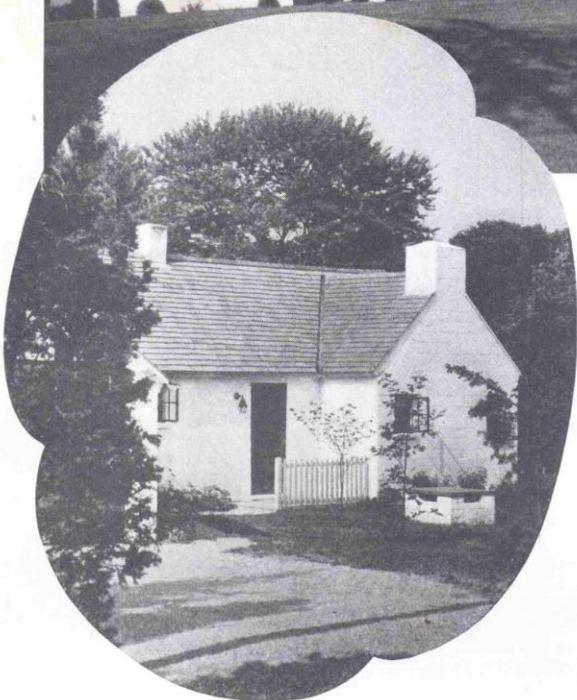


Historic Concrete Homes in Better Homes & Gardens



Photo © by L. G. Evanoff



Appealing Cape Cod home of Ralph Seymour in Darien, Conn. Concrete walls and partitions, colored concrete floors and a firesafe roof. Fred J. Wallis, Westport, Conn., architect and builder

(Top of Page) The concrete home of Kirk Thompson, a show place of Spokane, Wash. G. A. Pehrson, architect; Earl Cummings, builder

*In modern mansion or
conservative cottage*
CONCRETE
gives beauty, comfort,
firesafety *and* durability

Livable as well as lovely are concrete homes because they are warm and dry in winter—cool in summer. Their rigid strength banishes creaking, uneven floors, sticking doors and windows, sagging walls.

There's mental comfort in the knowledge that you and your family, as well as your dearly prized personal possessions and fine home equipment, are securely sheltered from storm and fire. Concrete doesn't burn or rust or decay. Termites can't eat it.

Modern concrete construction adds only a few dollars to your monthly payments and those dollars come rolling back in lower upkeep and higher resale value. Often the first cost is no greater than for ordinary construction.

CONCRETE FLOORS—sagproof, warm, quiet and comfortable—should be in every home. They end the dread of basement fires. They take any covering—such as wood, carpet, terrazzo and linoleum—different in every room if you like.

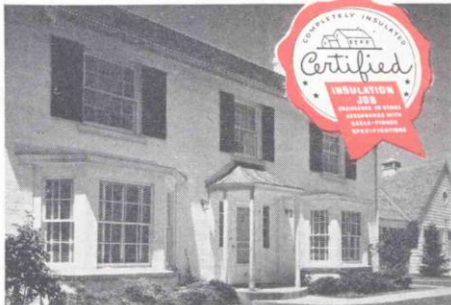
How to get a Concrete Home—Ask a manufacturer of concrete masonry units or a concrete contractor for the names of architects, builders, realtors experienced in concrete construction. Write us for a free booklet showing attractive concrete homes and how to build them.

PORTLAND CEMENT ASSOCIATION, DEPT. A3-9, 33 WEST GRAND AVENUE, CHICAGO, ILLINOIS

In scientific laboratories, and on construction jobs, the Portland Cement Association is cooperating with engineers, architects and builders to perfect ever safer, more enduring pavements . . . better homes and structures . . . better bridges, dams, sewers and farm improvements. Helpful free booklets available on hundreds of subjects

How to keep your house from growing cold — and old!

You can keep your house snugly warm winter after winter . . . and comfortably cool through the summers in between. You can retain its youthful appearance . . . protect its beauty . . . perpetuate its value . . . by giving it the benefits of these two Eagle-Picher home products dedicated to better living:



Eagle Mineral Wool Insulation makes homes more livable winter and summer because it shuts out both cold and heat. In addition to providing year 'round comfort, Eagle Certified Insulation saves home owners up to 40% on fuel—an important home economy feature. Rigid Eagle-Picher factory-engineered specifications control the work from start to finish — your assurance of a thoroughly complete job. Write for **FREE Home Insulation Booklet**.

Courtesy Hedrich-Blessing Studio, Ralph Stoetzel, Architect



Eagle White Lead has given beauty and protection to American homes for over a hundred years. White lead, with its 2000-year-old tradition of quality, is still first choice of paint authorities—and there is no finer white lead than Eagle! Two forms: Eagle White Lead in oil and Eagle Ready-To-Use White Lead Paint.

