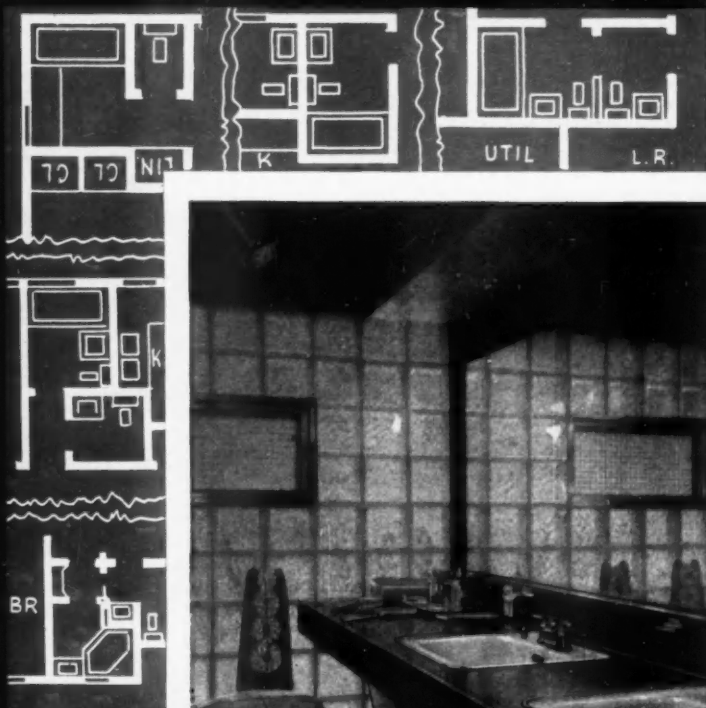


# AMERICAN BUILDER

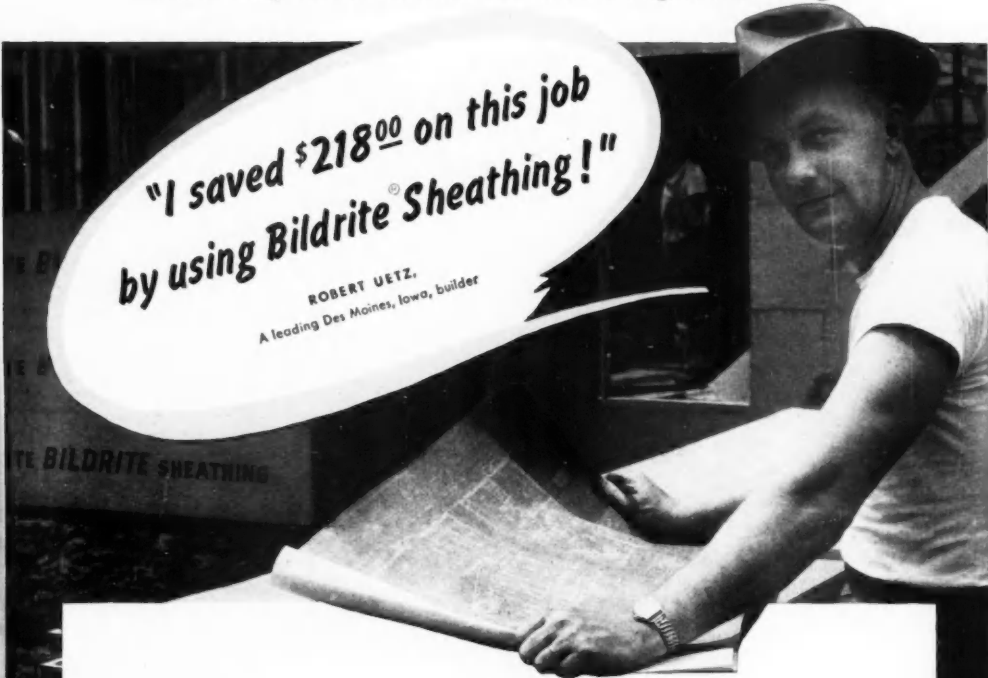


This Issue:

*40 Ways to Plan Bathrooms*

# INSULITE Leadership in Des Moines...

Survey Shows *More builders prefer INSULITE*  
than any other brand of Insulating Sheathing



"I saved \$218<sup>00</sup> on this job  
by using Bildrite® Sheathing!"

ROBERT UETZ.  
A leading Des Moines, Iowa, builder

... that's why more builders prefer  
INSULITE BILDRITE SHEATHING. Here's how Robert Uetz, a leading Des Moines  
builder, explains it:

"Gentlemen:

There's no doubt in my mind—Bildrite is the best sheathing material on the market. I actually saved \$218.00 on my latest job (Westminster Presbyterian Church Manse in Des Moines) by using Bildrite instead of wood sheathing.

But best of all is the fact that in addition to its lower applied cost, Bildrite is far superior to wood as a sheathing material. It's not harmed by long exposure to the weather—doesn't warp or buckle under

extreme moisture conditions—leaves no mess or waste around the job—and is far easier and cleaner to handle.

Our carpenters prefer Bildrite Sheathing, too, because it's waterproofed throughout and doesn't need an outside asphalt coating. This keeps it from gumming up saw blades, or blackening hands and clothes.

Very truly yours,  
Robert Uetz  
Des Moines, Iowa"

See Sweet's File,  
for Builders—2g/1n



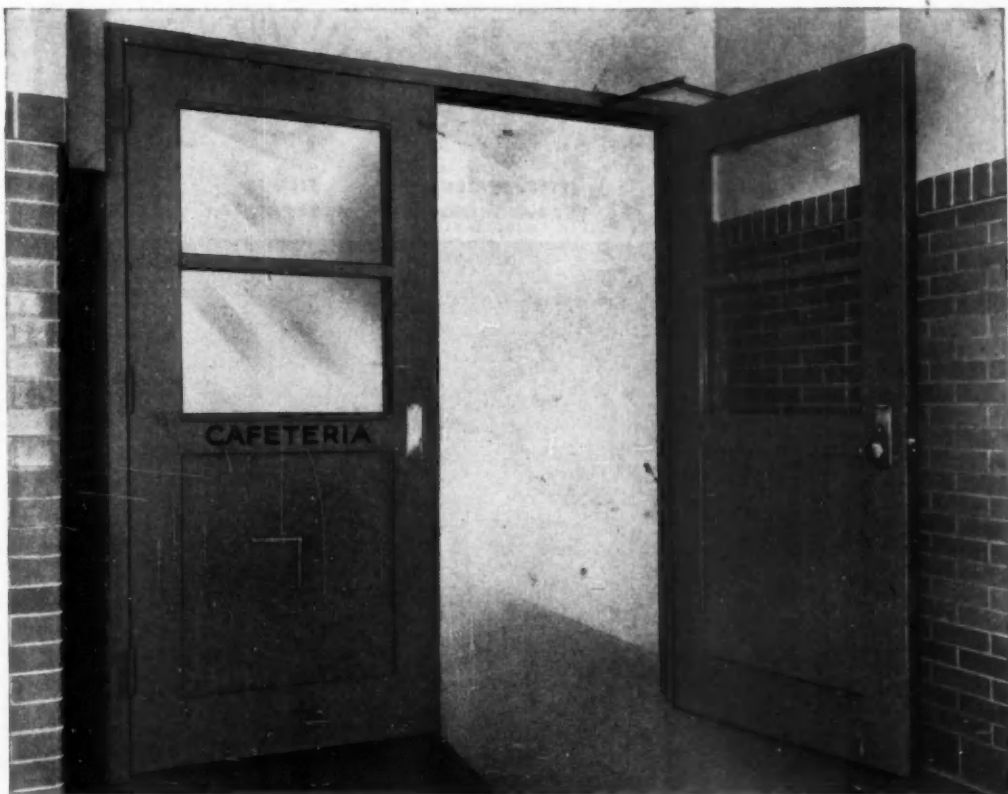
In getting better sheathing jobs at lower cost? Let us show you in dollars and cents how much you can save by using Bildrite Sheathing—and also get the best sheathing your money can buy. See your Insulite dealer, or just drop us a card.

INSULITE DIVISION

8-51

MINNESOTA AND ONTARIO PAPER COMPANY  
MINNEAPOLIS 2, MINNESOTA





HANDSOME, RUGGED FENESTRA DOOR UNITS in the Batesville High School, Batesville, Miss.  
 Architect: Hunker & Meyer. Contractor: Consolidated Construction, General Contractors.

## YOU PAY LESS IN EVERY WAY ...with these Door • Frame • Hardware Units!

*You pay less when you buy*—Fenestra's great facilities are ingeniously engineered for (1) vast volume production and (2) elimination of waste in man-hours and materials. That's why you get a famous Fenestra® Hollow Metal Door-Frame-Hardware Unit at a surprisingly low cost.

*You pay less for installation*—Installer just bolts the strong steel frame together, attaches it to floor and anchors it to wall, screws on the shining template locks and hinges and hangs the door. That's *all!* Door and Frames are completely factory-machined. No cutting or fitting or prime-painting—or *anything!*

*You pay less for maintenance*—Fenestra Doors won't warp, swell, shrink or splinter. They're made of steel, so they're really rugged. They swing open and close easily, smoothly. They're even insulated for quiet performance.

Fenestra standardized Hollow Metal Doors are another Fenestra Product *engineered to cut the waste out of building!* They're in local stocks right now. (Doors with Underwriters' B Label are also available.) Call the Fenestra Representative (he's listed under "Fenestra Building Products Company" in your Yellow Phone Book) or write Detroit Steel Products Company, Dept. AB-8, 2260 East Grand Blvd., Detroit 11, Mich.



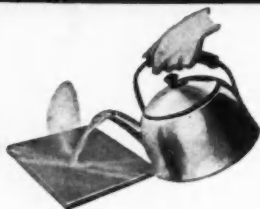
See our exhibit at the School Business Official Convention, Royal York Hotel, Toronto, Canada, October 15-18.

**DOORS • WINDOWS • PANELS**

*engineered to cut the waste out of building*



**TILE IS  
STAINPROOF**



**TILE IS  
WATERPROOF**



**TILE DEFIES  
SCRATCHING**

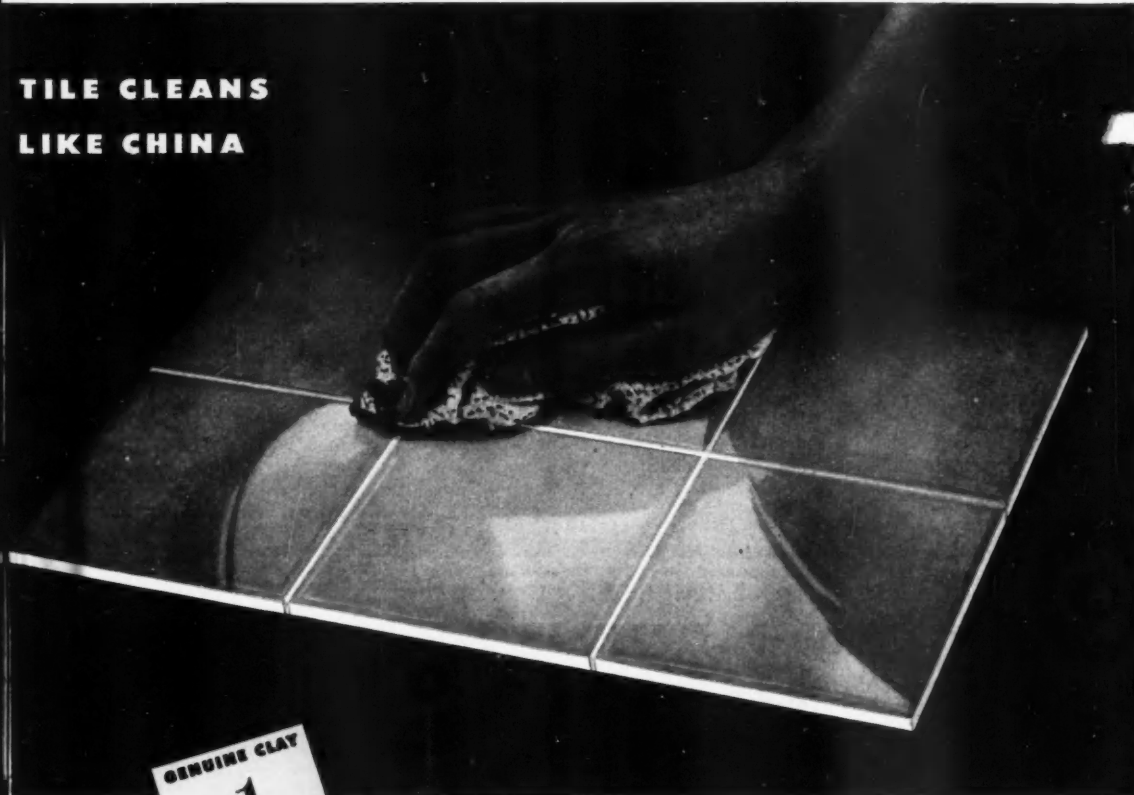


**TILE IS  
FIREPROOF**



**TILE LASTS  
A LIFETIME**

## TILE CLEANS LIKE CHINA



**ONLY**

**GENUINE CLAY**  
**tile**

**DEFIES ALL SIX!**

Dirt doesn't lodge very easily on Genuine Clay

Tile but when it does, a swish of the cloth wipes it off. Clay tile is equally resistant to water, staining and scratching—combating them all for a lifetime. Then, when you consider that clay tile is fireproof and fadeproof, you have an enduringly attractive building material that *can't be matched by any substitute.*

Have you considered the use of tile in the kitchen, utility room, powder room, or foyer? It is worth a fresh appraisal every time you design or build any type of building. Remember—whether it is for traditional or modern styling—tile is one of the most versatile materials you can use for distinctive color schemes.

The Council of America, Room 3401, 10 East 40th St., New York 10, N. Y. or Room 433, 727 W. Seventh St., Los Angeles, Calif.

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- Architectural Tiling Company, Inc.
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# THE MODERN STYLE IS CLAY TILE

# AMERICAN BUILDER

Founded—1879

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# "The G-E sold



**Here's Mrs. Duffy** telling her neighbor, Mrs. Coment, that their builder, Mr. Oman, had telephoned and asked whether he could call to discuss her reactions to the all-electric kitchen . . . said he believed such information from people in the development would be invaluable in planning his future homes.



**Later: "Actually, Mr. Oman,** this G-E Kitchen-Laundry sold us on the house," says Mrs. Duffy. "For instance, this G-E Disposall.<sup>®</sup> It's taken the garbage problem right out of my life. It's wonderful just to wash food scraps away!"



**"I'm more enthusiastic** than ever about my G-E Dishwasher. I really don't know what it would be like to go back to washing dishes by hand, and I don't want to know. It does a wonderful job! My glasses are so sparkling clean!"



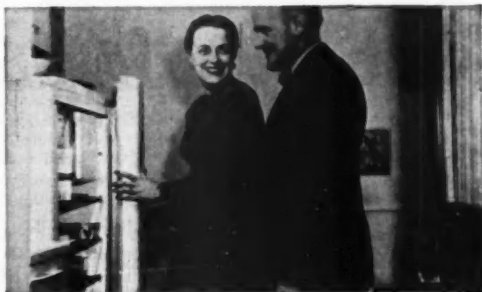
**"Another point about** my G-E Kitchen. This range is terrific, Mr. Oman. It heats up so fast, and the oven has such even heat! I don't have to think any more about how my foods are going to turn out! They're always perfect!"

# Kitchen-Laundry us on the house!"

Builder Arthur Oman calls on Mrs. E. N. Duffy of Weymouth Heights, Mass., to find out what she particularly likes about the house she purchased from him last year.



**"I honestly think** this G-E Automatic Washer is the best in the world. I do other tasks without worrying about the operations. My clothes come out so clean and damp-dry. Why, I can iron many of them *immediately* if I want to."



**"It's amazing to me,** Mr. Oman, to see all the food that can be stored in the G-E Refrigerator, and it's so easy to keep everything in place. Furthermore, it's a thoroughly dependable refrigerator."



**"Thanks, Mr. Oman,** for selling me a house which included all these fine appliances at a time when they could be put into my mortgage at such low additional cost. All my friends wish they had a G-E Kitchen for only \$3.50 a month!"



**Last year** Mr. Arthur Oman put up 125 houses and equipped each one with a G-E Kitchen-Laundry. *He sold 125 houses within 10 days!*

He says: "These houses were a good buy in every way. I'm as sold on the G-E Kitchen-Laundry in new homes as much as Mrs. Duffy is!"

Home Bureau, General Electric Company, Bridgeport 2, Conn.

You can put your confidence in—

GENERAL  ELECTRIC

#### For small and large homes

Nowhere in a home is quality construction more noticeable than in the floor. Yet the added cost for Bruce Hardwood Blocks, most beautiful of all floors, is relatively small. These distinctive floors have been a major factor in selling many a home. They are decoratively correct for any architectural style.



## Most versatile floor

When the owner wants a floor that is beautiful and distinctive yet durable and easily maintained, tell him about Bruce Hardwood Blocks. You can depend on this floor to give complete satisfaction for many, many years. Bruce Block Floors installed over 20 years ago still look like new today. No other floor

gives such a smart, luxurious effect while assuring long-time economy. There's a choice of grades to produce "different" effects and to fit the building budget. Specify *prefinished* Bruce Blocks to save time and money on the job and to give the owner a superior finish. For literature and data, write E. L. BRUCE CO., MEMPHIS 1, TENN.



Install in mastic over concrete slab



Nail over wood sub-floor or old wood floor

## Bruce Block



### HARDWOOD FLOORS

BY THE WORLD'S LARGEST MAKER OF HARDWOOD FLOORS

#### For offices and stores

The natural beauty of Bruce Block Floors gives a friendly, intimate appeal to offices and commercial areas. These solid hardwood floors withstand hardest traffic and are easily maintained. On remodeling jobs *prefinished* Bruce Blocks can be installed overnight or over a weekend, without interrupting business.





DR. MELCHIOR PALYI, internationally-known authority, is economist for the American Builder. His enlightening articles will appear on this page every month, and are recommended as mandatory reading for all who are engaged in the building industry.



## Shifting Credit Pillars of the Housing Boom

LAST year's urban residential construction of 1,400,000 units marked an all-time high, 40 per cent higher than the previous record in 1949. Since World War II, a grand total of some 5,300,000 new dwellings has been put at the American people's disposal.

This formidable accomplishment at the cost of some \$45 billion does not include the sums spent simultaneously on maintaining the existing facilities, their obsolescence being kept to a minimum. Through alterations, repairs and modernizations the supply of the nation's basic capital goods—of homes—has been additionally improved to the tune of some \$1.4 billion in six years.

In the first five months of 1951, an estimated 440,000 new units had been started. This means an annual rate of well over 1,000,000 units, about 20 per cent below the same period of last year. It may be noted that as multi-dwelling units in metropolitan areas decline, individual home building in smaller towns gains by having more material and manpower at its disposal. But these minor items could not add more than, say, 100,000 more units to the annual volume of new housing.

Anyhow, the housing boom still keeps rolling, if only at a reduced pace. But how much longer will it do so? The first problem facing the builders in the next six to twelve

months is not so much customers as money to finance the building program. Volume business comes from the income—or saving—bracket that cannot afford substantial down payments. That is where the credit squeeze comes in. Even if restrictions on installment loans are relaxed somewhat, those on mortgage credits are of a tougher fibre. True, with rising wages the prospective buyer could accumulate the down payment or have it financed privately; but such readjustments take time. The control of mortgage credit, if maintained as it is likely to be, is bound to bring the volume of dwelling construction down to more or less "normal" proportions, possibly even below the 850,000 units officially predicted for 1951.

Another financial factor that is assumed to bode ill for the near-term prospects of new building is the recent rise of basic interest rates—of government bond yields. The arbitrarily dictated yield of the leading long-term federal issues governs the interest rates on all credits of comparable maturities. At this writing, this basic yield fluctuates around 2.7 per cent and is not likely to be raised further—the price of the bonds to be lowered further—unless a new wave of general credit and price inflation should rock the economy.

Now then, to induce a bank or an insurance company to unload

government paper at an appreciable loss on the capital and to invest the proceeds in a mortgage, there must be a "reasonable" spread between bond yields and mortgage rates. The former having risen, the latter must follow. Thus far they have not, because fixed charges on insured and guaranteed mortgages are being maintained by the authorities.

Last spring, it was predicted by experts that the stickiness of the rates on insured and guaranteed mortgages would stop the flow of institutional funds into mortgages. In reality, the financial institutions have to come back into that market. For one thing, the growth of savings provides them with a large measure of means for mortgage credits without necessitating the liquidation of their bond portfolios. Besides, the banks need not even sell long-term bonds; all they have to do is to wait for short-term holdings to mature and not to renew them. And if the FHA and the VA do not relent on their interest rate rules, then one of two things will happen: the creditors either charge extra commissions, the shifting of which on the shoulders of the ultimate buyers is of doubtful legality but is being actually practiced; or they get accustomed to a reduced spread between government bond yields and mortgage rates. Sooner or later, lend they must.

Melchior Palyi

# In Beautiful Colors . . .

## Johns-Manville Smoothgrain Asbestos Siding

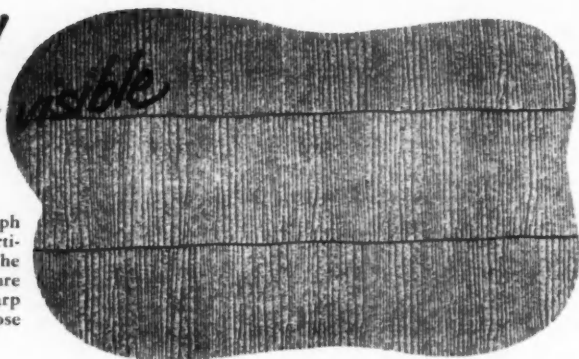


*Smooth surface...  
yet beautifully grained*

The surface of this new siding shingle is smooth, not grooved, but from any angle you'll see a richly colored, deep-grained texture that's built right into the shingle with permanent ceramic granules. Because the surface is smooth, Johns-Manville Smoothgrain Asbestos Siding resists soiling; and because it *looks* grooved, they are architecturally attractive. Available in a wide variety of *Permatone* colors including Heather Green, Autumn Brown, Weathered Gray, Silver Gray and White.

*Nail heads and  
joints are hardly*

In this unretouched photograph there are 18 exposed nail heads and 8 vertical joints but you can hardly see them. The nail heads are lost in the color blended texture and because the edges are cut so clean and sharp each shingle blends harmoniously with those adjoining.



*Faster, better installation*

Because of the smooth surface and uniform thickness, Smoothgrain Shingles are easier to cut, have cleaner edges . . . there's no chipping to cause spoilage or mar appearance. Fireproof, rotproof, and weatherproof, Smoothgrain Asbestos Siding never needs preservative treatment. Applied right over existing sidewalls, it restyles the oldest house and makes it look "new."



For a full-color brochure on Smoothgrain, write Johns-Manville, Box 290, New York 16, N. Y. In Canada, write 199 Bay Street, Toronto 1, Ontario.

**Johns-Manville**



# MENGEL MAHOGANY Flush DOORS



add Greatly to House Values-  
YET COST LESS THAN MANY DOMESTIC WOODS!

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Why? Because The Mengel Company operates its own logging concession and mill in the best Mahogany section of Africa, and imports this King of Woods in tremendous volume. Then Mengel manufactures its famous doors in two of America's greatest factories, geared to the mass production of highest-quality doors.

Choose Mengel Mahogany Doors and you get doors of unbelievable beauty. In both Hollow-

Core and Solid-Core types, they are the *greatest door values in America!*

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Plywood Division, Louisville 1, Ky.

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Firm \_\_\_\_\_

Street \_\_\_\_\_

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



**SHURLOK GLASS KNOB BEDROOM OR BATHROOM SET...** a "smart looking" member of the new ShurLok line featuring sparkling beauty, lifetime quality, economy and sensational new style construction.

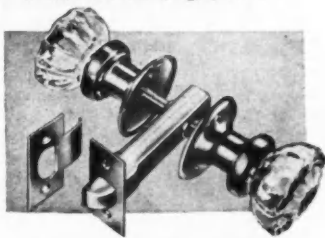
## TEGCO GLASS KNOBS ALWAYS MAKE A BETTER IMPRESSION!

*The Major's obsession was to make an impression,  
With his etchings and tales of yore,  
But his best impression was made by the possession,  
Of a TEGCO GLASS KNOB on his door.*

National Contract Hardware Show  
Chicago September 17-18-19  
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National Hardware Show, Inc.  
October 8-9-10-11-12  
New York City  
Booth 17

**TECHNICAL GLASS COMPANY, INC.**  
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Quality  
**TEGCO**  
Since 1920

**TEGCO TUBULAR GLASS KNOB SET** features unexcelled "Sales-Appeal," quality and distinction... The world's largest selling knob style.

GOOD BRICKWORK = GOOD DESIGN + GOOD WORKMANSHIP + GOOD MATERIALS



*The face brick should be backplastered.*



*If the back-up units are laid first, the front of the back-up units should be plastered.*



*Backplastering should not be attempted over protruding mortar joints.*

# PARGING

WITH

# BRIXMENT

HELPS ASSURE

# DRY WALLS

## WE SUGGEST THAT—

The face brick should be backplastered with not less than  $\frac{1}{2}$  of an inch of mortar before the back-up units are laid.

Or, if the back-up units are laid first, the front of the back-up units should be plastered with not less than  $\frac{1}{2}$  of an inch of mortar before the face brick are laid.

**H**heavy rains don't make brick walls leak — they merely reveal the fact that the walls contain voids or passages through which the water may penetrate.

Dry brick walls are primarily the result of good design and good workmanship. Good materials are important, but still secondary. The more *plastic* the mortar used, the easier it is for the bricklayer to deliver good workmanship.

The photos at the left show some points of *good workmanship*.

*Brixment mortar has greater plasticity, higher water-retaining capacity and better bonding quality.* Because of this combination of advantages, architects, contractors and dealers all over America have for thirty years made Brixment the largest-selling mortar material on the market. Why not try it yourself?

---

LOUISVILLE CEMENT COMPANY, Incorporated, LOUISVILLE, KENTUCKY

---

# HIGH

For domestic hot and cold water lines you can still use copper — non-rusting, highly resistant to corrosion!



# LOW

The use of copper for underground service lines—another place where you need this hardy metal—is not prohibited by government regulations!



*...Chase Copper Water Tube is best!*

Made from commercially pure copper, Chase Copper Water Tube is ideal for hot and cold water lines and underground piping.

Chase Copper Water Tube, Type L, hard temper, in 20 ft. lengths and solder-joint fittings are especially adapted for use in new construction. For replacing old rusted-out piping, Chase Copper Water Tube, Type K, soft temper, comes in long 40 and 60 ft. coils

that can be snaked behind walls and under flooring.

For underground installations use Type K, soft temper, Chase Copper Water Tube. It is ductile; can be bent around obstructions; moves with the earth until the fill settles. Long lengths up to 100 ft. in coils reduce the number of flared fitting connections to a minimum.

# Chase BRASS & COPPER

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• The Nation's Headquarters for Brass & Copper

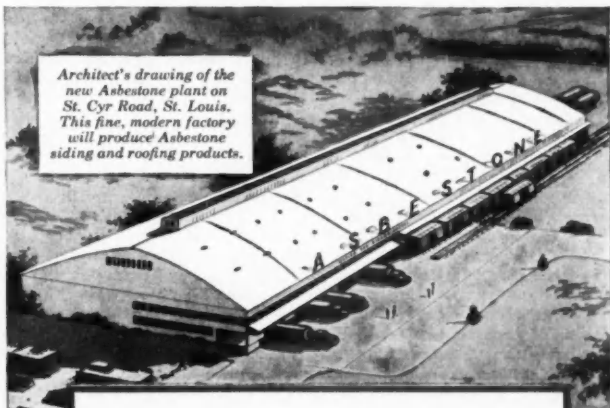
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(? makes office only)



# ASBESTONE COMES TO ST. LOUIS— BRINGING NEW PROFIT-OPPORTUNITIES FOR MIDDLEWEST DEALERS!

Asbestone has specialized in asbestos-cement building products for over 25 years—building volume and reputation. Now the new St. Louis plant makes Asbestone products competitive in the great Midwest area. In addition—present Asbestone dealers will tell you that we support them aggressively—with modern selling ideas, new product development, assured source of supply, and top service.



## Here are the **ASBESTONE** lifetime building products:

### Asbestone Siding Shingles

**Asbestone Roofing Shingles**  
—designs and colors that sell on sight

### Asbestone Corrugated Roofing and Siding Sheets

—Standard "400" and Economy "250" weights

### Asbestone Wallboard

—Utility and Flexible grades—for interior and exterior use

## With all the proven Asbestone features:

- ✓ Durable    ✓ Fire-proof
- ✓ Economical    ✓ Weather-proof
- ✓ Rot and rust-proof    ✓ Termite-proof
- ✓ Rodent-proof    ✓ Insulating    ✓ Easy to apply

## With the Asbestone line, you can sell all these profitable markets—



Heavy Industry



Institutions



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Farms



Homes

Asbestone Corporation  
5380 Tchoupitoulas St.  
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Gentlemen: Please send me information about your dealer plan for profitable handling of Asbestone.

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Street .....

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

Number of New Dealerships Limited — Write Today

# ASBESTONE

CORPORATION

5380 Tchoupitoulas St. New Orleans, La.

# TRENDS *in the Building Field*

## New Era for Builders and Dealers

**I**NTERNATIONAL developments of the past 30 days promise to change the construction picture appreciably in the months ahead. To builders and dealers, peace in Korea can mean relaxation of Regulation X allowing more liberal financing of new homes and improvements, a larger supply of critical building materials, and lower prices.

Lower prices were much in evidence in June as general merchandise retailers marked down prices to move large inventories. Typical bargains were electric ranges marked down from \$320 to \$299, refrigerators reduced from \$225 to \$178, T. V. sets reduced from \$207 to \$159, and kitchen sink units reduced from \$150 to \$95.

These, however, were only indications of what may be a substantial decline in the general price level given relatively normal conditions. The indexes of commodity prices in June had not reflected marked decreases. The cost of living which stood at 183.3 in the first quarter (1939-100) reached a peak of 184.4 in the second quarter. Wholesale prices which stood at 256.5 in the first quarter had receded slightly to 254.6. An index of sensitive commodity prices, however, dropped from 324.6 in the first quarter to 291.2 in the second quarter.

The cost of new houses reached a new high this spring. Roy Wenzlick and Company, real estate analysts of St. Louis, report that cost of a standard 6-room frame house with basement, on which they have maintained cost records since 1913, reached a peak of \$16,051, as compared with \$14,351 a year ago in July. The 1939 construction cost of the same house was \$5,671. In 1913 it cost \$3,692.

Downward trend in prices is now expected to continue for several months, but is not expected to carry prices back to pre-Korean levels.

During the defense period consumer incomes and employment will be high, making a good market for new homes despite the slackening in new family formations which, due to the low birth rate in the 1930's, is expected to continue at a lower level through the 1950's.

New information from the Bu-

reau of Labor Statistics' survey, "Characteristics of Home Building in Metropolitan areas," shows that new one-family houses in some areas are sold almost completely equipped, a practice that will spread if houses become harder to sell.

### Homes Completely Equipped

This practice is more prevalent in Washington than in any of the other fourteen cities surveyed. The data is for the period July to December 1949 and shows that a cooking stove was included in 90 per cent of all new houses, a refrigerator in 89 per cent, a hot water heater in 99 per cent, a dishwasher in 6 per cent, a garbage disposal unit in 27 per cent, a washing machine in 11 per cent and venetian blinds in 54 per cent. Although not included in the survey, freezer units, clothes dryers and carpets are other items that may well become standard equipment.

In Philadelphia 93 per cent of all new houses had cooking stoves, 87 per cent in New York and 70 per cent in Boston. The other 11 cities range from a negligible amount to 20 per cent.

Refrigerators are included in 29 per cent of new houses in New York, 21 per cent in Miami, and 12 per cent in Denver and Boston.

Hot water heaters are virtually standard equipment in every area. Lowest is Atlanta where 85 per cent of new houses have hot water heaters installed.

Garbage disposal units, comparatively new appliances, are installed in 21 per cent of new houses in Los Angeles, and in lesser volume elsewhere.

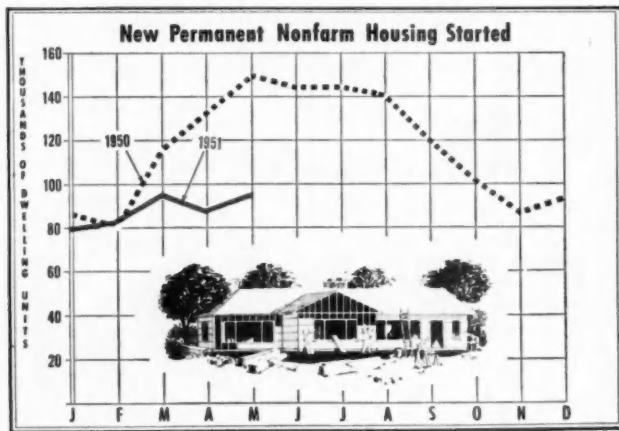
Washing machines are included in 38 per cent of new homes in Denver, 23 per cent in New York and 12 per cent in Seattle.

Dishwashers, also new items, are installed in eight per cent of new houses in Dallas and to a lesser extent elsewhere.

Venetian blinds are installed in 79 per cent of new homes in Dallas, 38 per cent in New York and 30 per cent in San Francisco and Oakland.

In Cleveland 21 per cent of new houses have storm windows, but they are less prevalent elsewhere. In Boston and Chicago only 5 per cent of new houses were so equipped.

The sale of completely equipped homes in the future can be a factor in boosting new homes sales. Modern kitchens and laundries in particular need to be completely equipped since their compact design requires appliances that fit the spaces provided.





# "You Sure Can Bed 'Em Down with Lone Star Masonry Mortar!"

*Said Masons on Topeka's Beautiful Jayhawk Junior Motel*

● Motels are big business . . . do an annual volume of over \$200-million . . . offer motorists pleasant, convenient accommodations. Good example is Topeka's new Jayhawk Junior Motel, owned by The Jayhawk, Topeka's leading Hotel, and located at intersection of U. S. Highways 75 and 24.

With 52 comfortable rooms, this attractive ranch-type structure is another soup-to-nuts Lone Star job: LONE STAR PORTLAND CEMENT in foundations and other parts of the structure . . . 'INCOR'® 24-HOUR CEMENT in precast sills and lintels . . . LONE STAR AIR-ENTRAINING PORTLAND CEMENT in the 43,000 haydite-concrete blocks . . . LONE STAR MASONRY CEMENT in the expanse of eye-pleasing walls. Masons' comments were specially enthusiastic.

"You sure can put 'em to bed with *this* Mortar!" was a typical remark. It was thumbs up on every hand for this rich, buttery, extra-fat Masonry Mortar, with its uniform texture, easy-spreading quality, sustained high yield. Stamped "Approved", too, was the way it retains water, keeps thirsty brick and block from sucking water from the mortar, remains plastic, beds units firmly, assures better bond. Over and above these immediate attributes is the long-time durability which assures moisture-proof, weather-resistant walls that spell satisfaction with a capital S.

Quality throughout . . . quality that builds good-will for the Contractor!

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



JAYHAWK JUNIOR MOTEL, Topeka, Kansas  
 Owner: HOTEL JAYHAWK, Topeka  
 Architect: E. E. NEWCOMB, Topeka  
 Contractor:  
 GEORGE RINNER CONSTRUCTION CO., INC., Topeka  
 Ready-Mix Lone Star Concrete:  
 KANSAS SAND COMPANY, Topeka  
 Haydite Blocks made with  
 Lone Star Air-Entraining Cement:  
 CAPITOL CONCRETE PRODUCTS CO., Topeka  
 Lone Star Masonry Cement from:  
 HARGREAVES & COMPANY, Topeka



LONE STAR CEMENTS COVER  
THE ENTIRE CONSTRUCTION FIELD

## LONE STAR CEMENT CORPORATION

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 KANSAS CITY, MO. • NEW ORLEANS • NEW YORK • NORFOLK • PHILADELPHIA • RICHMOND • ST. LOUIS • WASHINGTON, D.C.

LONE STAR CEMENT, WITH ITS SUBSIDIARIES, IS ONE OF THE WORLD'S LARGEST CEMENT PRODUCERS: 17 MODERN MILLS, 125,000,000 SACKS ANNUAL CAPACITY

AUGUST, 1951

17

# BALAN



*This* . . . . .

With a Speedmatic you can stay well back on the roof, with solid support under your entire body . . . you are not compelled to work dangerously close to the



**NOT THIS**

edge. Speedmatic's weight always rests on the work — doesn't float in space as do left-bladed saws. No chance of a Speedmatic — or you — falling off.

# CED

# for SAFETY!

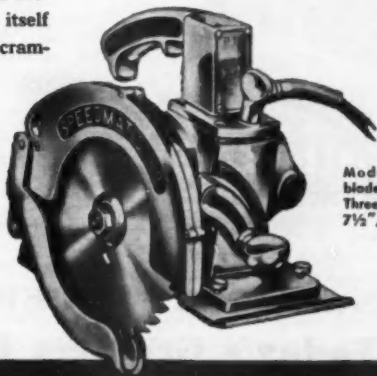
**HOLD ON!** When you're hunched over a roof's edge, perched on a ladder, or leaning from a scaffold . . . you'll find it safer and easier to use a Speedmatic!

*Here's why:* Speedmatic is the *balanced one-hand* power saw—doesn't require both hands to operate—doesn't force you to lean perilously near the edge. The blade is on the right. There's no danger of cutting the fingers of your free hand. While sawing, Speedmatic rests on the main piece—no risk of saw falling to the ground. At the finish of cut-offs it doesn't suddenly nose-dive and throw you off balance.

Speedmatic is easy to handle in *any* position. Requires very little guiding . . . practically feeds itself into the work . . . cuts straight and true without cramming or jamming.

## TRY A SPEEDMATIC

Examine one at your dealer or supply house. Lift it. Notice how it assumes a balanced, ready-to-cut position. Press the trigger. Notice how it starts without torque twist or jerk. *That's true balance!* Buy it—and enjoy safer, easier sawing from that day on.



Model K-89 8"  
blade—2 1/4" cut.  
Three other sizes:  
7 1/2", 10 1/4", 12".

# Speedmatic

**PORTER-CABLE Machine Co., 7008 N. Salina St., Syracuse 8, N.Y.**

In Canada write: Strongridge, Ltd., St. Catharines, Ont.  
Manufacturers of SPEEDMATIC and GUILD Electric Tools—The Balanced Line



# Even Conservative New England Goes for *National* Homes

Vermont Dealer  
"Amazed by  
Acceptance  
of National  
Ranch-Style  
Homes"



OFFICE PHONE 2729-W  
RES. PHONE 2729-R

**RICHARDS' ENTERPRISES**  
*Real Estate - Developments*

P. O. BOX 728  
BURLINGTON, VERMONT

James R. Price, President  
National Homes Corporation  
Lafayette, Indiana

Dear Mr. Price:

June 19, 1951

I take great pride in being the first National Homes Dealer in New England and am more than pleased with the interest shown in National Homes by the conservative people in this section of the country.

We were amazed by the acceptance of National ranch style homes in an area where Cape Cod styling is predominant. Amazing too, are the number of basementless homes we have sold.

Our first National houses were erected on scattered lots, but since that time we have directed our efforts to our own subdivision. To date we have completed 35 homes in a proposed 84-lot development.

We held our first open house of the year on June 16-17 and made 23 firm sales from the 2,460 persons attending.

Very truly yours,  
RICHARDS ENTERPRISES  
*S. A. Richards*  
S. A. Richards

## New 1952 "SUPER-THRIFT" Homes offer Today's Greatest Opportunity. Investigate!

Mr. Richards' success with National Homes in Vermont is being repeated all over America. Whether your area is conservative or ultra-modern in taste, the new 1952 "Super-Thrift" designs will make an instant hit. We are now expanding our facilities to put National Homes farther ahead than ever. Write, wire or phone!

*National*  
**HOMES**  
CORPORATION, Lafayette, Ind.  
Eastern Plant: Horseheads, New York

• NATION'S LARGEST PRODUCERS OF PREFABRICATED HOMES •



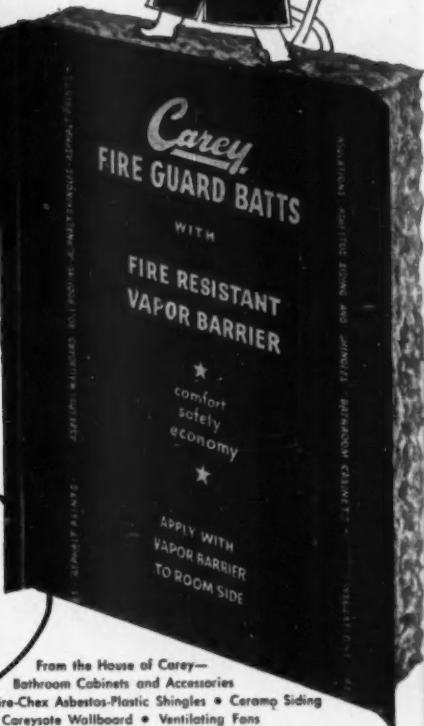
from the makers of famous FIRE-CHEX asbestos-plastic shingles



# Fire-Guard

with exclusive  
**FIRE-RESISTANT**  
vapor barrier!

the only  
**ROCK WOOL BATT**  
that provides  
**Complete FIRE SAFETY!**



- From the House of Carey—
- Bathroom Cabinets and Accessories
  - Fire-Chex Asbestos-Plastic Shingles • Ceramq Siding
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  - Other Famous Products for Home, Farm and Industry

Let's talk facts—a rock wool batt is only as fire-safe as its vapor barrier! That's why safety-minded architects and builders like Carey Fire-Guard... the only building insulation of any kind with fire-resistant vapor barrier, approved by Underwriters' Laboratories, Inc.! Besides the exclusive advantage of a vapor barrier that fights fire—that doesn't feed it—Carey Fire-Guard rock wool batts offer these other extra values: greater resilience—uniform thickness—strong, firmly-felted combination in other products: greater resilience—uniform

struction—flanged vapor barrier for rapid tacking or stapling—sizes to fit standard framing members—moisture and vermin resistance.

You can't afford to overlook this new, safest-of-all insulation in your plans. It's the low cost way to build-in year round comfort without sacrificing fire-safety. Get all the facts today. Ask your Carey dealer or mail the coupon for your sample.

Mail the coupon for your sample, and a counter display.

PROMOTE SAFETY—WITH CAREY FIRE-GUARD Rock Wool Batt

# Carey

The Philip Carey Mfg. Co.  
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The Philip Carey Mfg. Company  
Dept. AB-8, Cincinnati 15, Ohio

Please send me a sample of Carey Fire-Guard.

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Sea Swirl

new wonder wood

### of Associated Plywood Mills

Here is plywood the beauty of which will amaze and delight you. For here is the spiraled grain of ocean waves; of tide-prints in the sand; of the lure and romance of ocean beaches and wind-swept seas.

Here is the durability and practicability of plywood, surfaced with a modern decorator's touch.

Not many may have Sea Swirl, for the supply is limited. But for the fortunate few there will be home and office interiors of great charm. Sea Swirl is available at APMI Sales Warehouses exclusively. Call your nearest APMI warehouse for information.

### Associated Plywood Mills, Inc.

General Offices: Eugene, Oregon

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**Warehouses:**

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APMI



## There's been a **CHANGE** in House Merchandising, too!

Who wants to go back to the "good old days"?

Today's pattern of living is so much easier, pleasanter—thanks to time and laborsaving electric appliances.

The forward-looking builder no longer offers a bare house shell, or one with a single appliance installed. He offers a better way of life—in a house *completely* equipped for electrical living.

Hundreds of builders have turned to this new method of house merchandising. They realize that a tremendous financial strain is placed upon the average person if he is required to equip the

house he buys under separate financial arrangements. That's why customers are boosters for the builder that gives them a completely equipped home on an easy-to-pay-for package mortgage.

A 1951 Westinghouse Appliance Catalog is now available to help you plan homes for electrical living. Just clip and mail coupon below. When your catalog arrives, notice how each appliance from the bottom to the top-of-the-line is built on the same basic-quality structural fundamentals that win homemakers' approval regardless of model or size selected.

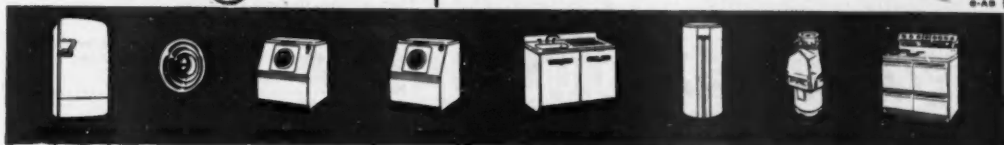
**YOU CAN BE SURE  
IF IT'S  
Westinghouse**

Westinghouse Electric Corporation  
Electric Appliance Division—Mansfield, Ohio  
Please send me your 1951 Appliance Catalog.

Name \_\_\_\_\_

Street \_\_\_\_\_

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"POPULAR FEATURE", says Builder M. H. McCloskey, "is this big Thermopane window. We wanted to add a feeling of spaciousness so we opened up our living rooms with a window wall from floor almost to ceiling. We wanted the rooms comfortable and usable near the windows in cold weather, so we put Thermopane insulating glass in them."

## Exciting Features and Low Price Zoomed 200-house Development to 500!

Landscaped lot, two bedrooms, fireplace, built-in furniture, blinds, revolving cabinet-desk, range, radiant heat, 16-ft. Thermopane® window wall—all for \$7,990.

McCloskey & Co. didn't miss a bet to give home buyers more house for their money in Academy Garden Homes, Philadelphia.

Look at that Thermopane window wall, for example. Look at the way it opens up a house—makes you feel the place is BIG and fun to live in. And it's more comfortable . . . any time of year . . . because Thermopane is insulating glass. You can sit up close to the window in winter . . . use more of the floor space. And save fuel, too.

What about cost? Builders all over the country are finding that the cost is comparable to standard wall construction with ordinary windows! You cut out a lot of interior and exterior trim, plastering and decorating.

