West Coast Lumbermen's Association, not only are cold to the feet, but they cause all sorts of back aches because they have no give.

Conventional wood joist floor systems have proven satisfactory for two or more centuries of American home construction, he said.

Lovely finished wood floors are attractive and add to the beauty of the home; they are warm and comfortable underfoot; and they add to resale value.

Want Basements

A recent national survey discloses that 98% of all homemakers want homes with basements.

Wood floors either have a basement under them or crawl space, so there is a minimum of dampness. Carpets, luggage, and shoes will not mildew. Wood floors offer freedom from dampness, from cold and from fatigue.

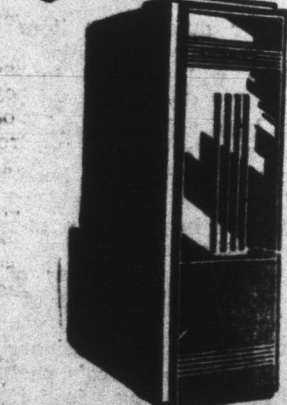
Concrete slab floors, the lumber leader observed, have created many problems in homes where they have been used. Water seeps through some slabs; heating ducts and electric wiring cast in the slab must be dug out when repairs are needed. Some slab floors have settled, causing cracks in plaster.

Dampness and cold floors are a continuing problem.

The lumber industry believes that wood joist floors offer many advantages, and a full-scale campaign of educating builders, as well as home owners, to their merits is now under way.

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In 10 Years

Industry Ships Billion "Squares" Of Roofing

The asphalt roofing industry has shipped more than a billion squares—100 billion square feet—of roofing since 1950, according to an announcement by the Asphalt Roofing Industry Bureau.

Of this total, nearly 400,000,000 squares, or 40 billion square feet, were asphalt shingles for the roofs of the nation's homes and farm buildings.

This indicates roughly that in the last 10 years asphalt shingles were applied to about 20,000,000 homes, barns, and other structures on which shingle roofing is preferred.

The balance of 600,000,000 squares shipped includes asphalt roll roofing, popular for farm and industrial buildings, asphalt saturated felts used primarily as underlayment, and built-up roofing for office buildings, factories, and other flat-roofed structures.

Test of Time Proves Value Of Materials

How can a family planning to build or remodel a house be certain that building materials they select are the best available?

The answer, of course, is to choose materials that have been tested by two important methods.

1. Time. If the material has shown itself to be reliable in actual use over a period of years in all parts of the country, it has proven itself.

2. Scientific research. This method enables building material manufacturers to keep up with the times—to make carefully-controlled tests to improve the material according to results.

Roofing Meets Tests

One home construction product that meets both of these tests is asphalt roofing. Asphalt shingles have been protecting homes for years under all weather conditions, and still are used to roof most of the nation's houses.

In addition to their proven value in use on homes during the past half-century, asphalt shingles are constantly put through simulated weathering tests in the laboratories of manufacturers and of the National Bureau of Standards.

These tests result in continuingly-better asphalt shingles—roofing that costs less to apply, lasts for years, offers a wide choice of attractive colors, and is free of harsh, gleaming glare.

Get Coat of Rock

An important result of this research is the use today of millions of mineral granules embedded in the surface of the tough asphalt coating. This literally gives asphalt shingles a rugged coat of rock that protects the delicate oils in the waterproofing asphalt from drying rays of the sun as well as from the wearing effects of rain, ice, and snow.

A further result of the tests shows that thickness or weight of the shingles is not the determining factor in their long life. The National Bureau of Standards points out that many factors other than weight influence the service life of asphalt shingles, including climate, pitch, exposure, workmanship in applying the roof, and weather conditions during application.

The Federal Housing Administration recently noted that asphalt shingles that meet FHA minimum property standards generally will last 10 to 15 years in the South, 15 to 20 years in central states, and 20 to 25 years in the North.

Low Cost

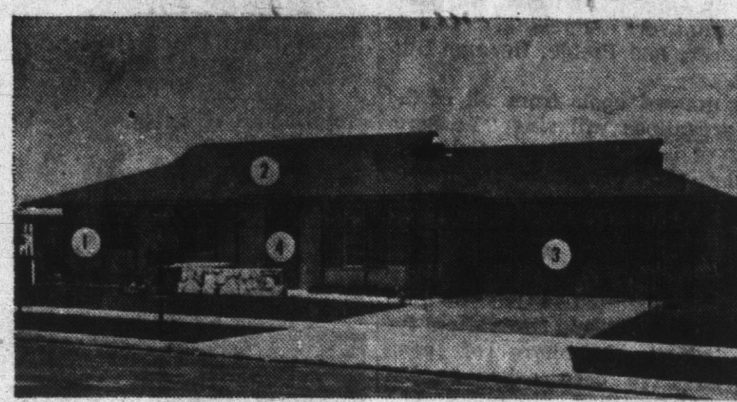
Some home owners have found they can construct a full basement for less than the cost of a single utility room.



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Coordinated Color Scheme Newest Look for Homes



Carefully-coordinated color scheme adds beauty and distinction to this Hawaiian ranch-style home in Southern California. The basic color, beige, predominates on sidewalks, 1. The roof of asphalt shingles is a rich black, 2, that sets off the beige as well as the olive-green trim, siding, and garage door, 3. The accent color is a muted yellow on the entrance door, 4, and fascia.

Brighter, more attractive homes inside and out are resulting today from a growing color trend—the coordinated color look.

Lee Childress, New York color counselor, advises families building, buying or remodeling a house to start by deciding on one color scheme for the entire house, interior and exterior.

"By taking plenty of time to choose a single basic color plan for everything from asphalt shingles to kitchen utensils before buying one thing, you'll save shopping time and avoid expensive mistakes," she points out.

First, pick a basic color that pleases the whole family, then choose a second and a third color that are compatible with the theme color as well as with the family's taste.

If beige, for instance, is the theme color, the second might be green, and the third, yellow. Beige could be used on the siding and garage doors; green asphalt shingles on the roof, and yellow on the entrance door and shutters.

Inside the house, variations of the three basic colors will add interest and variety without creating a hodge-podge.

Color serves many purposes, Miss Childress says. Take the roof, for example. A roof of white or pastel asphalt shingles will make a low house look higher. Deeper colors will make it appear lower and longer. Black and other dark asphalt shingles go well with traditional houses; white and pastels, with contemporary architecture.

"Whatever the family's color preferences—warm or cool colors, strong or subdued—start with a scheme, not a sofa," warns Miss Childress. "And remember," she adds, "an asphalt shingle roof will last for years, so be sure it's a color you all like as well as one that will harmonize with the other colors you choose."

Paint Protection

Flies, gnats, and other small insects are attracted to wet outside house paint. They stick to the surface, marring its appearance. Adding two tablespoons of oil of citronella to each gallon of paint during mixing will repel them and protect the work.

Lasts Forever

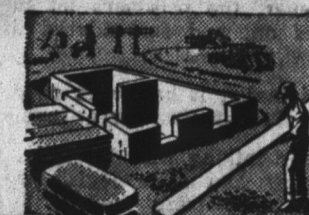
In any climate, if you have your dimension lumber pressure treated with a colorless preservative when being used for wood patios and decks, it will last for the life of the home. Douglas fir is a good patio deck lumber.

Study In Shadows

Fences can be attractive studies in shadow patterns if you use an offset board-on-board design with popular western red cedar lumber.

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