Those plans you've been making for your future home—the dreams you've been dreaming—can soon become reality in a world at peace. Won't it be wonderful to again have necessary materials available? Fun to see your new home take shape—or your present home modernized? Whether you plan to build or remodel . . . or just repair . . . chances are, new Eagle-Picher products of lead, zinc and insulation in one form or another will help make the job more effective . . . longer lasting.

★ *Speed final Victory with more EXTRA War Bonds!* ★

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This FIRESAFE CONCRETE HOME

was included in the National Representative Exhibit by the EDUCATION COMMITTEE OF THE AMERICAN INSTITUTE OF ARCHITECTS

FROM the millions of homes and buildings erected in the United States since 1918 one hundred and fifty were selected to represent American architecture to European architects. Among the residences chosen for this exhibit by the Committee on Education of the American Institute of Architects is the attractive home shown.

This home, designed for D. S. Colburn, of Highland Park, Illinois, by Gilmer V. Black, has *concrete walls, floors and roof*. It exemplifies the beauty concrete can help achieve for any style of home, modern or traditional.

HOUSEKEEPING A JOY
Concrete gives *structural* qualities no home should be without . . .

Firesafety; stormproof strength; durability . . .

Freedom from such costly annoyances as sagging walls, creaking floors, sticking doors and windows . . .

Warmth in winter, cool comfort in summer.

YOU SAVE MONEY

Any slight extra cost for concrete is more than repaid by savings in upkeep and high resale value. In three years, 35,000 people have chosen concrete for their new homes. Join these wise buyers and get the most for your money.

Concrete floors take any covering, wood, carpeting or linoleum, and are permanently firesafe, rigid, quiet and warm.

PORTLAND CEMENT ASSOCIATION

Dept. 3-9, 33 W. Grand Ave., Chicago, Ill.

A National Organization to Improve and Extend the Uses of Concrete

HOW TO GET A CONCRETE HOME -

Ask a Concrete Contractor or Concrete Masonry Manufacturer (see phone directory) for names of architects and builders experienced in concrete construction.

Write for a free booklet of attractive house design ideas.

*Snug, secure,
charming, thrifty*



..a 4 word story of CONCRETE HOMES

SNUG? Owners write us daily praising the comfort and livability of homes with concrete walls and floors and firesafe roofs. "The best built home we ever lived in" . . . "Cool and comfortable this summer" . . . "Economical to heat in winter" . . . so the comments go!

SECURE? Concrete can't burn! There's mental peace in knowing that your concrete home will resist fire, termites, storms, decay.

CHARMING? Owners and neighbors know that concrete has a charm all its own. It harmonizes with any architectural style—Colonial to Modern. You can choose from a wide variety of textures and colors.

THRIFTY? "We thought concrete would cost more, but there was very little difference over ordinary construction," is a typical report. Concrete's

low upkeep, long life and high resale value provide *low-annual-cost shelter!*

Ask for this fast-gaining kind of construction that 45,000 families have chosen in the past four years. Specify concrete walls, floors (any covering you wish), and a firesafe roof. And remember, any home will be better built with a strong foundation and first floor of this fire-resistant material.

HOW TO GET A CONCRETE HOME

Ask a *Concrete Products Manufacturer* or *Concrete Contractor*—see phone book—for names of architects and builders experienced in concrete. Write for free booklet of concrete house design ideas.

● The charming small home of Roy W. Kicker, in Birmingham, Ala., is of concrete construction. Nelson Smith, architect; Chris Hampen, builder.

PORTLAND CEMENT ASSOCIATION

Dept. A9-9, 33 W. Grand Ave., Chicago, Ill.

A national organization to improve and extend the uses of concrete . . . through scientific research and engineering field work

For your peace of mind...
give them the security of
a firesafe

CONCRETE HOME

Above all in your new home you want *security* . . . protection for your family and personal belongings.

You can have protection—and economy, too!—by specifying *Concrete* for walls, floors and foundation. Concrete takes the blue ribbon for resistance to home enemies—fire, storms, termites, decay.

New Beauty—From Colonial to Modern

Beauty you can have in any style, with concrete's wide range of colors and surface textures. And comfort! Concrete homes are cool in summer, dry and easy to heat in winter.

Costs Less Per Year

Good news is concrete's *economy*; the first cost is little or no more than for a non-firesafe home, and you'll save money in

the end because of lower upkeep and high resale value. Today concrete is a better "buy" than ever because of improved methods of construction.

Concrete subfloors . . . firesafe, sag-proof, quiet . . . should be in every home. Cover them differently in each room if you like—carpet, linoleum, tile, hardwood, terrazzo.

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