You simply use standard Thermopane sizes and a simple method of routing and joining 2 x 6's for framing. Mail the coupon right now for detail drawings.

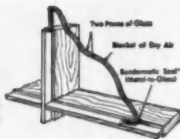
Thermopane is made with plate glass or DSA—in more than 90 standard sizes, as well as special sizes, so you can use it in all kinds of windows. Plan right now to put Thermopane sales appeal in your homes.

®



# Thermopane

FOR BETTER VISION SPECIALLY THERMOPLANE MADE WITH POLISHED PLATE GLASS  
LOOK FOR THE NAME ON THE SEAL BETWEEN THE PAGES



Libbey-Owens-Ford Glass Company  
1181 Nicholas Building, Toledo 3, Ohio

Please send me complete information on installation methods for low-cost window walls of Thermopane.

Name.....  
(Please Print)

Address.....

City.....Zone.....State.....

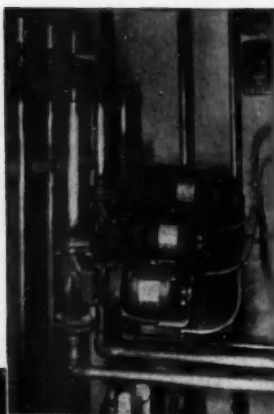
AMERICAN BUILDER

# "House of Ideas"

Sponsored by House & Garden

Selects

## Hydro-Flo Heating



### Zoned for better heat control

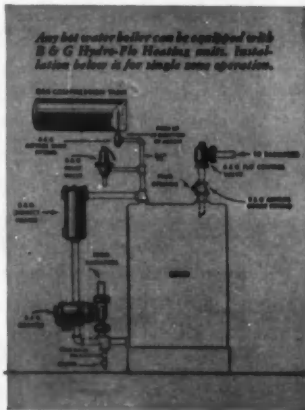
The heating system of the "House of Ideas" is divided into three zones, individually controlled by the B & G Hydro-Flo Booster Pumps illustrated above. Zoning provides compensation for varying exposures and, if desired, permits different temperatures in different parts of the house.

In the "House of Ideas", sponsored by HOUSE & GARDEN, beauty and convenience are fully supplemented by winter comfort. A completely concealed B & G Hydro-Flo Radiant Panel Heating System distributes radiant sunny warmth throughout.

B & G Hydro-Flo Heating is a forced hot water system . . . which means that the heat supply is always under positive control. The temperature of the water circulating through the system is automatically raised or lowered to meet every change in the weather. Even in spring and fall, when only a little warmth is needed, indoor temperature is kept exactly at the comfort level—no wasteful overheating.

That's why a B & G Hydro-Flo Heating System costs so little to operate—it matches fuel consumption to weather conditions. This ultra-modern system permits a choice of baseboard panels, convectors, radiators or radiant panels.

B & G Hydro-Flo Heating adds plus value to any home—increases saleability. Send for free booklet, "Capture the Sun with B & G Hydro-Flo Heating."



## BELL & GOSSETT

C O M P A N Y

Dept. CD-11 Morton Grove, Ill.

Canadian Licensees: S. A. Armstrong, Ltd., 1400 O'Connor Drive, Toronto, Canada ©Reg. U. S. Pat. Off.



The Sylenta  
 Standard Model—2-3 1/2" H.  
 Extended Model—2-7 1/2" H.

## Specify This Better Product for Greater Customer Satisfaction

Specify the reverse-trap Eljer Sylenta closet combination for your customers. You'll provide them with a quieter, better made product that will give them year after year of trouble-free service . . . and build better customer relations for yourself.

The Sylenta *is* better. Made of the finest of vitreous china . . . in white or colors . . . it is attractively styled. Its reverse-flush action means that it operates more quietly and efficiently. What's more, the Sylenta tank . . .

like all others in the Eljer line . . . employs Eljer's exclusive integral china overflow and valve seat construction. These are features that the customer can see and appreciate. He can see that they mean the elimination of metal tubing that may corrode and cause trouble. Specify the Sylenta for your next job. For complete details on this Fixture, as well as the complete Eljer Line, see your Eljer Distributor or write Eljer Co., Ford City, Pennsylvania, now.

*It pays you, it pays us*—because we specialize in Plumbing Fixtures and Brass

# ELJER







# ASSOCIATIONS

## *Their Plans and Activities*



### Plan to Ease Tight Mortgage Market Recommended by Detroit Builders

A plan designed to relieve the stringent mortgage market has been adopted as a resolution by the Builders Association of Metropolitan Detroit and recommended to the National Association of Home Builders for adoption as national policy.

Developed by the Detroit association's mortgage banking and economic research committee in consultations with local finance men, the proposals include changes of current regulations and immediate action by Congress on the \$3 billion FHA authorization.

Text of the resolution:

"Findings made as result of our study of the current mortgage market, and the ability of the industry to produce housing for the lower income group, indicate that mortgage money locally available is barely sufficient to finance 20 per cent of the number of homes that should be built during 1951 in the Detroit area, on the basis of programming 850,000 units nationally.

"To forestall the rapidly approaching crisis which will result in a more acute housing shortage, especially in the lower income segment and among other potential home owners, the following recommendations are made and are in our opinion, necessary for immediate relief:

1. Freeze, until July 1952, the total funds currently in the Federal National Mortgage Association for the purpose of buying loans; and treat its holdings and available funds as a revolving fund for that period. (This is to make available \$2,467,000,000 which consists of \$1,464,000,000 representing FNMA's mortgage portfolio, and \$1,300,000,000 on hand available for purchasing additional insured or guaranteed loans.)
2. Eliminate the mortgagees' sixty day holding period. (This is to speed up the revolving of the funds available for purchasing insured and guaranteed loans.)
3. Permit mortgagees to make a total charge up to 2 per cent for processing insured or guaranteed loans with limit of 1 per cent to the buyer. (This would tend to stabilize the market and overcome the stagnant effect created by Government's long-term bonds dropping below par.)
4. Direct the Federal National Mortgage Association to sell all mortgages in their portfolio at par at any time there is a market. (This, in our opinion, would tend to keep FNMA in a more liquid and op-

erative position at all times.)

5. Relax Regulation X for houses selling under \$12,500 with respect to the amortization period, in order to assist the lower income segment of our population in home ownership. (The longer amortization period permitted under the law would enable many veterans and other modest income workers to obtain homes, who currently are deprived of such a privilege because of the short amortization period which puts the monthly payments out of their reach.)

We are of the opinion that items one through five can be handled by directives as they are matters of regulation.

6. Request Congress to act immediately on the \$3,000,000,000 FHA authorization, and, if possible, devise some means of making this authorization, together with available funds for insurance and the portfolio of insured mortgages, a total revolving fund. (This is essential as under Regulation X, FHA insured loans still remain the most favorable method of financing homes for the lower income group.)"

Detroit association spokesmen said they believed these measures would help materially to forestall a rapidly approaching crisis—virtual stoppage of home building in the area.

### Builders, Editors, Plan NHW



**EARLY STRATEGY** for St. Louis observance of National Home Week is mapped by real estate editors and leaders of the Home Builders Association of Greater St. Louis. Standing (from left) are Bill Flouman, St. Louis Star-Times; Ted Drury, St. Louis Globe-Democrat; Roy Talbot, chairman of the association home week committee; and Virgil Baker, St. Louis Post-Dispatch. Association President Joseph H. Vatterott is seated. More than 30 new homes with price tags from \$9,800 to \$45,000 are expected to be on display for the national event September 9-18

### Texas State Meetings

The annual spring meeting of the Texas State Home Builders Association's executive committee was held June 1, and a meeting of the state executive committee took place June 2, both in the Home Builders Auditorium in Dallas.

### Hold Annual Banquet in Rhode Island



**MORE THAN 200 MEMBERS** and guests of the Home Builders Association of Rhode Island attended the recent 5th annual banquet in Providence. Gathered during the program were (from left) Harold B. Woodard, Ernest Hopkins, Roy W. Worrell, honorary association executive secretary; Jesse L. Johnson, vice president of the Providence Gas Co., toastmaster; Laurence Paolino, association president; and Amadeo Gall, banquet chairman. Frank W. Cortright, National executive vice president, was guest speaker



## Dealer's Viewpoint

H. B. NORTHUP, Executive Vice President,  
National Retail Lumber Dealers Association

### We'll Miss Federal Services But —

One point on which almost everyone concerned with building is in full agreement is that all non-essential Federal expenditures must be eliminated. Unbridled spending must be stopped if inflation is to be checked and if taxes and expenditures are to be brought into balance.

Inevitably, any such movement is bound to affect the building industry itself, and thus poses some difficult decisions. Two prime examples have arisen during the current session of Congress in connection with the budgets for housing research and for the collection of housing statistics.

The value of the figures on housing starts and other data collected by the Bureau of Labor Statistics is widely appreciated, as the one dependable current index of housing progress. The research program being conducted by the Housing and Home Finance Agency has not developed sufficiently to permit proper evaluation, but some of the many projects, at least, have showed promise.

NRLDA, after carefully considering all factors involved, did not oppose a reduction in the BLS fund, but took the position that the budget should not be cut so far as to force complete discontinuance of its more important statistics. As for the deep slash in HHFA's research fund, no protest was voiced on behalf of the dealers.

One reason why most economy

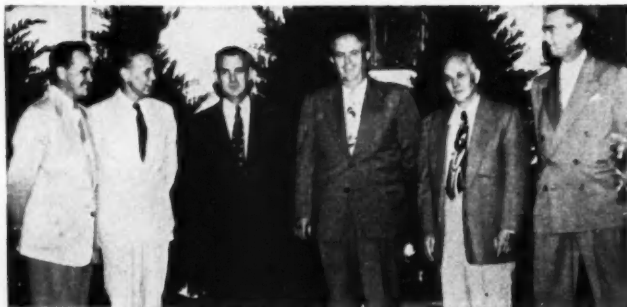
drives fail in Congress is because almost every member has some one or more pet bills or programs which he wants to protect for political reasons. If industry were to follow the same selfish policy, any substantial reduction in expenditures would be almost impossible.

Housing research can be conducted by industry itself with its own funds, if sufficient desire exists. And some excellent work already is being done with funds provided by the Lumber Dealers Research Council and by others.

On the other hand, the cost of collecting basic housing statistics would be completely out of reach if industry were to attempt the job. BLS can do that work much more economically because it is able to use the established facilities of the Census Bureau. It is to be hoped that the budget cut is not so great as to deprive the industry and the public of essential data. If that proves to be the case, Congress probably will review its action in due time.

The point is that the construction industry cannot insist on economy in government on one hand, and then insist that the funds in which it is directly interested be left intact. One result of budget reductions will be to compel government to use more wisely and economically the funds which are appropriated and that is an end desired by all.

## Louisville Home Show Organizers



**FIRST HOME SHOW** in Louisville produced and sponsored by Associated Home Builders of Louisville proved outstanding popular success, association leaders report. More than 200 exhibits were housed in the Kentucky State Fairgrounds for recent event. Show officials, seen outside exhibition building, are (from left) W. Arthur Sorrell, director; James G. Polk, committee chairman; Carl Ray; Robert E. Kittle, association director; James P. Bourne, association president; and Edward M. Brooks, Fairgrounds superintendent

## NRLDA Issues Booklet on Emergency Construction

A new pamphlet, "Building—During the Emergency," has been published by the National Retail Lumber Dealers Association for distribution to the public by individual dealers.

Designed to remind home owners, farmers and others that building can go ahead during the emergency despite shortages of some critical materials, the pamphlet also urges the public to use critical materials carefully, in order to stretch the available supply over more jobs.

Orders for the folders are being filled by the NRLDA public relations department for \$1 per hundred with an extra charge for individual firm name imprints.

## Take Office in Philadelphia



**1951-52 LEADERS** of Home Builders Association of Philadelphia and suburbs, installed at annual dinner in June. From left: Hyman Korman, treasurer; Harry K. Madway, new president; Joseph A. Hayden, retiring president and new chairman of the board; and Paul E. Kelley, vice president

## Sacramento Builders Tour Northwest

Twenty-three builder members of the Associated Home Builders of Sacramento, Calif., who made a recent weekend plane and ship tour of Pacific Northwest and Secretary-Manager C. B. Perkins, who conducted the tour, reported they found building conditions in that section about the same as in Sacramento.

The party visited Portland, Seattle and Victoria, B. C., and were guests of home builder groups at projects in all three cities.

Perkins said that Seattle was comparable to Sacramento in its building program, architecture and technique, while Victoria was more conservative, building on a smaller scale with its government's financing program not permitting the widespread speculative building found in the U. S. In Portland, the visiting builders reported they were surprised to find a number of smaller Title I homes in a semi-finished state selling for as low as \$5,400.

Builders in the cities visited, Perkins said, were unanimous in the opinion that Regulation X, if continued, would bring about the same shortage in housing which followed World War II.

## Students See How It's Done



**PRACTICAL POINTERS** in construction are explained to high school students at new development of Jack Boran (squatting), president of the Minneapolis Home Builders Association. Boran, chairman of this year's National Home Week model home contest, was host recently to several classes in architectural drawing, home plan layout and miniature model homes. Doing the explaining is J. Jacoby, Minneapolis North High instructor

## Detroit Secretary Appointed

M. M. Robinson has been named acting secretary of the Builders Association of Metropolitan Detroit to fill the temporary vacancy created by Carl H. Lundblad, currently recuperating from an operation, the association president. Frederic W. Gerhardy, has announced.

Robinson, an association director, has been active in Detroit's slum clearance program and is an alternate director of National Association of Home Builders.

## Savings and Loan Meeting

The 59th annual convention of the United States Savings and Loan League will be held November 9-13 at Miami Beach, Fla., Norman Strunk, executive vice president, has announced.

## Donates Plan Books to Library



**USEFUL ADDITION** to Denver Public Library's home planning section was William E. Barr's recent gift of 15 copies of the National Plan Service Book "Planning Your Individual Home." Barr is president of the W. B. Barr Lumber Co. of Denver. Malcolm G. Wyer (right), city librarian, accepts books from Barr (left) as J. R. Tuttle of firm's home design department looks on. One copy will be placed in each of 13 library branches, two in main building

## Cortright's Column

**FRANK W. CORTRIGHT**, Executive Vice President, National Association of Home Builders of the United States



## Here's How To Get Metal

**CMP 6**, the Controlled Materials Plan regulation now covering construction is one of the most curious regulations to come out of Washington in recent times. It is one of the few regulations which gives the home builder a clear choice as to whether or not he wishes to operate under the regulation.

While the regulation is permissive at this time and not mandatory, it lays the groundwork for a complete system of permits, allotments and priorities at a future date. It should be clearly understood that you, as a home builder, are not required to obtain steel, copper and aluminum, which are controlled materials under the CMP plan, but you may do so if you wish.

**CMP 6** is closely tied into **M-4**, the construction order which prohibits certain construction, such as race tracks and outdoor signs, and requires authorization or permission before starting the construction of a variety of buildings. For the home builder, authorization is required under **M-4** in the case of homes costing in excess of \$35,000 or for multi-unit apartment buildings in excess of three stories and basement. No authorization is required for individual detached dwellings of less than \$35,000 cost, or apartment structures of three stories and under.

Here's how the scheme will work: Suppose **Builder A** wants to build 50 individual homes costing \$11,000 each and he plans to get under way on these houses in September of this year. Obviously, no permit to start construction is required under the **M-4** order. **Builder A** then must make a decision as to whether or not he wishes to have assistance in obtaining steel, copper and aluminum for his 50 houses under **CMP 6**.

If **Builder A** is certain that he can obtain these materials on the open market when he requires them, he will have no need to file under the plan. If, on the other hand, he believes that all of these materials, or perhaps one of them, will be in short supply when he needs them, he would do well to apply for an allotment of these metals.

To obtain an allotment of controlled materials, **Builder A** will fill out form **CMP-4C** and file the completed form with the nearest **FHA** Field Office. While the details of this form are not yet available, it can be expected that detailed information concerning structural steel, reinforcing steel, sheet steel, copper tubing, copper wiring, aluminum sheets, et cetera, as well as a proposed construction schedule will be required.

When the construction schedule as **Builder A** has outlined it on the form is approved, the builder will receive an allotment of controlled materials. **Builder A** will then be in a position, in turn, to authorize a construction schedule for his subcontractors and make necessary allotments of the controlled materials to them from his own allotment. For example, the builder will receive an allotment of structural steel for the 50 houses. He will, in turn, pass his authorization for the allotment on to his supplier who, in turn, can serve the authorization on the producers of structural steel for use in his authorized production schedule.

**Builder B**, however, wants to build a four-story apartment building. **Builder B** must first obtain permission to start this building under Regulation **M-4**. To obtain this permission he will be required to fill out the same form, **CMP-4C**, which in this case will be used for both the processing of the permission to start and his request for an allotment of steel, copper and aluminum under **CMP 6**.

**Builder B**, having completed his form **CMP-4C** for both permission to start and assistance in obtaining controlled materials, again files the form with the nearest **FHA** office. If, after considering the facts which he presents, he is given permission to start, then it can be expected that he will be given an allotment of controlled materials for his job.

**Builder C** is the typical small home builder who builds 5 to 10 homes each year. For **Builder C** the **NPA** indicates that a special condition

(Continued on page 30)

## CORTRIGHT, cont'd

will prevail provided that he does not, in any one quarter of the year, use more of the controlled materials than the following: carbon steel (structural sheets, reinforced steel, sheet steel, pipe) 2 tons; copper and copper base alloys, 500 pounds; aluminum, 100 pounds; and no alloy or stainless steel.

Since the small house requires on the average about 1½ tons of carbon steel, about 300 pounds of copper and about 50 pounds of aluminum, Builder C in one year could stretch his materials into about 5 or 6 houses. Builder C, if he desires to take advantage of this situation, will not be required to fill out a form CMP-4C but will be given an opportunity for self-allocation.

Details of this self-allocation scheme are not yet available but reliable sources indicate that it will be a simple form of self-certification procedure which Builder C will follow. In all probability, he simply will be called upon to make a certified statement in substantially the following form "Certified Under Direction 1 of CMP 6" which he then will sign. This self-certification can be used in the same way as Builder A or Builder B will use the allotment which they have obtained from the FHA office.

Here, for better or worse, is the first attempt to supply the home building industry with the metals it must have. Let's hope it will work.

## Boston Officers for 1951-52



**RE-ELECTED PRESIDENT** at recent meeting of Home Builders Association of Greater Boston was Arthur H. Oman, center. New officers are Alfred L. Roberts, left, secretary, and Martin Cerel, vice president. Oman said the association, a division of the Boston Real Estate Board, has more than doubled its membership in the past few months.

## 65 Members Added In Richmond Drive

The recently-closed membership campaign of the Home Builders Association of Richmond, Va., netted 65 new members, C. G. Yagel, executive secretary, has announced. The association, now five years old, has a roster of 297.

Yagel said the group has been very active during the past year and has attracted the interest of home builders in the Richmond area, especially since government controls have been a home building factor.

## Portland Home Show Attracts 60,000



**GOVERNOR** Douglas McKay of Oregon (wearing chef's cap) and wife, left, were guests of honor at buffet dinner given by Portland Home Builders Association during recent Home Show. Sharing fun are John J. LaPorte, Portland president, and Mrs. LaPorte.

The Portland, Ore., Home Builders Association's 1951 Home Show, May 12-20, drew 60,000 paid admissions to the 11-acre pavilion in the Pacific International Livestock exposition building, according to Sanford J. Langoe, general chairman for the event. Gate receipts were 34.4 per cent above 1950, Langoe said.

A major show attraction was a model home, built by the association with ma-

terials largely donated by associate members. After the show the house was auctioned (without furniture and equipment) for \$4,700, then dismantled and trucked to Langlois, Ore., 300 miles away.

Another featured exhibit was sponsored by an apprentice training school. Class-work demonstrations were given in bricklaying, plastering, sheet metal work, floor covering, plumbing, etc.

### Your Best Community Promotion

#### NATIONAL HOME WEEK

September 9 through 16

## Remodeling Featured at Albany Show

A graphic "Before and After" exhibit of the remodeling of old and poorly-planned homes was one of the most popular features of the Albany, N. Y., Home Show Exposition, held recently in the Washington Avenue Armory.

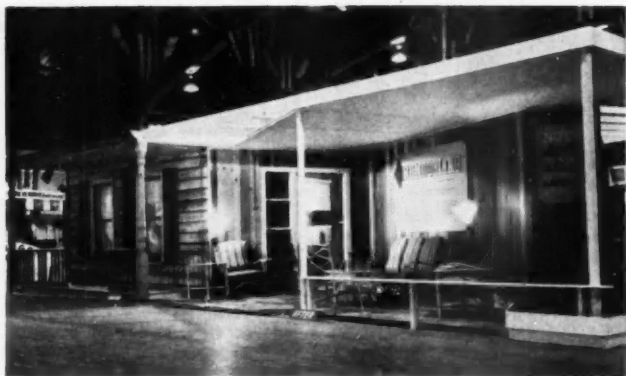
The 40x76-foot demonstration house was prepared by the show sponsors, the Home Builders Association of Albany, with the assistance of the Eastern New York Chapter, American Institute of Architects. It was designed by the staff of Rensselaer Polytechnic Institute's department of architecture.

The before and after theme was used

for all principal rooms in an average home, demonstrating what can be done to make the rooms more attractive and livable through well-planned use of new materials and furnishings.

Also incorporated in the exhibit were a number of display panels showing the possibilities in exterior treatments, including re-design of windows, re-siding, painting, waterproofing and planting.

Supervisors of the show were Leo P. Byrnes, Albany association president; James A. Rooney, show chairman, and Joseph F. Degnan, association executive director and show manager.



**OLD AND NEW** facades of Albany home show demonstration house. The exhibit presented concrete examples of what remodeling can accomplish for out-of-date homes

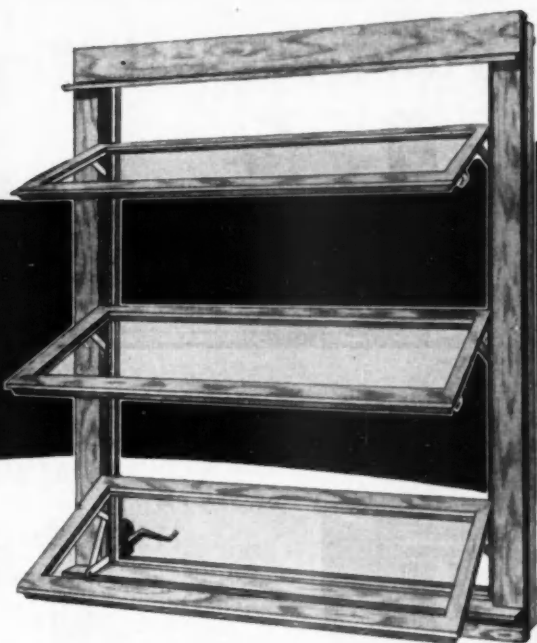
# OPENS WIDEST

# Auto-Lok

PATENTED  
weatherstripped

## WINDOW

ALUMINUM or WOOD



# CLOSES TIGHTEST



it's  
sealed  
like a  
refrigerator

Builders everywhere say that Auto-Lok Windows literally act as salesmen for them, because they give their customers everything they ever wanted in a window ...exclusive easy-to-demonstrate superiority on every count.

And, the outstanding beauty of Auto-Lok Windows is backed by performance - proven engineering which permits 100% ventilation, yet protects completely against rain and snow...which provides a closure **TEN TIMES TIGHTER** than accepted standards...which permits easy-to-handle inside screens and storm sash...and cleaning both sides *from the inside*...top vent, too!

Auto-Lok Windows stand head and shoulders above the field because of patented, precision hardware which auto-

matically pulls the vents in **tighter-than-tight, anchor-locking** each vent at all four corners. Yes, and Auto-Lok's adjustment-free hardware is completely concealed. Easy to operate...just a flick of the finger starts the "delayed" action opening which permits completely controlled ventilation.

Available in a full range of standard and modular sizes, adaptable to every type of building...Auto-Lok's competitive cost and simplified installation fit any building budget.

Sizes and details on request.

Write for name of nearest distributor and free booklet,

'WHAT IS IMPORTANT IN A WINDOW?'

Dept. AB-8

**LUDMAN CORPORATION**

P. O. Box 4541

Miami 28, Florida



I WANT  
SPEED LOAD

NU-GLAZE, PLEASE








*Mack says...*

**BUILDERS**

## *Nu-Glaze* **GLAZING COMPOUND** ALWAYS "STAYS PUT!"



-  **Applied Like Putty, But Is Not A Putty!**
-  **Not Oily — Clean to Handle!**
-  **Needs No Working Up!**
-  **Does Not Dry Out, Harden, Crack or Peel!**
-  **Perfect for All Glazing, Filling Cracks, Boat Work of All Kinds!**

### **DOES THE JOB BETTER** Sets to a rubber-like consistency

Nu-Glaze is so easy to use that every job can be done expertly, whether by a professional or the average home-owner. It's time-tested and recommended by scores of builders and sash and door houses. Nationally advertised, nationally known and nationally used. Sells fast and repeats. Packaged in attractive cans—½ pint, pint, quart, 5 lbs. Also available in drums from 50 lbs. to 880 lbs.

USE  
*Nu-Glaze*  
INSTEAD OF  
PUTTY!



*Nationally Advertised*

Strong-selling ads in the leading magazines tell millions of readers to buy our quality products from you. Keep well supplied!







**ORDER NOW—Your order will be shipped same day**

# these 2 M-D favorites

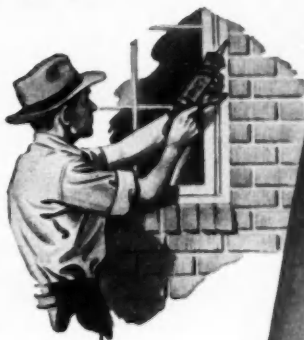
are **FIRST CHOICE** with  
and **HOME-OWNERS** alike!

## Nu-CALK **SPEED LOAD**

**THE MOST EFFICIENT, MOST PRACTICAL  
CALKING LOAD ON THE MARKET!**

-  **The World's Best Calking Compound!**
-  **Always has a Smooth, Even Flow and Easy Trigger Action!**
-  **Non-Staining — Always Remains Pliable!**
-  **Forms a Perfect Bond with Any Surface!**

No house or building is weather-tight until it is calked! Builders know it, and home-owners, too! That's why more and more people use Nu-Calk **SPEED LOAD**! It's so easy to use, it makes calking a snap. Just slip a handy Speed Load into the Speed Loader gun and you're ready!



### CG-4 SPEED LOADER

Here's the other half of this unbeatable combination. CG-4 Speed Loader Calking Gun is light, sturdy, fool-proof. First pressure on trigger automatically breaks seal on load.

### STANDARD CG-3 GUN AVAILABLE, TOO!

Still favored by many experienced calking appliers. Has easy trigger action and powerful piston action. May be used with either Nu-Calk **SPEED LOADS** or bulk calking.



**And don't forget**  
**Nu-CALK CALKING COMPOUND**  
**IN CANS!**  
1/2 pint cans to 55 gal. drums



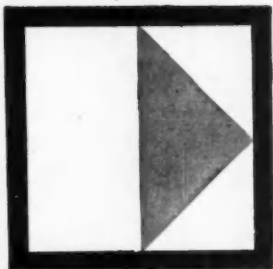
### PACKED 10 LOADS TO CARTON

Each carton contains 10 loads (approx. one gallon) — 4 cartons per shipping case. Freight allowed on 8 cartons or more.

received! **MACKLANBURG-DUNCAN CO.**

**OKLAHOMA CITY 1, OKLAHOMA**

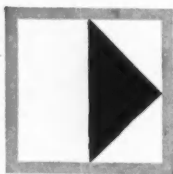




as fundamental as built-in  
storage space...



Eleanor Raymond, Architect

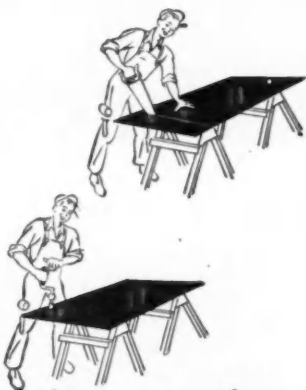


*A good house is  
always better when it  
includes raceways  
for concealed  
telephone wiring.*

Every house you build makes some provision for storage, much of it concealed. But unless provision is made for telephones, the wires may have to be exposed. Raceways built into the walls during construction keep wires out of sight, help protect the appearance of carefully finished interiors. Prospective buyers are impressed with the added convenience and value of *telephone planned homes*. Your Bell Telephone Company will be glad to help you lay out economical raceway installations. Just call your nearest Business Office.

BELL TELEPHONE SYSTEM





# Your Carpenters can install these plastic counter tops



## NO PRESS OR MACHINERY NEEDED

Beautiful, lustrous Micarta counters in kitchens, dinettes and bathrooms help sell houses. Women are thrilled to learn about this magnificent Westinghouse material which resists scratching and denting, is stainproof and can be cleaned by the swish of a rag.

**NOW YOUR CARPENTERS CAN HANDLE MICARTA JUST AS THEY DO ALL OTHER WORK** —using the pre-bonded-Micarta-to-Weldwood-plywood panels.

## Worked by ordinary tools

These panels can be sawed, planed, drilled and trimmed by ordinary tools.

## Four sizes — for all needs

The panels are made in 4 sizes . . . 24" x 96" . . . 48" x 96" . . . 30" x 60" . . . 30" x 96" . . . (all  $\frac{7}{8}$ " thick). They cut with virtually no waste in almost every situation. Ask your lumber merchant.

# Westinghouse



# MICARTA<sup>®</sup>

plastic-on-plywood

# PRE-FAB PANELS

Manufactured by WESTINGHOUSE  
and sold in decorative grades only by  
UNITED STATES PLYWOOD CORPORATION,  
and U. S. - MENGEL PLYWOODS, INC.

## Investigate

Send for Installation Data showing how simply Micarta pre-fab Panels are worked.

UNITED STATES PLYWOOD CORPORATION  
55 West 44th Street, New York 18, N. Y.

488-51

Please send free Micarta sample and simplified instructions.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

# In September



# ... 3 tricks for

## ... 3 promotable presentations that solve basic problems confronting your prospective customers

"Getting the most for your home building dollar is trickier than any of us like to admit," says September HOUSE BEAUTIFUL. "It is just as hard to spend a lot of money wisely as a little. Perhaps even harder."

That pertinent observation introduces three outstanding house presentations—each of them representing maximum value for the particular situation it serves. Each will provide *you* with ideas galore for selling products or services to your new home prospects, if they fall into any of the following categories:

- (1) if money is no object and they can afford to have everything they want.
- (2) if they must have a house in a hurry.
- (3) if they have more time than money.

### If money is no object . . .

*As its title implies, the first trick features a house that provides the ultimate in comfortable and gracious living for its occupants, for all of its obvious unpretentiousness from the outside. It is a low, dignified house, and only the size of the structure, the quality of material and design give the faintest hint that it is exceptional—and that hint is apparent only to the practiced eye.*

*Inside, it is another world . . . of coolness, serenity and the effect of openness. Every room has its own particular way of pampering its occupants . . . is another exhibition of the skills of architect, Henry L. Eggers, Walter W. Wilkman, Associate, in developing new subtleties about good living.*

*Study this presentation and display it for the individual ideas its component parts will furnish you and your customers. Any one of the details pictured may turn out to be just the selling point you've needed to capture that extra business!*



# getting more house for today's dollar . . .



## A house in a hurry . . .

*"If you have to have a house quickly," says the September issue, "you will have to buy a ready-built house in a development." And that's what is featured in the second of HOUSE BEAUTIFUL's three forthcoming presentations—but it still illustrates the formula for finding the most house for today's dollar.*

*"Make your money buy the greatest amount of enclosed space," HOUSE BEAUTIFUL advises its readers, "and plan to add refinements later. Shop for a house designed with exposed basic structure, thus eliminating cost of interior finishing materials and providing additional space instead. Look for a plan that is flexible, so that you can adjust it to fit your*

*own needs by devices like a movable storage wall (in the house illustrated). Buy a house with an open plan which will give you a feeling of greater spaciousness than the actual dimensions provide. (In the house illustrated, three rooms merge.)"*

*Looking for some interesting selling points for extra business in your locality? Study this presentation carefully and use the ideas that will immediately present themselves. Architects for the house shown, which is outside Washington, D. C., were Keyes, Smith, Satterlee, and Lethbridge. Builders were Luria Brothers.*

## More time than money . . .

*This is an entirely different approach, aimed, of course, at your limited-budget prospects for building materials. It tells the story of a family in Connecticut who were successful in getting a \$40,000 house for less than \$16,000 by taking the time and making the sacrifices to build it themselves.*

*Using a practical, play-by-play technique, it's the kind of story that will make a strong impression on plenty of other would-be new home owners—the kind of encouragement you can use to advantage in your locality. If you sell building materials, make sure you utilize HOUSE BEAUTIFUL's third September house presentation!*





# In September



# ... brand names

## ... to keep your business humming!

September can be a month of mounting profit, if you plan promotions of the nationally known and accepted brand names you see on HOUSE BEAUTIFUL's advertising pages. Build them around the ideas contained in these helpful trade messages from typical best-sellers in the September issue.

The most beautiful popular-priced asbestos roof shingles **JOHNS-MANVILLE** ever developed, **AMERICAN COLONIALS** have a striking texture, are available in a wide range of colors and have the charm of weathered wood plus the permanence of stone. Made of asbestos and cement they are fireproof, rotproof and weatherproof.

The **PHILIP CAREY MFG. COMPANY** is contributing to fire safety in the American home with its **FIRE-CHEX** shingles and **FIRE-GUARD** insulating batts. Fire-CheX is rated 108 times more fire resistant than ordinary shingles. Fire-Guard is the first batt to carry Underwriters' Laboratories, Inc. fire resistant rating.

**CHURCH PLASTIC WALL TILE** — new companion product of the famous "best seat in the house" — offers the beauty, serviceability and luxury finish without the weight or cost of conventional tile. Wide range of lovely "decorator" colors. For walls of shining beauty — economical and easily installed — get Church Plastic Wall Tile.

**PLANKWELD**, "the wood paneled room that comes in a package," is ideal material for adding usable space to a house. It is pre-finished — the way to install a wood paneled room at lowest cost. 16 1/4" panels, in oak, birch, knotty pine and Philippine Mahogany, — require no furring or framing and show no nail holes.

Two new booklets are now available on **WEST COAST WOODS** species — Douglas Fir, West Coast Memlock, Western Red Cedar and Sitka Spruce. These colorful booklets, . . . **BEAUTIFUL HOMES OF WOOD**, 8 pages in full color, and **HOW TO BUILD FARM BUILDINGS THAT LAST LONGER**, 16 information-packed pages are both free in quantity to dealers.

To meet consumer demand, the **WARNER COMPANY** now offers a fabric that matches identically in color and design their popular "Borayard Jamboree" **WALLPAPER** for use in kitchens and dinettes. Advertising reproduces wallpaper in color and offers to consumer, for 25c, samples of all colorings of wallpapers and fabrics.

**NAIRN** — the Quality Inlaid Linoleum — has a tremendous range of colors for modern floors. The exclusive patented duplex felt backing makes Nairn so trouble-free — both in installation and in use — that it carries a money-back double guarantee. It's guaranteed by the manufacturer, **CONGOLEUM-NAIRN**, and by the dealer.

In selling wall-to-wall carpet, the accent is on beauty . . . beauty in the customer's home. **ROBERT'S "SMOOTHEDGE" CARPET GRIPPER** assures flawless installation, eliminating tack marks and ripples that show when carpet is installed turn and tack. "Smoothedge" is a plus value that helps sell more wall-to-wall carpet.

Rug retailers who are interested sincerely in building a group of satisfied customers specify **U. S. RUG UNDERLAY** — the waffle type sponge rubber pad which prolongs rug life, gives an indescribable feeling of luxury underfoot. Odorless, vermin proof, hygienic.

The finest cushion underfoot . . . the cleanest cushion under rugs — **SPONCEX**, the sponge rubber rug cushion.

Only the **BURROWES** all-aluminum screen and storm window gives **HEALTH-GUARD** protection. With such features as: adjustable ventilation; patented friction control; custom built; interchangeable sash and screen; permanent installation; saves up to 35% on fuel cost; nationally advertised — promotion material available.

The importance of color in the home emphasizes **PRE-FAB VENETIAN BLINDS**. Venetian blinds offer all the features the consumer wants . . . enclosed all-metal head, flexible metal slats, and one-piece bottom rail with snap-on tape clamps. 14 colors in DuPont Plastics. Custom-made by Eastern Machine Products Company's Pre-Fab custom-manufacturers.

**FLEXALUM** vinyl plastic tape and spring-tempered aluminum slats for venetian blinds. Available in top quality custom made blinds. Make window beauty permanent. Tapes wipe clean with a damp cloth; won't fade, fray, shrink or stretch. Spring-tempered slats snap back; won't peel, crack, mar. 165 decorator color combinations.

Watch for O'Brien's ad in the September issue of *House Beautiful*, showing **O'BRIEN'S COLORS OF 1951**, available in **LIQUID VELVET** — America's Most Washable Flat Wall Finish and shown in the new O'Brien Color Manual on full-page 6" x 3" swatches. Complete dealer merchandising program. The O'Brien Corporation, South Bend, Indiana.

**FAIRBANKS, MORSE & CO. WATER SOFTENER**, your round source of profit. Most areas have hard water problem. Logical appliance

buy after running hot water is available. Fairbanks-Morse single tank model, with finger-tip regenerating control, simplifies operation. Uses **ZEOLITE**. Available in capacities from 30 to 60 thousand grains. Easily installed. Ask about dealership in your community.

What users think of the **KITCHENAID AUTOMATIC HOME DISHWASHER** is reported in the KitchenAid September advertisement. Tableware washed, rinsed, and dried "sparkling clean" . . . "just wonderful" . . . "does everything the manufacturer claims" . . . are typical of enthusiastic user comment. KitchenAid Home Dishwasher Division of the **Harbat Manufacturing Co.**, Troy, Ohio.

**STEINHORST** — the oldest name in freezers — is following through in a series of advertisements with emphasis on Steinhorst's exclusive Dutch Freezer Plates which hold the cold like a Dutch oven holds heat. Write for complete literature on Steinhorst "D.F.P.". Emil Steinhorst & Sons, Inc., 612 South Street, Utica 3, New York.

**THE KITCHEN-AIRE EXHAUST FAN** is different — only a small, attractive grill is visible in kitchen . . . the **KITCHEN-AIRE** is located on outside of houses. Grill can be mounted above cooking range, even if range is located on an inside wall. Stewart Manufacturing Co., 320A E. St. Joseph Street, Indianapolis, Ind.

Now you can offer your customers Beautiful **KITCHEN MAID KITCHENS** with modern **FLG-LINE** Styling, Aluminum Drawers, Resinite Doors, and a host of convenient features. Available in four delightful pastels and the popular Appliance White. Advertisements supported by a full assortment of sales promotion material and a complete newspaper mast service. The Kitchen Maid Corp., Andrews, Indiana.

**BURNHAM BASE-RAY RADIANT BASEBOARDS** — made of durable cast iron, to last a lifetime, these baseboards give most uniform floor-to-ceiling temperatures known; true radiant heat, evenly distributed throughout whole room. They are gracefully designed to fit any room, blend with any color scheme. Suitable for hot water or steam.

**CARRIER HUMIDRY** stops mildew, mold and moisture damage. A small, compact dehumidifier, it removes up to 18 pints of water from air every 24 hours. Quiet-operating, no lubrication necessary, just plug it in to protect workshop, storage room or cellar in playroom. Handsome gray Hammett finish. Carrier Corporation, Syracuse, N. Y.

# and buying guide influence . . .

Electric Radiant "GLASSHEAT" by CONTINENTAL has made conventional heating systems obsolete. "Glassheat" requires no furnace rooms, fuel space, pipes etc. . . is the cleanest, safest, healthiest heat ever developed, and delivers more usable heat-per-dollar than any other type system. "Glassheat" panels blend with any decor . . . are easily installed by any licensed electrician.

Every month in *House Beautiful*, Webster advertising tells your prospects about WEBSTER

BASEBOARD HEATING—true perimeter heating with forced hot water. Proven in service in more than 12,000 installations. Descriptive literature on request of Warren Webster & Company, Dept. HAB-9, Camden, New Jersey.

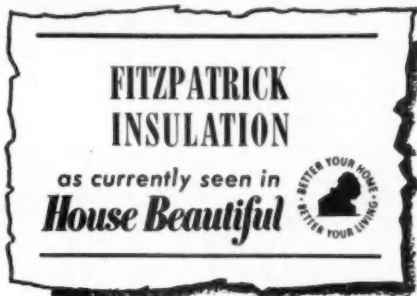
FLEXSCREEN, the original, preferred woven-metal fire curtain will be featured in the industry's outstanding national advertising campaign again this season. Features—It's sparkproof, yet sheer and lovely; exclusive

Unipull one-hand opening and closing; variety of styles (including movable Frame Flexscreen) for every fireplace. Bennett-Ireland Inc., Norwich, N. Y.

Late August through early October is the best time of the whole year to improve lawns and particularly to build new ones. Since folks want Scott's lawn perfection, a traffic stopping SCOTT'S LAWN CARE PRODUCTS counter featuring Scott's Seed and Turf Builder will be most profitable.

Put *HOUSE BEAUTIFUL's* buying-guide influence to work for your store by sending for the attractively mounted display cards and effective tie-in newspaper mats that are available free of charge.

For cards, check any or all of the top-quality products below (preceded by a number), which are advertised in the September issue. For a mat, in which product names can easily be inserted, check the square indicated.



<p>Fill in your name and mailing address, mail to: Merchandising Division, <i>House Beautiful</i> Magazine, 572 Madison Ave., New York 22, N. Y.</p> <p>37. FLEXSCREEN FIREPLACE SCREEN</p> <p>38. BALSAM-WOOL SEALED INSULATION</p> <p>39. CAREY FIRE-CHEX SHINGLES</p> <p>40. JOHNS-MANVILLE AMERICAN COLONIAL ASBESTOS ROOF SHINGLES</p> <p>41. BLUE RIDGE PATTERNED GLASS</p> <p>42. MISSISSIPPI STRUCTURAL GLASS</p> <p>43. STRAHAN WALLPAPERS</p> <p>44. VITROLITE GLASS PANELING</p> <p>45. WARNER WALLPAPER "BARNYARD JAMBOREE"</p> <p>46. WELDWOOD—PLANKWELD</p> <p>47. GOODYEAR WINGFOOT VINYL FLOORING</p> <p>48. NAIRN INLAID LINOLEUM</p> <p>49. ROBERTS "SMOOTHEDGE" TACKLESS CARPET INSTALLATION</p> <p>50. SPONGEX SPONGE RUBBER RUG CUSHION</p> <p>51. U. S. SPONGE RUBBER RUG UNDERLAY</p> <p>52. CURTIS WOODWORK</p> <p>53. WEST COAST WOODS * PEASE FABRICATED HOMES * MINWAX WOOD FINISHES &amp; WAXES</p> <p>54. CABOT'S COLLOPAGES</p> <p>55. O'BRIEN LIQUID VELVET PAINT</p> <p>56. ANDERSEN WINDOW WALLS</p> <p>57. BURROWES HEALTH-GUARD COMB, WINDOWS</p> <p>58. CINCO-THERMOSEAL COMB. SCREEN &amp; STORM SASH</p> <p>59. RUSCO COMB. DOORS &amp; WINDOWS</p> <p>60. UNION ALUMINUM WINDOWS</p>	<p>61. FLEXALUM VENETIAN BLINDS</p> <p>62. PRE-FAB VENETIAN BLINDS</p> <p>63. AUTOMATIC GAS WATER HEATERS</p> <p>64. RUUD-MONEL AUTOMATIC GAS WATER HEATER</p> <p>65. GENERAL ELECTRIC DISPOSAL</p> <p>66. LUSTERTONE SINKS</p> <p>67. FAIRBANKS-MORSE WATER SOFTENER</p> <p>68. CHURCH SEATS—CHURCH WALL TILE</p> <p>69. FORMICA VANITORY</p> <p>70. FRIGIDAIRE</p> <p>71. KITCHENAID AUTOMATIC HOME DISHWASHER</p> <p>72. ROPER GAS RANGES</p> <p>73. STEINHORST FREEZERS * WESTINGHOUSE BOOKLET—HOME PLANNING IDEAS</p> <p>74. AMERICAN-STANDARD BASEBOARD HEATING</p> <p>75. B &amp; G HYDRO-FLO HEATING</p> <p>76. BURNHAM BASE-RAY RADIANT BASEBOARDS</p> <p>77. CARRIER HUMIDRY</p> <p>78. CHRYSLER AIRTEMP HOME HEATING</p>	<p>79. CONTINENTAL RADIANT "GLASSHEAT"</p> <p>80. HEATILATOR FIREPLACE UNIT</p> <p>81. JANITROL GAS CONVERSION BURNER</p> <p>82. KITCHEN-AIRE EXHAUST FAN</p> <p>83. NU-WAY OIL BURNER</p> <p>84. WATERBURY WARM AIR HEATING * WEBSTER BASEBOARD HEATING</p> <p>85. WILLIAMS OIL-O-MATIC OIL BURNERS</p> <p>86. WILLIAMSON WARM AIR FURNACE</p> <p>87. SEDGWICK RESIDENCE ELEVATORS</p> <p>88. SHEPARD HOMELIFT &amp; ESCALIFT</p> <p>89. KITCHEN MAID FLO-LINE CABINETS * LYON KITCHENS</p> <p>90. YOUNGSTOWN KITCHENS</p> <p>91. KIRSCH DRAPERY HARDWARE</p> <p>92. STERLING HARDWARE FOR SLIDING DOORS</p> <p>93. CUTLER-HAMMER MULTI-BREAKER</p> <p>94. ROTO-ROOTER SEWER SERVICE</p> <p>4. SCOTT'S LAWN CARE PRODUCTS</p> <p>5. ANCHOR CHAIN LINK FENCES</p> <p>6. HABITANT RUSTIC WOOD FENCE</p> <p>7. RUSTICRAFT FENCES</p>
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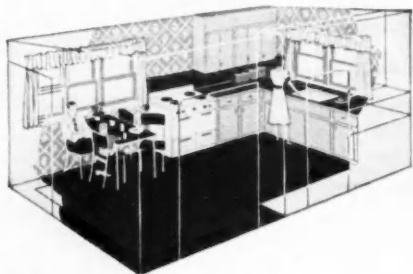
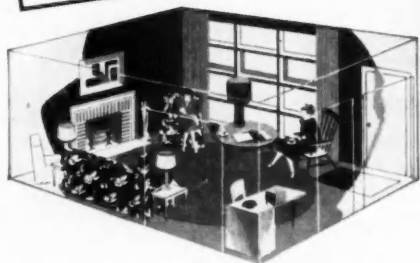
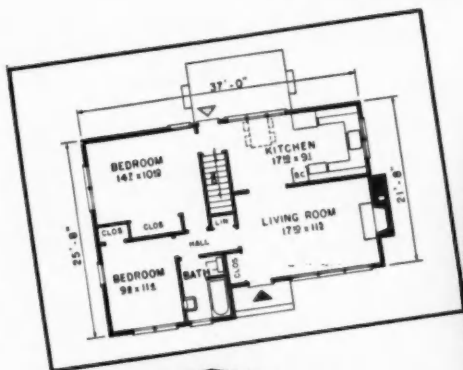
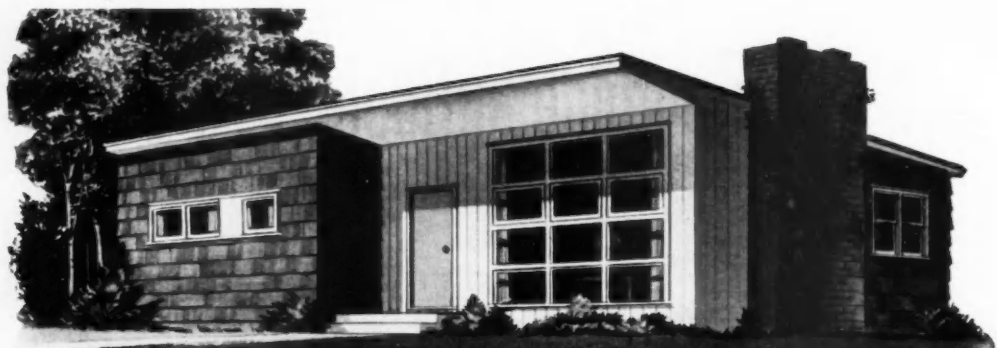
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# Weyerhaeuser 4-Square

Let's look at the September addition to the Weyerhaeuser 4-Square Home Building Service . . . the home illustrated at the left. Employing materials carried in retail yards, the architect has created a modern design of dramatic contrasts . . . a pleasing use of materials, textures, colors and mass.

The floor plan shows only one simple jog from the rectangular . . . only necessary interior doors and partitions are used . . . no special roof framing is required . . . these are marks of planning for economy . . . four fine rooms and bath in 870 square feet.

Each month professional planners create a new design for the Weyerhaeuser 4-Square Home Building Service. Many builders find these designs most useful in helping owners in their home-style selection.

Each month the new home and the Service are advertised to millions of readers of national shelter magazines. Last year more than 85,000 inquiries were received from prospective home buyers . . . evidence indicates that nearly twice as many homes were built from this Service in 1950 as in 1949.

For the convenience of builders, this Service is made available at the offices of 4-Square Lumber Dealers. It includes over one hundred architect-designed homes, complete with blueprints and material lists. It is continually expanding by the addition of a new, modern home design each month.

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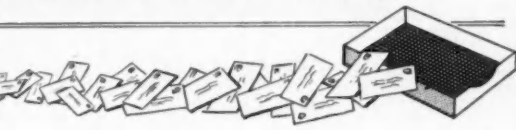
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## Letters to the Editor



### Conflicting Appraisals of Future Steel Supplies

In an effort to obtain some clarification of the many conflicting reports on the availability of steel for civilian uses under the present rearmament program, American Builder Publisher R. H. Morris recently wrote the letter below to a selected list of senators and representatives in Washington. The two replies which follow his letter are typical of a large number received in reply to his quest for some facts.

My Dear Senator:

On May 5, 1951, the Wall Street Journal carried a Washington dateline account of steps taken by the National Production Authority to cut down the use of structural steel. This order requires contractors to get specific permission before building big apartment houses or luxury homes estimated to cost more than \$35,000, and N.P.A. permission is also required for all industrial facilities and public or private construction projects which will require the use of more than 25 tons of steel.

"These measures are required because of the growing critical shortage of structural steel and the overriding need of steel in our defense and defense-supporting programs and in highly essential civilian needs, such as schools and hospitals," said Administrator Manly Fleischmann. Mr. Fleischmann also declared, "There is just not enough steel to go around. We must channel its use to serve all of our essential defense and civilian requirements."

Under date of May 24, 1951, the Wall Street Journal under New York dateline carried a report on the annual meeting of the American Iron and Steel Institute and in the first paragraph said, "There is no shortage of steel now and the time is approaching when there will be an over-supply of this metal. That was the view of a number of steel industry executives attending the meeting." Benjamin Fairless of U. S. Steel when asked about the possibility of an over-supply of steel said, "That period may be nearer than most people in the United States

think." Eugene Grace of Bethlehem Steel stated, "I don't share the view being put forth in certain directions that there is a great shortage of steel and that it is going to get even shorter. Steel is rapidly reaching the point where it can take care of national defense and related programs and still have a very liberal supply for peacetime." He noted that most of the special programs related to defense, such as car-building orders and that for the oil industry, are for purposes that also are considered peacetime operations, so they can be considered part of the regular commercial demand.

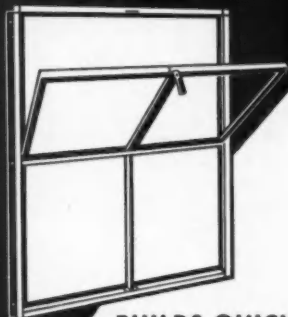
In another report carried in the Chicago Tribune of May 25, Walter S. Tower, president of the American Iron and Steel Institute, stated, "Currently, steel is being poured at the rate of more than 107 million tons for 1951, and new steel-making capacity is being added on a scale never equalled before. The greatest concern at this time ought to bear upon the danger of bureaucratic controls rather than the amount of steel left in the free market.

"Right now the best estimate of direct military use of steel during the third quarter of 1951 is about 700,000 tons of finished rolled products per month. That is less than one-eighth of the prospective supply. In less than two hours enough steel is made to build a battleship or 100 diesel locomotives." There has been similar divergence between N.P.A. officials and officials of the manufacturing companies in connection with the supply of aluminum and copper, the uses of both of which have been again seriously affected by N.P.A. orders.

Just who, presumably, knows the actual picture best, the producers of the materials who are equally familiar with defense and other requirements, or men like Fleischmann, heading government bureaus and agencies? It would seem to me that before Congress acts on an extension of the Defense Act of 1950 or a sub-

(Continued on page 156)

## NEW MONARCH ALL-STEEL UTILITY WINDOW FOR THE ECONOMY-MINDED CONTRACTOR



### BUILDS QUICK AND EASY SALES

The All-Steel Utility Window, of traditional Monarch Quality, pays off big. Why? Because both builders and buyers are looking for a window that is economical in first cost, that can be used in all types of construction and is adaptable to a variety of uses—garages, gas stations, farm buildings, smaller commercial buildings, etc.

The Monarch Utility is designed to meet all of these requirements—and more. Backed by 40 years of Monarch engineering and manufacturing experience, the Utility is an all-steel window of substantial construction, with heavily reinforced corners. The weather-sealed sash tilts back for ventilation and quick removal of window. Made in one size only—4-light, 15 x 20", putty type.

Compare this outstanding window with others—even those in the higher priced field—and you will readily see why stocking and selling Monarch Utility windows will give you a surprisingly Bigger Business and Extra Profits.

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When you think of Basement Windows, think of  
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# **“SKIL Saws are the most convenient for all cuts”**

says **WILLIAM McDONALD,**  
construction foreman  
**GEORGE A. DUKE**  
**CONTRACTING COMPANY,**  
Detroit, Michigan

“Handiest!” is the word for SKIL Saws according to William McDonald. He’s used these saws for 20 years, knows by experience and comparison that no other saw can match SKIL’s on-the-job record for versatile, dependable performance. “SKIL Saws have more power,” he says. “That’s why SKIL is the most satisfactory for making all the cuts required in building houses.”





SKIL's two-side shoe makes more cuts possible—More support, with the shoe extended on both sides of the blade, enables carpenters to make cuts in more positions and more locations on the job. Here Russell Lawrence uses SKIL Saw Model 77 to cut blocks used for supports under floor joists. He says: "SKIL Saws are easier to use for time-saving jobs like this."

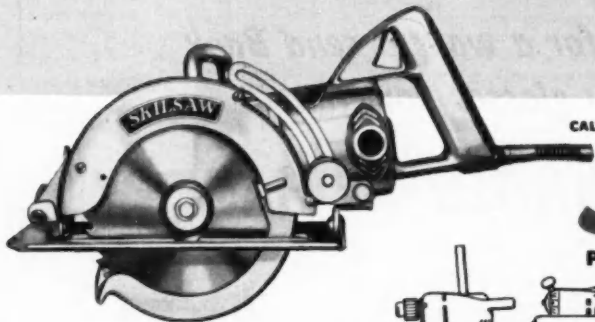
SKIL's power makes gang rip cuts—"Only SKIL Saws have the power to make cuts like this," says Donald Castle. Here he's ripping strips from two 1' x 4" lengths of lumber. The strips are then cut into shorter lengths for bridging. Note the easy one-hand operation. That's one-hand operation for cutting . . . not merely for lifting the saw into position. With the grip handle behind the blade, there's a straight line of force that means easier action, more accurate control. The auxiliary top handle allows the operator to use both hands with convenience and safety whenever he prefers.

## SKIL Saws on the job mean

- MORE CONVENIENCE
- MORE POWER • MORE USES

SKIL Saws are packed with power, perfectly balanced for easier handling, right for the job, right for *more* jobs. Full base adjustments for depth of cut and angle cutting. Higher torque action for full capacity cutting in lumber as

it's found on the job. SKIL Saw performance on the residential building now being done by Duke Contracting Company in Detroit shows why carpenters all over the country prefer SKIL Saws for every cutting job.



**SKIL Saw—Model 77**—One of the 10 SKIL models. 7 $\frac{1}{4}$ " saw with full base adjustments for 0" to 2 $\frac{3}{4}$ " vertical depth of cut; 0° to 45° bevel adjustment. 1 $\frac{3}{4}$ " depth of cut at 45°. 3200 r.p.m. no-load speed. Overall length: 17 $\frac{1}{4}$ ". Weight: 15 $\frac{3}{4}$  lbs.

CALL YOUR SKIL DISTRIBUTOR FOR COMPLETE INFORMATION

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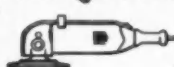
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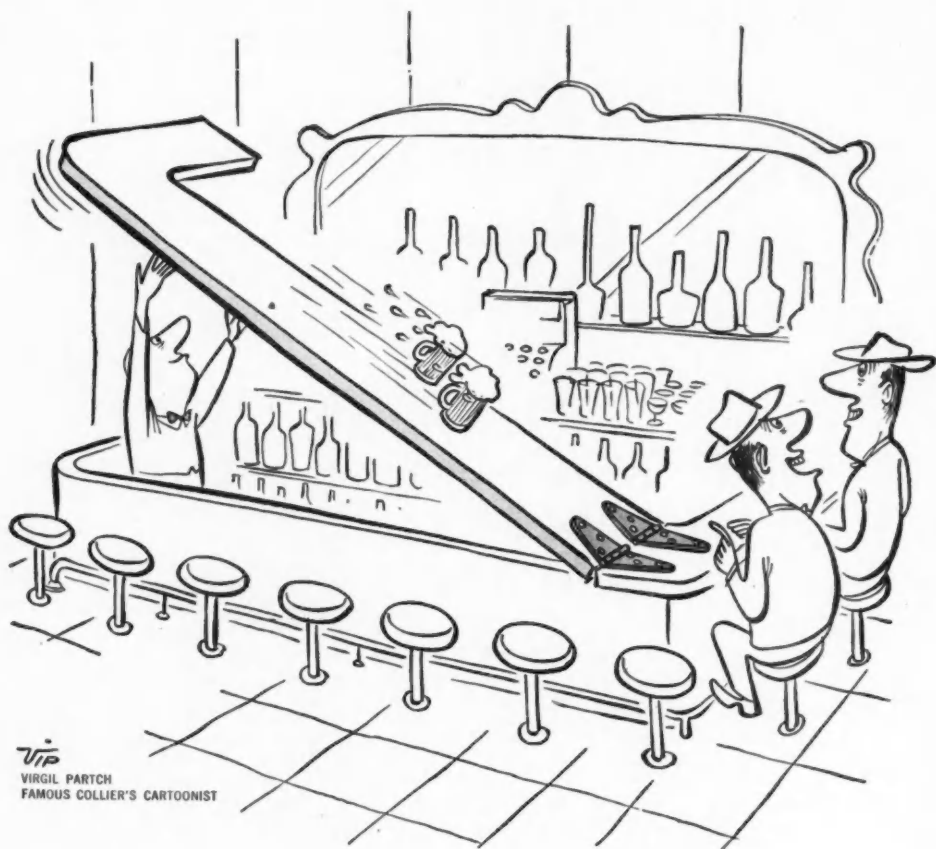
SKIL Disc Sander



SKIL Saw

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AMERICAN BUILDER



# and OFF the Record

News, Views and Comments

**INCOME TAXES**—Western Tax Council Inc., with headquarters in Chicago, has been working since 1939 to obtain legislation limiting Federal income taxes to 25 per cent of an individual's income. Limit could be raised in time of war with consent of three-fourths of States. Council wants other income taxes decreased proportionately.

**PROGRESS**—Twenty-two States have endorsed the measure, and it has passed one House in five additional States. It is a live issue in seven more States.

**PROCEDURE**—The Council is going through the States because of a Congress hostile to tax decreases. If 32 States officially endorse the measure, Congress must submit a Constitutional amendment to the people.

**FEDERAL TAXING**—A. A. Imberman, president, Imberman and De Forest, Chicago, recently compiled some interesting tax data from U. S. Treasury records as follows:

**THE TREND**—In 1935 tax collectors took the following sums: Federal, \$4,900,000,000; State, \$3,387,000,000; Local, \$5,309,000,000. In 1948 the split was Federal, \$41,550,000,000; State, \$7,791,000,000; Local, \$6,600,000,000.

**PERCENTAGES**—In 1935, taxes were divided as follows: Federal, 36 per cent; State, 25 per cent; Local, 39 per cent. In 1948 the division was Federal, 76 per cent; State, 14 per cent; Local, 10 per cent.

**THUS FEDERAL** government increased its takes from about one-third of the total tax collection in 1935 to about three-fourth in 1948.

**THE INCREASE**—Taxes of all rose \$42,345,000,000 between 1935 and 1948. Of this increase Federal government takes \$36,650,000,000 or 86 per cent. Another way to look at it is that Federal taxes in 1948 were 8½ times what they were in 1935; State taxes, 2½ times; and Local, 1¼ times.

**BUREAUCRACY**—Most of the increase in Federal taxes supports expanded bureaucracy. It is no wonder that many municipalities and some

States are broke, with Federal government taking the lion's share of tax dollars.

**LOCAL GOVERNMENT**—It will have to give way to a police state unless federal spending is curtailed sharply.

**CENTRALIZED GOVERNMENT**—It is indicated clearly by the foregoing comparisons and trends, and is the reason why Western Tax Council, Inc. deems it mandatory to limit the taxing power of Federal government.

**HOLC**—When it closed its doors for good in May it had paid off its original capital of \$200,000,000 as well as all issues of its bonds, which amounted to \$3,489,000,000. Capital had been supplied free of interest by Treasury Department.

**ST. LOUIS**—Although Regulation X eliminated many potential buyers of new homes in this city, sales have revived, now that hold-out buyers have become convinced that there will be no softening of prices.

**PRICE CEILINGS**—As of June 1, interim relief was provided for retailers suffering from increased prices to themselves at the manufacturer or wholesaler level. A retailer or a wholesaler buying from a manufacturer who has increased his price in accordance with regulations may recompute his selling price upward. On the other hand, if the manufacturer's price has decreased, the wholesaler or retailer must recompute his selling price downward. Details are in Supplementary Regulation 29.

**LUMBER PRICE CEILINGS**—Advisory committees from practically every segment of the lumber producing industry were meeting in June with officials of OPS. Probability is that formulae will not be ready for release until September or October.

**PLYWOOD**—Manufacturers of softwood plywood are now required to reserve 20 per cent of each month's production for military purposes—Order NPA-M63. Military requires a higher proportion of waterproof exterior than types used for interior purposes.

**WEATHER-BLOC**  
Trade Mark Patent Applied For

## Single Unit VENTILATOR FOR GLASS BLOCK PANELS



### VENTILATION...Plus Beauty WHY NOT GIVE BOTH?

WHEN PLANNING—New buildings . . . or remodeling old buildings . . . be sure to get full information about WEATHER-BLOC Single Unit VENTILATOR for glass block small panels.

WIDE APPLICATION—HOMES—Kitchens, bathrooms, stairwells, fruit cellars; STORES—show window fronts, side windows, store rooms; OFFICES—for ventilating inside as well as outside walls or panels.

WEATHER-BLOC FEATURES—Blends with glass block. The outside presents a series of horizontal louvers, which maintain the continuity of design, simulating a glass block. The inside offers finger tip control of ventilation with adjustable louvers. The body is stainless steel. Aluminum screens. All parts can be cleaned and replaced from inside the room. Available in three sizes of standard glass block.

WEATHER-BLOC MODELS—There are 3 models available. STANDARD WEATHER-BLOC with glass louvers outside and inside. UTILITY WEATHER-BLOC has stainless steel louvers outside and glass louvers inside. ECONOMY WEATHER-BLOC with stainless steel louvers outside and inside, 6 and 8 inch only.

WEATHER-BLOC takes no more time to install than single glass block. In old or newly completed glass block panels where ventilation is required, break out single glass block and replace with WEATHER-BLOC.

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YOUR GLASS BLOCK DEALER OR JOBBER  
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Duraplastic is so often specified for structural work because it gives a more plastic, more cohesive mix that is more workable and easy to place. Duraplastic air-entraining portland cement needs less mixing water for any given slump.

### Makes more durable concrete

Water-gain and segregation are minimized by the air-entraining feature of Duraplastic. The finished concrete is thus fortified against the effects of freezing-thawing weather and the surface appearance is improved.



### YET DURAPLASTIC\* COSTS NO MORE

It sells at the same price as regular cement and requires no unusual changes in procedure. Complies with ASTM and Federal Specifications. For descriptive booklet, write Universal Atlas Cement Company (United States Steel Corporation Subsidiary), 100 Park Avenue, New York 17, N. Y.

\*"Duraplastic" is the registered trade mark of the air-entraining portland cement manufactured by Universal Atlas Cement Company.

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AB-D-125

# how "doubled-up" families can double your profits



When a mother-in-law moves in with the young folks—or a G.I.'s wife and her baby come to stay with her parents "for the duration"—there's a real need for remodeling unused attic space. The simple, easy way to meet that need—and make a *double profit*—is to use the Nu-Wood and Balsam-Wool System.

Your profit No. 1 comes from insulating the attic with Balsam-Wool guaranteed insulation.

Profit No. 2 comes from building the new room with Nu-Wood insulating interior finish. And you clinch the deal by explaining to the home owner how Balsam-Wool can save enough in fuel bills to pay for itself and the Nu-Wood, too!

Builders all over the country are cashing in on the Nu-Wood and Balsam-Wool System. Complete details are yours for the asking—just mail the coupon.



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• Gentlemen: Please send me information about the  
 • Nu-Wood and Balsam-Wool System, and detailed hints  
 • on making the attic room shown in this advertisement.

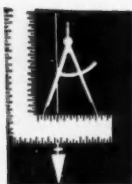
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• Address.....

• City..... State.....

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# TECHNICAL GUIDE for Builders and Craftsmen

## Radial Arm Saw Techniques in Rafter Cutting

**T**HE POPULARITY of radial arm saws on building jobs, plus their versatility, has resulted in the development of a number of saw setups and methods of making cuts which save both material and time. On this and the following pages up-to-the-minute information on cuts required to construct various parts of roof framing are presented, along with details on roof types and terminologies.

How to cut common rafters, how to make face and plate cuts, how to cut the compound miters required for certain cripples and jacks—all are explained in detail.

### RAFTER CUTS

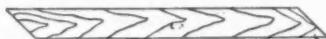


FIG. 1

The rafter shown in Fig. 1 requires two cuts. Because cuts are at the same angle setting up the saw is not difficult. First set the arm of saw at proper angle and lock in place. Then make the first vertical cut, run the material to a stop and make the second vertical cut. The result: Two cuts, one handling.

It is important to consider the wind of the wood. So that material brought to the saw always has the wind up, guides should be placed on the guide strip at points A, B, C and D, Fig. 2. Stop A is placed at E to stop near the center of the angle. The stop at E should be recessed.

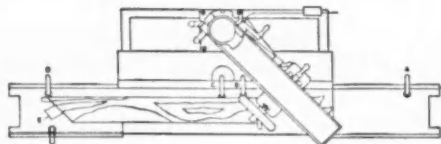
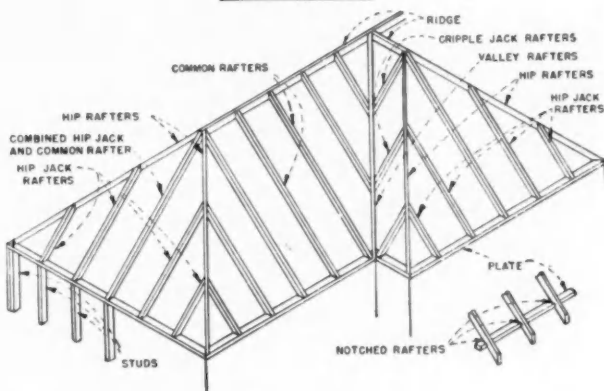


FIG. 2

### TYPES OF RAFTERS



### THREE CUT RAFTERS

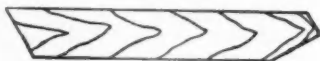


FIG. 3

The rafter shown in Fig. 3 requires three cuts; two vertical cuts as shown in Fig. 1 and the plate cut.

The best cutting setup uses two machines in line. The arm of the first machine set at the angle of the vertical cuts, and arm of second machine set at angle of the plate cut. The first vertical cut is made. Material is then moved to a stop and second vertical cut is made. From there material is moved on conveyors to another stop where plate cut is made by second machine.

Fig. 4 illustrates a one-machine setup. First the vertical cuts are made and then, without changing the position of the arm the material is swung 90 degrees to stops B and C and the plate cut is made. The purpose of stop A is to give material firm support while cutting. Stop A should be hinged so it will not interfere with material moving across table for vertical cuts.

A variation can be obtained by swinging the arm in place of material. The vertical cuts are made first. As material is moved back to a swinging stop, the arm of the saw is swung to the angle of plate cut. The plate cut is made. Rafter is moved out of the way and new piece of material is moved into position for vertical cuts with the arm swung back. Arm is not locked.

(Continued on page 52)

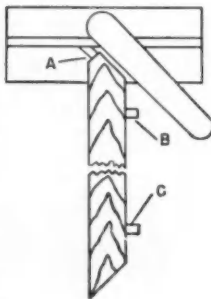
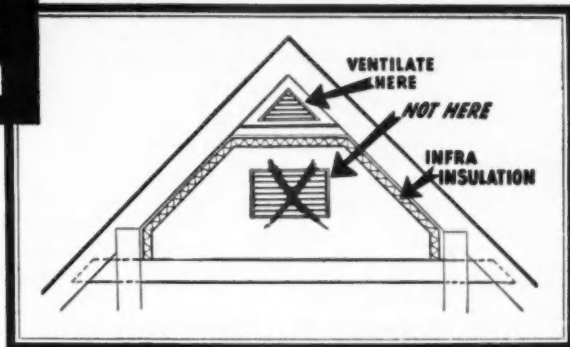


FIG. 4

# Don't Vent Below Insulation

Vents below insulation let heated air out, cold air in, waste fuel in winter. This defeats the purpose of insulation, which is to prevent the escape of heat.



Ventilation is generally necessary above all insulations, less in residences, more in buildings where crowds or other conditions create large amounts of water vapor. Where roof rafters are insulated, it is good practice to cap under the ridge, insulate across, and ventilate above.

With ordinary insulation, at least 1 sq. in. of free opening is needed for each 4 sq. ft. of ceiling and wall surface exposed to vapor flow. No point in the vented space should be more than 25 ft. from a vent opening. Adequate ventilation takes care of vapor which seeps through into a building space from within, and of evaporated water which leaks in through nail holes and other openings from without. In summer, attic vents help lessen the heat load imposed by the sun.

Multiple accordion aluminum is non-condensation forming, non-absorbent. Since it is impermeable to vapor, it will slowly force out, even without vents, ordinary amounts of fortuitous vapor which has leaked in through openings in the outside walls. (To do this, an insulation must have a permeability no greater than one-fifth that of the colder outer wall or roof.) Venting accelerates this process.

Multiple accordion aluminum turns back 97% of the infra-red rays striking it; emits from its opposite surface but 3%. There is negligible conduction, and convection is blocked. The commercial form of multiple accordion aluminum, with 6 integral reflective spaces and 6 reflective surfaces is Infra Insulation Type 6.

**THERMAL FACTORS, TYPE 6 INFRA**  
Up-Heat C.089, R11.23 equals 4<sup>3</sup>/<sub>8</sub>" DRY Rockwool  
Wall-Heat C.073, R13.69 equals 5<sup>7</sup>/<sub>8</sub>" DRY Rockwool  
Down Heat C.044, R22.72 equals 9" DRY Rockwool  
VAPOR PERMEABILITY equals ZERO

## INFRA INSULATION, INC.

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Telephone: COrtlandt 7-3833

INFRA INSULATION, INC. Dept. B8  
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Please send "Simplified Physics of Vapor and Thermal  
Insulation."

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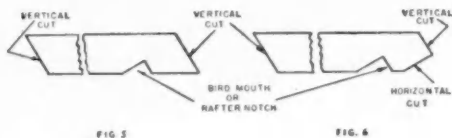
Send Prices of Infra Insulations  Send Sample



# TECHNICAL GUIDE for Builders and Craftsmen

## Radial Arm Saw Techniques

(Continued from page 50)



### NOTCHED RAFTERS

The most efficient manner in which to cut the rafter shown in Fig. 5 would be to have two radial arm saw machines in line—one with a saw blade on the arbor and the other with a rafter notching head. The arm of the first machine would be set at the angle required to make the vertical cuts. The second machine would be set so rafter notching head would be at the angle of the notch, or bird mouth. The vertical angle of the bird mouth is the same as the vertical cut. If the angle is 22 degrees 37 minutes (5/12 pitch), the motor would be beveled 22 degrees 37 minutes from the vertical.

Material is laid flat on the table and moved to the first machine where the first vertical cut is made. Then material is moved to a swinging stop for the second vertical cut. Material is turned on edge and moved to second machine where the notch is cut. An example of this cut is shown in Fig. 7 below.

If only one machine is used the best method to follow would be to make all the vertical cuts and then stack the material. Change the blade for a rafter notching head and cut the required notches.



To make cuts shown in Fig. 6, above, three machines should be in line—two equipped with saw blades and one with a rafter notching head. This arrangement produces best results. The first machine should be set up to make vertical cuts, the second to make horizontal cuts, and the third machine to make the notch or bird mouth.

If only one machine is used, vertical cuts are made first and the material stacked. The arm of machine is then swung through to the angle of the horizontal cuts and these are made. The blade is taken off the machine and replaced with a rafter notching head to make the notch.

With one machine, and using only a saw blade, the vertical cuts are made first, and then the horizontal cuts. With the material on edge, the plate cut of the notch is made. The fourth time through, the vertical cut of the notch is made.

With two machines available to make the cuts shown in Fig. 6, above, it is suggested that the horizontal and vertical cuts be made first. Then, using the method that applies to the equipment available, cut the notches.

### MITER CUTS

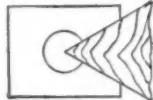


The miter cut shown in Fig. 8 is made with the arm of the machine turned to the angle of the cut. With the arm turned, two pieces of material laid flat, one on top of the other, can be cut at the same time.

If material is placed on edge the arm is left in normal position and the saw blade is set at a bevel, shown in Fig. 9. As many as eight rafters can be mitered at one time in this manner.

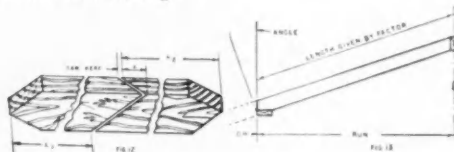
To make the compound miter bevel the saw is set at 45 degrees. Swing the arm to the angle of the plumb cut, and with the material laid flat, make the cut. This method is shown in Fig. 10.

The stop shown in Fig. 11 is the recommended type for



miter cutting. It will prevent material from resting on the point or sharp edge while the cut is made.

Time and labor can be saved if cuts are laid off to make the jacks into pairs at each cut. This is done by starting with the short right hand jack and the long left hand jack. Stops are set according to the increment of increase (see table 'Spacing of Increment'). This method uses a nearly constant length of lumber. When short and miss cuts are used, figure out the pair of jacks required and rip material into usable jacks. In making layout allow 5/32 inch for saw kerf. See Fig. 12.

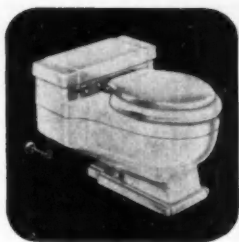


Roofing Tables.

Desired length = Run x Factor of Rise + 1/2 thickness of Ridge  
Rises add Overlap x Factor of Rise

Rise in Inches Per Foot of Run	Angle of Common & Jacks Rafters	Angle of Hip & Valley Rafters	Factor of Length X For common Rafters	Factor of Length X For Hip & Valley Rafters	Table of Spacing of Increment	Increas on Jack Rafters 24" o.c.
4"	18° 26'	13° 14'	1.0543	1.4530	16 7/8"	25 5/16"
4 1/2"	20° 33'	14° 52'	1.0680	1.4831	17 1/8"	25 9/8"
5"	22° 39'	16° 23'	1.0813	1.4743	17 5/16"	26"
5 1/2"	24° 39'	17° 56'	1.1000	1.4886	17 7/8"	26 1/8"
6"	26° 34'	19° 24'	1.1182	1.5000	17 7/8"	26 13/16"
6 1/2"	28° 29'	20° 55'	1.1373	1.5144	18 1/16"	27 1/16"
7"	30° 18'	22° 23'	1.1577	1.5298	18 1/2"	27 13/16"
7 1/2"	32°	23° 48'	1.1782	1.5462	18 7/8"	28 1/16"
8"	33° 44'	25° 12'	1.2019	1.5635	19 1/4"	28 7/8"
8 1/2"	35° 19'	26° 34'	1.2255	1.5817	19 1/8"	29 1/16"
9"	36° 52'	27° 54'	1.25	1.6008	20"	30"
9 1/2"	38° 24'	29° 12'	1.2754	1.6207	20 1/8"	30 1/8"
10"	39° 48'	30° 28'	1.3017	1.6415	20 13/16"	31 1/4"
10 1/2"	41° 11'	31° 42'	1.3288	1.6630	21 1/4"	31 7/8"
11"	42° 31'	32° 54'	1.3566	1.6853	21 13/16"	32 9/16"
11 1/2"	43° 47'	34° 4'	1.3851	1.7083	22 1/16"	33 1/4"
12"	45°	35° 13'	1.4142	1.7321	22 13/16"	33 15/16"
12 1/2"	46° 10'	36° 20'	1.4440	1.7566	23 1/8"	34 1/8"
13"	47° 19'	37° 26'	1.4743	1.7815	23 9/16"	35 3/8"
13 1/2"	48° 23'	38° 27'	1.5052	1.8071	24 1/16"	36 1/8"
14"	49° 24'	39° 28'	1.5366	1.8333	24 9/16"	36 7/8"
14 1/2"	50° 21'	40° 28'	1.5685	1.8601	25 1/16"	37 5/8"
15"	51° 21'	41° 25'	1.6008	1.8875	25 9/16"	38 3/8"

[For How-To-Do-It items  
turn to pages 54-56-58]



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## HOW TO DECIDE ON PORCH POSTS

### WOOD POSTS?



- (1) Low cost for materials.
- (2) Main cost is labor. Requires a skilled carpenter for fabrication and installation.
- (3) The wrong wood, improper care, and weather will ruin a good post in a few years.

### BRICK POSTS?

- (1) Low cost for materials.
- (2) Requires high priced masonry labor and job-site fabrication.
- (3) Good appearance on certain types of architecture.



### PIPE POSTS?



- (1) Low cost for materials.
- (2) Requires special cutting, threading, and fitting with flanges.
- (3) Proper for commercial use — not for the home.

### ORNAMENTAL IRON?

- (1) Factory-made; Complete; Low-cost.
- (2) Low labor cost. Can be installed by semi-skilled labor in 30 minutes. Total cost compares with others.
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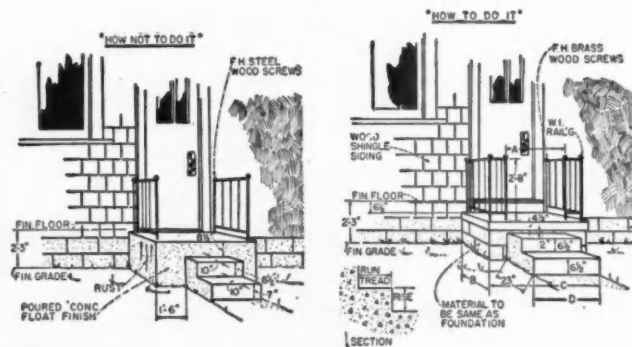
FLORIDA



## TECHNICAL GUIDE for Builders and Craftsmen

### A Typical Front Stoop for an Average House

**O**BSERVATIONS of an architect: "In my travels in southern Ohio I found a large percentage of the front stoops on new homes built according to the type shown in the sketch under the heading 'How-Not-To-Do-It.'" In the suggested change indicated in the sketch under the heading "How-To-Do-It," there was no attempt to make the stoop expensive and unusual. It was held to the same lines to make it safe and inexpensive."—C. D. Robb, Frankfort, Ohio

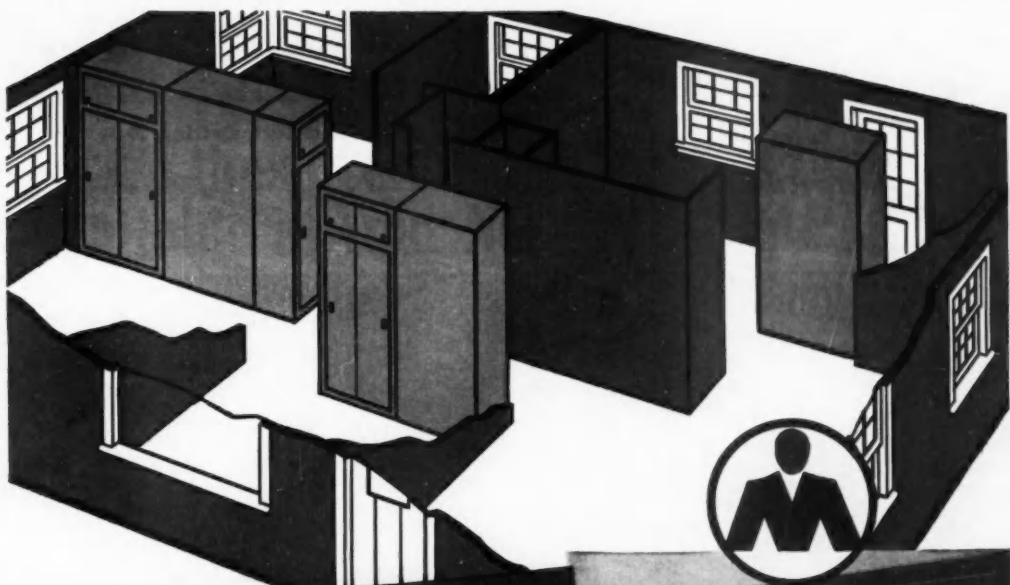


1. Solid mass of concrete makes stoop appear out of scale with house.
2. Open area between side rail and steps dangerous at night.
3. Rust spots on face of concrete due to improper anchoring of iron posts.
4. Concrete walls for stoop and steps not extended down to frost line.
5. Iron tie rods omitted between stoop wall and main foundation wall.
6. Reinforcing rods left out of slab. Slab placed on loose fill.
7. Water pockets formed on steps due to carelessness in letting concrete slump and not refilling.
8. Variations in riser heights leading from grade to stoop slab.
9. Omission of stone or concrete sill at door entrance. This opens the way for a driving rain to work into hall. It also increases the mass of concrete in stoop destroying proper proportion.
10. Width of steps are badly proportioned to width of stoop.
11. The use of edger at intersection of wall and floor of stoop and tread and riser is forgotten.
12. The position of the front newel post of iron rail, often back 12 inches from front face, would indicate that no consideration is given to stock lengths in determining width of stoop.

1. Dimensions B and C are determined by size and design of house. B should never be less than  $2\frac{1}{2}$  blocks wide.
2. It is important to keep risers all the same height. Rise multiplied by run should never be less than 70 or more than 75. Runs should be pitched  $\frac{1}{8}$ -inch to the front.
3. Slabs should extend not more than one inch over wall to form drip. Slab should be pitched one inch from back to front.
4. If D is made equal to C, or one foot less than C, the front wrought-iron panel of rail can be left out. A should never be more than D, and never less than 3 feet 6 inches.
5. If there are four or more risers from grade to floor, a rail should be provided on each side of steps.
6. Poured concrete walls or footer should be tied into basement wall with reinforcing rods. Wall to be carried below frost line.
7. Footer for steps should be same as wall.
8. Place reinforcing rods both ways,  $1\frac{1}{2}$  inches above bottom of slab.
9. Float finish for slab and treads followed by a smooth finish with edger.
10. Use lead or sulphur for anchoring iron posts into concrete slab.

Data and illustrations courtesy DeWalt Inc., Lancaster, Pa.





## MENDEL WALL CLOSETS

Using prefabricated Mengel Wall Closets, you can provide more and better storage in the same amount of space required for conventional closets—and you save money.

The 6 Mengel Wall Closets shown above in red replaced 16 lineal feet of conventional walls in each of 90 low-cost homes recently built by Paul E. Schleicher & Co. in Gary, Indiana—a total saving of more than 1400 feet of stud-constructed interior walls!

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**"1951 House of Ideas"**  
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... New and Practical, Yes, but Lasting, too, for in all the spots where rot or decay might occur the editors of HOUSE & GARDEN appreciated that it was a good idea to protect the wooden construction with

**CUPRINOL**<sup>®</sup>

### To Prevent Rot — Repel Termites

*In this outstanding new house Cuprinol was applied on-the-job by brush to all sills and plates; to the end wall of the bedroom wing where it was covered by grade; and to all woodwork that came in contact with the ground.*

### A Water-Repellent Preservative

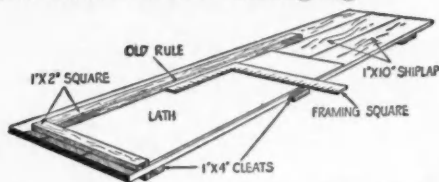
Cuprinol not only stops rot and termites, but it is a water-repellent wood preservative as well. One thin coat of Cuprinol before painting will reduce the swelling, shrinking and warping of doors, windows and fitted mill work, and on plywood will minimize grain raising and separation checks to maintain the smooth finish that every architect and builder seeks. One coat is sufficient, so the cost is small.

See Sweet's File for Builders 2b/CU or write for information on types of Cuprinol for specific uses.

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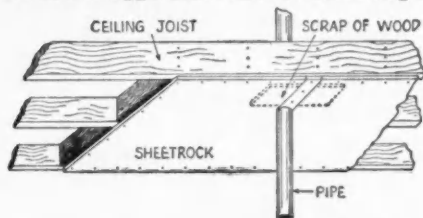
## TECHNICAL GUIDE for Builders and Craftsmen

### How to Make a Lath Cutting Jig



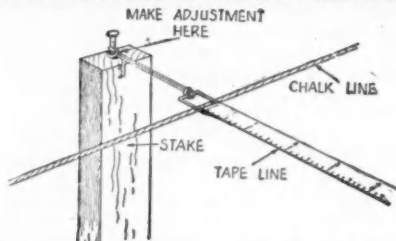
A 25 per cent reduction in labor time for lathing can be accomplished through the use of a cutting jig. The jig is made of three pieces of 1x10 shiplap 6 feet long secured with cleats on the underside. This forms a rough table that is laid on saw horses. A 16 inch by 4 foot square is formed on table with 1x2's, with lath placed in square for cutting. Framing square makes a perfect guide for cutting knife. A discarded rule or steel tape fastened to back of jig makes it possible to cut lath to any length instantly.—M. E. Ames, Dover, Idaho.

### How to Fit Gypsum Board Around Pipes



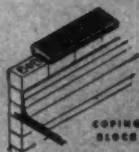
Measure both ways on gypsum board for position of existing plumbing pipes. Cut hole with a keyhole saw. Make two additional straight cuts the width of pipe from the side, as shown. Remove this strip carefully. Nail a piece of scrap board on the reverse side of the gypsum board strip and slip in place.—Herbert E. Fey, New Braunfels, Texas.

### Method of Measurement for Foundation

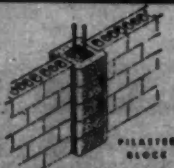


To overcome the difficulty of holding the outer link of a tape line to a tight chalk line in foundation work the following method is suggested:

Hook a short length of chalk line into the end of the tape line link for a handle and secure to a nail at top of wood stake driven firmly into ground. This is a one man method of making foundation measurements.—Submitted by Oscar West, Bryan, Ohio.



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90° RADIUS CORNER BLOCK

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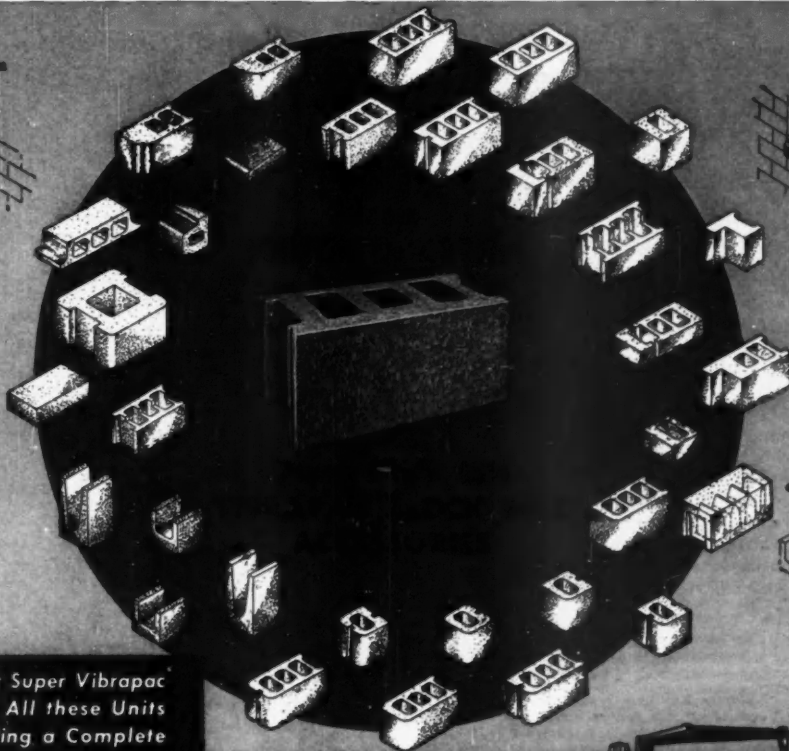
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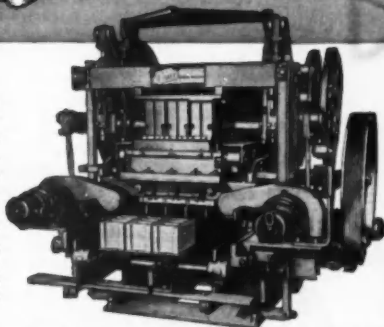


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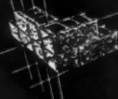
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**BESSER VIBRAPAC** — the fully automatic concrete block machine. Produces high quality masonry units of any desired texture or density.

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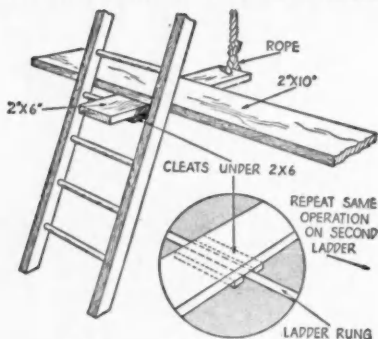


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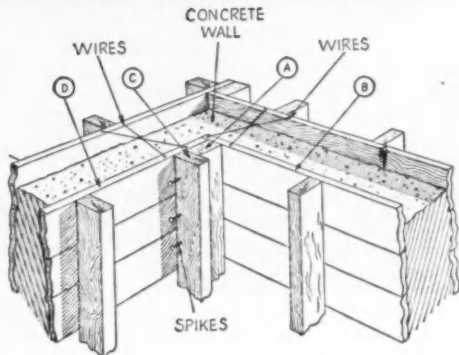
## TECHNICAL GUIDE for Builders and Craftsmen

### How to Make a Scaffold from Ladders



With two ladders, several lengths of 2x6's, and a long 2x10, a handy scaffold can be quickly improvised. Place two ladders about 12 feet apart against the building. Take two 2x6's, six feet long, and nail a pair of cleats to underside as indicated on drawing. Drill a large hole in the end of each 2x6 to receive the ropes, and fasten ropes to the top rung of each ladder. The cleats under the 2x6's will engage one of the rungs, preventing slippage. By moving wood pieces from one rung to another, and shortening or lengthening the ropes, the scaffold can be used at various heights.—Herbert E. Fey, New Braunfels, Texas.

### How to Make an Inside Form Corner



This is a method of forming an inside corner to permit easy wrecking of concrete forms, which eliminates the possibility of cracking corners of a concrete wall by prying loose the studs supporting the forms. Nail boards B into stud A. Spike stud C to stud A, leaving heads of spikes far enough out of the wood to allow easy pulling with bar. Nail boards D into stud C only and not into stud A. To wreck, pull spikes, cut wires, and remove studs C and A. There is no double nailing in these studs.—Fred Krahenbuhl, Hamilton, Ohio.

For Ideas from the Tool Chest  
Turn to Pages 168-170

AMERICAN BUILDER

### PERFECT BALANCE!

Handle is close to center of gravity for good balance. Yet handle-to-blade dimension has been held to a minimum for easy control, greater accuracy.

### ABUNDANT POWER!

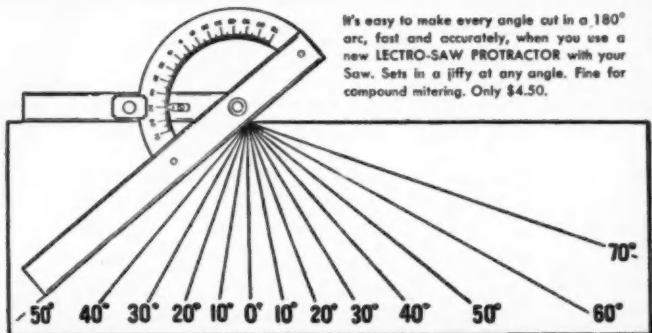
Universal motors specially built by Black & Decker for tough power-sawing service. Tops in efficiency, durability and stamina.

### FAST, EASY ADJUSTMENT!

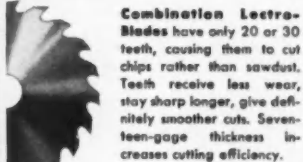
Built-in, easy-to-change depth and bevel adjustments. Two depth adjustments (front and rear) keep handle in comfortable wrist position regardless of depth of cut.



### MAKES MOST CUTS!



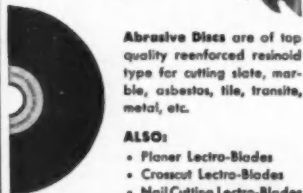
### CUTS MANY ANGLES!



**Combination Lectro-Blades** have only 20 or 30 teeth, causing them to cut chips rather than sawdust. Teeth receive less wear, stay sharp longer, give definitely smoother cuts. Seventeen-gage thickness increases cutting efficiency.



**Carbide-Tipped Lectro-Blades** cut transite and cement board 7-12 times faster than abrasive discs. Last 30 times longer between sharpenings than regular steel blades. Lose less diameter when resharpened.



**Abrasive Discs** are of top quality reinforced resinoid type for cutting slate, marble, asbestos, tile, transite, metal, etc.

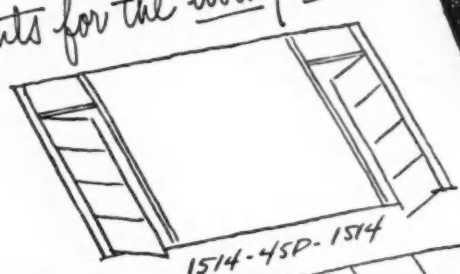
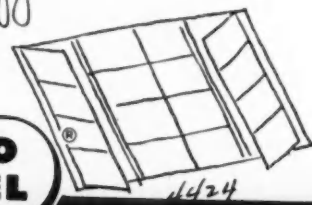
- ALSO:**
- Planer Lectro-Blades
  - Crosscut Lectro-Blades
  - Nail Cutting Lectro-Blades

### DRIVES MANY BLADES!

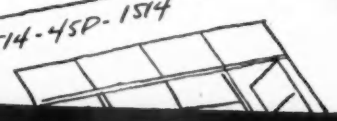




suggested Ceco casements for the living room



**CECO  
STEEL**







## how to add an Acre to a Living Room

Who wouldn't want a living room as big and beautiful as all outdoors? Anyone would, of course.

There's an enduring charm to space... a feeling of joyous freedom. Ask any homemaker and she'll tell you she wants just that... providing, of course, it doesn't add to her work. That's what you give her with Ceco picture windows of steel because the illusion of space drawn in from outdoors requires no household care.

But Ceco windows add more than space.

The beauty of nature is invited in... with all the color and pageantry of changing seasons... of rich murals in motion.

And Ceco steel windows are functional, too. They won't stick or warp... are easy to wash... and, best of all, provide the tightest weather-seal any window can give.

So remember, when you build with Ceco casements, you know you've used the very best... you're sure of economy, too. Send for free booklet detailing window designs for the living room and every room in the house.

### CECO STEEL PRODUCTS CORPORATION

General Offices: 5601 West 26th Street, Chicago 50, Illinois

Offices, warehouses and fabricating plants in principal cities

#### Free! Window Design Booklet

Ceco Steel Products Corp.,  
5601 W. 26th St., Chicago 50, Ill.

Rush me a free book on window design titled "New Beauty in Steel Casements."

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

AB-8



## "ELECTRIC ranges boost sales,"



▲ Most people don't expect to find a kitchen like this in a moderately priced home. Cost variations depend upon number of rooms, optional basements and fireplaces. But one thing *all* include is the 4-appliance electric kitchen. And the range? Of course . . . it's *Electric!*

◀ The beautiful but modest exterior of a house by Brisker and Campitelli doesn't indicate the electric convenience that exists within. But once inside, the prospective home buyer sees the Electric Range, refrigerator, food waste disposer and dishwasher, and she's *sold!*

"Even in low to medium-priced homes, Electric Ranges never fail as a sales booster," say builders Brisker and Campitelli. "People at first thought this de luxe equipment wasn't possible in the low-cost field—but we're still including electric kitchens because it pays!"

Builders like Electric Ranges because they help *sell* houses. Home buyers look for *Electric Ranges* because they're clean, cool, economical and fully automatic. Why don't you attract more home buyers by offering them a modern *Electric Range*?

**ELECTRIC RANGE SECTION, National Electrical Manufacturers Association**  
155 East 44th Street, New York 17, N. Y.

ADMIRAL • COOLATOR • CROSLY • DEEPFREEZE • FRIGIDAIRE • GENERAL ELECTRIC • GIBSON  
HOTPOINT • KELVINATOR • LEDO • MONARCH • NORGE • PHILCO • UNIVERSAL • WESTINGHOUSE

*EQUIP  
YOUR HOUSES WITH*

**ELECTRIC  
RANGES**





**PHOTOGRAPHS** and much of the data used in Technical Guide, pages 48 and 50, June issue, were supplied by the Pittsburgh Corning Corporation. The editors inadvertently neglected to include a credit line.

**NATIONAL HOME WEEK** in 1951 bids well to surpass all of its predecessors in both scope and importance.

**CHAPTERS OF** the National Association of Home Builders who have observed the week in the past will go all out again. In at least two centers, St. Louis and San Francisco, the event will be on a grander scale than heretofore.

**ADDED TO THESE** will be the participation of several hundred smaller communities, where retail lumber dealers, in cooperation with their builder customers, will organize National Home Week observances.

**AMERICAN BUILDER** has produced a manual of suggested procedure for retail lumber dealers who are interested in National Home Week.

**THE MANUAL** recognizes that all retailers do not operate in the same way. For those who also build homes, the suggested procedure is substantially that followed by NAHB chapters in large cities. The big difference is that in most small centers there is no organization of segments of the home building industry. The manual outlines in detail how to set up a temporary organization at no cost and relatively little effort.

**IN ADDITION** to the detailed outline, the manual includes a reprint from *American Builder* telling how the Coman Lumber Co., Durham, North Carolina, set up National Home Week in that city. The Coman organization designs and builds homes in addition to conducting a retail lumber business.

**A SECOND PLAN** is for retailers who do not build, but who do perform certain merchandising services for their builder customers. Another reprint from *American Builder* tells how H. H. Troup & Co., of Kankakee, Illinois organized National Home Week in that city with the co-

(Continued on page 65)

AUGUST, 1951



Both rooms gain beauty, both gain light, with this panel of Doublex Glass. It's just one of many Blue Ridge linear, textured and checkered patterns. Architect: Raymond B. Spencer & Associates, Memphis.



How  
to

## Decorate 2 Rooms at Once

Can't you see a woman's eyes light up when she sees a sparkling panel like this to separate rooms in your houses?

And this Blue Ridge *Patterned Glass* is much more than decorative. It transmits light from one room to another. Thus, it eliminates much of the closed-in feeling you get with ordinary opaque partitions. Rooms appear to be more spacious.

It's economical to use, too. It gives you a finished wall on both sides. No plaster. No paint or paper.

Try a partition of Blue Ridge *Patterned Glass* in just one house and watch what happens. Listen for comments. Then choose from the more than 20 patterns to add a look of luxury to all of your houses. Yes, luxury—and at low cost.

Our illustrated *Patterned Glass* book is really a whole package of ideas you can use to add appeal to your houses. Why not get a copy now? Mail the coupon.

Blue Ridge Sales Division  
Libbey-Owens Ford Glass Company  
8-181 Nicholas Building, Toledo 3, Ohio

Enclosed find 10c for my copy of "New Adventures in Decorating"

Name (please print) \_\_\_\_\_

Address \_\_\_\_\_

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



**BLUE RIDGE**  
**Patterned GLASS**



HOMASOTE presents

# *the* NOVA Roller Door

—the silent, fingertip flush door  
for passage ways and closets

—developed through two years of  
constant research and field testing

Highest in quality . . . simple and inexpensive  
to install . . . silently responding to fingertip  
control . . . here is the roller door as you knew  
it would one day be perfected.

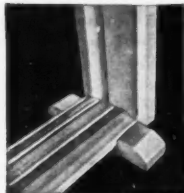
This is a hollow core, flush door—regularly  
mold in unselected gum, paint grade—which  
can be painted or stained for many  
beautiful effects—Black Walnut, African  
Mahogany, Birch, Red or White Oak.

Nova Roller Doors are light, strong and warp-  
resistant. They are ideal for closets,  
basement storage, garage storage, storage  
walls and removable partitions.

The closet may be one of the standard sizes—  
or extend the width of the room. Two or  
more doors enclose it entirely. Instead of  
opening only part of the closet, as with a  
swinging door, you have full access. And—you  
don't waste the valuable floor space needed  
to accommodate a swinging door.

The Nova Roller Door comes cartoned with  
special side jambs, head and floor tracks and all  
hardware installed. In less than one hour's  
time, one man makes the complete installation.  
Nine standard opening sizes: 32", 36", 40", 48",  
56", 60", 72", 84", and 96". Three standard  
heights: 6'0", 6'6" and 6'8".

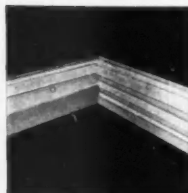
We urge you to write today for the full details.  
*Kindly include the name of your lumber dealer.*



The oak floor track, laid on  
the finished floor, sets the  
proper distance between  
jambs at the bottom. Note  
rubber bumper on jamb.



Revolving roller guides operate  
in head track; vulcanized  
rubber rollers in floor track  
— assuring silent, fingertip  
control.



Side jamb (left) is routed to  
receive the door; head track  
(right) is accurately machined  
for perfect operation of  
revolving roller guides.

**NOVA SALES** *Co.* **TRENTON 3, N. J.**

A Novasco Product



A wholly owned subsidiary of the Homasote Company, manufacturers of the  
oldest and strongest insulating-building board, Wood-textured and Striated panels.



AMERICAN BUILDER



(Continued from page 63)

operation of two builder customers, the local real estate board and others.

**A THIRD PLAN** outlines procedure for the retailer who confines his operations to selling materials, and offers no supplementary or promotion services.

**ANOTHER PLAN** suggests detailed procedure for the retailer who will have no new house or houses to demonstrate. This plan tells how to use the retail yard itself as the focal point for National Home Week.

**EMPHASIS IS** placed on the desirability of using one or more remodeling projects as demonstrations either in place of or in connection with one or more new houses.

**NO COMMUNITY** is too large or too small to participate with profit to the home buying and home owning public, as well as to retailers and builders. New York, Chicago and Los Angeles have all operated sensational National Home Week observances for the past three years, and will be in again this year.

**ON THE OTHER HAND,** New Athens, Illinois, with a population of less than 1400 had a National Home Week in 1950. Louis E. Lauer- man, retailer in the little city, set up the week all alone. It was so successful that it will be repeated this year. The manual contains a story of how he operated.

**ALSO IN THE MANUAL** is another reprint from *American Builder* describing the "X-Ray House" used with great success by Milton Kauf- man, Inc. of Los Angeles. The house is left unfinished, with structural members and other materials always hidden in completed structures, left exposed for examination.

**COPIES** of the manual are avail- able to retailers. There is only a lim- ited supply.

**SEVERAL MANUFACTURERS** are making plans for active partici- pation. Their materials are used any- way, and they propose to cooperate in ways that will project their prod- ucts prominently before the hun- dreds of thousands of visitors who will inspect the houses open to the public during the Week.

(Continued on page 67)

# ALLMETAL

SASH BALANCE and WEATHERSTRIP UNIT

STILL AVAILABLE - *but*

Quantity is Limited



## CROSS METAL EQUIPMENT

- "AC" AVAILABLE IN ZINC ONLY
- "IB" AVAILABLE IN ALUMINUM ALLOY ONLY
- "FH" NOT AVAILABLE at this time because of the government restriction on the use of spring bronze.

THESE POSITIVE FEATURES MAKE THE ALLMETAL UNIT OUTSTANDING



# ALLMETAL

NAME "ALLMETAL" REGISTERED U. S. PATENT OFFICE

2243 N. Knox Ave., Chicago 39, Ill.

*Weatherstrip Company*



ALLMETAL WEATHERSTRIP CO.  
2243 North Knox Avenue, Chicago 39, Illinois  
Please send complete information and prices.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

CROSS MEMBER  
WEATHERSTRIP  
INSTALLATION  
ALTERNATES

CROSS METAL  
EQUIPMENT "AC"



CROSS METAL  
EQUIPMENT "IB"

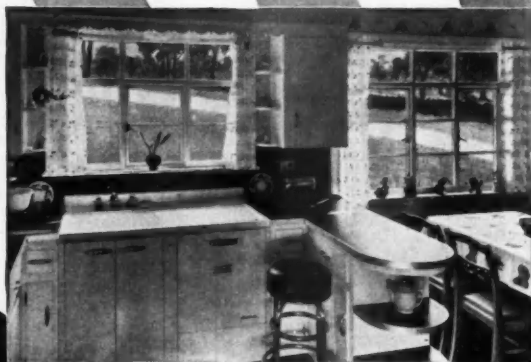


CROSS METAL  
EQUIPMENT "FH"





**BEE GEE**  
**windows**



## ...modern wood windows

There's a famous BEE GEE Window to meet every need, satisfy every fancy, fit every budget—of every customer for every type of home. Beauty, design, style, practicability, price—BEE GEE Modern Wood Windows have them all—in over 42 different styles and sizes.

Famous BEE GEE features: Clean the OUTSIDE from the INSIDE—the BEE GEE Modern Wood

Window is a complete unit consisting of frame, pre-fit glazed sash with glass bedded in putty—Copper screen and all hardware installed at the factory. A complete unit ready to set in the wall.

New, extra-added feature:—New automatic modern storm windows.

**BROWN-GRAVES CO.**  
**Akron 1, Ohio**

Write now! Get the complete, beautifully illustrated BEE GEE Window Catalog.

BROWN-GRAVES CO., Dept. AB-102  
Akron 1, Ohio

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_



## Editors' Round Table

(Continued from page 65)

**NO ANNOUNCEMENTS** yet, but the staff of *American Builder* was working around the clock during the hot weather of June and July formulating and programming changes in editorial presentation.

**THE CHANGES** will be made in the fall, and all are designed for easier readability and latest information.

**LIKE EVERYTHING ELSE**, business magazines must change with the times. *American Builder* has always been in the forefront, and the re-styling which will be accomplished during the remaining months of this year will keep the magazine in its accustomed position.

**EVERY NEW ART** or technique has its effect on all segments of business, and television is no exception. A new art or technique also has its effect on personal habits, and here again, television is no exception. *American Builder's* editors and publishers are aware of that, and are making changes accordingly. The restyled *American Builder* will be an even more important source of information than it has been in the past three-quarters of a century.

**IS IT WISE** now to invest money in hundreds of acres of waste land in the north or on the slopes of the Rockies or the Sierras for future real estate development? The question is no crazier than one made in 1900 with reference to waste marsh land 25 miles from downtown Chicago. Today it is all built solidly on land that is worth \$50 to \$100 a front foot.

**THE FIFTY YEARS** since 1900 have made such revolutionary changes in American life that practically nothing that can be predicted for the coming 50 years should be discounted, and that means home design, location, and construction methods and tools.

**WITH JET PROPELLED** helicopters not too far away, why is it insane to predict that a mountain shelf 1,000 miles away from an employment center will not be within convenient daily commuting distance 50 years hence?

AUGUST, 1951

# 4 STEPS to Fine Floors!



All four steps are important—if you want really fine floors—and greater profits in floor finishing! American helps you do the job right—with modern machines that save time and labor at every step... and a complete line of quality finishes, maintenance and cleaning materials for wood, cork, concrete, terrazzo, asphalt, rubber, linoleum or plastic. Send for free catalogs describing "4 Steps to Fine Floors." The American Floor Surfacing Machine Co., 511 So. St. Clair St., Toledo, Ohio.

**AMERICAN**  
FLOOR MACHINES • PORTABLE TOOLS



## How to Build Weathertight CONCRETE MASONRY WALLS

Strong, durable and weathertight walls are the result of good materials and quality workmanship. Quality workmanship consists of following the steps illustrated here. Walls built in this manner will give good performance and build a quality reputation and a prosperous future for the builder.

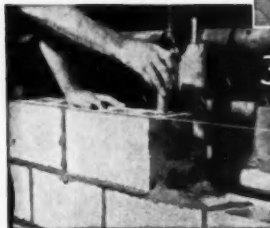


**1** Apply properly proportioned, and thoroughly mixed mortar to both horizontal and vertical edges of the face shells of the block in the wall.

Butter the ends of both face shells of the next block to be laid in the wall. This will insure the use of an adequate amount of mortar to provide a full vertical joint.



**2**

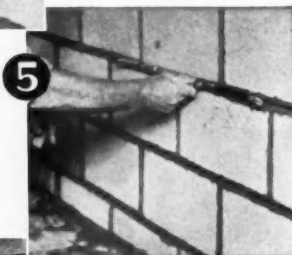


**3** Lift the unit into place in the wall. Press it firmly against the mortar in the bed joint and on the last block laid. Tap the unit lightly with trowel handle to obtain true vertical and horizontal alignment in the wall.



**4** Use enough mortar so that it oozes out of the head and bed joints when pressing the block into place. After the block is aligned in the wall use the trowel to strike off excess amount of mortar that has oozed out of the joints.

When mortar has partly set, compact both head and bed joints with a jointing tool to press mortar firmly against edges of adjoining block. This prevents formation of tiny cracks as mortar shrinks in drying.



**5**



**6** After the wall is at least 3 weeks old apply two coats of portland cement paint. This will weatherproof the wall. Lightly dampen wall. Apply paint while wall is damp. Use scrub brush to force paint into pores of block and mortar. Keep the first coat damp for 24 hours, last coat 48 hours.

## PORTLAND CEMENT ASSOCIATION

33 WEST GRAND AVENUE, CHICAGO 10, ILLINOIS

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



"The lock that never  
hangs on by a fingernail"



4505 1/2 AA Illustrated



The Sargent 4500 has a full 1/2" throw

• Another reason why the Sargent 4500 leads among bored-in locks — it never has to "hang on by a fingernail" because the 4500 has a full 1/2" bolt throw.

And you know the bolt will travel the full distance every time because the Sargent 4500 is built with four separate springs for smooth, positive latching.

A better lock by —



Ask your supplier or write us for full details on this easiest-to-install lockset. Dept. 5H

**Sargent and Company**

New York      NEW HAVEN, CONN.      Chicago

*Builders Hardware and Fine Tools since 1864*



same place...new face

and everybody's  
happy!



**Masonite Hardboards do wonders in commercial remodeling!**

There's more satisfaction per square foot  
when you remodel a store, office, theater or other establishment  
with Masonite Hardboards.



The designer is happy because these durable, tough, all-wood panels are so versatile! He can use them on walls, ceilings, partitions, counter fronts, fixtures, displays and in dozens of other ways . . . even as all-weather exteriors.



The builder is happy because Masonite Hardboards are easy to handle and easy to work. No special skills or tools needed. They go up fast, take wonderful finishes and are readily bent to modern, graceful curves.



The owner is happy because his "old-new" store gets up-to-date results at low cost. Traffic is attracted, sales boom and his investment pays off.



The customer is happy because she would rather shop in a clean, smart-looking store that has modern displays and easy-to-find merchandise.

Your lumber dealer will be happy to tell you more about Masonite Hardboards and how you can make them earn money for you!

"MASONITE" signifies that Masonite Corporation is the source of the product

**MASONITE**®



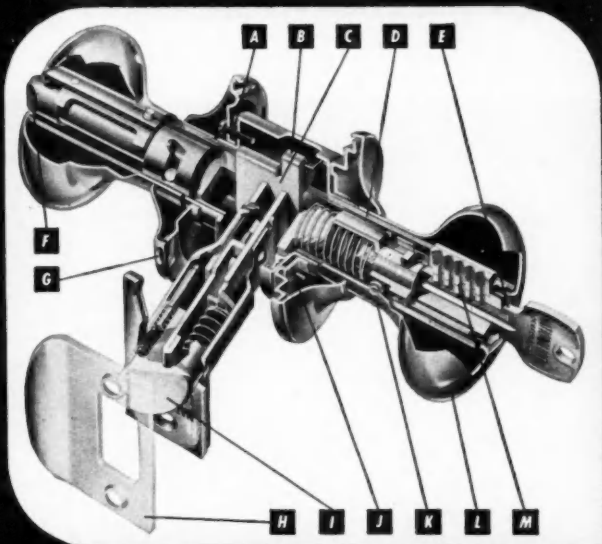
**CORPORATION**

BOX 777, CHICAGO 90, ILLINOIS

newest in design... finest in quality... best in value

# NATIONAL LOCKset SERIES "410"

PATENT APPLIED



**A** Clamp plate quickly fixed to lock body by keyway.

**B** Rust-proofed, selected cold-rolled steel lock mechanism fits standard  $1\frac{3}{4}$ " diameter drilled hole. Backset is standard  $2\frac{3}{8}$ ".

**C** "Free-Floating" pusher plate is specially hardened to withstand wear. Long bearings provide more contact area. Relationship between knob and locking mechanism reduces degree of "travel"... adds care-free years to lockset life.

**D** Rust-proofed, selected cold-rolled steel cams.

**E** Exclusive NATIONAL LOCKset keyway.

**F** Turnbutton on inside knob prevents entry from outside except with key, yet always gives easy exit.

**G** "Snap-On" escutcheon engages with clamp plate. Escutcheon won't turn or chatter if door should shrink.

**H** Specially designed strike plate makes for an easier, cleaner mortise. Larger opening allows for the possibility of door-sag over a period of time.

**I** Solid brass bolt and face plate. Bolt mechanism fits standard  $\frac{7}{8}$ " hole, the right size for doors of

every standard thickness. Bolt assembly instantly slot-engages lock assembly... then permanently held. Bolt has full  $7/16$ " "throw". Dead latch keeps latch engaged with strike plate... prevents unauthorized entry with knife or screwdriver.

**J** Turn-adjustment of escutcheon quickly adapts NATIONAL LOCKset to door thicknesses of  $1\frac{3}{8}$ " to  $1\frac{3}{4}$ ".

**K** Knob slides on cam. Then firmly held by stainless steel spring locking pin. Knob is separate from key and lock mechanism. Forcing knob will not open locked door.

**L** One-piece wrought brass knob that's elegantly styled. Handsome mirror-like finishes, accented and protected for years by baked phenolic lacquer.

**M** 5-pin tumbler lock of all brass construction.

Ask your regular supplier about NATIONAL LOCKset. Smartly designed... quick and easy to install... safe... sturdy... long-lived... it's America's outstanding lockset value. Write for catalog showing the complete Series "410", including Key Lock, Turnbutton Lock, Privacy Lock, and Knob Latch.

DISTINCTIVE HARDWARE... ALL FROM 1 SOURCE

**NATIONAL LOCK COMPANY**  
ROCKFORD • ILLINOIS



MERCHANT  
SALES  
DIVISION

# *Just Six Seconds...* that's all in the new **AMERICAN-Standard**



## **AMERICAN-Standard**

**First in heating...first in plumbing**



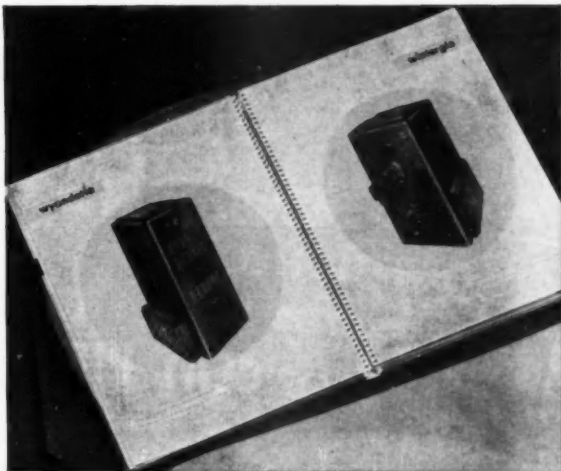
# it takes to find complete heating information

## Warm Air Heating Catalogue

● The new American-Standard Warm Air Heating Catalogue is packed with detailed information about a complete line of top-quality heating equipment. Yet it is so compact . . . so simply arranged . . . that you can find full information about any product in six seconds time. (That's how long it takes to turn from main index to selector guide to visual unit.)

All product information—installation and application data, dimensions, construction details, cutaway illustrations, etc.—is always in the same place on each page, making it easy for you to compare models and select the best one for your job. No wading through unrelated material . . . you can turn *directly* to the exact information you want.

The extensive line of warm air heating products by American-Standard includes winter air conditioners, warm air furnaces, and conversion burners—plus the new Mayfair Summer Air Conditioner and the electronic Magne-filter Air Cleaner. Whatever the type of installation . . . or the type of fuel to be used . . . a wide range of models allows you the widest latitude in designing and styling. Contact the American-Standard sales office serving you for further information on American-Standard products and the new Warm Air Heating Catalogue. **American Radiator & Standard Sanitary Corporation, P. O. Box 1226, Pittsburgh 30, Pa.**



*Serving home and industry*

AMERICAN STANDARD · AMERICAN BLOWER · CHURCH SEATS · DETROIT LUBRICATOR · KEWANEE BOILERS · ROSS HEATER · TONAWANDA IRON



GIVE HOMEOWNERS  
THE *Lasting* PROTECTION  
OF CLAY PIPE



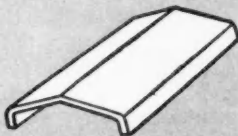
Every builder who uses Clay Pipe for home construction is protecting his reputation for sound, lasting work — because Clay Pipe actually *outlasts* the house it serves. The destructive chemical action of ground water, sewage wastes, acids, or alkalis never affect it. And savings are substantial. You make *more* profit per job, because of Clay Pipe's low initial cost and fast, easy installation. Since it conserves critical materials, Clay Pipe will enable you to *go on building* as long as possible. Use Vitrified Clay Pipe on *every* job.

C-3514

**NATIONAL CLAY PIPE  
MANUFACTURERS, INC.**

311 High Long Bldg., S. E. Long St., Columbus 15, O.  
703 Ninth & Hill Bldg., Los Angeles 15, Calif.  
100 N. LaSalle St., Rm. 2100, Chicago 2, Ill.  
206 Connally Bldg., Atlanta 3, Ga.

*Vitrified*  
**CLAY**  
  
**PIPE**



**WRITE FOR MORE INFORMATION** on house connections, drainage, and sewage disposal systems. We'll send it with our compliments, along with data on Flue Lining, Chimney Tops, Wall Coping, Meter Boxes and other products made by members of this nation-wide association.



BEFORE  
DAYLIGHT  
ENGINEERING



AFTER  
DAYLIGHT  
ENGINEERING

This "before and after" picture shows what a remarkable change a panel of Insulux Glass Block can make in a room.

## PRIVACY AND BEAUTY THROUGH THE MAGIC OF Daylight Engineering



Bathrooms are a natural for Insulux Glass Block. Steamy, moisture-laden air can't harm it. An easy wipe keeps glass block sparkling clean.

WHEN HOME OWNERS COMPLAIN that the house next door is too close . . . or an unattractive view spoils a favorite room's atmosphere, here's how Insulux Glass Block® can solve such problems.

Not only does this attractive panel of Insulux Glass Block screen out an unpleasant view but it adds decorative beauty to the room. It also floods the room with soft, diffused natural daylight.

You don't have to wait for new house construction to install panels like this. Daylight Engineering with Insulux Glass Block in existing homes—basement, kitchen, bathroom, to name just a few

places—offers you an excellent opportunity to keep your volume up, despite curtailed new construction.

Ample stocks of glass block and all of the accessories needed are non-critical and immediately available in quantity. Installation is simple and quick . . . requires only ordinary mason's tools.

Get all the information about the many profitable glass block applications you can find in the average home. Just write: Daylight Engineering Laboratory, Dept. AB8, Box 1035, Toledo 1, Ohio. American Structural Products Company, subsidiary of Owens-IllinoisGlassCompany.



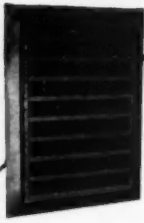
# INSULUX "WALLS OF DAYLIGHT"

—by the leaders of Daylight Engineering



**No. 200 SERIES VENTILATOR** (For Masonry)

Has no flanges. Well adapted for brick, stone, or masonry walls. Held in place by mortar. Can be used in new or old construction. No. 220 style (16" wide x 8" high) is sized to replace one entire concrete block.



**No. 100 SERIES VENTILATOR** (Self-Casing)

Especially designed for new construction. Flange is nailed to sheathing, and finished siding applied over flange. Siding butts against louver frame. No other casing needed. Also used for brick or stone veneer construction.

**Cooler in the Summer and Drier in the Winter!**

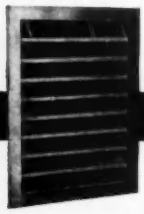


**MILCOR** Louver Ventilators  
*Draw off Summer Heat,  
Prevent Winter Condensation*

... add extra appeal at low cost to help sell your homes!

**No. 300 SERIES VENTILATOR** (Flush Type Flange)

Flange is flush with face of ventilator. Readily installed in any type of construction — old or new, masonry or frame. Ventilator flange is nailed to wood frame, and the entire assembly attached to sheathing or fastened in masonry opening.



All-weather ventilation with Milcor Louver Ventilators is a "plus" feature that will satisfy your customers and help sell your homes. Milcor ventilators cost very little, are easily installed. They're available in a complete line of sizes and types for every need . . . with designs for application to masonry or stone, sheathing or siding.

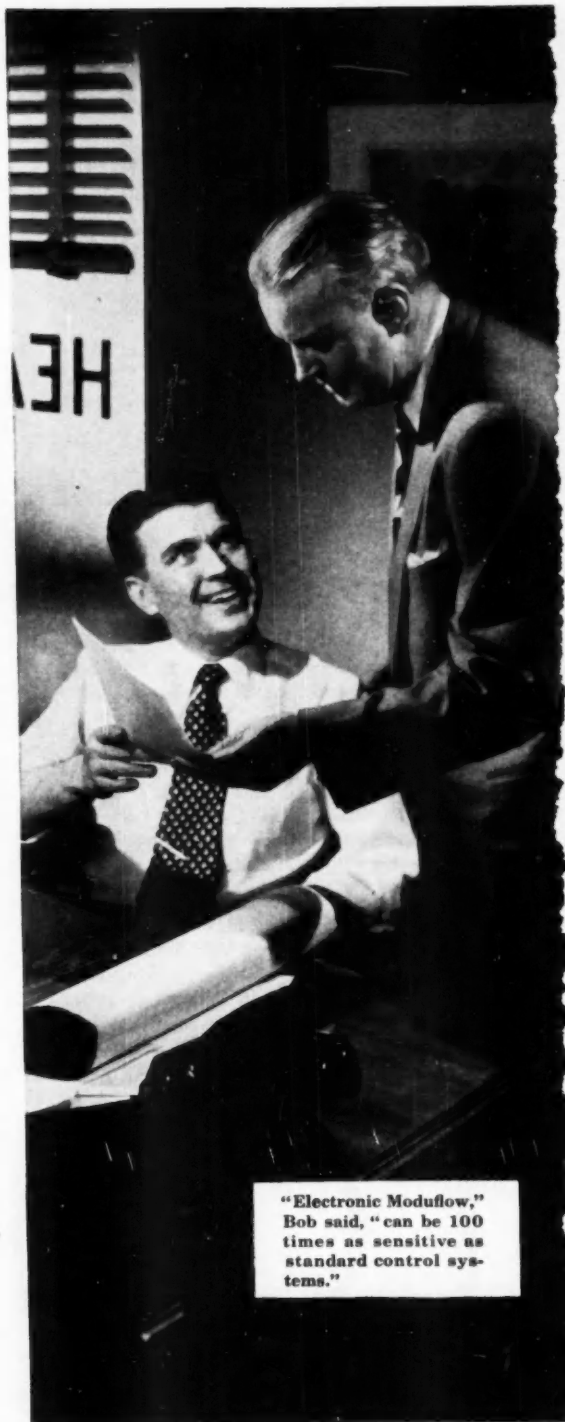
- ★ Made of heavy galvanized steel; painted with aluminum sub-coat.
- ★ Generously fitted corners and overlaps.
- ★ Reinforced louver blades.
- ★ Framed, removable insect screen.

Standardize on Milcor Louver Ventilators—and all the other quality fire-safe products in the complete Milcor line. Due to current demand, give your supplier as much time as possible to provide your material needs.

\*Reg. U. S. Pat. Off. P-300

**INLAND STEEL PRODUCTS COMPANY**  
Formerly Milcor Steel Company

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BALTIMORE 24, MD. — 5300 Pulaski Highway \* BUFFALO 11, N. Y. — 64 Regis St. \* CHICAGO 9, ILL. — 4301 S. Western Avenue Blvd. \* CINCINNATI 25, OHIO — 3240 Spring Grove Ave. \* CLEVELAND 14, OHIO — 1541 E. 38th St. \* DETROIT 2, MICH. — 690 Amsterdam Ave. \* KANSAS CITY 8, MO. — South West Blvd. and State Line \* LOS ANGELES 58, CALIF. — 4807 E. 49th St. \* NEW YORK 17, N. Y. — 230 Park Ave. \* ST. LOUIS 10, MO. — 4215 Clayton Ave.



"Electronic Moduflow," Bob said, "can be 100 times as sensitive as standard control systems."

## The Honeywell Man Gave Me the Sales Idea of the Year!

You'd never guess how it happened.

When Bob Mason, the Honeywell man, dropped in that day, I greeted him with, "Well, what are you selling now?"

"Not a thing," he said, grinning. "I'm just checking to make sure you're happy with the electronic temperature controls I sold you."

"Sure I'm happy," I said. "My customers *love* 'em. And why wouldn't they? Electronic Moduflow keeps their homes comfortable all day long—no matter how the weather changes. Why, we practically *never* have a complaint about heating."

"I expected *that*," Bob said. "After all, Electronic Moduflow can be 100 times as sensitive as standard controls. But what about your *prospects*? How do *they* go for it?"

I scratched my head. "I don't know. We never mention it."

Bob looked shocked. "My gosh, you're missing the boat. You ought to make it a *big* point—not only in your personal selling but in your advertising."

Well, the minute he said it, I knew he was right. So I didn't waste any more time! We've been featuring Electronic Moduflow ever since. And the response has been *wonderful*.

For my money, Honeywell's new Electronic Moduflow is the sales idea of the year.

• • •

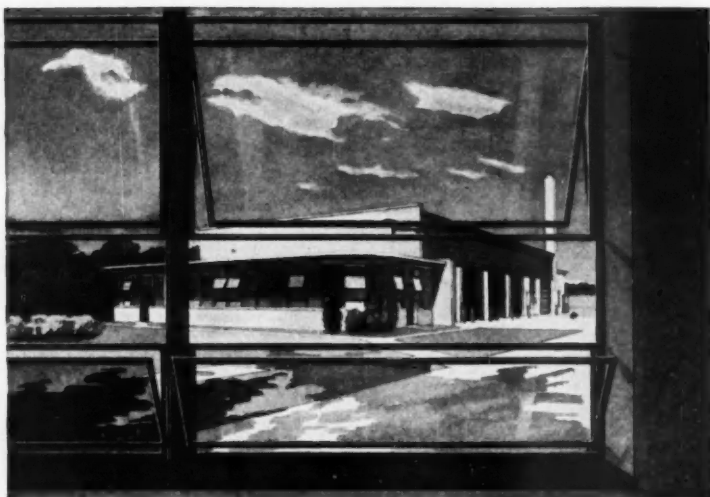
Electronic Moduflow can help *you* sell houses, too. For more of the "why's" and "how's," call your local Honeywell office. Or write Honeywell Dept. AB-8-126, Minneapolis 8, Minn.

MINNEAPOLIS  
**Honeywell**

*First in Controls*



*Coastal Tank Lines Service  
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## For years of trouble-free service

Competitively priced Lupton Metal Windows could cost far more and still be a "best" buy, because their sturdiness means years of trouble-free service.

Here is a complete window unit ready for installation. Easy to buy—distributors from coast to coast stock Lupton Windows. Easy to install—take a minimum amount of trim. Easy to operate—precision engineered for controlled ventilation in all weather. Easy on the eyes—trim, slim lines offer maximum visibility. Easy on the budget—low initial cost, extremely low maintenance costs.

Investigate the possibilities of Lupton Metal Windows for your next project. Whether residential, commercial or institutional there is a style for every type building.

You can see the Lupton Catalog in Sweet's Files for Builders and Architects—or write for your copy.

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700 East Godfrey Avenue, Philadelphia 24, Penna.

*Member of the Metal Window Institute and  
Aluminum Window Manufacturers' Association*

# LUPTON METAL WINDOWS





# REMODELING?

## Marlite's ideal for these rooms and hundreds more!

You'll quickly solve remodeling problems when you consider the many practical *uses* of versatile Marlite plastic-finished panels. Marlite goes up fast over old walls or new. The exclusive, baked-on plastic finish *seals out* dirt, grease, stains and moisture . . . *seals in* the lifetime beauty. And when you point out to your customers that costly painting and redecorating are eliminated, that the ease of cleaning makes maintenance far easier, they realize the tremendous savings offered by Marlite!

Choose from 63 striking color and pattern combinations to suit any decorative theme. Find out the *many* ways you can modernize with Marlite. Write for literature showing actual Marlite installations in full color. Address Marsh Wall Products, Inc., Dept. 803, Dover, Ohio. Subsidiary of Masonite Corporation.

### EVERY PANEL IS GENUINE MARLITE.

Both semi-gloss Velvetex and high gloss Deluxe have the same genuine Marlite baked finish, meet the same high test standards.

When your customers ask for Marlite, show them the name on the panel—their guarantee of satisfaction.

### USES

#### IN EVERY ROOM IN EVERY BUILDING . . .

Residential	Industrial
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#### FOR WALLS AND CEILINGS AND . . .

Cupboards	Elevator Interiors
Checkout Stands	Store Window
Bars & Back Bars	Backgrounds
Counter Fronts	Meat Cutting Rooms
Candy Cases	Shower Areas
Produce Displays	Splash Boards

*For creating beautiful interiors*





## One call instead of ten or more

### Your Line to Roddiscraft Saves Time in Buying

Be sure of recognized quality in the materials you buy — save your time, money, and effort — order from the Roddiscraft warehouse nearest you.

One call — one simple buying operation — takes care of a wide range of your needs, for every Roddiscraft warehouse is a super market for dealers: Call —

Douglas Fir Plywood • Hardwood Plywood •  
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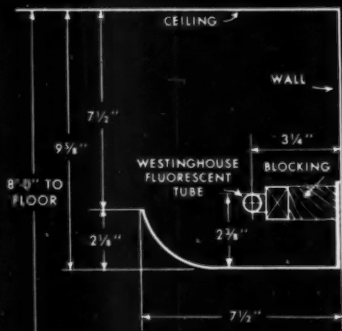


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Milwaukee 8, Wis. .... 4601 W. State St.  
New Hyde Park, L. I., N. Y. ....  
Piazza Ave. & S. 18th St.  
New York 55, N. Y. .... 920 E. 149th St.  
Port Newark 5, N. J. .... 103 Marsh St.  
Philadelphia 34, Pa., Richmond & Tioga Sts.  
St. Louis 16, Mo., 3344 Morganford Road  
San Antonio 6, Texas, 727 N. Cherry St.  
San Francisco 24, Cal., 345 Williams Ave.

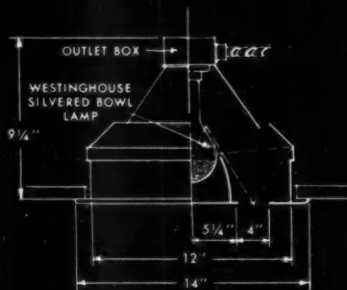
# DESIGN DETAILS

## PLATE 6 LIGHTING

- .. Cove
- .. Recessed Ceiling



COVE LIGHTING DETAIL



DETAIL-RECESSED CEILING FIXTURE

YOU CAN BE SURE.. IF IT'S  
**Westinghouse**



Lighting is only one of many Electrical Living features that can add value and sales appeal to your homes... others include planned all-electric kitchens, automatic laundries, health and heating ideas, and adequate wiring... planning details of which are given in this 24 page booklet. Send for your free copy.



## Cove and Recessed Lighting ... Give Smartness to a Room

One of the most economical ways to give character to a room is by unusual lighting effects. The room illustrated above is an example. On two walls of the room, an easily constructed cove (see detail) provides good general illumination in addition to its decorative effect.

In the ceiling, centered over the dining table, is a recessed fixture with a silvered bowl, incandescent bulb (see detail). This produces lighting which accents the beauty of the table setting.

There are many other ways in which lighting can give extra sales value to your homes... inexpensively. If you would like to have detailed suggestions, send for our booklet "Design Details for Electrical Living Homes".

G-10133

**Better Homes Bureau**  
Dept. AD-8  
Westinghouse Electric Corp.  
P. O. Box 868, Pittsburgh 30, Pa.

Please send me a FREE copy of your book—"Design Details for Electrical Living Homes"—B-4671-A.

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Rugged... tough  
and thrifty, too!

# CHEVROLET

## ADVANCE-DESIGN TRUCKS



For trucks that are *right* on the job—*always* on the job—see these new Chevrolet trucks. They're able to carry the loads you handle, and able to *keep on* carrying them through tough job after tough job. They're economical and easy to handle, too... loaded with new features that pay off for you on *every* job. Features like the new self-energizing brakes for more *stopping* power. And like Chevrolet's Dual-Shoe parking brake... engineered for greater *holding* power. Here are trucks that offer important new comfort features. Ventipanes for controlled ventilation, and new cab seats for more riding comfort. In every way, these Chevrolet trucks are right for your job. See them at your Chevrolet dealer's now.

CHEVROLET DIVISION OF GENERAL MOTORS  
DETROIT 2, MICHIGAN



### ADVANCE-DESIGN TRUCK FEATURES

**TWO GREAT VALVE-IN-HEAD ENGINES**—the 105-h.p. Loadmaster or the 92-h.p. Thriftmaster—to give you greater power per gallon, lower cost per load • **POWER-JET CARBURATOR** — for smooth, quick acceleration response • **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement • **SYNCHROMESH TRANSMISSIONS**—for fast, smooth

shifting • **HYPOID REAR AXLES**—for dependability and long life • **NEW TORQUE-ACTION BRAKES**—for light-duty models • **PROVED DEPENDABLE DOUBLE-ARTICULATED BRAKES**—for medium-duty models • **NEW TWIN-ACTION REAR BRAKES**—for heavy-duty models • **NEW DUAL-SHOE PARKING BRAKE**—for greater holding ability on heavy-duty

models • **NEW CAB SEATS**—for complete riding comfort • **NEW VENTIPANES**—for improved cab ventilation • **WIDE-BASE WHEELS**—for increased tire mileage • **BALL-TYPE STEERING**—for easier handling • **UNIT-DESIGN BODIES**—for greater load protection • **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.



# WHERE

*is the Biggest  
Opportunity  
in Roofing  
this Year?*



Even with existing—and possible future—restrictions, it is now estimated that some 800,000 new housing units will be built this year.

But think of the *millions* of existing dwellings, farm buildings and other non-residential structures!

*In 1951, that's where your real roofing opportunity lies.*

It lies in reroofing, maintenance, and repair. Today, the public has the money for this type of work, and is now turning to home improvements and repairs, in place of hard-to-get consumer goods:

Barrett can put you in touch with this rich market through its national advertising in *The Saturday Evening Post* and farm magazines, through its unmatched sales-promotion program, which includes store and job signs, window and counter displays, direct mail and selling manuals—everything you need to find prospects and close sales:

So, have your Barrett representative show you the *complete* line of Barrett® Asphalt Shingles. Not only a wide variety of "conventional" shingles, but also top-flight, exclusive Barrett design lock-type shingles.

Barrett® Shingles are approved by Underwriters' Laboratories, and meet every requirement for superior reroofing at moderate cost—values your competitors just can't beat!



## THE BARRETT DIVISION

ALLIED CHEMICAL & DYE CORPORATION

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205 W. Wecker Drive, Chicago 6, Ill.

1327 Erie Street, Birmingham 3, Ala.

36th & Gray's Ferry Ave., Philadelphia 46, Pa.

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# DELCO-HEAT UNITS add extra selling value to the homes you build



The heating system of his new house is of major importance to every prospective home buyer. He wants a unit that will give him completely automatic, trouble-free and economical service—and he wants it at the lowest possible cost.

You can be sure you are giving your customer exactly what he wants by including Delco-Heat units in the homes you build . . . because they are General Motors products—because they are competitively priced—and because they are built for a lifetime of service.

The units shown below are only a part of the complete line of Delco-Heat automatic home heating equipment—a line that includes gas- and oil-fired units for all types of heating systems, and for homes of all sizes.

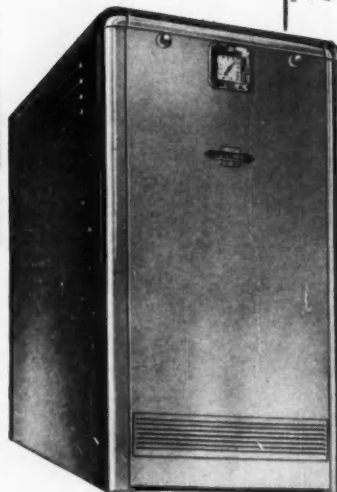
"DA" series Oil-Fired Conditionairs. Superior design, compactness and efficiency make these the most outstanding oil-fired, forced warm air furnaces available. The Multipath heat transfer systems are designed to give free and unobstructed

flow of flue gases. The Conditionairs have the famous Delco-Heat Rotopower oil burners, powered by Rigidframe motors. Cabinets are of 20-gauge furniture steel, and are beautifully finished in Delco-Green enamel.

Model	Capacity	Firing Rate GPH	Blower		Dimensions		
	Btu per hour output (plenum)*		RPM	CFM**	Height Inches	Width Inches	Depth Inches
DA 85	85,000	.75	400-700	950	50	23.5	54.5
DA 100	100,000	1.0	400-700	1000	50	23.5	57.25
DA 125	125,000	1.15	400-700	1800	45	30	64.25
DA 1	150,000	1.5	400-700	2050	48.5	30	76.5
DA 2	200,000	1.9	400-700	2400	50	55.5	71

\*On basement installations add 15% duct loss to net heat loss—compensate for unusual conditions. Unit and duct work installed within space heated does not require allowance for duct loss.

\*\*Maximum delivery against unit resistance and 0.2" duct static pressure.



Oil-Fired Boilers. Top quality throughout these units makes them the finest oil-fired boilers obtainable for steam and hot water systems in homes of all sizes. Streamlined fins and water passages add to quicker heating. Cast iron boiler sections, of the wet base type, completely

surround the hot combustion gases. Delco-Heat Rotopower oil burner, with Rigidframe motor, is flange-mounted inside access door. These oil-fired boilers come in 20-gauge furniture steel cabinets, and are beautifully finished in Delco-Green enamel.

Model	Capacity	Net*		Oil Burner	Dimensions		
	Btu per hour Output	Steam	Hot Water	Nozzle GPH	Height Inches	Width Inches	Depth Inches
DB 3	110,880	350	560	1.25	50-3/9	27	37-3/4
DB 4	160,080	505	808	1.65	50-3/8	27	43-3/4
DH 4	252,000	800	1290	2.4	54-1/16	33-1/4	49

\*Net standing radiation including domestic hot water load.

Manufacturers of a complete line of automatic gas- and oil-fired home heating units, and electric water systems for farms and homes. For further information on Delco-Heat products write Dept. AB-28:

**DELCO APPLIANCE DIVISION**  
General Motors Corporation  
Rochester 1, New York



Oil Burners



Gas Burners



Gas Conditionairs for homes of all sizes

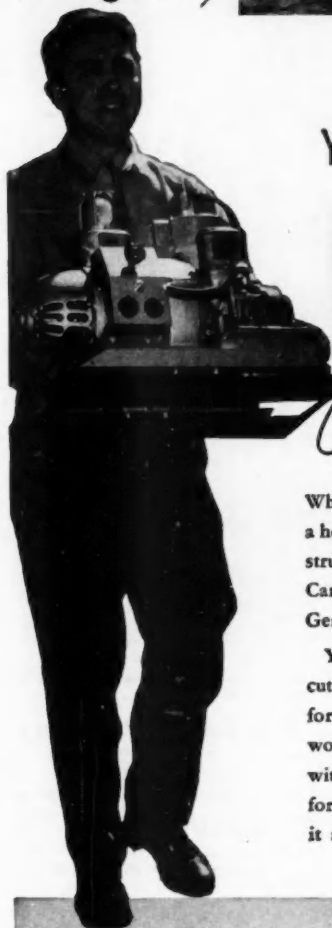


**GENERAL MOTORS  
DELCO-HEAT**

On Big Jobs >



On Small Jobs >



You'll Save Time and Money with a

# *Carryable* **HOMELITE** **GENERATOR**

Whether it's a small frame dwelling, a housing development or a big construction job, you can use a Homelite Carryable Gasoline Engine-Driven Generator *to your profit.*

You can use it to operate cost-cutting electric tools. You can use it for brilliant floodlighting on night work. You can use it instantly . . . with no delay or loss of time waiting for power installations. You can use it any place . . . eliminating long

cables that sap the effectiveness of your electric tools. You can use it always because one man can carry it . . . operate it. And it will run dependably in all kinds of weather.

Low in cost, a Homelite is a profitable investment for even small building jobs. High in performance, a Homelite will meet the needs of the biggest contractor. Why delay? See how you save money with a Homelite. Write for free demonstration.

Manufacturers of Homelite  
Carryable Pumps • Generators  
Blowers • Chain Saws

PERFORMANCE • DEPENDABILITY  
**HOMELITE**  
CORPORATION  
SERVICE

508 RIVERDALE AVENUE • PORT CHESTER, N. Y.

# BUILDING TEAM DISCOVERS SECRET OF MAKING HOUSES SELL FASTER!



## ZONOLITE'S® Fire Safety, Insulation Makes Satisfied Buyers

This building team is proud of the houses they build . . . and the reports they get from satisfied buyers. Buyers who tell prospective buyers about their warm, dry Zonolite insulated homes. And here's what this plastering contractor, general contractor and mason contractor have to say about the use of Zonolite vermiculite products in their buildings.



Bill Delatore, plastering contractor: "I find the cost comparison of Zonolite Plaster Aggregate versus sand plaster to be the same on an average job—on big construction less cost with Zonolite—and, in the winter Zonolite gives a comparative saving because of easier handling."



Arthur Olsen, general contractor and president of Mountain View Homes in Newington, Conn., says: "From experience, I know that Zonolite Insulating Fill does a wonderful job. However, the most important thing is the ease and economy of putting it in place—no cutting, no fitting, no waste. Zonolite saves me time and dollars and gives my customers the best possible job."



Giulio Giulietti, mason contractor of New Britain, Conn., said: "Zonolite concrete is easy to handle, and fast to put in place. I know also that it really insulates the floor."



A typical "Mountain View" Home, built with Zonolite Products. Put new time and labor saving Zonolite Insulating Fill and Aggregates to work for you. Get full details today!



### ZONOLITE COMPANY

135 So. LaSalle Street  
Chicago 3, Illinois  
Member of Vermiculite Institute

### ZONOLITE COMPANY

Dept. AB-81  
135 S. LaSalle St., Chicago 3, Ill.

Gentlemen:  
Please send me FREE complete details on  
 Zonolite vermiculite Plaster Aggregate  
 Zonolite insulating Concrete  
 Zonolite Insulating Fill

Name.....Title.....  
Address.....  
City.....Zone.....State.....

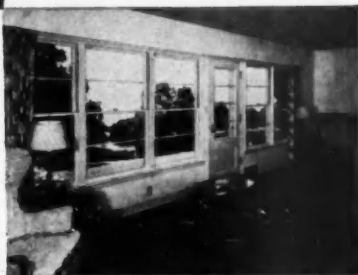
# there's more to a view than meets the eye!

**FOR INSTANCE**—quality that the home-owner never sees is built into Curtis Silentite windows. The double-hung Silentite windows which flank this big Curtis picture window have the famous "floating" weatherstrips that assure a snug fit, yet permit easy operation. There are spring bronze leaf type weatherstrips at the meeting rail and also at the bottom rail. Double "Z" type spring bronze weatherstrips at the sides give uniform pressure on both sides of the window in all positions of opening.



**TROUBLE-FREE CASEMENTS**—Tests made by a nationally known independent laboratory show that Silentite wood casements will reduce by 16.4% the heat loss that usually occurs with ordinary casements, under comparable conditions. Silentite casements are the most weathertight casements made. They will not stick, bind or warp. The sash cannot rattle or vibrate, cannot swing in the wind. Condensation is reduced to the minimum by the use of insulating glass. Screens are furnished.

**QUICK INSTALLATION**—Because Silentite double-hung windows are precision-made, they can be installed in an average time of 3 minutes per opening. Silentite units provide easy operation, which they maintain throughout their lifetime. Each part of Silentite is specially designed with relation to all other parts so that all parts harmonize perfectly and fit properly. Remember, the Silentite window is a complete unit, consisting of frame, sash, lock, trim, screen and storm sash.



Complete technical information about Curtis Silentite windows and Curtis Woodwork is yours for the asking—mail the coupon!



Curtis makes a complete line of architectural woodwork for the modern home. Make your next house "all Curtis."

Curtis Companies Service Bureau  
AB-88 Curtis Building, Clinton, Iowa

Gentlemen:

I want to know more about Curtis Silentite Windows. Please send me your free window booklet. I am ( ) Architect ( ) Contractor ( ) Prospective Home Builder ( ) Student. (Please check above.)

Name.....

Address.....

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

# OLIVER

## the "CHOICE" Line

When performance under exacting operating conditions . . . where dependability and low operating and maintenance expense are essential, the *choice* of cost-conscious operators is Oliver. Your Oliver Industrial Distributor will be happy to give you all the facts on why this complete line of job-speeding wheel and crawler tractors and matched allied equipment should be *your choice!*  
The Oliver Corporation, Industrial Division, 19300 Euclid Ave., Cleveland 17, Ohio.



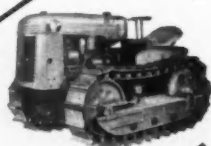
Model "66"—27 h.p. Gas



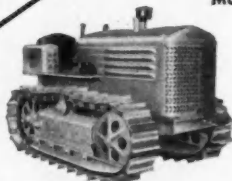
Model "77"—39 h.p. Gas



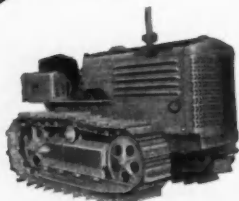
Model "88"—45 h.p.  
Gas or Diesel



Model OC-3—22 h.p. Gas



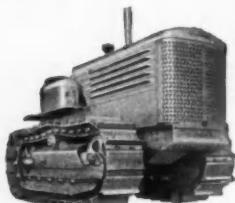
Model A—30.5 h.p.  
Gas or Diesel



Model B—38 h.p.  
Gas or Diesel



Model FDE—110 h.p. Diesel



Model D—61 h.p.  
Gas or Diesel

THE OLIVER CORPORATION



A complete line of industrial wheel and crawler tractors

AMERICAN BUILDER



Since 1795 ...Quality!



**BIRD** *Master-Bilt* **SHINGLES**

East Walpole, Mass.  
New York, N. Y.



Chicago, Illinois  
Shreveport, La.

**Take it from these Successful builders . . .**

# Kelvinator-equipped Electric Kitchens are "Tops" with Them and their Tenants!



Robert L. Blum



Milton Schwartz



Joseph Leeb



Sigmund Dubin



Chicago points to the 2930 Commonwealth Building as a wonderful place to live. Chief among the reasons are complete air conditioning plus electric kitchens featuring handsome new Kelvinator Electric Refrigerators and Ranges in each of the 52 apartments.

New Pottawattamie Apartments in Chicago, notable for their "thoughtfulness" regarding tenants, feature automatic elevators, soundproofed walls, basement freezer lockers . . . and electric kitchens with Kelvinator Refrigerators and Ranges in all 45 apartments!

WE ASKED Mr. Blum and Mr. Schwartz why they chose Kelvinator. They said: "For the best in today's living, in a building so completely modern, naturally our kitchens have electric equipment. We chose Kelvinator refrigerators and ranges because, as our records tell us, they give the finest performance and cost-saving dependability."

We asked Mr. Leeb and Mr. Dubin the same question. They said: "Our experience with Kel-

vinator in past projects has been completely satisfactory. Extremely low maintenance cost, smartness of Kelvinator designs, and the certainty of high user satisfaction led us to choose Kelvinator again."

Assure these same important advantages for your new projects . . . specify dependable Kelvinator products. Get full information from Dept. AB, Kelvinator, Division of Nash-Kelvinator Corporation, Detroit 32, Michigan.



## Kelvinator

DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT 32, MICHIGAN

**REFRIGERATORS, RANGES, HOME FREEZERS, WATER HEATERS, AIR DRIERS . . . Electric, of course!**



Kelvinator, featured exclusively nationwide



in the Good American Home Program.

### How Many Starts This Year?

THE 97,000 residential unit starts announced for May by the Bureau of Labor Statistics brought the total starts for the first five months of 1951 to 443,900. This is more than half the goal of 850,000 set by HHFA last fall. If the same pace is maintained for the balance of the year, the total at the end of December will be 1,065,300, approximately the same as the 1949 total, and about 350,000 less than the figure for 1950.

There is little reason, however, to expect that the pace of the first five months will be maintained. Most of the approximately 450,000 pre-Regulation X commitments by FHA were started in the first four months of this year. Thus, for all practical purposes, everything started after April of this year must be sold under the conditions of Regulation X.

That the Regulation is having its effect in slowing sales of homes in development projects is attested by builders in metropolitan areas. The inevitable result is sharp cutbacks in starts by development builders. These cutbacks began early in the year, and were reflected in the figure for April, which was below that for April, 1950.

A number of authorities predicted that May would show an even sharper decline below the same month last year—149,000. Actually, the May figure for this year is 9,000 higher than the April figure. One explanation for the high May figure is the number of multiple apartment buildings started in several major cities. Another is that Regulation X seems to have had little or no effect in areas that do not use FHA insurance, principally smaller cities, towns and rural districts. In many of these total starts for this year equal, and in some cases surpass, those of last year. The reasoning behind the latter explanation is that credit terms imposed by Regulation X are substantially the same as those normally practiced by local savings and loan associations and mortgage banks.

It is further suggested by way of explanation for the high May figure that a large market for custom built houses has developed this year, principally because of the availability of materials and labor. Whether this lush market will continue throughout 1951 is conjectural. It is further pointed out that retail lumber dealers and other suppliers in smaller cities, towns and rural areas have adequate inventories for the first time since the beginning of the war.

It is the increase in the custom built housing starts more than the apartment building activity in large cities that is holding the decline in totals to much less than predicted by many observers late last year.

Last December *American Builder* predicted a minimum of 900,000 starts, even with Regulation X. While the prediction was attacked by some authorities as optimistic wishful thinking, *American Builder* anticipated the increase in custom building. Barring an unexpected and drastic clamp on home building by government, the editors of this magazine see no reason to revise their original estimate, which they have not changed since they made it. 900,000 starts still looks good, and possibly conservative.

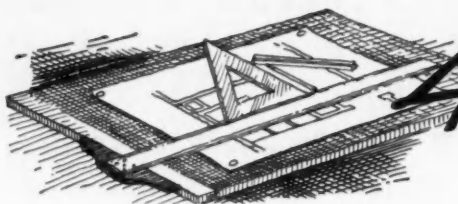
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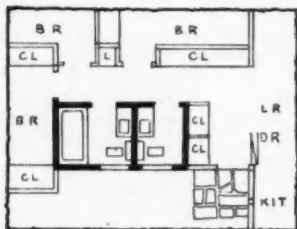
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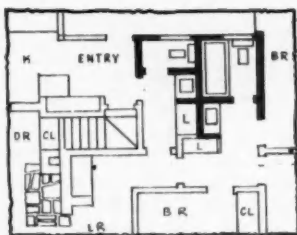
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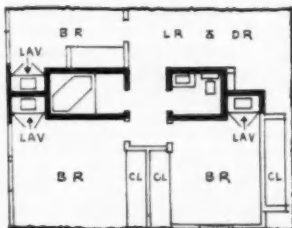
# 40 Ways to



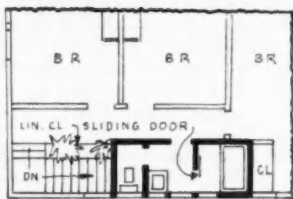
**BATHROOM** and powder room in conventional arrangement with back-to-back fixture installation for economy. The counter-top lavatories in both rooms are typical of the latest trend in treatment for these fixtures. Both of these rooms are well located in relation to linen storage, other rooms



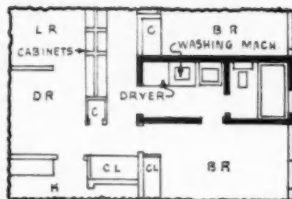
**TUB** and toilet room, single compartment toilet and two hall lavatories permit multiple use of facilities here without confusion. Four persons can use five fixtures at the same time. Bathroom effectively serves bedrooms and the other facilities are handy for quick cleanup or for guests



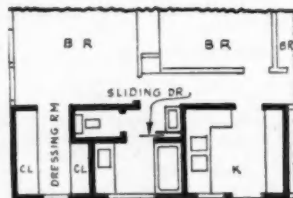
**SEPARATE** bedroom lavatories, plus a tub room with a square fixture and a toilet-lavatory room, although more expensive, hold conflicts to a minimum. Toilet and tub rooms require artificial lighting and ventilation, and each lavatory requires its separate light. Tub room is easily reached from all the bedrooms



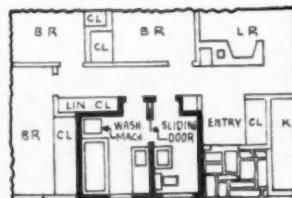
**SECOND-FLOOR** bathroom in a two-story house is designed so the three fixtures can be used by three persons at the same time. It is well located near the stairway and within easy access of the three upstairs bedrooms



**COMBINATION** bathroom-laundry layout for economy in both money and space. Tub and toilet are in partitioned area so two persons can use three fixtures at same time. All facilities use same supply and disposal lines



**HALL** lavatory is suggested in this layout. Plan could be changed to include partition at left of lavatory. The toilet is set in its own compartment and a sliding door gives privacy to the bathtub-vanity



**AUTOMATIC** washer is again suggested as an additional fixture in this plan. The bathroom and powder room are well separated with a partition and sliding door for duo use of both rooms

# Plan Bathrooms

**Efficiency of bathrooms is being increased by trend toward compartmentation and installation of duplicate fixtures on same supply and drainage lines**

**A**LTHOUGH the bathroom is one of the most expensive rooms in a house it continues to be one of the most wasteful because occupancy is limited, in most cases, to one person at a time. The solution to this problem lies in discarding the idea that the bath is a fixed room of a standard size and type.

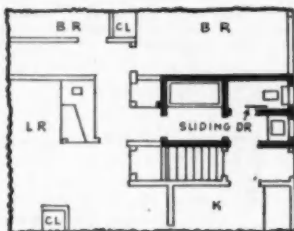
Most of the suggested plans on these pages provide for multiple use of the bathroom by means of sliding or folding doors, double entrances and duplicate fixtures on the same plumbing lines in lieu of installing two or more separate bathrooms in different parts of the house. First essential in providing for multiple use of bathrooms is, of course, the need for adequate and well-planned compartments.

In many cases it will be found that installing dual lavatories and toilets in separate compartments requires creation of a small room without access to exterior light or ventilation.

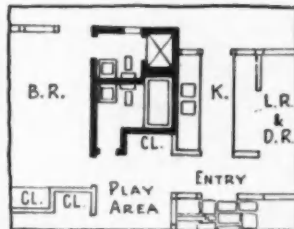
Modern lighting and mechanical ventilating equipment solve these problems for the most exacting requirements. Where local building codes do not permit location of a bathroom or powder room away from an outside wall, thought and effort should be directed at modernization of the codes.

Very few bathrooms are adaptable to the requirements of growing families. Usually they are so small that bathing and dressing babies or small children is a hazard for both the parent and the child. The area should be large enough for two persons to move about without backing into corners or bending over fixtures. Whenever possible extra space should be provided for baby baths with counter-high cabinets near the area.

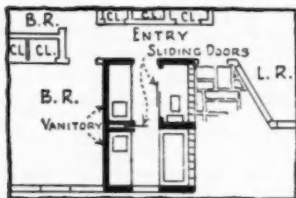
The trend toward built-in vanities, or "vanitories," is not only an answer to many of the problems encountered by mothers in caring for small children in bathrooms, but they serve a



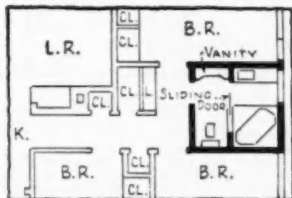
**COMPARTMENTED** bathroom with all fixtures separated from each other with partitions. Lavatory is located in an open recess. The facilities are within easy reach of all rooms in the house. A special feature here, also, is the convenient, two-way linen closet located adjacent to bedrooms and bath



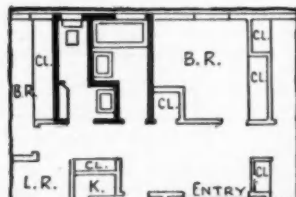
**TWO-BATHROOM** layout which is economical to install because all bath and kitchen piping can be confined to two walls. Shower-bathroom serves the master bedroom. The family bathroom, which is conveniently located in relation to other rooms, will require artificial lighting and ventilation



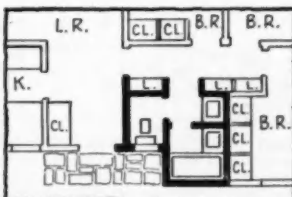
**UNUSUALLY** large amount of vanity counter space, with similarly large storage areas below counter tops, is included in this plan. Sliding doors effectively break room into compartments for multiple use with privacy



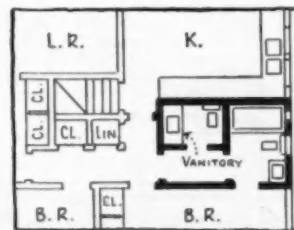
**SQUARE** tub is feature of plan which also includes vanity and built-in vanity. Sliding door separates tub and vanity area from vanity. These facilities, including the linen closet, are handy to other rooms in house



**TWO** lavatories with one tub and one toilet in an interesting division of fixtures demonstrate method for minimizing bottlenecks in bath. A sliding or folding door would separate toilet and lavatory

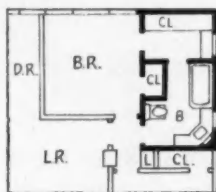


**COMPARTMENTED** plan with two lavatories, tub and toilet where each can be closed off with sliding or folding doors. Windows above tub and toilet should be high enough to assure complete privacy

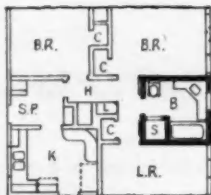


**SINGLE** bathroom plus a powder room is an efficient and popular combination. Two entrances to the bath make it semi-private for the master bedroom. A duct and fan arrangement must be installed to provide adequate ventilation for the powder room. The powder room is located so it can be conveniently used by guests

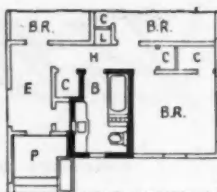




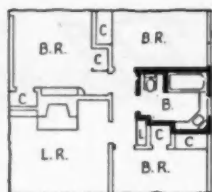
**DIRECT** access to dressing room and bath from master bedroom is feature here. Corner vanity with storage space below plus hall closet should be adequate accommodations for linens



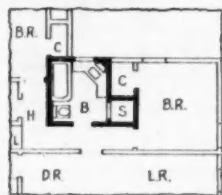
**SHOWER STALL** supplements bathing facilities in this layout. Again the corner vanity with its built-in shelves underneath the counter provides large storage area within confines of the bathroom



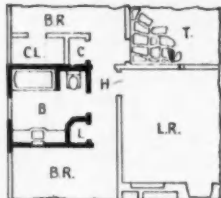
**GLASS** block form partition between tub and toilet in this plan. Shelves adjacent to toilet can be used for towels, what-nots or books. Cedar closet could be built as a shower stall for additional facilities



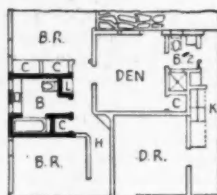
**COMPARTMENTING** bathroom facilities is becoming increasingly popular. This, and other plans shown here, lend themselves to compartmentation with a few changes in planning and construction



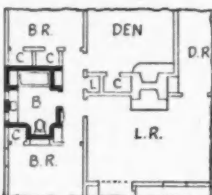
**CENTRALLY-**located bath with shower stall, which can be opened into the adjacent bedroom if found desirable during planning stage. Corner vanity provides spacious counter and storage space



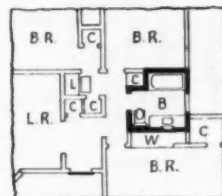
**CONVENTIONAL** bath layout to serve bedrooms and living area. A powder room off the kitchen accommodates occupants of that section of the house. The two hall closets place linen within easy reach



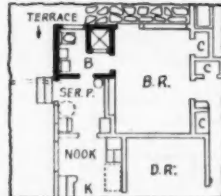
**VANITY**, flanked by two small windows is feature here. Good light and adequate ventilation are essential in planning bathroom facilities. Linen storage is just outside door in hallway



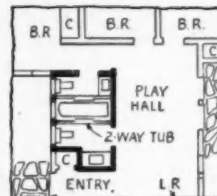
**AN ALTERNATE** plan for this bath shows glass block in the outside wall at end of bathtub to provide additional light and add a decorative touch. Note handiness of telephone and linen storage



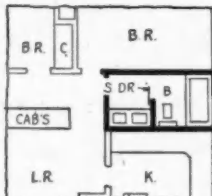
**ANOTHER** simple bathroom layout within a small area but still offering the advantages of a built-in vanity around the lavatory. Manufacturers offer special types of lavatories for counter tops



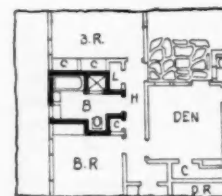
**BATH** located adjacent to a den or rumpus room saves a great deal of traffic through other parts of the house, in addition to affording privacy for guests. This is a second bathroom for that purpose



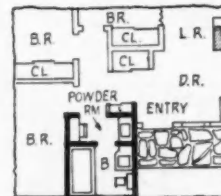
**ONE TUB** serves two bathrooms. Double sliding doors enclose the tub and make it easily accessible from either side. Toilet and lavatory nearest front entrance can be used generally as powder room



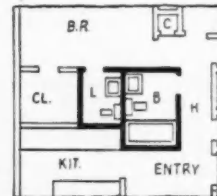
**TWIN** lavatories separated from tub and toilet by sliding door and all backed up to kitchen make for economical installation. One of the lavatories could be substituted for a counter and shelves below



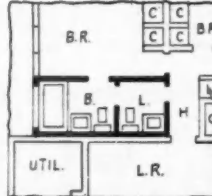
**SHOWER** stall and tub are both incorporated in this compact layout. Here the built-in vanity was sacrificed for additional cabinet space in the bathroom. Mothers with small children not only like enough room in the bath for at least two persons, but they also like storage space in the room



**ADDITIONAL** dressing table space and an extra lavatory are suggested in this powder room adjacent to and actually part of the bathroom. It is located close to the front entrance for the convenience of guests. A sliding or folding door can be installed between the bath and powder room



**PRIVATE** powder room for master bedroom is backed up to family bathroom, which is easily accessible to other bedrooms. Although neither of these rooms has windows, modern lighting and ventilating equipment can be put in economically. Kitchen plumbing backs that in bathrooms



**DOUBLE LAVATORY** and toilet facilities, compartmented with access to either side from hallway. Interior room requires artificial light and ventilation. Plan could be improved by transposing room with tub to inside where it would be not only handier for use but also away from window





**VANITY SINK** is flanked by shower stall and toilet. Mirror reflection shows floor-to-ceiling cabinets on two sides of doorway to the master bedroom



**BATHROOM** traffic and storage problems are minimized in the four-bedroom Northfield, Ill. home shown here. This is done by the provision of a dressing room-bath to serve the master bedroom, and the use of non-bearing partition walls, made possible by truss roof construction, as valuable sources of closet and storage cabinet space.

Separated by an eight-inch-wall from the family bathroom, the master bedroom's private bath features a dress-

ing table sink, with Formica counter, flanked by built-in shower stall and toilet. Asphalt tile covers the concrete slab floor which contains hot water radiant heating coils.

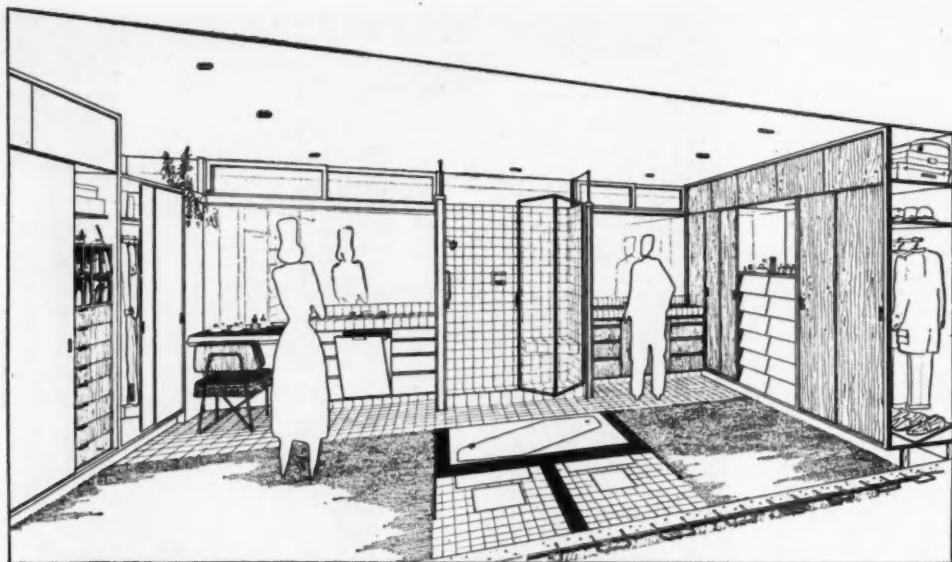
Built by C. E. Blomgren, Inc., in its Drury Lane subdivision, where homes range from \$25,000 to \$35,000, this house is the residence of Mr. and Mrs. Henry Kappes. Trusses, cabinets, and all custom woodwork were manufactured by the Blomgren firm in its own shop.



**← CENTER HALLWAY** features three linen closets with storage shelves above. Summer comfort is aided by attic fan with louvers in ceiling

**PLANTER SHELF** trellises separate the breakfast room and the colonial kitchen





LIVING COMFORT gets the emphasis in this one-room combination of two dressing areas and baths

## Breaking the Bathroom Bottleneck

**A**N INTERESTING contrast to the compact type of bathroom planning required by limited space in low-cost homes, this room, by emphasizing space and convenience, becomes one of the outstanding features of the house.

Actually, it consists of two combination dressing room-baths, with the advantages of permitting bathing and dressing in the same room and providing more space and greater

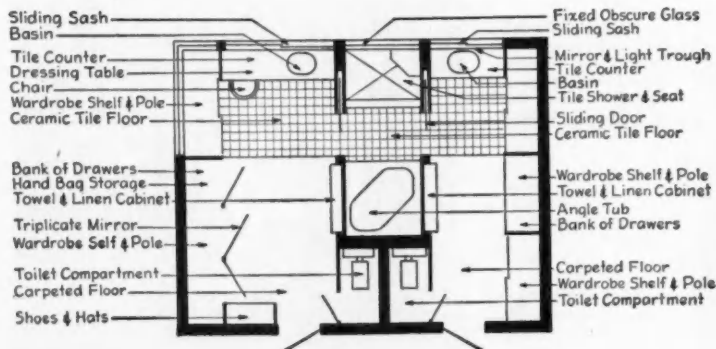
**De luxe layout in this California home goes far in solving the traditional bathroom traffic problem**

seclusion in the master bedroom. Palmer, Krisel and Lindsay, Los Angeles architects, were the designers.

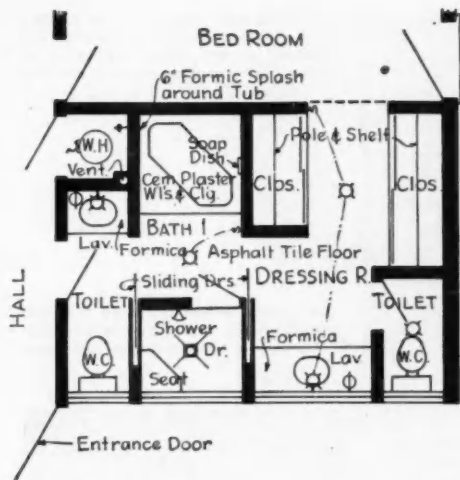
A separate tub and shower and two

toilet compartments, located in the center, divide the room into two units, sliding doors on both sides of the shower compartment completing the separation. At the outside wall, separated by the shower, are two lavatories with counters and a dressing table. Light is admitted by sliding strip sash over the mirrors and fixed obscure sash above the shower.

The architectural line of the door-height sash is maintained on the



**SEPARATE BATHS** and dressing rooms can be had by use of sliding doors between shower and tub stalls. Note generous dressing and storage space, a luxury feature



PLAN VARIATION: one lavatory adjoins shower, one the tub

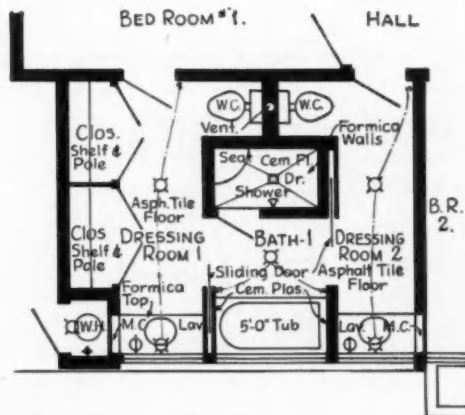
flanking walls, separating the frequently-used storage and closet space from the hard-to-reach.

Tile flooring next to the lavatories, tub and shower is radiantly heated, with coils also running within the shower walls, the shower seat and under the tub. Dressing room floors are carpeted.

Towel cabinets are accessible from the dressing areas as well as from panels directly over the tub. Above the "Mrs." dressing table are large, evenly-lighted mirror panels.

Also in tile are the lavatory counters; under the counters are cosmetics drawers, clothes hampers and extra storage space.

Location of the bathroom is convenient for both owners and guests; one entrance is from master bedroom, the other from the hall close to the other bedrooms. For more complete separation of the sleeping and dressing areas, the wall between bedroom and bath is soundproofed. There is also soundproofing between the compartments in the bathroom.



DIFFERENT LOCATION of room makes reverse plan preferable

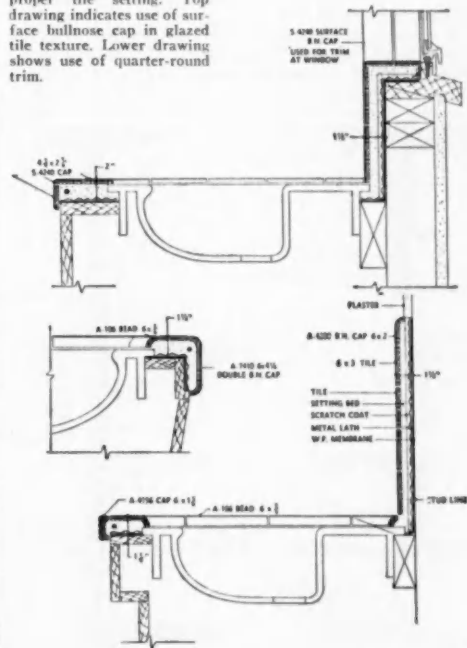
AUGUST, 1951



## Bathroom Built-ins Combined with Clay Tile

THE combination of different types and colors of clay tile, such as decorative tile, tile murals and plain tile, with other materials can achieve striking effects in the bathroom, as demonstrated in this application with attractive and convenient built-in storage cabinets. Large glass areas also harmonize well with the tile; and planting box separation between tub and counter is another interesting feature.

Shown below are three sectional views of installation of lavatory bowls in the proper tile setting. Top drawing indicates use of surface bullnose cap in glazed tile texture. Lower drawing shows use of quarter-round trim.



Data and illustrations furnished by Gladding, McBean & Co., of San Francisco, Calif.





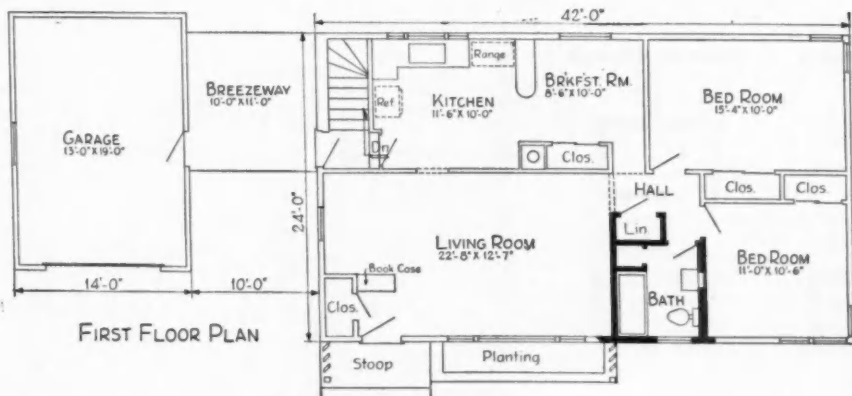
**GLASS BLOCK** bathroom window performs triple duty—admits maximum daylight and assures privacy, while contributing to general exterior appearance of dwelling

**ALUMINUM** louvered vent, 8 by 24 inches, in glass block window permits circulation. Has pane of translucent glass and screen

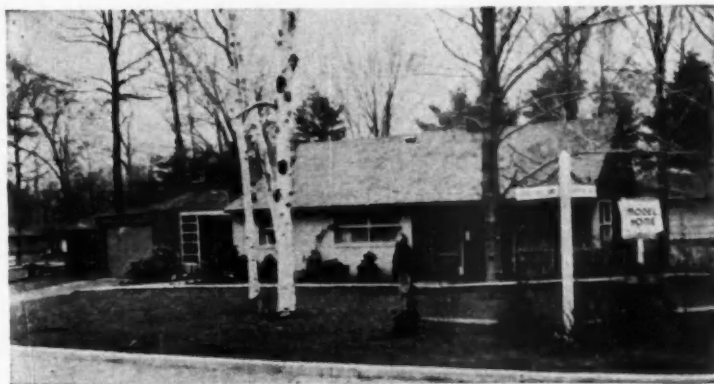
## Glass Block for a Bath Facing the Street

**A** BATHROOM window facing the street can be decorative as well as practical. The glass block window of the Milwaukee house, shown above, adds to an already pleasing exterior of painted redwood siding, dark stained striated plywood and Crab Orchard stone. This is in addition to its admitting maximum daylight while guaranteeing complete privacy.

It contains 32 glass blocks and an 8 by 24-inch vent, manufactured by the Wilke Sheet Metal Works of Wausau, Wis. The vent has a pane of translucent glass and a built-in screen. Designed and built by Alfonse G. Zielinski, it is the home of Mr. and Mrs. Frank A. Zevnik.



CORNER LOT, 45 by 120 feet, permitted breezeway, attached garage in this \$16,900 Milwaukee package



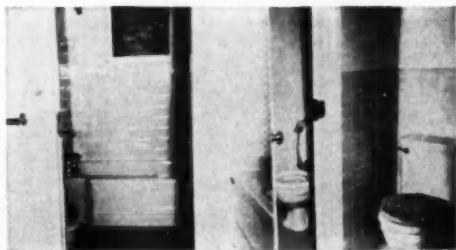
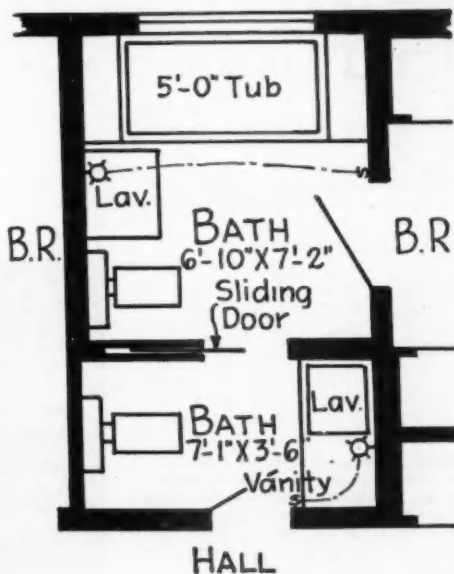
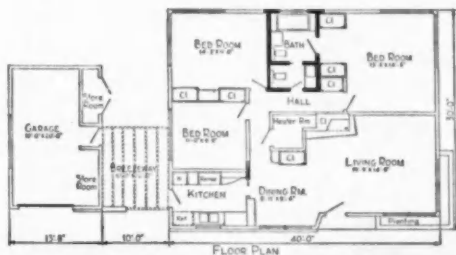
THIS \$21,500 model, in Glen Cove, N. Y., has two adjoining bathrooms

## Two Bathrooms at Low Cost

**A**DJOINING bathrooms separated by a sliding door have been featured by Cy Williams, Roslyn, N. Y., builder, in a \$21,500 three-bedroom model home. Designed by Williams, the brick and wood shingle unit with breeze-way attached garage is located on a wooded 100x110 corner site in Glen Cove, N. Y.

One of the bathrooms, with tub, serves the master bedroom, while the other, with shower stall, opens to a center hall. They have standard fixtures and clay tile floors. A vanity sink in the family bathroom has a clay tile top.

The living room has a floor to ceiling corner picture window. Awning-type wood windows are used. Located in the center of the one-level house is a furnace room. It contains the heating plant, which supplies hot water to the radiant system. The house is of truss roof construction.



CLAY TILE covers vanity sink in family bathroom and tub area in bath serving master bedroom, left. Right, practically side by side, two water closets, separated by sliding door, are in two distinct bathrooms of one-level home



CLAY tile and washable wall paper simulating glass block make up the interior design of the bathroom. Window with venetian blinds is aluminum type with awning. Tub is at left in glass enclosure. The handle of built-in scale is near floor opposite lavatory



## De Luxe Bathroom in Speculative House

**B**ECAUSE quality of location was a prime consideration in a recently completed project of some 70 speculative units in the vicinity of Great Neck, Long Island, features over and above the average, particularly in the bathroom, characterize these modified ranch-type houses. They are three-bedroom and two-bathroom units which were priced from \$26,200 to \$35,000 including the lot and garage.

The deluxe bathrooms have walls finished with clay tile and washable wall paper simulating glass block. The floor is also finished with clay tile. The tub is placed in a recess and is enclosed with glass. Two large windows are fitted with venetian blinds. The cabinet mirror above the lavatory is flanked with two vertical fluorescent tubes. A recessed fluorescent light panel is above the built-in glass-topped vanity, which has large knob handles on the wooden drawers. The built-in bathroom scale folds into the wall near the floor opposite the lavatory.

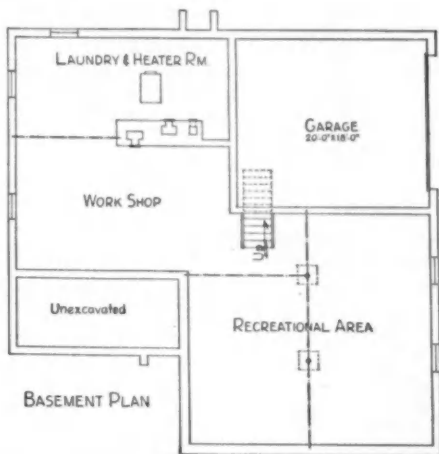
The houses were erected over a full basement of poured

*Builder: Harnaby-Ardmore, Inc.  
Architect: J. Herbert Burmeister*

BRICK and wood shingles are combined in an interesting combination on the exterior of this three-bedroom, two-bathroom house. Hip roof with wide overhang is covered with asphalt shingles. The floor plan of this modified ranch type unit shows one version of an economical double bath arrangement



FOUR building materials are used on the exterior walls of this gable-roof house. The front is covered with brick, stone and knotty pine. Siding shingles cover sides and rear. Houses were built on 75x100 foot lots



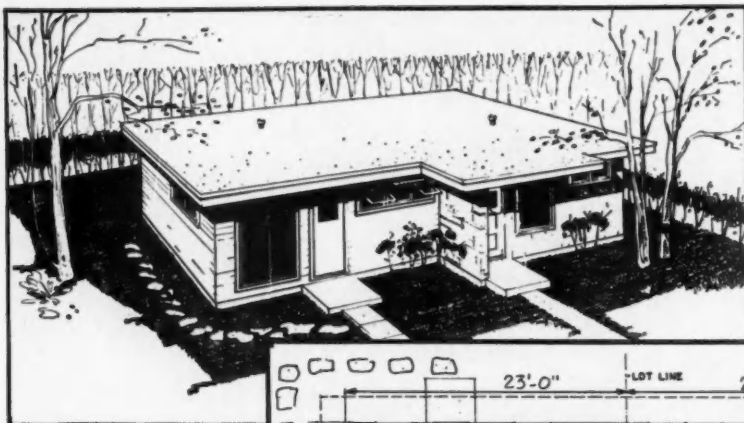
"BACK-TO-BACK" arrangement of plumbing for the two bathrooms shown in plan above is economical

**Brand Names of Products Used**

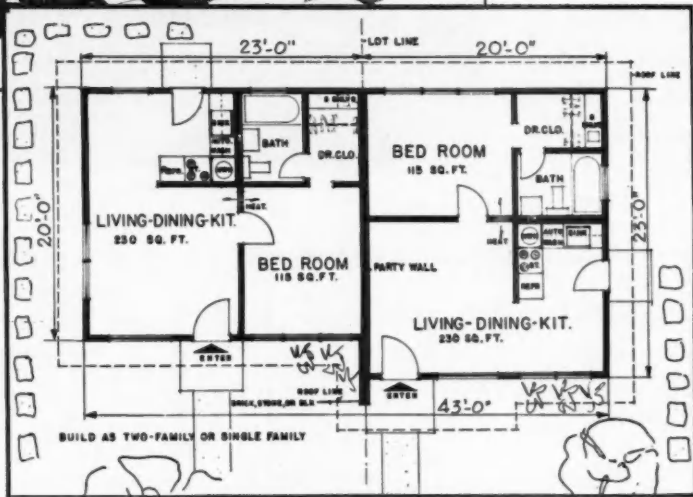
- ABC aluminum casement windows
- American Central kitchen cabinets
- Baldwin-Hill mineral wool
- Bendix washing machine
- Borg bathroom scale
- General Electric refrigerator, range, garbage disposal unit, furnace
- Minneapolis-Honeywell temperature controls
- Reynolds reflective insulation
- Schlage hardware
- Shakerown shingles
- Standard plumbing fixtures
- U.S. Plywood doors
- Vent-A-Hood ventilating fan
- Wel-Bilt garage doors

concrete. Exterior wall materials vary with combinations of brick, stone, knotty pine and siding shingles. Roofs are low pitch and are covered with 250-pound asphalt shingles. Mineral wool batts and aluminum foil comprise the insulating and moisture barrier materials. All the houses have hot water heating plants.

Interior wall construction is plaster on gypsum lath. Doors are flush and windows are awning-type aluminum. There is a window wall and picture window in the living room. The flooring is of oak except in the bathroom and kitchen. Interior wall finish is paint and wall paper. Kitchen equipment includes refrigerator, range, garbage disposal unit, dishwasher, cabinets and kitchen ventilating fan. Also included are hot water heater and automatic washing machine.



1. DUPLEX unit with one bedroom for each unit. Note floor plan shows wall separating units

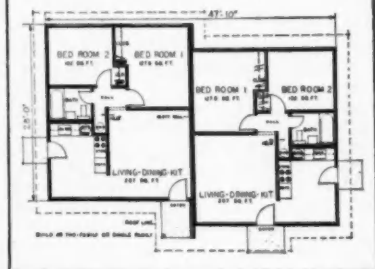


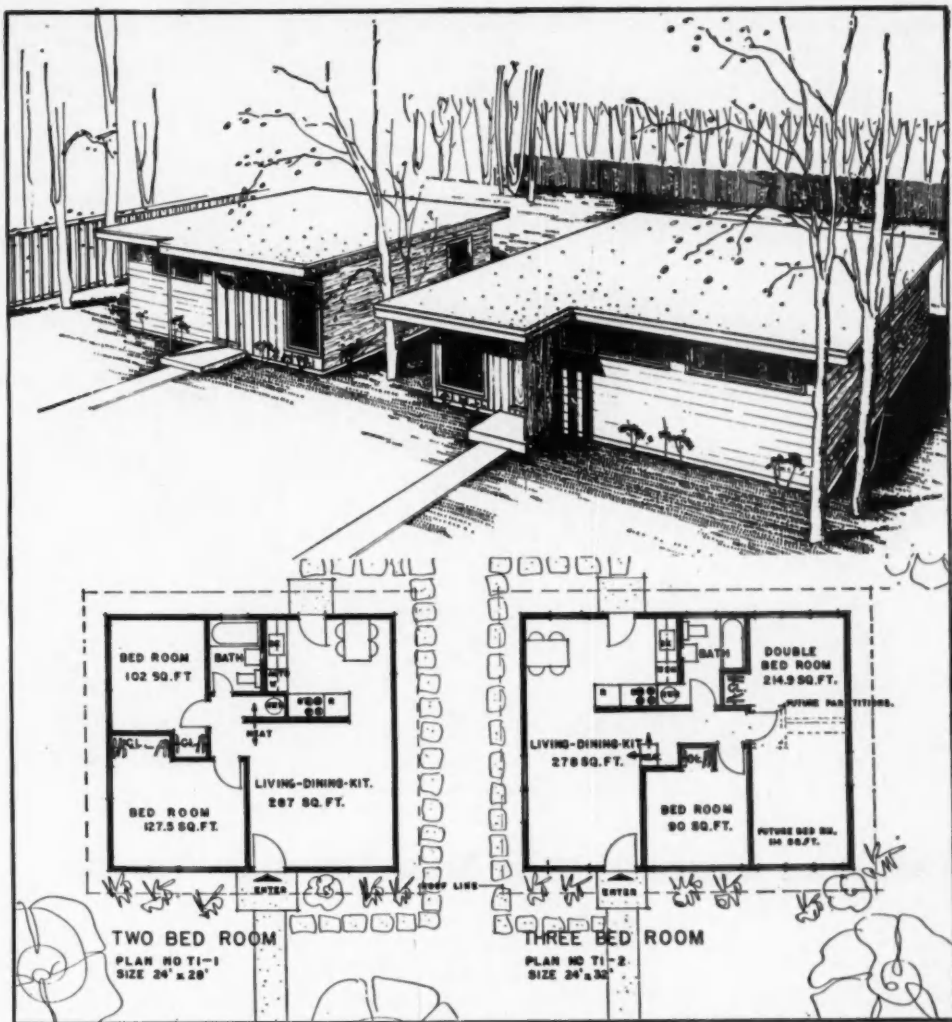
2. FLOOR plan and rendering of two-bedroom, two-family unit



## Single Family, Duplex or Row House Units for Less than \$6,000.

Adaptable for either one- or two-family residence, and with each unit containing either one or two bedrooms, design is eligible for acceptance by the FHA





3. SINGLE family units of two and three bedrooms also comprise part of the project. All meet FHA specifications

**A**N UNUSUALLY low-priced housing unit that is adaptable for either one- or two-family residence, with each unit containing one, two, or three bedrooms, has been developed by a Nebraska architect, Selmer A. Solheim, of Lincoln. The unit is eligible for FHA Title I, Section 8, financing. From 1,000 to 1,500 are planned for construction this year in or near the Nebraska capital.

They will be built as single-family homes, duplexes, and in a row-housing arrangement, with a separate mortgage on each unit. Prices are \$4,250 for one bedroom; \$5,050 for

two bedrooms and \$5,800 for three bedrooms. The lot is included in the price.

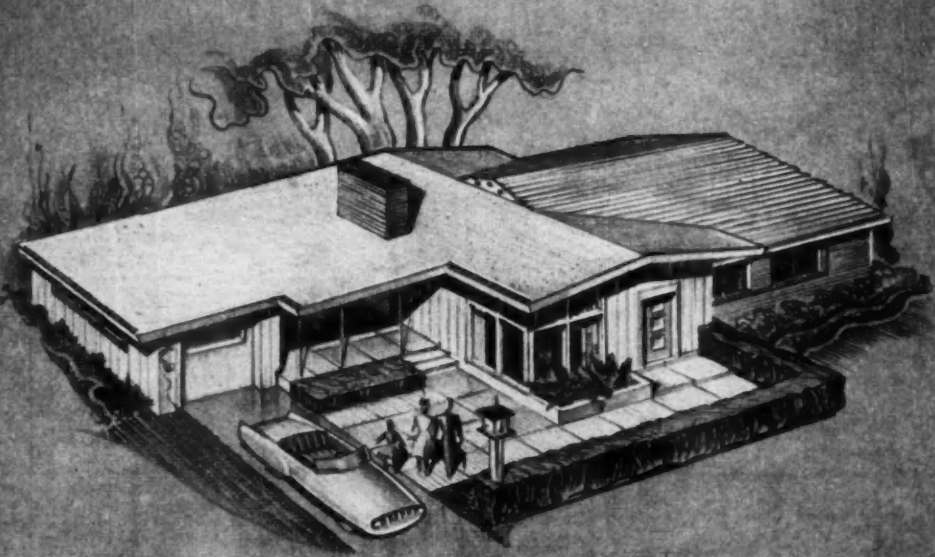
The structure is conventional frame, set on a concrete foundation. Exterior walls are finished with siding shingles or bevel siding. Ceilings are insulated with two-inches of mineral wool. Interior walls are finished with gypsum board or Upson board. Roof consists of pine boards covered with a layer of resin paper, four layers of tarred felt and a layer of pitch and gravel.

Doors are two panel fir and are varnished. Window frames and sash

are wood and are stained. Entrances have combination storm and screen doors, painted or stained. The clothes closets and kitchen cabinets do not have doors.

Plumbing consists of kitchen sink, bath lavatory, water closet and tub. There is an automatic washer connection with a wall drain in the kitchen. An automatic gas water-heating unit is included. Heating plant is an automatic gas-fired wall heater. Electric work includes service entrance and three circuits with seven fixtures which are the minimum for a house with a limited floor area.





IN THIS HOUSE the forecourt with its planting areas and terrace is arranged as an integral part of the over-all design

## Freedom Expressed in Small House Design

**T**HIS month's blueprint house contains 1362 square feet of room area and 529 square feet for the garage and breezeway.

A number of design features, which apply both to plan arrangement and exterior, take this small house out of the ordinary and away from the norm in contemporary styling.

Some of the outstanding characteristics, listed in accordance with their importance to the future home owner, are:

1. Integrating the terrace, planting areas, breezeway, garage and drive to the basic house.
2. Excellent handling of the continuous sloping roof over the living room portion of the house, and the breezeway and garage.
3. Effective fenestration at the front corner of the living room.
4. The bold approach to the change in roof pitches and the roof materials.
5. Interesting color effects obtained on the exterior by use of different wall surface materials.
6. Additional height obtained in living room by having plaster ceiling follow profile of roof rafters.
7. An unusual, yet inexpensive, over-mantel for living room fireplace.

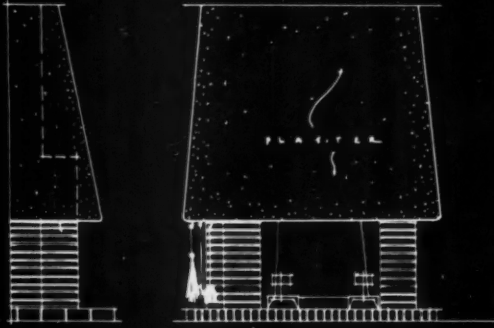
8. Prefabricated closet set up between bedrooms.
9. Large basement with ample space for all utilities and recreation.
10. Two bedrooms with cross ventilating. The third bedroom can be arranged as a study.
11. A total of eight closets for storage.
12. Cavity walls of brick with 2-inch air space between for added protection against heat and cold.

### AMERICAN BUILDER

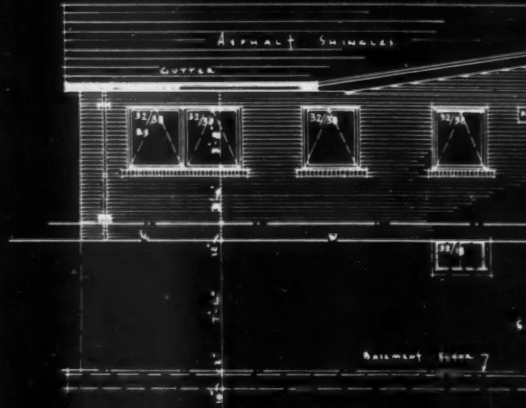
#### Blueprint House No. 56

Bernard McMahon, Architect

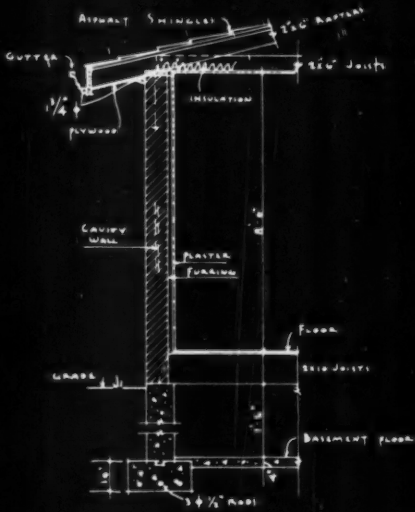
For complete one-quarter inch scale working plans of this house write American Builder Home Plan Service, 30 Church Street, New York 7, N. Y.



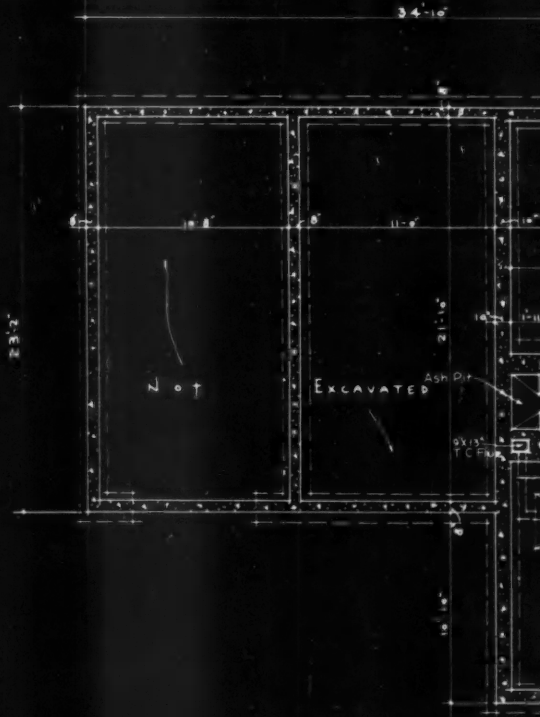
• FIREPLACE ELEVATIONS •



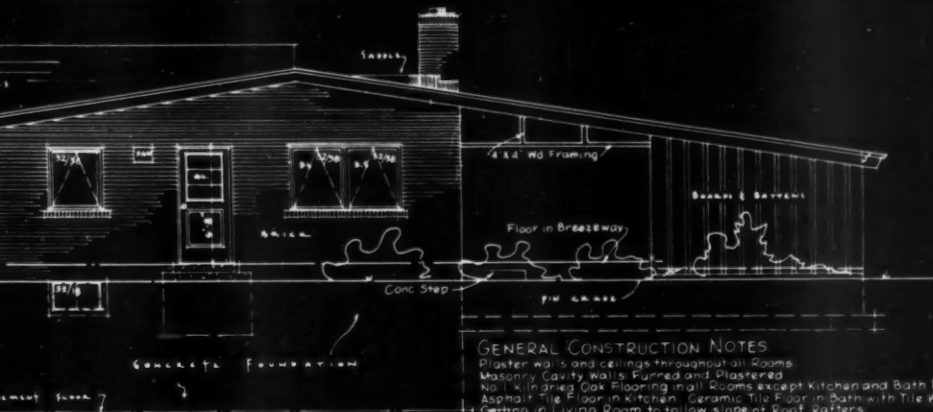
• REAR •



• WALL SECTION •



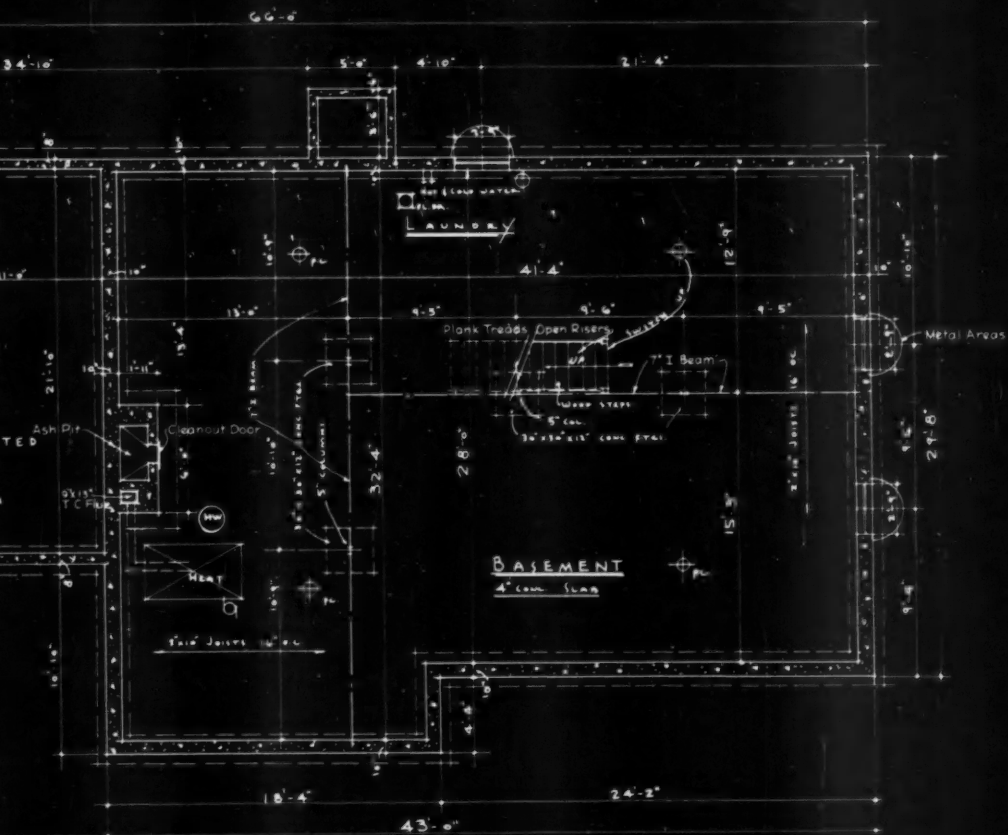
23-



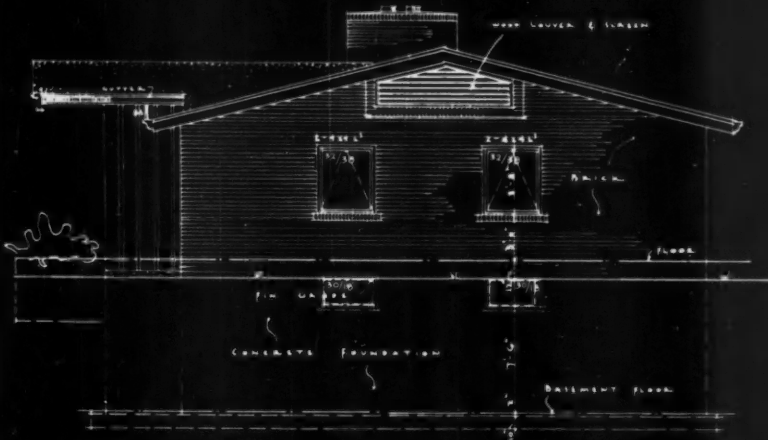
**GENERAL CONSTRUCTION NOTES**

- Plaster walls and ceilings throughout all Rooms.
- Masonry Cavity Walls Furred and Plastered.
- Nail in (in gird) Oak Flooring (all) Rooms except Kitchen and Bath Room.
- Asphalt Tile Floor in Kitchen. Ceramic Tile Floor in Bath with Tile Wainscot 3'-0" High.
- Setting in Living Room to follow slope of Roof Rafters.
- Breezeway and Garage Floors to be Concrete, 4" Thick.
- 3/4" x 12" Vertical Redwood Siding with 1" x 3" Vertical Battens.
- Insulation in all Frame Walls and all Ceilings.
- Breakfast Table and Benches not in this contract.

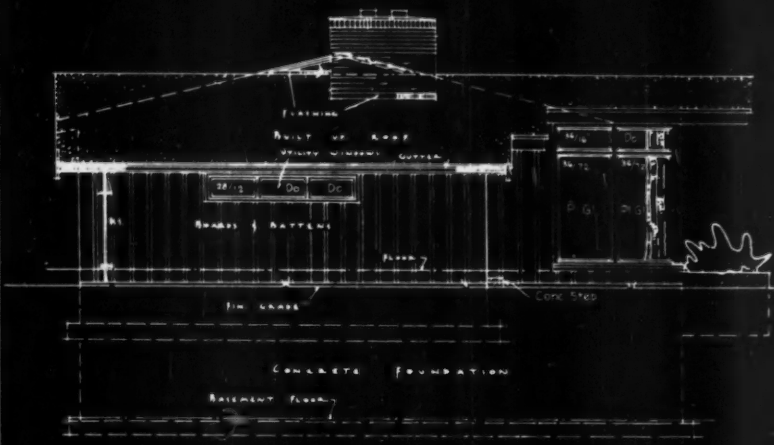
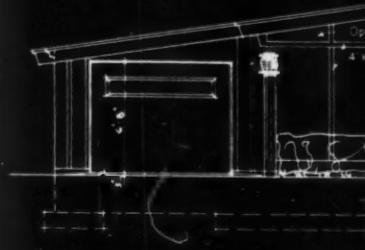
**REAR ELEVATION**  
SCALE



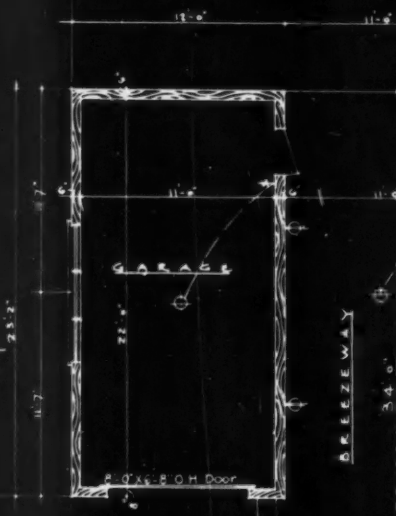
**BASEMENT PLAN**  
SCALE 1/8" = 1'-0"



• SIDE ELEVATION •

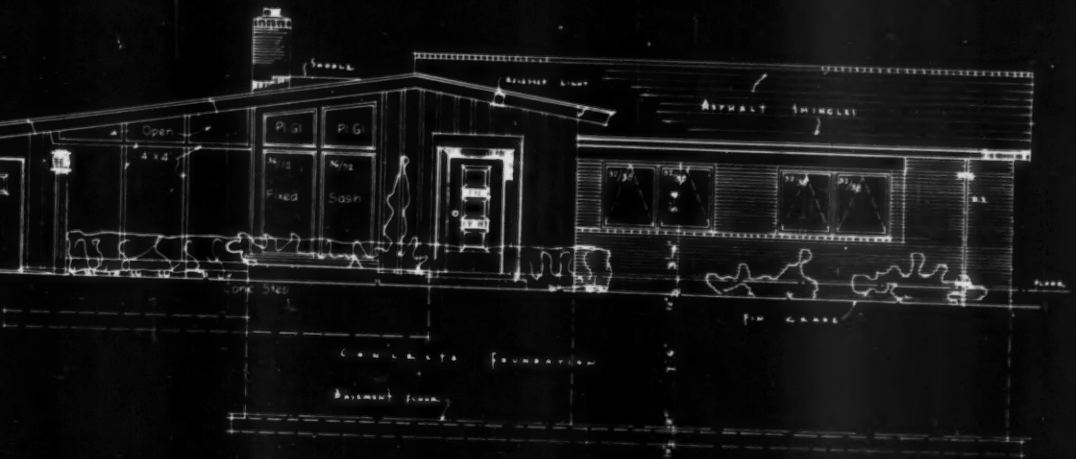


• SIDE ELEVATION •

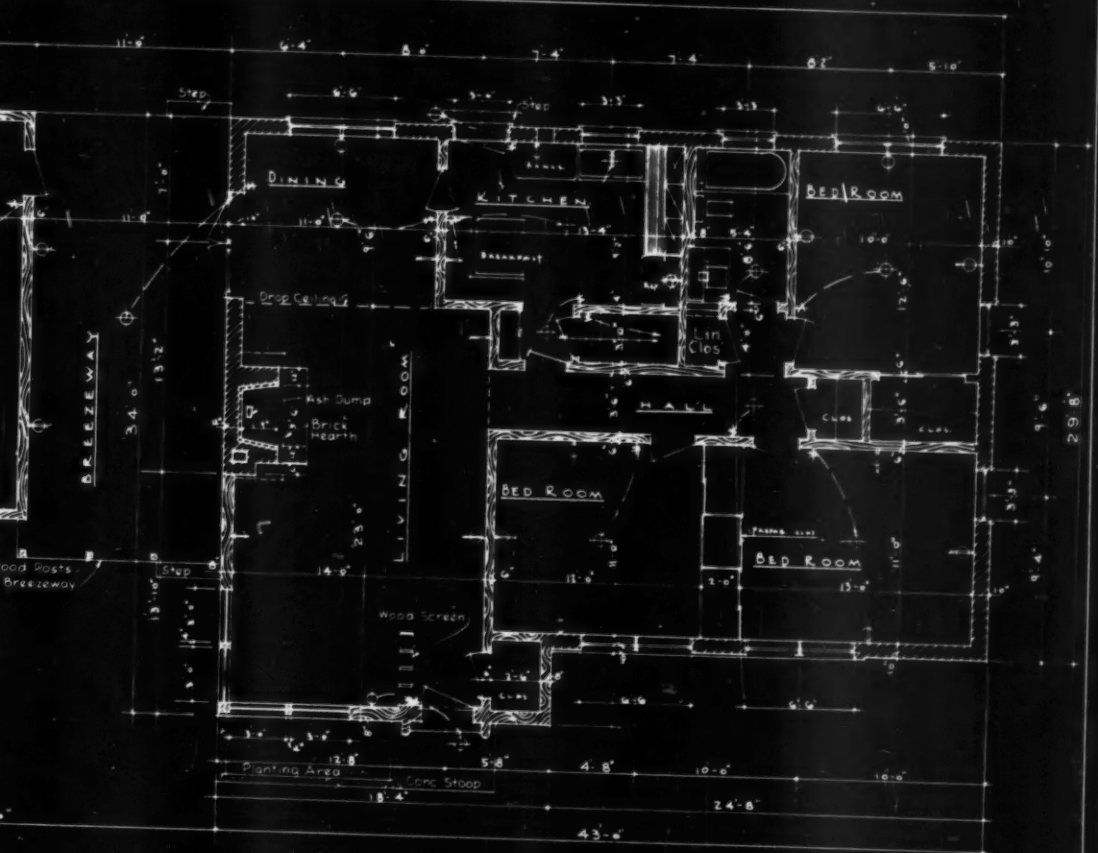


4" x 4" Wood Posts -  
Edge of Breezeway

DESIGN No A B 170  
 AMERICAN BUILDER BLUE PRINT SERIES  
 Designed By  
 BERNARD M<sup>c</sup> MAHON ARCHITECT  
 101 So. Meramec Ave. St. Louis, Mo.  
 Simmons Boardman Pub. Corp. 79 W. Monroe St. Chicago, Ill.



• FRONT ELEVATION •  
66'-0"



• FIRST FLOOR PLAN •  
SCALE 1/8" = 1'-0"

# Quantity List of Materials

## For American Builder Blueprint House No. AB 170

Bernard McMahon, Architect

### General Information

House — Type: Combination frame and masonry  
 Area: 1,358 sq. ft. Cube: 25,750 cu. ft.  
 Height taken for cube, 19 ft.

Garage — Area: 300 sq. ft. Cube: 2,400 cu. ft.  
 Height taken for cube, 8 ft.

Breeze-  
 way — Area: 275 sq. ft. Front and  
 Rear Stoop — 40 sq. ft.

### Excavating

Trench for Foundation: 126 lineal feet  
 Chimney and column footings: 5 — 3 areaways  
 Excavation for basement: 400 yards

### Cement Work

Foundations: 1,367 cu. ft.  
 Concrete Work: 1,834 sq. ft.  
 Thickness: 4 in. basement  
 Miscellaneous: 460 lineal — 1/2 in. round reinforcing rod in basement footing

Anchor Bolts:  
 Foundation: 25 — 1/2" x 12"  
 Walls: 38 — 1/2" x 12"  
 Waterproofing: 1,216 sq. ft.

### Masonry

Type: Brick  
 Walls: 925 sq. ft.  
 Window Sills: Brick  
 Chimney: Brick  
 Flue linings: 12' — 12" x 12"  
 8' — 8" x 12"

Cap: Brick — Cement Wash  
 Fireplace: Brick  
 Throat and Damper: 1  
 Lintels: 1  
 Miscellaneous: 1 Ashdamp

### Iron Work

Structural, including lintels: 2,720 pounds  
 Miscellaneous:  
 Basement sash: 3 — 2 ft. 15" x 16"  
 1 Ashdamp and 2 clean out doors. 3 areaways

### Millwork

Windows: Casement and fixed  
 Windows glazed including trim:  
 Corner window: 4 — 36" x 72" fixed with transom tops  
 4 mullions 32" x 38"; 4 — 32" x 38"  
 1 triple 28" x 12"

Exterior doors:  
 French doors: 2 — 3' x 6' 8"  
 Detail entrance door: 1 — 3' x 6' 8"  
 Panel door: 1 — 2' 8" x 6' 8"  
 Sash door: 1 — 2' 8" x 6' 8"  
 Garage door: 1 — 8' 0" x 6' 8" upward acting

Exterior millwork:  
 Entrance Fascias: Front  
 Louvers: 1 — 7' 6" x 2' 6"  
 Interior doors, including jambs and trim: 1 — 2' 8" x 6' 8"  
 5 — 2' 6" x 6' 8"  
 6 — 2' 4" x 6' 8"  
 1 — 1' 6" x 6' 8"  
 1 — 1' 8" x 6' 8"

Special interior millwork:  
 Stairs: Carpenter only  
 3 Special wardrobe cases with sliding doors. Wood screen at entrance. Breakfast nook. Kitchen cabinets.

### Carpentry

Beams and Girders: None  
 Foundation Plates: 5 — 2x4 — 12'  
 3 — 2x6 — 12'

Roof Plates: 10 — 2x4 — 12'  
 6 — 2x6 — 12'  
 5 — 2x8 — 16'

Joists: 22 — 2x10 — 16'  
 43 — 2x10 — 14'  
 10 — 2x10 — 10'

Bridging: 310 l.f. 1x3  
 Studding and Plates: 168 — 2x4 — 8'  
 9 — 2x4 — 10'  
 17 — 2x4 — 12'  
 22 — 2x4 — 14'

Ceiling Joist: 9 — 2x6 — 12'  
 8 — 2x6 — 10'  
 23 — 2x6 — 14'  
 23 — 2x6 — 16'

Roof Rafters: 60 — 2x6 — 10'  
 2 — 2x6 — 22'  
 16 — 2x6 — 12'  
 46 — 2x6 — 18'

Framing Lintels: 2 — 2x8 — 10'  
 Subfloors: 1,700 B.F.  
 Roof Sheathing: 2,830 B.F.  
 Side Wall Sheathing: 250 B.F.  
 Side Wall Materials: 960 B.F. 1x12 Redwood  
 700 Lineal feet Redwood buttens  
 Furring: 100 — 1x2 — 8'  
 Grounds depend on interior wall material and finish trim  
 Carpenter Stairs: 12 — 2x10 — 3'  
 2 — 2x12 — 16'  
 2 — 2x4 — 8'  
 1 — 4x4 — 8'  
 1 — 4x4 — 4'

Flooring — Hardwood: 970 sq. ft. area to cover  
 Softwood: 135 sq. ft. area to cover

Exterior Material:  
 Soffits: 260 sq. ft.  
 Eaves: 228 l.f. 1x8 Fascia  
 225 l.f. crown moulding  
 235 l.f. — 1 1/4" round  
 Porches: Breezeway 312 sq. ft.  
 4 — 4x4 — 10'  
 2 — 4x4 — 12'  
 1 — 4x4 — 8'  
 Insulation: 1,360 sq. ft.

### Rain Conduction

Gutters: 79 ft. box gutter  
 Downspouts: 26 feet  
 Flashing: Chimney

### Roofing

Type: Shingles Area: 11 squares  
 Built-up roof: 14 squares

### Interior Walls

Area to be covered: 466 square yards

● This quantity list will be subject to variation depending on the common practices in various sections and municipalities of the country, the techniques of individual builders, the types of materials available locally and cost factors. The list published here is a suggested one, complete enough so that it can be used in arriving at a reasonably accurate estimate of the quantities and cost of materials that will be required to complete the structure. It was prepared by experts at the Edward Hines Lumber Co., Chicago.





CARPORT and entrance are combined as a single unit. Plywood facing around posts serves as a separation between the two units. Openings in roof provide light to planting area. Complete view of house and fence below



FIVE BEDROOMS in medium sized house. One can be converted to dining room

## How Good Ideas

Residence: Columbus, Indiana  
 Architect: Thomas J. Nolan  
 Builders: Taylor Bros. Construction Co.  
 Cost . . . \$35,000

### BRANDED PRODUCTS USED

- Twindows
- Pittsburgh paints
- New Londoner doors
- Flexiglas blister skylight
- Emerson ventilating fan and shutters
- J-M Weatherlite sheathing
- J-M built-up gravel roof
- J-M hot asphalt vapor barrier
- Cemesto board ceiling insulation
- Beaver gypsum lath plaster base
- Zonolite insulating concrete floors
- Crane plumbing fixtures
- Crane gas-fired water heater
- Crane gas-fired hot water boiler



LIVING ROOM nook. Plexiglas blister in ceiling over front of fireplace provides a concentration of natural light

## Are Put to New Use

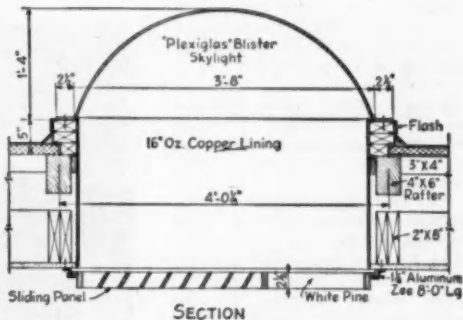
**F**REE play in design characterizes this house. The rigid adherence to balanced form has been done away with and in its place are found freedom of expression and handling of unusual ideas, both in design and construction.

The plain and severe lines of the exterior are in contrast to the interior, where an effort was made to add to the attractiveness. This is in keeping with contemporary design, where emphasis is laid upon living qualities and room arrangement rather than exterior adornment.

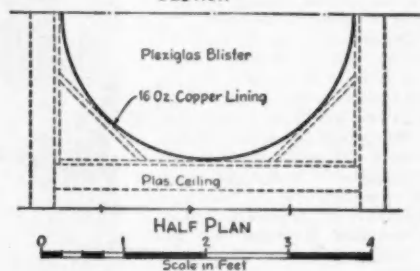
The freedom of this design is best expressed by the manner in which the Plexiglas blister skylights are placed on the roof—emphasis being called to their relation and usefulness to the plan rather than to the exterior design. This situation applies as well to the penthouse ventilator which is positioned strategically to serve all rooms.

The open type of ceiling and roof construction, which is receiving widespread approval, is used throughout all areas.

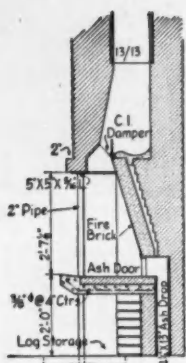
All rooms are contained within a 54 foot 9½ inch by 32 foot 9 inch rectangle, with carport, entrance and porch beyond. This type of plan simplifies the roof framing. Two sets of 6x14-inch wood beams form three continuous panels that run parallel to the long exterior walls. Beams are



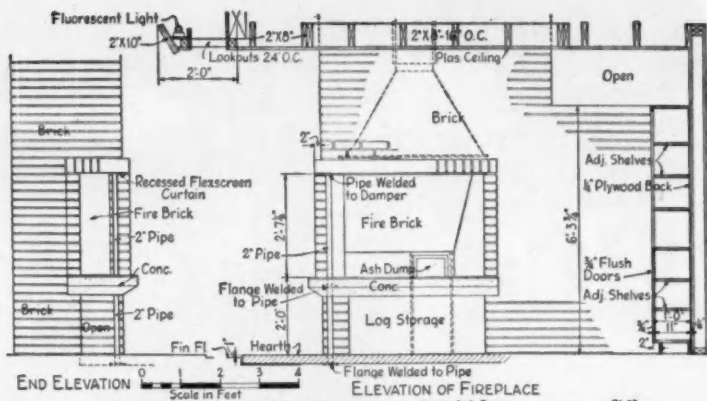
SECTION



SLIDING wood panel controls light from the Plexiglas blister



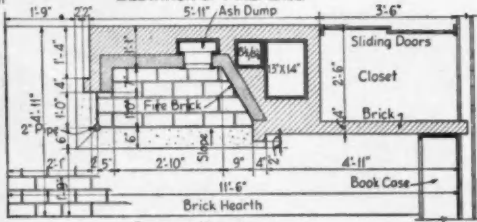
SECTION THRU FIREPLACE



END ELEVATION

Scale in Feet

ELEVATION OF FIREPLACE



PLAN OF FIREPLACE

**FIREPLACE** plan, elevation and section show how storage of logs is made possible by the raised reinforced concrete hearth. Note manner in which firebrick are set into slab. Left Sliding doors cover opening between living room and bedroom

supported on wood posts placed in partitions at regular intervals. All partitions thus become non-bearing.

Four by six-inch rafters spaced 4 foot  $\frac{1}{8}$  inch O. C. frame into beams and outside walls, with intermediate 3x4-inch headers spaced 8 foot O. C. running parallel with 6x14-inch beams. This is a modified type of post and beam construction where exterior walls are used for supports in addition to posts.

The method of roof framing provides a perfect base for the reception of 4 foot by 8 foot panels of  $\frac{1}{16}$ -inch-thick Cemesto board. The underside of the board is exposed in rooms and given several decorative coats of paint. Composition roofing is placed directly on the top side of board. Thus the Cemesto board acts as insulator, sheathing, and the finished surface.

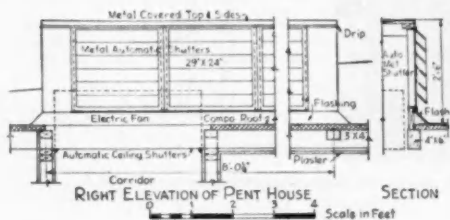
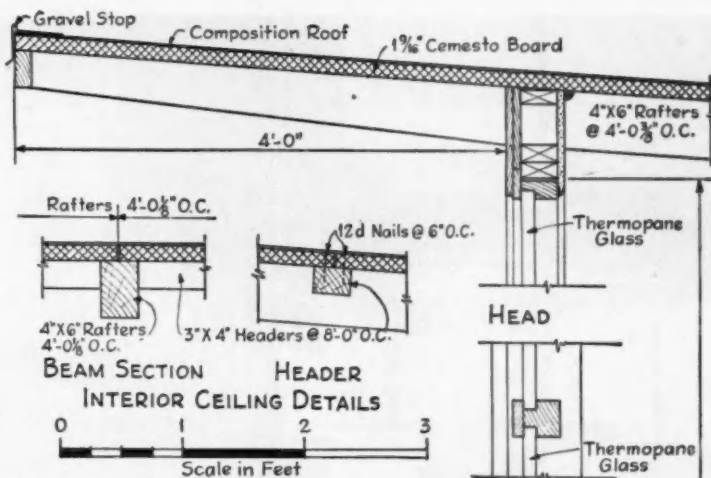
The fireplace in the plan is positioned to form a close conversational nook at one end of the living room, with the opposite side of the fireplace forming a wall of the entrance hall. The Plexiglas blister skylights, which throw direct light into the rooms, are placed on the roof in front of the fireplace and center of entrance hall ceiling. Ceilings in both of these areas are furred.

(Continued on page 116)

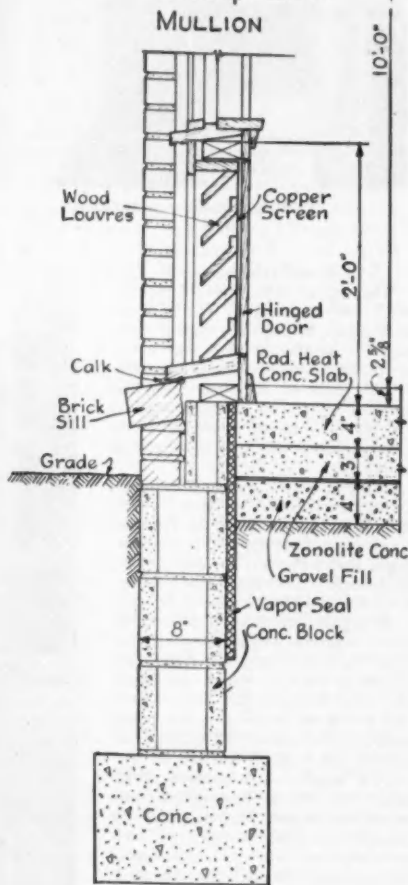


COMBINATION living dining room. Exposed ceiling beams produce interesting pattern

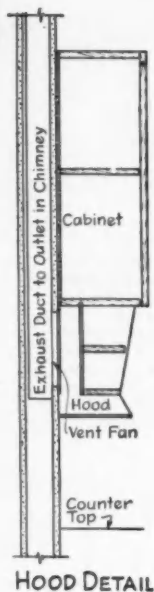
CONSTRUCTION indicated in typical wall section shows exposed structural beams, simplicity of frames and the lightness of roof panels that span between wood supports. Below: Roof penthouse over ceiling in corridor houses ventilating fan



PARTIAL ELEVATION of rear showing fixed sash window



REAR WALL SECTION  
Living Room



VENT HOOD over stove is built into cupboard. Condiment shelves are above. Construction details at right

(Continued from page 114)

The copper lining of the blister shaft softens the glare of the light that comes through the blister skylight. To reduce the glare even more on bright sunny days a wood panel which slides on aluminum zee bar tracks is placed on ceiling alongside the shaft. Diagonal wood strips in panel temper and spread light over a wide area.

The fireplace has a number of interesting innovations. The hearth, which is raised two feet above the floor, is a reinforced concrete slab, tapered at edges and supported at open corner by a flange welded to the pipe column. Logs are stored under the slab.

A triple arrangement of sliding doors separates the master bedroom from the living room. When the sliding doors are open, which is most of the time, the bedroom, living room, and living alcove become one large room. In the summer the large porch adds to this area.

This house, which contains 1793 square feet of living area exclusive of porch and carport, is constructed of masonry and frame above grade and concrete blocks below; Flexicore precast concrete slabs are used for first floor construction over the basement portion. Poured concrete slab on fill was used for the rest of house.



OBSCURE GLASS in panel reflects light to second unit of compartmented bath



WHERE basic lighting recipe has been applied, a pair of RS Sunlamps in trim bullet-shaped wall fixtures are aimed immediately in front of the wash stand for the additional benefit of shaving in the sunlight

**A**N ENTIRELY new concept in the placement of bathroom lighting fixtures now makes it possible to locate the ceiling lighting unit so that it will contribute substantial amounts of light on top of the head and light for shaving and make-up at the mirror as well as give over-all lighting throughout the room.

The general practice of putting fixtures in the center of the ceiling is reminiscent of the early days of electricity in the home when single cords equipped with bare bulbs hung in the center of the room. With the advanced designs of today's lighting fixtures, many of which are scientifically engineered to provide amounts of light needed for safe, accurate and easy vision, a more careful placement of fixtures is required.

As a result of exhaustive studies of the average person's visual needs in the home, together with a complete analysis of their height and physical position which were conducted at the General Electric Co. lighting laboratories at Nela Park in Cleveland, a practical new recipe was developed which gives the home builder an accurate guide for choice of bathroom lighting equipment and its placement for best lighting results.

The problem of lighting for bathrooms is one which many builders could consider from the standpoint of the effectiveness of the lighting in their own bathrooms. To do a satisfactory job of lighting, the fixtures must be chosen and placed so that there is light on both sides of the face, under chin and on top of head.

The new bathroom lighting recipe

requires only three outlets—one in the ceiling and one at either side of the mirror. The ceiling outlet is pulled away from the usual place in the center of the room and located over the wash stand.

While developing this lighting arrangement, which is one of 22 designed for suitable locations in the home, lighting specialists discovered that by simply placing the ceiling unit over the lavatory, mirror lighting for shaving and make-up could be improved without sacrificing over-all lighting in the room.

Exact placement measurements are given for both the ceiling unit and the supplementary lights at the

mirror. In contrast to the single light over the mirror or at one side, this trio, when placed according to the suggested measurements, will supply shadowless light for shaving and make-up. Three units are adequate for a small bathroom. Larger rooms where tub and shower are on the side of the room opposite the mirror will require a second fixture over the tub. An R-30, 75-watt floodlight in a recessed ceiling unit may be used.

Whether using fluorescent or incandescent types of fixtures, side lights at the mirror should be mounted so that the vertical centers of the units are 60 inches above the floor and 15 inches from the mirror center. The third fixture should be mounted on the ceiling above the washstand about 12 inches from the wall. For best lighting results incandescent fixtures should have generous-size opal glass shades and 60-watt bulbs.

When using standard fluorescent types of fixtures, 15-watt tubes are the smallest which will give good lighting results. The new de luxe fluorescent lamps, de luxe warm white and de luxe cool white, which are flattering to the complexion and room interiors but give somewhat less light, will require 20-watt tubes.

With the new types of fluorescent lights, builders can install lighting with confidence that any comments about one not looking his best under fluorescent lighting will be dispelled.

Final ingredient in the bathroom lighting recipe is that wall tones be kept light in color. As soon as any

(Continued on page 164)

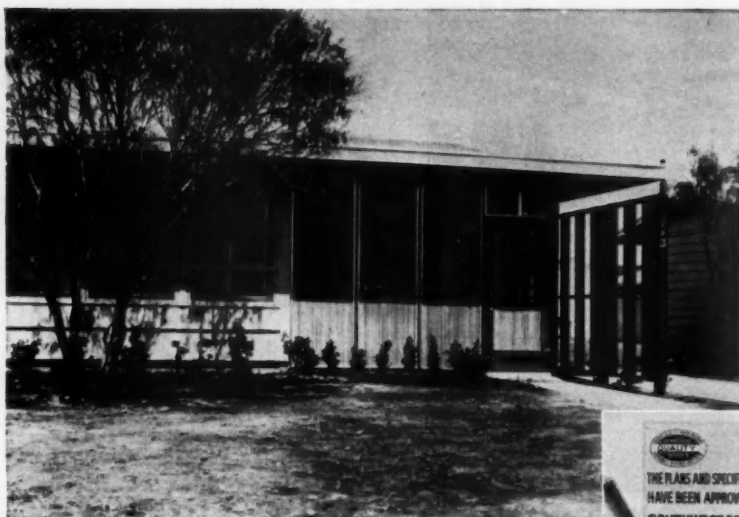


TESTED lighting results are assured when builders follow simple and easy instructions for bathroom lighting as developed in lighting laboratories of manufacturer

## PLANNED BATHROOM LIGHTING Aid to Builders

Exact placement measurements given permit builders to light bathrooms adequately with three outlets—one in ceiling, one on each side of lavatory





ONE-WAY-VISION screens and redwood fence act as windbreaks and afford privacy to inside garden room. left: Signs identify principals in this project

## Research House Features Full Space Utilization

**D**ESPITE limitations in lot size and the amount of money available, a surprisingly large amount of storage area and spacious living facilities were included in the recent Southwest Research Institute Quality House, erected in Corpus Christi, Texas. This was accomplished by skillfully blending outdoor living space with that available indoors. The elimination of load-bearing partitions by the use of a trussed roof permitted full utilization of partitions as storage areas.

A 16x14-foot screened garden roof with a concrete slab floor laid around a 6x8-foot planting area adjoins and blends with the indoor living room. Privacy of the occupants of the outdoor garden room is assured by one-way-vision floor-to-ceiling aluminum screens, which, at the same time, permit a clear view of the front lawn and the street. Supplementing the aluminum screens, and also acting as a windbreak, is a grille-type fence built of redwood boards, staggered at angles which permit a free flow of air but also assure privacy. The fence is erected along one side of the garden room and extends, along with the roof overhang, three and a half feet beyond the front wall of the house. It adds an interesting silhouette to the front entrance.

A wall of glass separates the in-

**Outdoor-Indoor combination adds living area. Built-in storage walls in place of bearing partitions illustrate maximum use of space.**

door living room from the outdoor area. One section of glass wall is a sliding door, six feet wide. Two glass areas four feet, four inches wide, one of them also a sliding door, separate the outdoor garden area from the breakfast room. In inclement weather these glass doors permit a clear view of the outdoors. In good weather they can be opened to accommodate an overflow of party or dinner guests,

who can remain in the same area as the living and dining rooms.

Throughout the house, particularly in the two bedrooms, which are necessarily small, and in the bathroom, storage closets, chests of drawers and cabinets are made part of the partitions. The master bedroom has two built-in closets separated by a built-in dressing table with drawers below. The closets have a row of drawers at their base, garment racks and shelves. The smaller bedroom storage wall has similar features.

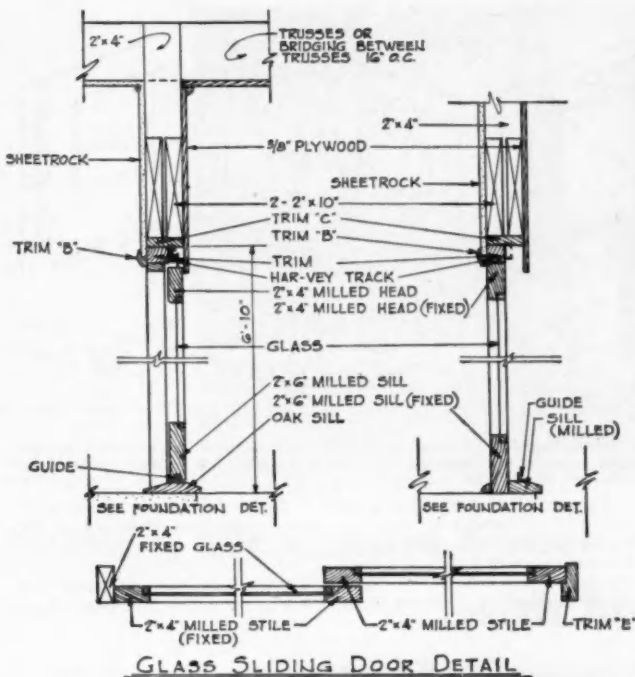
In the bathroom, a linen cabinet placed above the water closet takes full advantage of normally unused space. An 8-foot vanity shelf accom-

*(Continued on page 120)*

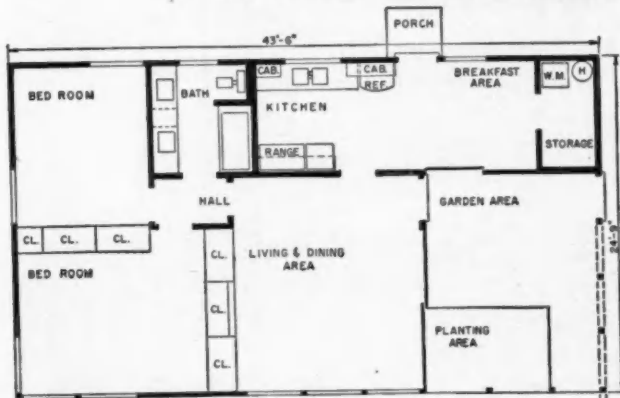


**WIDE OVERHANG** keeps sun from striking windows in summer. Price of house, \$11,200

**AMERICAN BUILDER**



**GARDEN ROOM** can augment living room or be shut off from that area by simply opening or closing sliding glass door, details of which are shown at top of page. Photo shows how one-way-vision screen permits clear view of front lawn and street

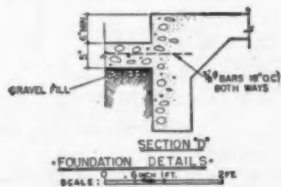
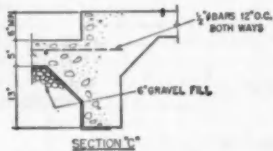
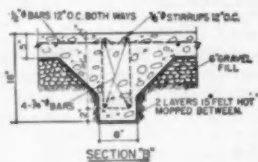
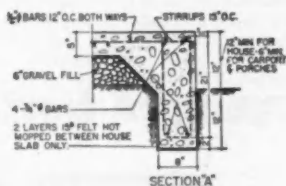


KITCHEN was made oversize to provide a large eating space overlooking the garden

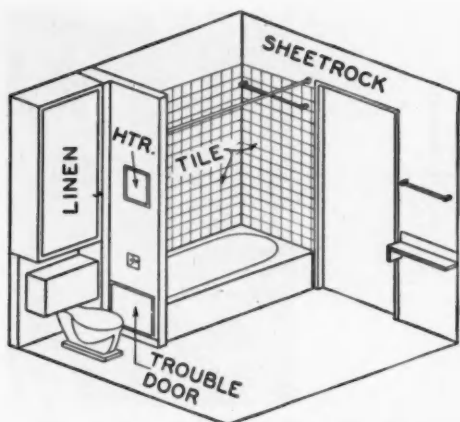
AUGUST, 1951



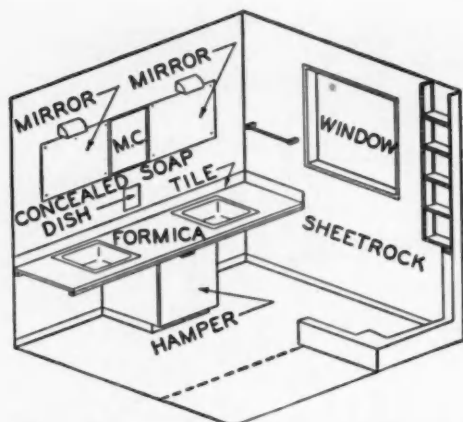
**BUILT-IN**, recessed what-not shelf set in striated plywood living room wall breaks up monotony of solid paneling



**FLOATING** reinforced foundation is a feature of this Southwest Research Institute Quality House. Sections of the foundation shown are (A) on the outside perimeter; (B) center piers which run through the center lengthwise and crosswise; (C) perimeter of outdoor living area adjoining indoor living room and breakfast room; (D) foundation where back stoop is attached



**LINEN CLOSET** is provided in bathroom in normally unused space above water closet. Partition houses heater, access door

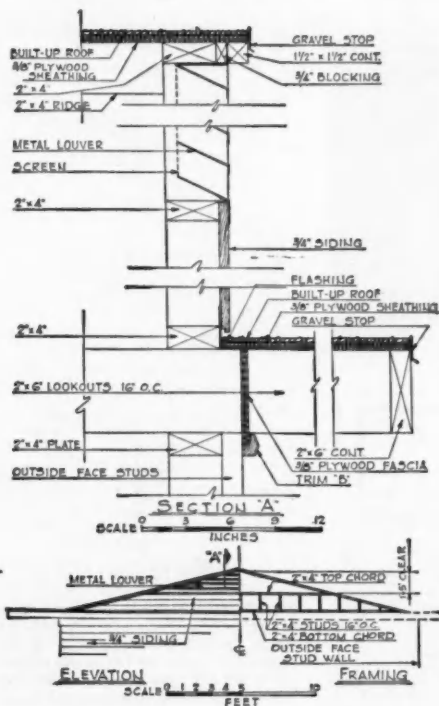


**DOUBLE BOWL VANITORY**, eight feet long, is on bathroom wall opposite tub. Above it is cabinet with flanking lighted mirrors

modates two wash bowls, each with its own individually lighted mirror. Between the mirrors is a wall cabinet, and below the counter is a hamper. The bathroom floor is covered with clay tile, as are the walls in the tub area.

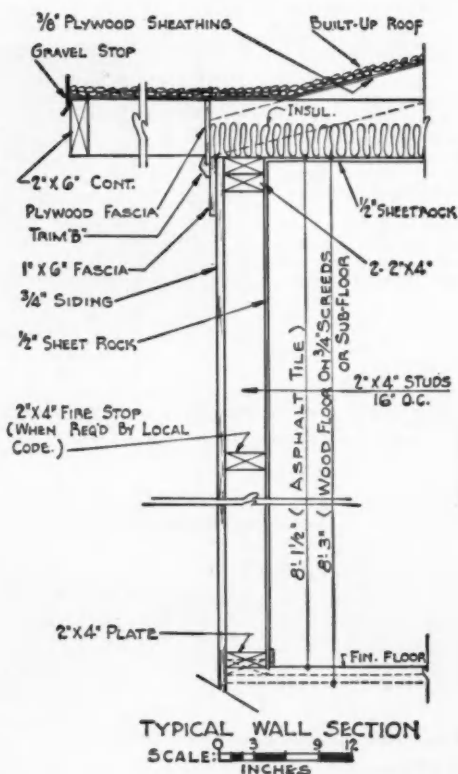
The house is on a 60x140-foot lot and was priced at \$11,200 including the built-in storage furniture, range, refrigerator, home freezer and landscaping. It was built by the Westchester Construction Co in that firm's Westchester Place subdivision.

Ned A. Cole, Austin, Texas, architect, designed the house. Cole also designed the factory-made storage walls and built-in wardrobes, which were fabricated by Fabricon Manufacturers, a firm which Cole helped found in 1945.



**GABLE END** detail with overhang, truss and special molding.

Right, wall, roof and floor sections show materials used



EXTERIOR WALLS of house are composed literally of only two materials: glass and Cemesto board. Structural elements are composed of a system of wood posts and beams



## Getting Maximum Space with Limited Money

*Residence for*

*Herbert C. Millkey, A.I.A.  
Atlanta, Ga.*

*Moscowitz, Willner & Millkey  
Built for \$7.50 a square foot*



PARTIAL ELEVATION in entrance court. Structural members become the exposed finish

AUGUST, 1951

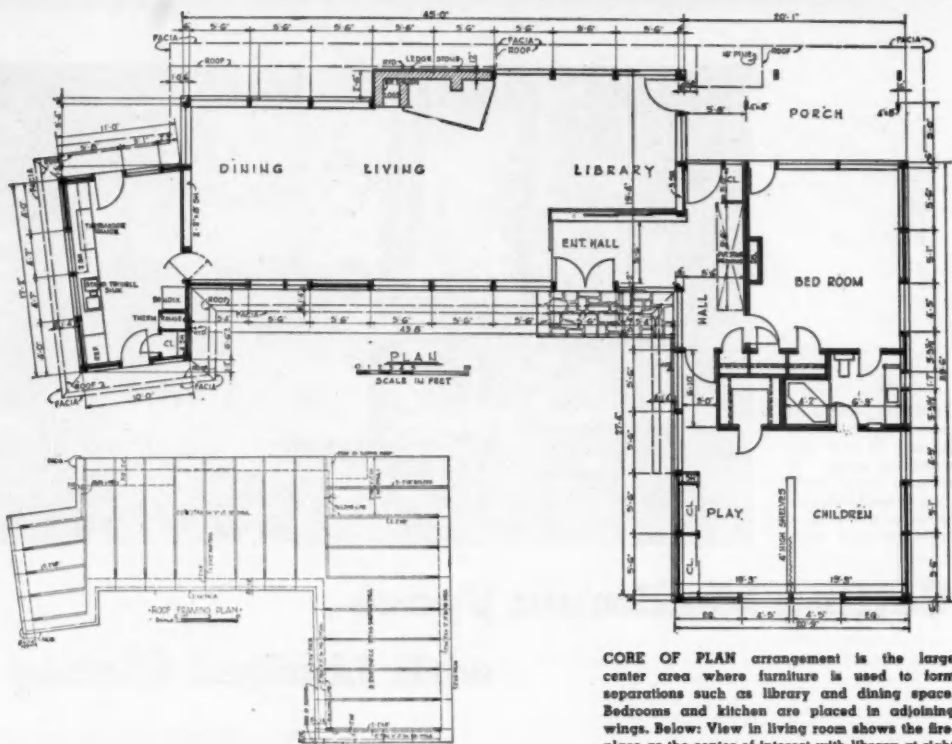
THE objective set forth by Architect Millkey in the design of his own home was to obtain a maximum amount of space with a limited amount of money. He concluded that this goal could be accomplished best by using a post and beam method of construction.

A 5 foot 6 inch wide unit of spacing was established around which the entire plan was developed. 4 x 6 inch vertical timbers were eased with double 2 x 12 roof beams separated by a 2 x 8 spacer. These beams bolted to the posts formed a frame which made all walls, both interior and exterior, merely curtain dividing walls. Two-inch roof sheathing with one-inch Celotex insulation and a built-up roof are placed on top of the beams.

Exterior walls which are composed of two materials, glass and Cemesto board, are placed between the posts. The framing and Cemesto board form both the interior and exterior finishes.

Heating is forced warm-air with ducts placed overhead for future air conditioning. Duct space covered with plywood also provides an indirect lighting cove. A continuous metal base mould is used around the walls to provide outlets every three feet.

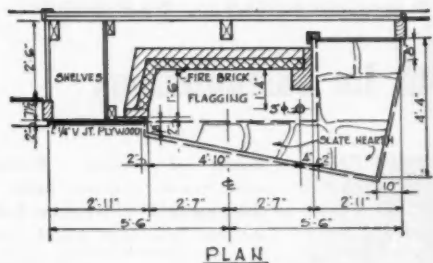
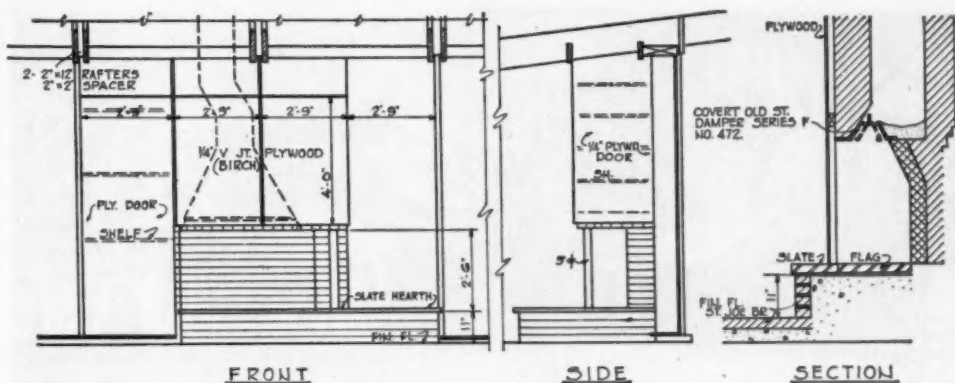
The combination of the warm, earthy colors of brick and cork floors, birch plywood, bleached pine and Cemesto painted red, green and blue has produced an informal effect.



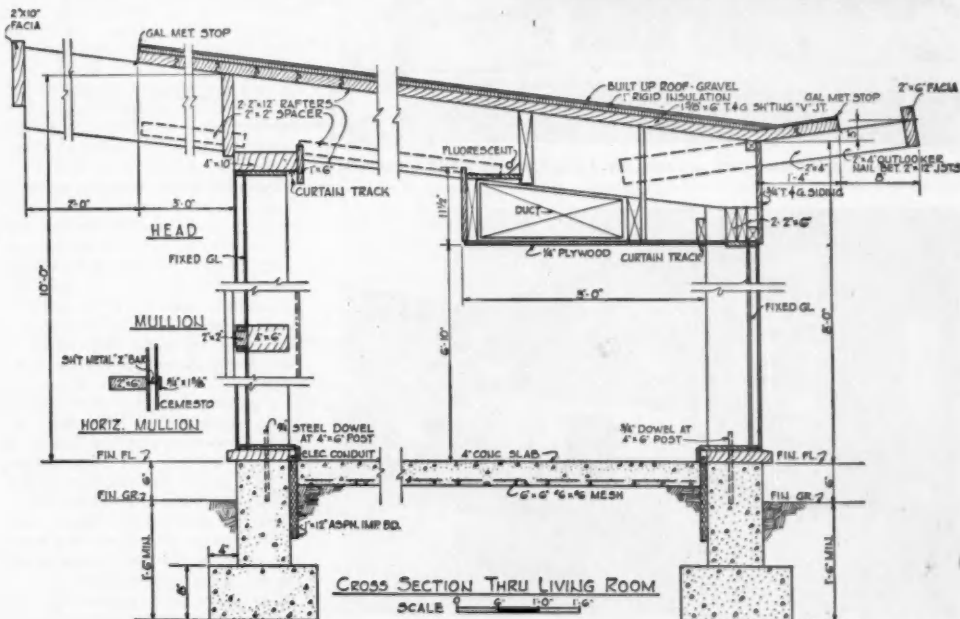
CORE OF PLAN arrangement is the large center area where furniture is used to form separations such as library and dining space. Bedrooms and kitchen are placed in adjoining wings. Below: View in living room shows the fireplace as the center of interest with library at right

NOTE simple construction of roof framing in 5 foot 6 inch space





FIREPLACE plan, elevations and section. Profile of house at right shows exposed framing members as exterior



THIS TYPE of post and beam framing saves both time and material. Members are exposed both inside and out



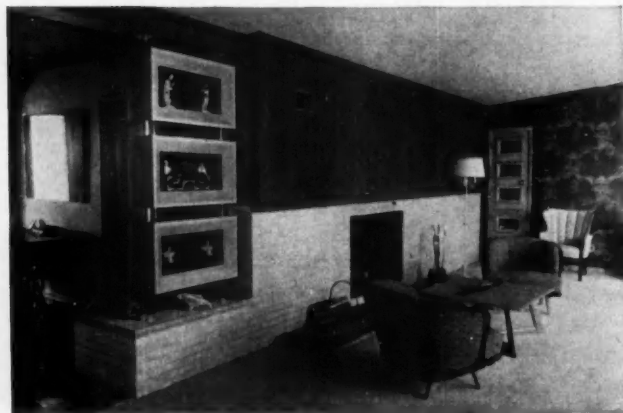


GABLES break low horizontal lines on front elevation. Without gables large expanse of roof would be monotonous

## This House Blends with Its Surroundings



REAR of house differs from front architecturally. Large windows are in living room



PLANTING box fireplace wall has striated plywood above the white Roman brick

**Blend of modern, Chinese, and ranch themes used by 29-year-old Milwaukee builder for his own rural home**

**T**HE RAMBLING ranch house shown here was designed to blend with its rural surroundings of wooded, rolling terrain. To tie in some of the exterior characteristics with the Chinese-modern interior motif, doors and shutters feature rosettes surrounded by raised shadow box frames, siding is silver gray rough cedar and trim is coral and char-treuse.

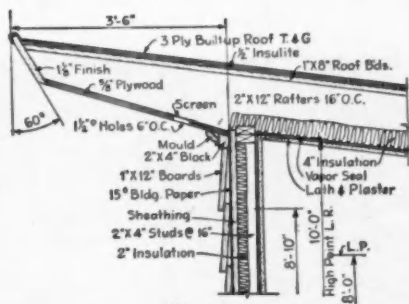
Inside the house, however, the contemporary American influence is outstanding in the modern kitchen and breakfast room, which in addition to being spacious, includes modern cabinets and built-in features to make the housewife's tasks easier. In addition to the electric range and refrigerator, there is an automatic dishwasher. A fixed double-glazed window was used above the kitchen sink, with ventilation provided by three custom-made louvers installed just below the window. Another outstanding feature is the built-in 7 x 7-foot china cabinet in the kitchen and another similar smaller cabinet in the dining room.

The Chinese-modern motif was carried out in decorations and built-in features such as the shadow box at the end of the fireplace wall.

The house was designed by Roy Jacobs and built by Don Ganser as his own home.



LIVING ROOM is at the rear with four large double-glazed windows offering unobstructed view of outdoors. Partial basement includes rumpus room, knotty pine bar



SECTION  
Living Room Roof Construction

SHED-TYPE roof and overhang over living room. Opening in overhang is for ventilation

AUGUST, 1951



CUSTOM ventilating louvers are installed under the 32 x 54-inch double-glazed fixed window over the kitchen sink. To achieve the effect desired in this kitchen, cabinets from two manufacturers were chosen—Geneva and Morton. Equipment includes a Hotpoint dishwasher and a G. E. range



BUILT-IN china cabinet with sliding translucent glass doors is 7 x 7 feet. Another built-in cabinet similar to this but smaller located in the dining room is equipped with glass doors which are transparent



CABINET in dining room has sliding glass doors above, drawers and shelves below



SHADOW BOXES above the built-in vestibule planting box are set on Lucite bars



**ON MEMPHIS PROJECTS** tour, standing left to right: W. Hamilton Smythe of Wallace E. Johnson, Inc.; Franklin Richards, FHA Head; Nathan Manilow, Joseph MacMurray, and Mannie Dlugach



**VISITING TENANTS** in Carver Homes are, left to right: Rep. McKinnon, Sen. Sparkman, Wallace Johnson, Memphis builder, and W. P. (Bill) Atkinson, President of NAHB

**SPRINGWOOD APARTMENTS** as seen from the air. Built by Wallace E. Johnson, Inc., there are 18 one-bedroom units renting for \$39.50, and 102 two-bedrooms renting for \$43.50

## Seeking "the How" in Low Rental Housing

**Builders and Government officials convene in Memphis for low rental housing conference and to review work done by local home builders in that field**

**L**OW-COST housing stands today as the greatest challenge to the home building industry of this nation," Franklin D. Richards, Commissioner of the Federal Housing Administration, told 300 key builders at a conference on low rent housing conducted recently in Memphis, Tenn. After reviewing the tremendous accomplishments of home builders in the last decade, when somewhat over 8½ million units were built, Richards outlined the nation's future needs.

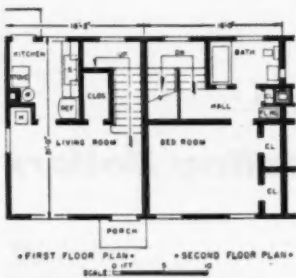
The conference brought to light that constantly higher standards required by FHA prevented builders from duplicating in their own communities the low rental housing they had seen on tours in Memphis.

Fritz Burns, Los Angeles builder, typified the general attitude when he said he had tried to build low rental units but "unfortunately when I got through, they wouldn't qualify for FHA insurance." Commissioner Richards indicated that the FHA may take a more lenient view if builders sincerely want to launch a low rental program.

W. P. (Bill) Atkinson of Oklahoma City, president of the National Association of Home Builders, sponsors of the conference, presented as "brilliant a panel of housing experts" as has been gathered. Nathan Manilow, Chicago builder, acted as moderator.

The basic exhibits of good low rent housing were the Wallace E. Johnson projects in Memphis. A total of 836 of these units has been built by the Johnson organization. 586 of these house the city's lowest income group, its Negro population, at monthly rentals of \$33.50 and \$41.





PLANS of one-bedroom Carver apartment

The answer to Johnson's ability to build this type of unit for such low rental lies in his firm belief that slum clearance and housing of low income groups is a local problem to be handled on a local basis by the private builder.

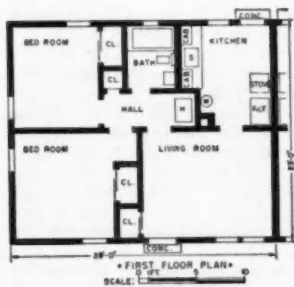
Secondly, through use of cost-cutting methods, assembly-line techniques, and rental know-how which has been developed over the years.

A code system of shipping material and allocating labor is used. Material is timed to arrive on the job when needed, pre-cut wherever possible. Labor crews, each skilled in his trade, follow each other with a minimum of lost time. Foremen, building by their "code," keep daily records.

A cutting shed is maintained on the site for speed in cutting and handling of materials. A well organized mill-work and cabinet shop is maintained for the purpose of prefabricating as many items as possible.

Most of the buildings, containing from two to 12 units are laid out in long, unbroken runs in order to reduce costs. Buildings are of frame construction, with exteriors of asbestos shingle siding. Floors are asphalt tile on concrete slab foundations, and walls are plastered and painted.

By using cost-cutting methods the Johnson firm was able to include everything from mailboxes to cooking stoves.



PLANS of two-bedroom Vandalia unit

AUGUST, 1951



CARVER HOMES for colored rent for \$33.50 and \$41.00 for one- and two-bedroom units



SPRINGWOOD PROJECT for whites includes both one- and two-story buildings



VANDALIA HOMES for colored have same rents as Carver. One- and two-bedrooms



OLD BUILDING before remodeling

## Getting the Most from Remodeling Dollars



THE ADDITION of a curved canopy and remodeling of front wall completely changes the character of old building

*D. C. Fowler Company, Builder,  
Atlanta, Ga.  
Moscowitz, Willner & Millkey Architects  
Remodeling cost, \$12,000*



EFFECTIVE display room obtained by new ceiling, glass, carpet

**T**HE PROBLEM involved in connection with the Harper Florist Shop was to remodel an existing masonry structure with stucco surfacing as inexpensively as possible.

The proportions of the old building were bad. By building a covered passage in front of old building and extending the passage for some distance on each side, the architect was able to accomplish a number of things. First, the ungainly proportion of the front was overcome by the extended wings; second, it provided shade from the strong afternoon sun; third, it provided a covered passage for customers after getting out of their cars; fourth, the canopy provided an accent for a complete glass front.

The old masonry piers on each side of the entrance were removed and new steel beams and columns were installed in back of the glass front.

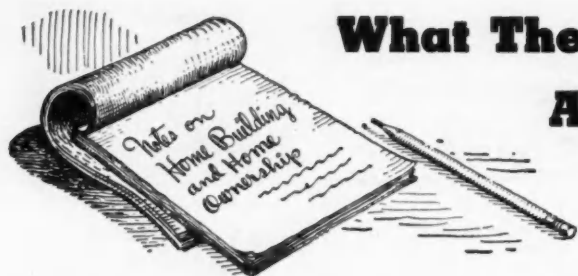
The concrete block wall to the right of the building serves as a screen from the alley and from the truck loading area in the rear. It also acts as a garden wall where shrubbery and flowers can be displayed in season.

An open grid was installed under the high and unattractive wood ceiling of the old sales room. The grid is made of 2x10's through which fluorescent light filters into the room below.

Plate glass, yellow pine wood members, concrete for walks and driveways, concrete blocks and steel were the only materials used on the project.







## What They Say About Housing

By R. E. Saberson

**W**HAT the home building industry says and does is always important. And the same thing is true of Washington and the many home financing institutions everywhere—the countless manufacturers of building materials of all kinds and, of course, everybody who has anything to do, directly or indirectly, with the building and selling of homes. Furthermore, the subject increases in importance in a war economy or in a period of all-out preparedness. It is of peak interest when inflationary forces loom large on the horizon.

Naturally the reason for all this widespread interest is due to the inescapable fact that shelter is a basic requirement. We cannot exist without adequate protection from the elements. We must have houses whether or no.

And so we read daily of the thinking that is being done by those who have most to do with providing the nation with housing. It is all very essential to the good of the worthy cause. We seek out and ponder these opinions and give them the full consideration they deserve.

Then our thoughts turn to the public—to those who already have a home and to those who must locate a place in which to live.

What these people think of the homes they now have, of the homes they hope to buy some day, of the industry that provides them, can, quite properly, be regarded as a guide post that should command the attention of everyone who has anything whatever to do with housing in any of its multiplicity of forms.

As we go about our daily duties we talk homes to as many people as possible; people in all walks of life. We make notes of their opinions, not entirely because of the importance of these individual expressions but because they may rightfully be regarded as straws which show which way the wind is blowing. From the pages of our notebook we pass along a few of the questions we have asked different individuals and the answers we have received during the past sixty days. There may be little that is

new in the replies, but obviously they go to make up that highly important factor in the life of any industry or activity—public opinion. It should be noted that each answer comes from a different individual. Here are a few of them selected at random:

**Q. Are you satisfied with the postwar home you bought? Do you think you paid too much for what you got?**

A. Some of our friends insisted we had gone daffy when we bought our home on a sudden impulse one Sunday afternoon when we drove out to see it in answer to an advertisement. It did seem like a lot of money, especially since we had so little to pay down. However, our monthly installments were less than we were paying for rent so we took the leap. Look at it now! Beautiful yard. Good neighborhood. We not only have had a cozy, comfortable, economical home but have built up a nice equity. On top of it all we can sell out at a profit of slightly more than \$1500. In the meantime our dubious friends are still paying rent and some of them have moved two or three times trying to find satisfactory quarters. What more could we ask?

**Q. You say you have been thinking about buying a home for the past two or three years. In your opinion what is the principal reason why you have not done so?**

A. Every time we are about ready to buy we get worried about the locality and wonder what it will be like when the children grow up. We can't afford anything more than the lowest priced house and it doesn't seem that there is enough protection against the deterioration of the neighborhood. The thoughts of living next door to undesirable people scares us out.

**Q. What do you think of public housing?**

A. I think there may be some slum clearance projects that need attention in certain cities but otherwise widespread public housing would be the worst thing that could happen to

the rank and file. First of all it simply isn't possible for the Government to do anything efficiently. Private builders not only do the job better and quicker but at much lower costs. This means lower rents than public housing without subsidization. When you begin to add more and more housing subsidies to the already long list of subsidies we already have it won't be long before we're sunk.

**Q. What improvements in homes appeal to you most?**

A. Electrical equipment, push-button houses. Automatic washers, driers, ironers, home freezer and things like that. They have changed everything as far as we are concerned. No more worries about domestic help. We do our own work and enjoy it. Release from day-to-day drudgery is the greatest thing that has happened to us housewives.

**Q. Do you expect housing costs to come down?**

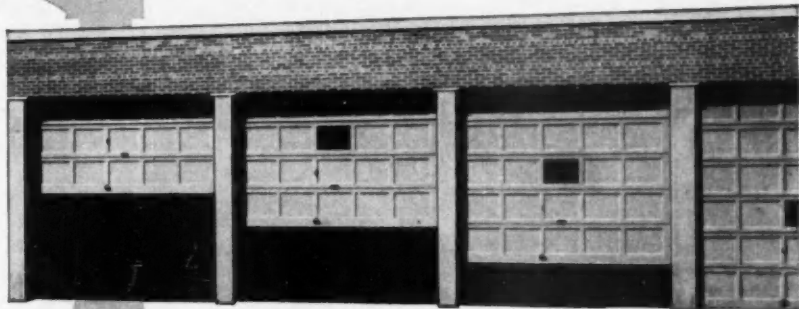
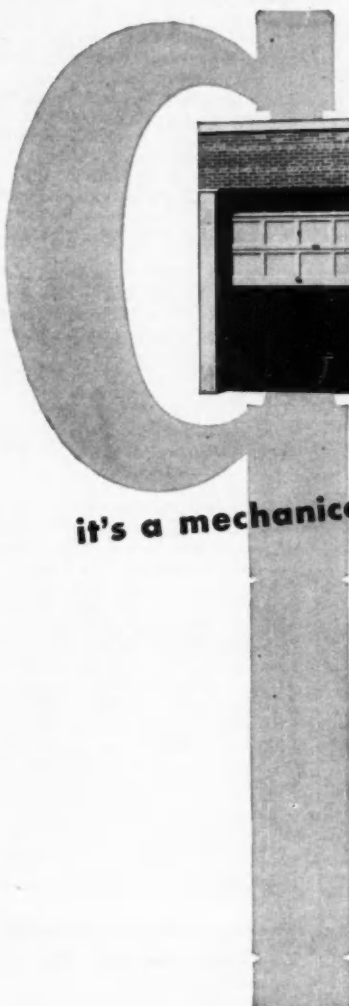
A. Not substantially, at least as long as we are fighting a war and our defense program is underway. Demand for homes will continue to exceed supply. Strategic materials will remain scarce. Only thing that would bring prices down drastically would be world wide peace and a sudden cessation of our defense program. We could then readily produce more goods than we could consume. Prices would go to pot. A depression would follow. Then you couldn't give houses away for love or money. I'd rather not go through that again.

**Q. You say you are a man of moderate means. Could you afford to buy a home at today's prices?**

A. Yes, I think I could swing the deal comfortably. I have sufficient cash for the down payment and the monthly installments are not much greater than our present rent. The principal reason we are not interested is because of school, church and friends near us. Otherwise I wouldn't hesitate. It's not the total cost but what you pay per month that really

(Continued on page 172)

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This FOLDOOR installation at Elks Lodge No. 11, Pittsburgh, Pa. is a typical example of how FOLDOOR gives flexibility of space in commercial use. The long bar, shown in background at right, is completely closed off by six FOLDOORS (see above) for complete dining room privacy.



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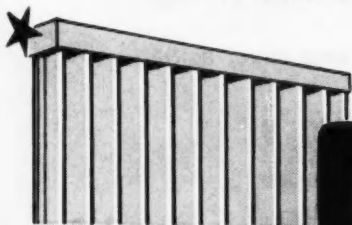
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## No. D-81

### Garden Wall Details

THREE types of garden walls are shown on the opposite page.

No. 1 (top of page) is a type that can be used as a lot line marker or to set off an outdoor dining or recreation place at the rear of property.

No. 2 (center of page) offers an interesting pattern for a wall that is to be used as an intermediate division between garden features.

No. 3 has an ornamental pattern which makes it an attractive adjunct to an outdoor fireplace or barbecue, or as a division between garden features.

No. 1 is built of horizontal and vertical wood members of varying sizes. These are spaced to conform to the standard width and height of Transite panels that are placed between members. The roof deck framing is also spaced to conform to either Transite or translucent corrugated glass panels. A raised brick wall and floor can be used as shown, or the wall can be placed at ground level.

No. 2 can be either a single or double faced wall. With a single faced wall, the vertical structural members are exposed on the back side. Then one-inch-thick plywood is nailed to frame. Wood lath is applied to the plywood face in the manner shown. With a double faced wall, one-half-inch-thick plywood is nailed to both sides of the vertical supports. The wood lath pattern is then secured to both faces of plywood.

No. 3 is a brick wall built up of one thickness of brick with voids which occur in regular sequence to form a pattern. Into these voids at regular intervals are placed horizontal supports for shelves as shown. Horizontal supports are held in place by vertical members in back of wall. Shelves in conjunction with the wall are used for the display of potted plants.

### To Determine Roof Pitch from Ground

By using a square, a level and a C-clamp the pitch of a roof can be determined from the ground. Make a pencil mark across side of level 12 inches from end. Fasten square to level with a clamp. Squint along upper edge of square so line of vision will be in line with roof. Then push the level either up or down so it will be on a true level plane. Lock in position. Measure the distance between the upper edge of the level and square at the one-foot mark. This will give you the exact drop in inches on every foot of the roof.—Herbert E. Fey, New Braunfels, Texas.

AMERICAN BUILDER

# AMERICAN BUILDER'S BETTER DETAIL PLATE

Detailed by K. Roderick O'Neal A.I.A. for American Builder

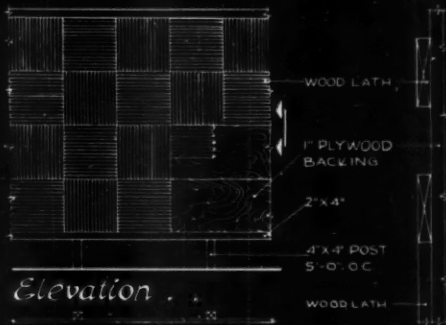
## NO. D-81 GARDEN WALL DETAILS . . .



Plan . . .



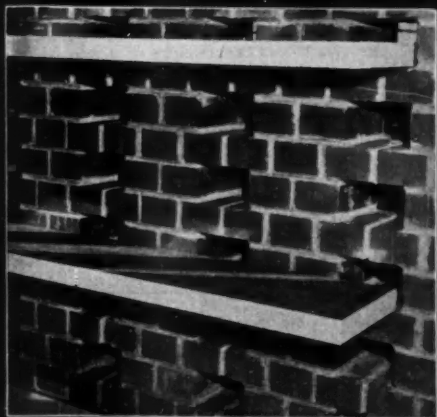
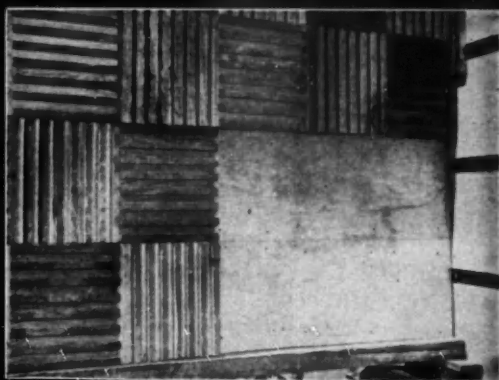
Elevation . . .



Elevation . . .

Plan . . .

Sec.



Elevation . . .

Sec.



Plan . . .

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\* Sliding closet door units are available in two styles. (1) Frames are 1-piece welded assembly or (2) with header, jams and track in knocked-down form. Door panels are identical. Both are complete with all hardware.



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## No. G-22 SHOW WINDOW FRAMING

THE problem involved in the remodeling of this store front was to provide an attractive display window for corsets and bras in a portion of a large store front that features a complete line of women's specialty items.

To obtain the effect desired several ideas were combined. First, the windows were projected from the background to give the impression that the merchandise extends into the vestibule. To further this impression, glass for the front, sides and top were used for the window construction.

Second, the background wall was curved to introduce an effective plane, different from the rest of the store front.

Third, a material of unusual texture was used for the facing of the curved background.

The platform of the display window is constructed of a 4x4-inch wood frame. The floor of the window is covered with  $\frac{3}{4}$ -inch fir plywood. The entire window is supported on two 2x2-inch steel angles. The steel supports are covered with aluminized aluminum break members. The platform is approximately 22 inches above the terrazzo floor which gives the impression of a floating display.

The curved background, which is a free standing unsupported wall, is constructed of 4-inch terra cotta blocks. This wall is braced with 4 inch steel channel uprights which makes for rigid construction.

The curved terra cotta block wall above, below and on each side of the display window is covered with glazed tile in a one-inch-square pattern. The color of the glazed tile is a light tinted green with approximately 10 per cent mixture of maroon tiles placed at random in the light green field.

The vestibule floor is solid red verona terrazzo to contrast with the light green tile. The ceiling is painted a dark orchid shade.

The lighting is recessed high hats spaced 16 inches on centers.

Let your suggestion pay you five dollars (\$5.00) in cash. This sum is paid by the American Builder for each short cut or job pointer that is accepted for publication. Send all material to Architectural Editor, American Builder, 79 W. Monroe St., Chicago 3, Ill.



# AMERICAN BUILDER'S STORE FRONT DETAILS

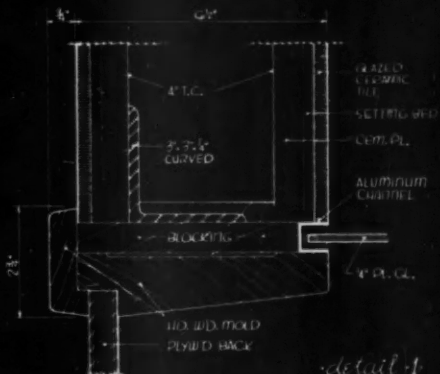
Designed and detailed by Louis J. Gluskin for American Builder

## 11°G-22 · SHOW · WINDOW · FRAMING ·

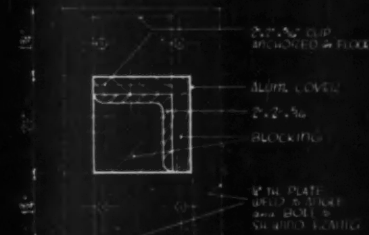


G and G store

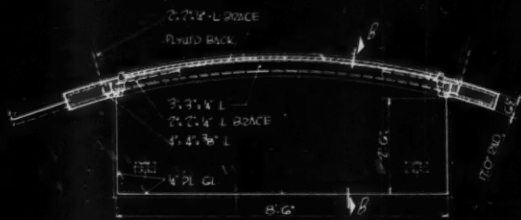
Newark, N.J.



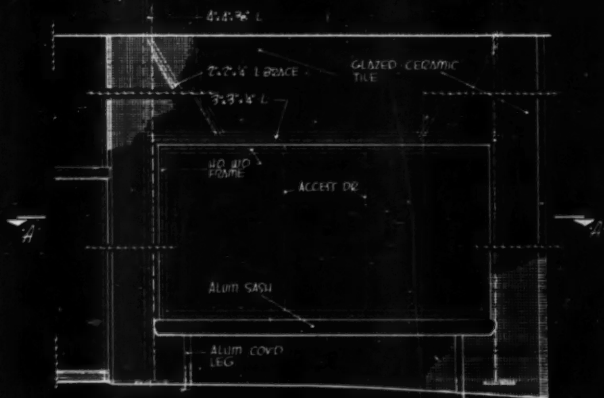
detail 1



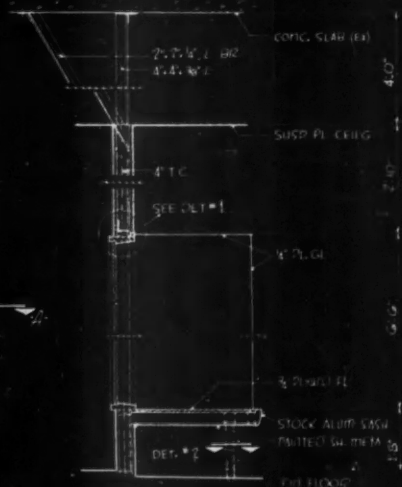
detail 2



plan at A-A



front elev



section B-B



When you build  
or remodel...

# Pittsburgh Glass



**STORE REMODELING** presents you with an unusual opportunity for really worthwhile business. Merchants know that a smart-looking, modern store attracts more customers, increases their sales and profits. You'll find your selling job a lot easier when you tell these "prospects" that you're using Pittsburgh Products. For merchants all over the country recognize Pittsburgh Glass and Pittco Store Front Metal as the leaders among materials for

store modernization. Shown here is an open-vision furniture store utilizing Pittsburgh Polished Plate Glass, Carrara Structural Glass, Column Mirrors and a Free-Standing Pittsburgh Doorway to create an attention-compelling, sales-winning store.

Architect: Charles Kendall, High Point, N. C.;  
Contractor: Harry Brown Finch, Thomasville, N. C.

**CARRARA**—"the quality structural glass"—has achieved national recognition as the finest wall covering for commercial and public buildings and for homes. It is mechanically ground and polished to a flawless, reflective surface. It's a permanent material. It doesn't fade, stain, or discolor with age. It won't absorb odors. It's impervious to weather, moisture, pencil marks. Water, grease, grime and chemicals can't affect it. Wipings with just a damp cloth keep it sparkling, always. Carrara Glass is easy to install. It's available in ten attractive colors. Architects: Richard Hawley Cutting Associates, Cleveland, Ohio.



# can help you!

ADDING A STRUCTURAL MIRROR like this one does wonders to a room. It makes a small one look larger, a narrow room seem wider. And it brightens dark places in a home. You can obtain Pittsburgh Structural Mirrors for every need. Made from genuine Pittsburgh Plate Glass, they offer superior reflectivity.



HOME OWNERS are more and more demanding large window areas—for greater enjoyment of the outdoors and for the admittance of abundant daylighting. Twindow, Pittsburgh's window with built-in insulation, is the ideal unit for this purpose. It "has the edge"—in quality and dependability, in ease of handling and installation. It cuts heat loss, eliminates downdrafts, makes interiors more comfortable—winter and summer. Designer: W. Dunforth Compton, Cambridge, Mass.

THIS CUT-AWAY SECTION shows the construction of a Twindow unit, using two panes of Pittsburgh Polished Plate Glass. The layer of air trapped between these panes is hermetically sealed to keep out dirt and moisture. The entire assembly is enclosed in a stainless steel frame to protect the seal and glass edges and to make handling safer and easier; saves installation time on the job.



Build it better with **Pittsburgh Glass**



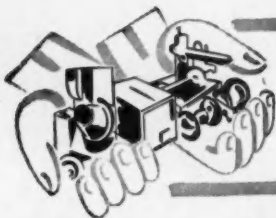
See the complete listing and descriptions of Pittsburgh Plate Glass Company products in Sweet's Catalog Files.

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

PITTSBURGH PLATE GLASS COMPANY

AUGUST, 1951

137



# NEW PRODUCTS

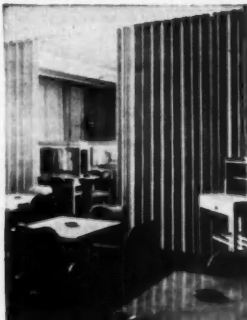
## Offered by Manufacturers

**COLOR TOP GAS RANGE**      **ABB5104**



Color tops for gas ranges in pastel shades of blue, green or yellow in porcelain enamel are a development in the gas range production of the Western-Holly line of ranges manufactured by the Western Stove Co., Inc., 8536 Hays St., Culver City, Calif. Only the top of the range is in color, this being considered the right amount to ensemble with the decorating scheme of kitchen floor, walls or cabinets. The pastel-colored tops are available on Western-Holly's line of "CP" 1951 ranges. These are four-burner divided-top ranges with concealed griddle. All are available with automatic cooking clock for the baking oven.

**ROOM DIVIDERS**      **ABB5118**



Room dividers made of woven wood fabric and offering ideal flexible room separation and called the Ra-Tax flexible door are a development of The Hough Shade Corp., Janesville, Wis. The fabric is made up of bass-wood slats, each 3/8-inch wide, woven together with seine twine. The fabric is suspended from hangers which are mounted in an overhead steel channel by means of self-lubricating nylon glides. The dividers open or close by being pulled or pushed from the wall. They fold back and require a minimum of space when fully opened. They are available in a wide range of colors or in natural wood finish. Sizes are supplied to customer specifications and can be furnished in any room up to 11 feet 10 1/2 inches and in any practical width. They are delivered with all hanging hardware, completely finished and ready to install.

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**AIR CONDITIONER**      **ABB5123**



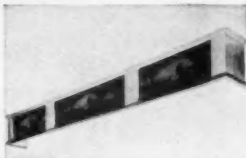
A pressure atomizing oil-fired winter air conditioner is manufactured by Richmond Radiator Co., Dept. AB, 19 E. 47th St., New York 17, N. Y. The unit is made in two sizes, 85,000 and 106,000 B.T.U. output at bonnet. Finished in light green Hammertone baked enamel. A 12-gauge steel heat exchanger is utilized. Easy installation is provided through an oil burner and combustion chamber assembly which is flange-mounted and secured with four nuts. Combustion chamber is built of stainless steel. Burner is approved by Underwriters.

**HAND-HELD POWER SAW**      **ABB5108**



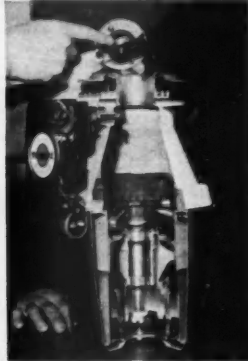
A hand-held power saw which is accurate and as easy to handle as a hand saw, but 20 times faster is announced by the Wright Power Saw and Tool Corp., 292 Longbrook Ave., Stratford, Conn. Unlike conventional chain or circular saws, the Wright saw drives twin reciprocating blades over a 4-inch stroke at 1500 strokes per minute. Because of the dynamic balance derived from the opposed motion of the blades, the saw is free-sawing with no thrust or torque. It operates from any 60 cubic foot or larger air compressor. Providing a smooth cut of a 3/16-inch kerf, the saw crosscuts, rips, notches, and frames on either hard or soft wood. Over-all length of the unit is 46 inches and its weight is 15 pounds, including saw blades.

**LIGHT VALANCE**      **ABB5113**



Moe Light, Inc., Fort Atkinson, Wis., has introduced a decorator-inspired Light Valance. These valances are open at the top and bottom, with the light reflecting from the ceiling for pleasant illumination. The valances may be installed easily and quickly and with no installation cost. They are hung on brackets and the units are sturdily made of lightweight painted steel, attractively finished, with translucent front panels. Basic units are 24, 33, and 48 inches long and by combinations can be made up into almost any desired length. Each basic unit has ten feet of extension cord with switch attached, ready to plug into any outlet. Built-in traverse rods are available for draw draperies, but conventional rods may be used. They are furnished with warm light fluorescent tubes.

**WASTE DISPOSAL UNIT**      **ABB5107**



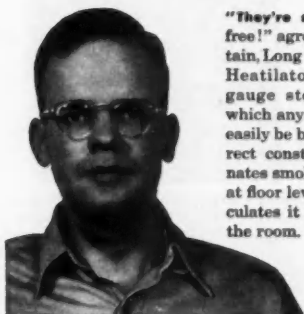
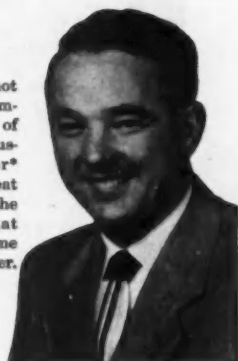
An automatic non-clogging garbage disposal unit is now being produced by Hotpoint, Inc., 5600 W. Taylor St., Chicago, 14, Ill. Embodying the first operating changes in this appliance in 15 years, this machine has a shredding mechanism to rotate in either direction, thereby doubling the life of the grinding parts. The model has been designed for easier installation with existing plumbing. A lock ring allows the plumber to turn the unit to line up with water pipes. The new model is shorter and more compact than former types and allows more under-sink storage space. Known as Model MW-6, it has a three-way sink cover that can be turned to start the mechanism, or be used as a sink stopper or strainer.

**New products continued on page 140**

# THEY ALL AGREE!

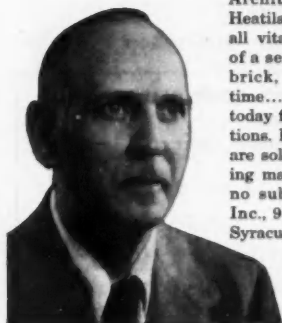
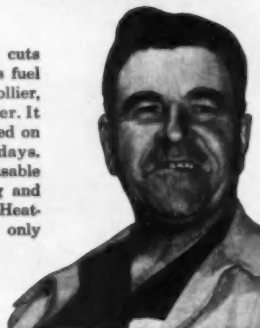
"It's easier to sell a house that has a heat-circulating HEATILATOR FIREPLACE!"

"People like fireplaces... not just for show, but for comfort!" says H. F. Redinger, of Erie, Pa. So he gives his customers genuine Heatilator® Fireplaces that circulate heat instead of wasting it up the chimney. He's found that the famous Heatilator name helps close house sales faster.



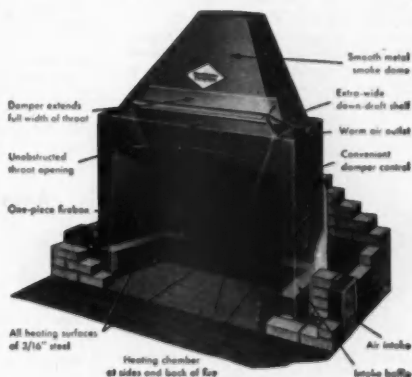
"They're smokeless, trouble-free!" agrees Robert J. Fountain, Long Island Builder. The Heatilator unit is a heavy-gauge steel form, around which any style fireplace can easily be built. It assures correct construction and eliminates smoking. It draws in air at floor level, heats it and circulates it to every corner of the room.

"A Heatilator Fireplace cuts dollars from customer's fuel bills!" agrees Walter Collier, Methuen, Mass. Builder. It gives all the heat needed on cool spring and fall days. Makes summer camps usable weeks longer in spring and fall. In mild climates, a Heatilator Fireplace is the only heating source needed.



"Adds little to cost!" agrees Herold Bradley, Pittsburgh Architect and Builder. A Heatilator Fireplace provides all vital parts... saves cost of a separate damper, firebrick, and masonry. Cuts time... labor expenses. Write today for complete specifications. Heatilator Fireplaces are sold by all leading building material dealers. Accept no substitute. Heatilator, Inc., 948 E. Brighton Ave., Syracuse 5, N. Y.

®Heatilator is the reg. trademark of Heatilator, Inc.



*It's easier to sell . . . It's easier to make a profit on*

**HEATILATOR** *America's Leading* **FIREPLACE**

7 IN. REG. U.S. PAT. OFF.

## NEW PRODUCTS

(Continued from page 138)

### CONCRETE DRILLS AB85124



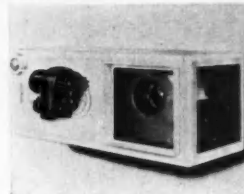
A scientifically-designed worm drill which withdraws the residue from the drill-hole is an important feature of the "Termite" drill offered by Concrete Termite Drill Co., Dept. AB, 2084 Foothill Blvd., Pasadena 8, Calif. The Concrete Termite drill, recommended for drilling multiple holes in concrete, is available in various lengths in diameters of  $\frac{1}{4}$ ,  $\frac{1}{8}$ ,  $\frac{1}{2}$ ,  $\frac{3}{8}$ , and  $\frac{1}{4}$ -inch. The Core Termite is of hollow construction and is used for drilling large-diameter holes. It is available in various lengths in diameters from  $\frac{1}{8}$ -inch to 5-inch.

### WINDOW OPENER AB85109



A window opening tool that quickly opens stuck windows, fitting into any corner or accessible part of any window to do its opening job, and at the same time an inexpensive tool for painters and homeowners, is developed by Rene-Craft Products, 130 Owen's Bldg., Wilmette, Ill. The tool has precision cut saw-teeth which will quickly and neatly remove old paint and warped obstructions to allow windows to raise and lower with ease. Handle is solid maple and length is nine inches.

### AIR CONDITIONERS AB85112



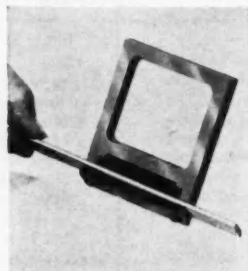
Addition of three models of suspended type oil-fired winter air conditioners in three sizes has been announced by York-Shipley, Inc., York, Pa. Heat output at the bonnet of the three sizes are 115,000, 150,000, and 205,000 B.T.U. per hour. The units can be used in garages, attics, service stations, crawl spaces or wherever space is at a premium. Jacket sizes range from 26 inches square by 61 inches long for the smallest model to 33 inches square by 88 inches long for the longest.

### BOARD-TYPE UNDERLAYMENT AB85101



"Ply-hood Masticboard" is the name of a product developed by the Camp Co., Inc., manufacturer of industrial floors and underlayments, 6958 S. State St., Chicago, 21, Ill. The product may be used over double wood floors or solid single floors which are tongued and grooved. Application is easy and fast. The material is claimed to be 99.96 per cent waterproof and vaporproof. It can be nailed or stapled to the subflooring with 6-penny coated box nails or with staples applied by a stapling machine.

### KNIFE SETTING GAUGE AB85120



A jointer knife-setting gauge for installing and gauging jointer knives has been announced by McCormick Tool Co., Box 169, Winslow, Ariz. Called the "Macto" jointer knife setting gauge, the device is designed to eliminate labor and guesswork in installing and gauging the knives in most jointers. By accurately positioning the knife before it is inserted into the machine and securely gripping it in a positive vise while being positioned and secured in the cutter head, the gauge not only assures accurate gauging but also saves time, the entire setting operation requiring only a few minutes.

### WALL MURALS AB85105



An outstanding mural wall treatment has been developed by Foto Murals of California, 8921 W. Pico Blvd., Los Angeles, 35, Calif. As easy to apply as wallpaper, the murals will cover practically any wall surface of a home. They measure 7 feet 6 inches high by 15 feet in length. Each mural consists of six 45-inch by 60-inch panels. The over-all size of 5 feet may be reduced for smaller wall areas by using the center panels and any part of the end panels. The murals are washable, non-shrinkable, and possess excellent adhesive qualities. Muralettes, 3 feet 4 inches by 5 feet in size are available from this manufacturer.

### KNOB COVER AB85115



A protective cellophane cover on the door knobs of the Dexter Key-in-Knob has been introduced by the manufacturer, National Brass Co., Grand Rapids, 2, Mich. The covers are not only attractive but also serve to keep the hardware unmarred and beautiful. The functional purpose of the bands is to protect the knobs from possible damage after the set is installed and before the home is occupied. The home-owner can remove the bands by peeling them off. The nature of the application of the tight-fitting bands requires that they be applied at the factory, and accordingly bands are not available for attachment in the field.

New Products continued on page 146

### INSERT NUMBERS AND MAIL COUPON FOR INFORMATION American Builder, 79 W. Monroe Street, Chicago 3, Illinois

Name .....

Address .....

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

No. .... No. .... No. .... No. ....

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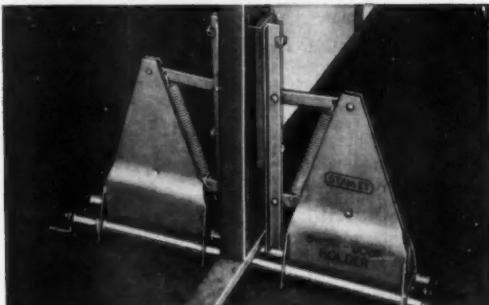
When you address inquiries direct to manufacturers concerning a new product described here, please mention that you saw it described in American Builder



# On-the-job door hanging with production line efficiency



◀ **DOOR AND JAMB TEMPLATES T5 or T6** make hinge mortise positioning accurate and fast . . . can be duplicated on as many doors as desired. For either 2 or 3 hinges.



◀ **SASH AND DOOR HOLDER GA-154** solves problem of holding doors to be worked on. Eliminates make-shift sawhorse set-ups. Cushioned clamps protect work . . . release automatically.



▲ **ELECTRIC PLANE, J38** Completely new! Does fast, flawless trimming and fitting of doors. Ingenious design of housing blows chips entirely free of cutter. Planes widths to 1 3/4". Bevels 45° outboard, 15° inboard.



◀ **HINGE BUTT ROUTER H88A** mortises 6 times faster than by hand. Leaves smooth, flat surface . . . perfect fit for Stanley Round Corner Hinges.

These specially designed Stanley tools put real speed into door hanging — allow you to do all the doors in a building at once, without waste motions or lost time.

Work flows smoothly from one operation to the next. No fuss, no muss. Doors fit better, hang better. Savings are substantial.

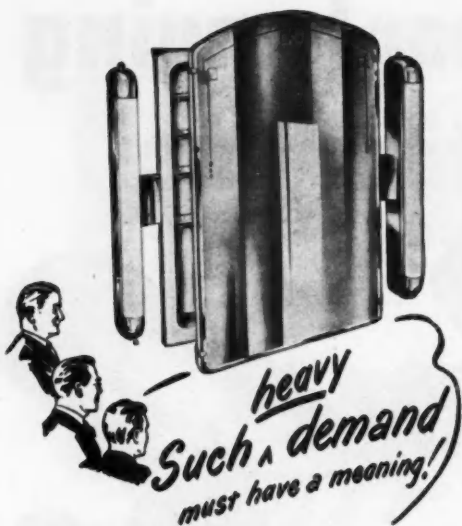
See these Stanley tools — soon — at your dealer's. For catalog, write Stanley Electric Tools, 400 Myrtle St., New Britain, Conn.

**STANLEY**

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL





## LAWSON CABINETS

Architects, contractors, suppliers are specifying, buying, selling a *great* many more Lawson bathroom cabinets today than ever before.

We are doing our best to meet this demand. Although deliveries on some cabinet models are extended, regular Lawson customers are getting their share.

**WHY** is the demand for Lawson cabinets so great? Simply because Lawson makes a better cabinet from every standpoint:

- ★ One-piece drawn, seamless steel body
- ★ Bonderized after forming
- plus many advantages not found in other cabinets.*
- ★ Lawson bathroom cabinets are priced right.

*Write for catalog on Lawson bathroom cabinets, lavatory mirrors, and chrome accessories.*

### THE F. H. LAWSON CO.

801 Evans Street  
Cincinnati 4, Ohio  
Est. 1876

**WORLD'S LARGEST BUILDERS  
OF BATHROOM CABINETS**



## Catalogs and

### HOW-TO-DO-IT INFORMATION

**971—"MOVING AIR"**—A buying guide and reference book of 180 pages and attractive cover is the 1951 "Gold Book" of the Torrington Mfg. Co., 70 Franklin St., Torrington, Conn. The book is entitled "How to Have Comfort From Moving Air" and is a valuable help in keeping abreast of the fast-growing market for fans and other air-moving equipment. One hundred thirteen Torrington manufacturer-customers participated in the effort to acquaint architects and builders with the many new types of air-moving equipment available today. Sales features, installation helps and sources of supply are also included.

**972—KITCHEN UTILITIES**—A comprehensive folder kit containing the latest information on 1951 ranges and matched steel kitchens has been issued by the Murray Corp of America, 1900 S. Washington St., Scranton, Pa. The kit contains a news story covering the new line of gas and electric ranges and matched steel kitchen sinks, cabinets and combination units. Photographs and specification sheets are also included, along with views of complete kitchen installations.

**973—DECORATIVE GLASS**—How decorative glass adds luster to the home by transmitting light in a versatility of applications from basement to bathroom is described in an attractive catalog entitled "Modernize Your Home With Decorative Glass" issued by the Mississippi Glass Co., 88 Angelica St., St. Louis 7, Mo. The booklet also describes and illustrates popular patterns in structural corrugated glass in many functional applications in the modern home.

**974—REDWOOD FENCES**—A catalog describing advantages and applications of California Redwood fences, sold through local lumber dealers, has been issued by the Spaulding Lumber Co., 4230 Bandini Blvd., Los Angeles 23, Calif., wholesale distributor. Attractively printed in two colors the booklet lists and illustrates various styles and utilitarian functions of California Redwood fences. Instructions for their installation are also included.

**975—FINISHING HARDWARE**—A catalog of finishing hardware for builders which includes lines of hinges, hook sash lifts, cabinet catches, coat and hat hooks, screen and sash hangers, door stops, knobs, drawer pulls, sash locks, mail drop plates and house numbers, as well as wood screws, door grilles, and flush lifts, has been issued by Ajax Hardware Mfg. Co., 4351 Valley Blvd., Los Angeles 32, Calif.

**976—RYOLEX AGGREGATE**—A descriptive folder issued by the Silbrico Corp., 5901 W. 66th St., Chicago 38, Ill., describes the uses of Ryolex, a perlite insulation aggregate which is said to insulate, fireproof and soundproof walls, ceilings and floors. The product is used in plastering, insulating concrete, for lightweight decks, in insulating brick, and as insulation fill.

**977—TRUCK SAFETY**—How caution and observance of safety rules pay off for the fork-truck driver as well as for the employer is the theme of a new booklet entitled "Safety Saves" issued by Clark Equipment Co., Industrial Truck Division, Battle Creek, Mich. It is a handy, 5-by-7-inch pocket size booklet of 24 pages, printed in two colors, and is issued in the interests of increased safety and greater efficiency in all materials handling operations.

*(Continued on page 144)*



Look how the strong  
welded mesh of

**Pittsburgh  
Steeltex**

**Floor Lath**

**assumes its proper  
position in a  
concrete slab**

You can readily see why a slab poured over Pittsburgh Steeltex Floor Lath means a better, stronger floor. It is properly reinforced with embedded galvanized welded wire mesh and properly cured because moisture is retained by tough waterproof backing. Furthermore, construction costs can be cut since work may continue on the floor below while pouring is in progress. For further good reasons to specify Steeltex, see Sweet's or write for our catalog D.S. 133, Dept. AB, Pittsburgh Steel Products Co., Grant Bldg., Pittsburgh 30, Pa.,

**Pittsburgh Steel Products Company**

*A Subsidiary of Pittsburgh Steel Company*



*The Quickest,  
Easiest Way!*

**BOSTITCH T5 TACKERS SAVE YOU TIME, MONEY AND WORK . . .** on cornerite, ceiling panels, insulation, metal-lathing, and other jobs. It's easy to see why. *Tacker positioned . . . trigger squeezed . . . staple driven home!* It's as quick and easy as that. One-hand operation. No marred edges . . . no bruised fingers . . . no fumbling for nails. Give Bostitch T5 Tackers a trial on your next job . . . and see how much you save.



**FUSSY JOBS MADE EASY!** Bostitch T5 Tacker drives staples up to 9/16" long, within 1/16" of edges or inside corners, on jobs that call for a free hand for stretching, positioning or holding the work. Works just as well in either hand.



**FAST, NEAT, SECURE!** That's why Bostitch T5 Tackers are now standard equipment for putting up ceiling panels. No other method is so speedy. Workers don't soil the surface, nor mar the edges. Staples hold fast. A test will convince you.

**LOOK INTO BOSTITCH.** Get more facts about these easy-to-load, easy-to-use Bostitch self-feeding stapling tacklers and hammers. They can save work, time, and money for you. Fill in the coupon below.

**ATTACH THIS COUPON TO YOUR LETTERHEAD**

**BOSTITCH, 566 Mechanic Street, Westerly, Rhode Island**

I'm interested in more information about time-saving, cost-cutting Bostitch machines for applying:

- Insulation     Paneling     Building Paper  
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List other applications: .....

Name ..... Title .....

Firm .....

Address .....

City ..... Zone ..... State .....

**BOSTITCH®**  
*AND FASTER*  
*fastens it better with wire*

ALL TYPES OF MACHINES  
 FOR APPLYING STAPLES  
 ALL TYPES OF STAPLES  
 APPLIED BY MACHINES

# Catalogs

(Continued from page 142)

**978—CONCRETE CONSTRUCTION**—"15 Steps to Better Concrete Construction" is an attractive booklet detailing facts based on performance records on many important engineering jobs with respect to better control of materials, and is issued by Sika Chemical Corp., 35-49 Gregory Ave., Passaic, N. J. The illustrated booklet contains valuable information on concrete, surface protection, joint construction, mortar, maintenance, problems and solutions and product check list.

**979—PERIMETER INSULATION**—A 20-page booklet relating "The Story of Perimeter Insulation for Standard Heating Systems" has been published by Owens-Corning Fiberglas Corp., Toledo, Ohio. The booklet contains numerous diagrammatic sketches illustrating the proper method of installing perimeter insulation.

**980—REMOVABLE WINDOWS**—"Kwik Out" windows that lift in and out instantly to permit washing, painting or glazing both sides of the pane inside the room are described and illustrated in a folder issued by the manufacturer, the R.C.S. Tool Sales Corp., Joliet, Ill. "Kwik-Out" fit all sizes of wood sash, require only a few minutes to install on old or new windows, and are economical.

**981—ELECTRIC DOOR OPERATOR**—Richards-Wilcox Mfg. Co., Dept. 21, Aurora, Ill., announces its new "Aut-O-Door" electric door operator catalog 87. The 40-page, completely illustrated booklet contains comprehensive details and specifications of the entire "Aut-O-Door" line of electric operating equipment and controls for types of large-opening doors and gates. Residential garage doors operating equipment with short-wave radio, magnetic or key switch controls is also featured and described.

**982—LIGHT CONDITIONING**—A booklet describing all phases of light conditioning in the home and entitled "Light Conditioning" is issued by the John C. Virden Co., 6103 Longfellow Ave., Cleveland, Ohio. The booklet contains practical suggestions for modern light conditioning in all the rooms of the home.

**983—BIRD REPELLENT**—A booklet describing "Nixalite," a precision engineered combination of rust-proof stainless steel prongs with needle-sharp points staggered and curved in varying angles in a semi-circle electrically welded to a flexible corrosion-resistant stainless steel bar to make a permanent bird repellent, is issued by the Nixalite Co. of America, 115 W. Third St., Davenport, Ia.

**SERVICE COUPON—CLIP and MAIL to CHICAGO**

Readers Service Department

August, 1951

American Builder

79 W. Monroe St., Chicago 3, Ill.

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

Numbers .....

Name .....

Street .....

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

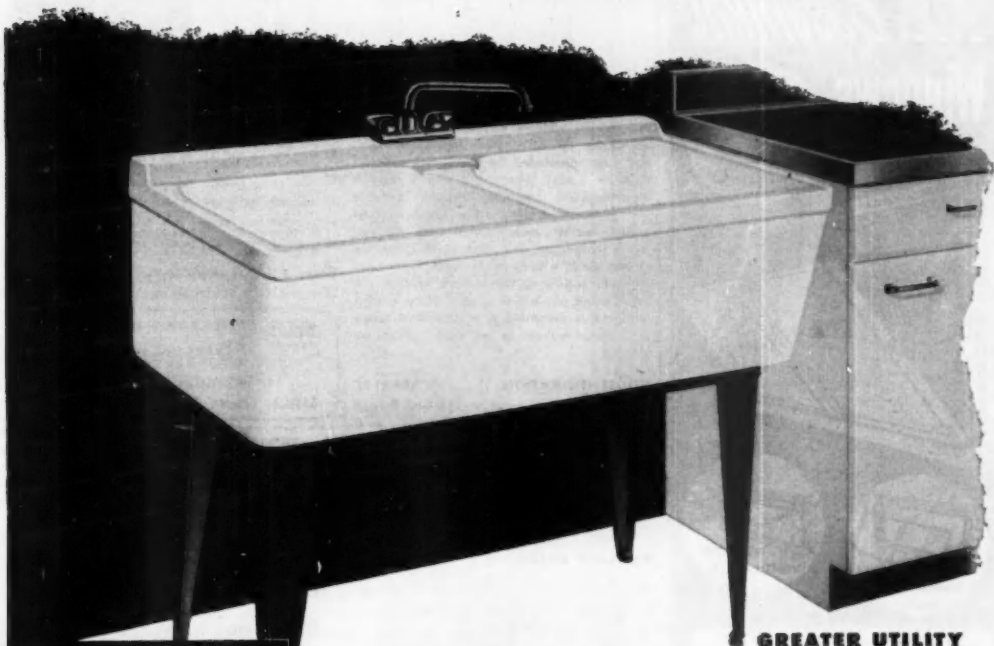
OCCUPATION\* .....

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

AMERICAN BUILDER

# SPARKLING WHITE CRANE *Laundrette*

**BRINGS BATHROOM BEAUTY TO THE LAUNDRY**



**GREATER UTILITY**

Crane *Laundrette* is an advancement in laundry tub design that meets the requirements of the modern home. Sparkling white and meant to be seen, *Laundrette* matches the styling of new home appliances.

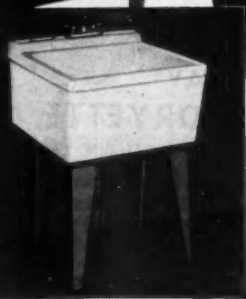
Made of *Duraclay*, the exclusive Crane vitreous glazed earthenware used in hospital fixtures, *Laundrette* resists abrasion, acid, stain and thermal shock. It has a smooth-as-glass surface that wipes clean with a damp cloth. Legs are steel, painted black, and have self-leveling screws. Two sizes: 36 x 25 in. and 42 x 25 in. Consult your Crane Branch or Crane Wholesaler.



*Laundrette* is ideal for big family washes—for softening the finest silks. Left-hand compartment has molded-in scrubbing board.

## EXCLUSIVE CRANE *Dial-ese* CONTROLS

operate at a finger's touch—help reduce wear and consequent dripping. The end of the chromium-plated swinging mixing spout is threaded for hose.



Single-basin *Laundrette* available in 22 x 25 in. size

# CRANE CO.

GENERAL OFFICES 836 S. MICHIGAN AVE., CHICAGO 5  
VALVES • FITTINGS • PIPE  
PLUMBING AND HEATING

AUGUST, 1951

145

**ADVANTAGES  
THAT SELL**

# VENTO

## Steel Basement Windows



**Adjustable Ventilation**

Effortless operation gives any of three openings, or removable sash.

**Weatherlight Construction**

Double contact with leak-proof watershed sill stops wind and rain.

**Maximum Strength and Rigidity**

Sturdy 14 gauge frame, electrically welded throughout. Fins welded to jambs for easy installation in block or poured concrete walls.

*Also casement, utility and barn windows, Vento steel lintels for cost-saving block construction. Write for full information.*

# VENTO Steel Products

CO., INC.

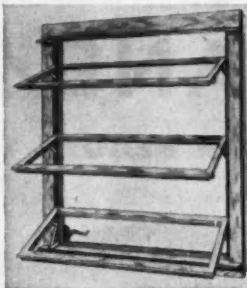
247 COLORADO AVE. • BUFFALO 15, N. Y.

## NEW PRODUCTS

(Continued from page 140)

### AWNING WINDOW

ABB5103



An awning window with a "floating seal" called the "Wood Auto-Lok Awning Window" has been developed by the Ludman Corp., P. O. Box 4541, Miami, Fla. The window is equipped with patented Auto-Lok hardware with automatic locking action and with vinyl plastic weather stripping that seals the unit like a refrigerator. The "floating seal" feature of the wood window is its function of automatically sealing up the smallest opening that could admit air, water, or dust. All operating hardware is concealed by a decorative casing that also functions as an inside screen receptacle.

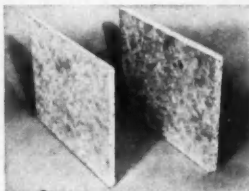
### HOUSE INSULATION

ABB5117

Rock wool batts that are backed with flanged aluminum foil and called "Seal-Foil" is a product of the Sealrite Insulation Mfg. Corp., Waukesha, Wis. The product is obtained by melting special types of minerals at 3,000 degrees F., and backing with aluminum designed to serve as a vapor barrier for the insulation material.

### THREE-PLY BOARD

ABB5111



A three-ply board made by a new process which converts small wood segments in a panel of beauty, is called "Novoply" and is the product of United States Plywood Corp., Weldwood Bldg., 55 W. 44th St., New York, 18, N. Y. This laminated wood paneling will be used for furniture, wall paneling and as a base for mounting veneers or plastic laminates. The material, an all-wood product, consists of a 1/16-inch surface of laminated wood sections, a core of medium size wood chips and a back corresponding to the face. Wood segments are resin-coated and impregnated, the three layers fused together under heat and pressure. Its recommended uses include sliding doors, console doors, and furniture panels. Its strength is ample for all but unsupported structural applications. Two sizes are available: 48 inches by 96 inches and 72 inches by 144 inches.

New Products continued page 148

## COMPARE the new DELTA 40-B

WITH  
ANY OTHER  
RADIAL SAW



ONLY DELTA HAS ALL  
THESE 20 FEATURES

- 1 Capacity: Cut-off 16" x 1" and Rip to Center 68" Panel
- 2 Locks, Levers, Scales, Controls up front
- 3 Inter-locking Safety Plug Disconnects Power Line
- 4 Quick-Set Motor Stops 20°-60°
- 5 Range Full Motor Capacity 0 to 90° RIGHT
- 6 Range Full Motor Capacity 0 to 90° LEFT
- 7 Green Shielded Ball Bearing Carriage
- 8 Track Wipers Keep Trackways Clean
- 9 Adjustable Nitralloy Lifetime Trackways
- 10 Saw-arm Swings Full 360° Above Work Table
- 11 Motor has "Built-in" 115 to 120 Voltage Changer
- 12 Voltage Relay Start, 1 Phase Totally Enclosed Motor
- 13 Motor Vents 360° Inside Yoke
- 14 Quick-Set Bevel Stops 30°-60°-90°
- 15 Finger-Tip "Start-Stop" Motor Switch
- 16 Full Cut-off Capacity at Any Angle 0 to 90°
- 17 Safety Guard Fully Encloses Saw Blade
- 18 Means Provided to Attach Extension Tables
- 19 Column Elevating Handle at Front
- 20 Big 9 cu. ft. Tool Storage Cabinet

Saw Brand "X" with wide arm has only 5 of these features. Saw Brand "Y" with sliding arm has only 8 of these features. Delta has all 20.

Write for complete Delta radial saw data, including cost comparisons, or see classified phone books under "Tools" for dealer's name.

There's a Delta Power Tool for Your Job - WOOD or METAL WORKING  
53 MACHINES • 265 VARIETIES • MORE THAN 1300 ACCESSORIES

DELTA POWER TOOL DIVISION  
**Rockwell**  
MANUFACTURING COMPANY  
635H E. VIENNA AVE., MILWAUKEE 1, WIS.

## ABSORB DAMPNESS!

In Basements,  
Closets, etc.  
with the



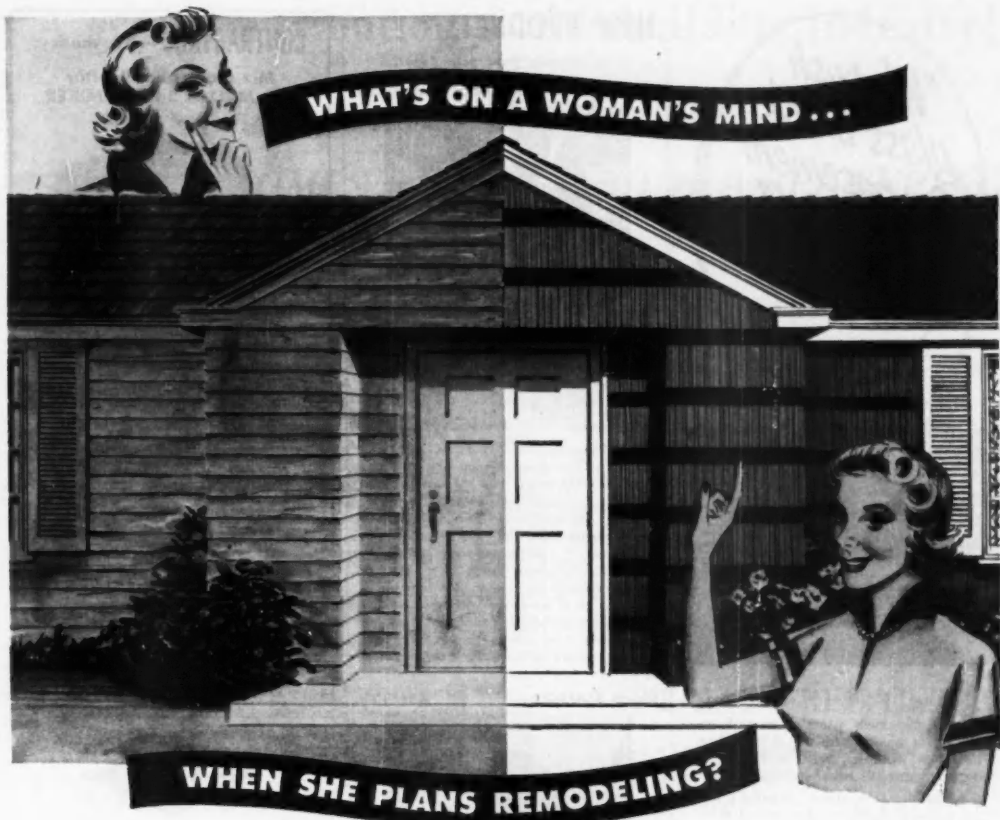
**SOLVAY  
AIR-DRYETTE, JR.  
and SOLVAY CALCIUM CHLORIDE**

Absorbs moisture—the cause of rust, warping, mildew in workshops, dark-rooms, closets, playrooms, storage rooms, vaults. Built to last for years. Big capacity. Works fast, absorbs up to 3½ qts. per day. Compact, inexpensive, clean, safe, odorless. Thousands in use. Write for booklet and name of your nearest dealer. Not available on Pacific Coast.

Dept. 34-B

**SOLVAY SALES DIVISION**  
Allied Chemical & Dye Corporation  
40 Bector St., N. Y. 6, N. Y.





**N**EVER UNDERESTIMATE the imagination of a woman! When she dreams of remodeling her house, she is really dreaming of a new house, and she expects her rejuvenated home to look brand new! She depends on you for advice on materials that will make her home the talk of the neighborhood, and she wants that talk to be all praise.

You can be certain of customer satisfaction when you recommend pre-stained Cedar Shakes for remodeling exterior walls. Shakes are a new-construction material, so there's no question that homes remodeled with them will have the new home look. No other re-

modeling material offers this first-quality new house appearance in addition to bonus insulation, easy application, and moderate cost.

And remember—women often change their minds ... and they often like to change the color of their homes. Cedar shakes, unlike most remodeling materials, can be restained at low cost if, in future years, your customer wants to change her exterior color scheme. You will win new friends when you recommend pre-stained cedar shakes.

**ONLY PRE-STAINED**

*Cedar Shakes*

**WILL MAKE HER HOME LOOK GENUINELY NEW**

• Long-Lasting • Colorful • Insulated

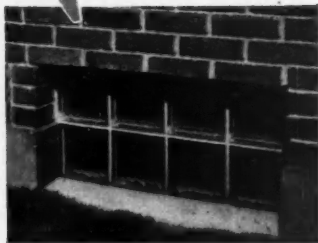
**STAINED SHINGLE & SHAKE ASSOCIATION**

5527 WHITE BUILDING • SEATTLE 1, WASHINGTON



"We push  
glass block  
for basement  
windows"

says a typical  
glass block dealer



"WHEN customers come to us with replacement problems for rotted, or broken basement windows, we always suggest replacement with Insulux Glass Block."

Make the comparison! Figure it out for yourself! Compare the cost of sash, screen, storm window and maintenance against that of a lifetime panel of maintenance-free Insulux Glass Block.

A panel of Insulux Glass Block can't rust nor rot; never needs painting. Glass block is extremely hard to break . . . makes a sound, weathertight, insulating panel. And glass block lets in all the light yet blocks out sight.

Supplies of glass block and all of the accessories needed are non-critical and immediately available in quantity. Installation is simple and quick . . . requires only ordinary mason's tools.

Want more information about this use of Insulux Glass Block? Just write: Daylight Engineering Laboratory, Dept. A.B. 8, Box 1035, Toledo 1, Ohio. Insulux Division, American Structural Products Company, Subsidiary of Owens-Illinois Glass Company.

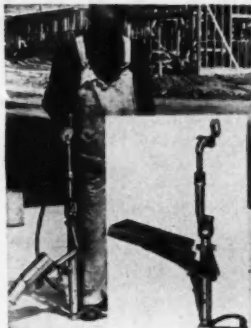
## INSULUX "WALLS OF DAYLIGHT"

—by the pioneers of  
Daylight Engineering

## NEW PRODUCTS

(Continued from page 146)

### PORTABLE PNEUMATIC NAILER ABB510G



A portable pneumatic nailing tool, said to be capable of cutting nailing costs one-third and more on subfloors and roof sheathing, is now available to builders and contractors. Its manufacturer is Nu-Matic Nailer, Inc., 2900 Rowena St., Los Angeles, 39, Calif. The device will nail a minimum of 5,000 square feet per day of 1x6 on 16-inch centers. Weight of the machine is approximately 30 pounds. The machine is available on a rental plan. Manufacturer furnishes the machine, air compressor, hose, all maintenance and repairs, at a flat hourly basis. Literature is available from manufacturer.

### FLOOR SURFACER

ABB5121



Called "Nu Surfas Pen-etrating Wax," an easy to apply liquid composition for floor surfaces is announced by the Nu Surfas Corp., 7312 Bennett Ave., Chicago, 49, Ill. The product is claimed to reduce maintenance costs of wood, concrete, terrazzo, marble, ceramic tile, linoleum and cork floors and to provide new underfoot safety in commercial and industrial flooring. It is said to make floors water resistant, grease-proof, stain-proof and mar-proof, and with no further waxing necessary. This surfacing compound averages about 100 square feet per gallon, two coats, in covering capacity. It is composed of oils and solids blended to the consistency of water. When applied, the solids are carried in suspension by the oil and are deposited to the depth of penetration where they expand, by means of oxidation, thereby filling the pores and coating the fibres or particles of the material being treated.

New Products continued page 150

## CONTRACTORS—save money!

Mix plaster and mortar  
in a MULLER 3 FOOT MIXER



Better plaster and mortar at far lower costs than hand-mixing.

Conveniently low loading height of 32".

Ideal for both inside and outside use—passes through 30" door.

Holds full bag batch of most mixtures.

Light weight—480 lbs. with engine or 450 lbs. with motor—makes it easily portable.

Choice of Electric motor (11 HP) or Briggs & Stratton air-cooled engine (2.7 HP @ 2700 RPM)

Also available in 6 (2 models), 9 and 12 cubic foot sizes.

Write for name of nearest distributor.

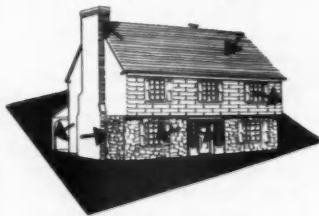


**MULLER MACHINERY  
COMPANY, Inc.**

Metuchen 4, N.J. Cable Address MULMIX



## Caulking Compound



## For EVERY Caulking Job!

CALBAR complies with Federal specifications and those of the Asbestos-Cement Products Assoc. It's elasticized, non-staining. Available in a full selection of colors from your jobber.

**CALBAR PAINT and VARNISH CO.**  
Manufacturers of Technical Products  
2612-26 North Martha Street  
Philadelphia 25, Pa.

AMERICAN BUILDER

"A great contribution to the building industry!"

*That's what top builders say about*

"50 BEST HOMES FROM GOOD HOUSEKEEPING"



50 complete  $\frac{1}{8}$ " scale architect's sketch plans showing elevations, areas, structural details, photos and descriptions. It's big: 24" x 18"; easy to use! Only \$5.00.

*Here's what top American Builders think of the book:*

"A splendid contribution to better planning that should prove highly stimulating and valuable to the Home Building Industry."—*Robert P. Gerhols, Gerhols Community Homes, Inc., Flint, Mich.*

"A great contribution to the industry! Should be of tremendous help to any operative builder interested in doing something above the average run-of-mine stock houses."—*Edward R. Carr, Carr, Inc., Washington, D. C.*

"Finest plan book I have ever seen! Should be in the office of every builder, realtor, architect and retail lumber yard in the United States and Canada. A great contribution to the building industry!"—*Albert Balch, Community Builder & Realtor, Seattle, Wash.*

"Never have seen anything as well done. A reference library of ideas."—*Henny Mollgaard, The Mollgaard Company, Milwaukee, Wis.*

"It certainly has some very fine ideas and could be very useful with customers and clients. You have done a remarkable job."—*Charles A. Joern, Wm. Joern & Sons, La Grange Park, Ill.*

Designed to turn your prospects into customers, this colorful book contains the 50 house plans most requested by GOOD HOUSEKEEPING's 9,971,000 readers—who bought hundreds of thousands of single plans! It represents the consensus of what today's home-builders want in houses—in all architectural styles.

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I enclose check  bill me

If not completely satisfied, I may return the volume within 5 days and my money will be refunded.

I am an  Architect  Builder  Contractor  Dealer

NAME.....

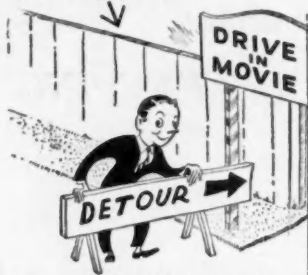
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CITY AND STATE.....

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this might work



for drive-ins...

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F. W. DODGE CORPORATION  
119 W. 40th St., New York 18, N. Y.

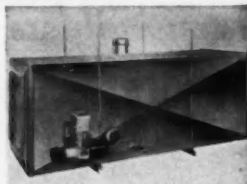
Timely, accurate, comprehensive construction news service

## NEW PRODUCTS

(Continued from page 148)

### OIL-FIRED FURNACE

AB85114



Designed for installation in homes, garages, stores and service stations, the "Wondaire" suspended oil-furnace is announced by Cox Manufacturing Co., Ridgeville, Ind. The unit is available in eight models ranging in heat output from 80,000 to 500,000 B.T.U. at the bonnet. Finished in two-tone gray, the furnace is shipped completely assembled with thermostatic and safety controls and hanging rods. In installation it is suspended overhead from the ceiling or in the attic and centrally located for minimum ductwork. Its high-pressure gun-type burner is Underwriters' approved, and it gives a quiet, floating flame. A two-stage pump forces fuel through lines and lifts with ease. Both blower and motor are mounted free of the furnace jacket, preventing vibration noises.

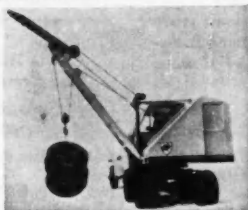
### ACOUSTICAL PLASTER

AB85102

An acoustical plaster that retains sound-control efficiency even after several paintings has been introduced by the U. S. Gypsum Co., 300 W. Adams St., Chicago, Ill. The product is called Red Top Acoustical Plaster and it can be applied quickly and easily by a plaster craftsman. The material has an attractive heavy texture and no mechanical pattern. It may be finished either with stippling alone, or by stippling and perforating. Jointing marks are practically eliminated by the stippling. It is machine-mixed and applied in two coats to a total thickness of 1/2-inch. Has high fire resistance.

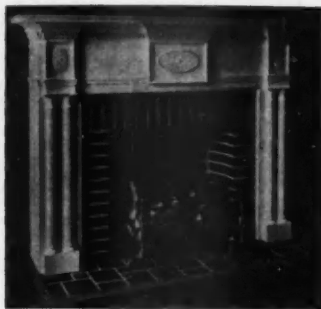
### CRANE ADAPTOR

AB85122



A back hoe Crane Adaptor has been developed by Shield Bantam Co., Waverly, Ia., for handling pipe replacements or new installations and for trenching, hoisting and back-filling operations. With this unit one crew is able to dig 100 feet of five-foot trench per hour. It converts to a crane hoist on the job in five minutes for lowering pipe, valves, etc. into trench; then hooks on fast-change back-fill blade to backfill the trench at 350 to 400 feet per hour. This crane adaptor fits standard 3/4-yard Bantam Back Hoe, using same boom, stick, and one-man operation for full-swing circle for economical spotting of gas, water, oil, or sewer pipe sections weighing up to 2 1/2 tons. The entire unit mounts on new or used truck.

New Products continued page 152



## READYBUILT FIREPLACES

(Reg. U. S. Pat. Off.)

Adds beauty, cheer and comfort to any home, old or new.

The modern fireplace that fulfills all modern day requirements—used with gas or electricity.

Large variety of attractive models in brick, stone, wood, etc., available.

Furnished complete—ready to be installed by a handy man—shipped anywhere.

DEALERS, BUILDERS and HOMEOWNERS write for catalog and full information.

The READYBUILT PRODUCTS COMPANY  
1705-23 McHenry Street Baltimore 23, Md.

## SUPERCEDAR

Brown's

RED CEDAR CLOSET LINING

Guaranteed

90% RED HEART 100% OIL CONTENT

NATIONALLY ADVERTISED

Brown's SUPERCEDAR is nationally advertised in House and Garden, House Beautiful and Small Homes Guide. Cedar closets help sell homes—help rent apartments.

PACKAGED SEALED

ALL WIDTHS 40" TO 84"



Brown's sealed package protects the aroma and makes it easy to stock and sell at a good profit. Ready for use—dressed, tongue and grooved and end matched. Write for builders folder and consumer booklet.

Product of  
**GEO. C. BROWN & CO., Inc.**  
GREENSBORO, N. C. Established 1896

Largest Manufacturers of Aromatic Red Cedar in the world

AMERICAN BUILDER

**Hand  
Pressure  
Frees**

**Paint-  
Lock**



**When They're R•O•W  
Removable Wood Windows**

Time-consuming and expensive methods of freeing paint lock are eliminated with R•O•W Removable Wood Windows. R•O•W's simple two-step method eliminates the need for knives, screw drivers, etc. and takes only a few seconds per window of the painter's or carpenter's time.

This is one of the exclusive R•O•W features that have helped to make it the **WORLD'S LARGEST SELLING WOOD WINDOW UNIT**. For more complete information on R•O•W Removable Windows mail the coupon below.

**R•O•W's Can Be Washed in 1/3 the Time!**

An independent research company recently proved that R•O•W Removable windows can be washed in 1/3 the time it takes to wash ordinary windows. For complete information on this amazing test and the name of your nearest distributor, fill out the coupon at right.

**R•O•W** *Removable*  
**WOOD WINDOWS**

678 **World's Largest Selling Wood Windows**

**THESE TWO SIMPLE STEPS  
FREE PAINT LOCK IN ONLY  
A FEW SECONDS**

1. Force exposed metal surface at left side of the sash back against spring cushion.



2. Force lower sash to the left and repeat the process for the upper sash. Paint lock is broken in a neat, straight line.

**R•O•W SALES COMPANY**

1338 Academy—Ferndale 20, Michigan



Yes, at no obligation, please send me complete information and the name of the nearest R•O•W distributor.

Name \_\_\_\_\_

I am

Company \_\_\_\_\_

Architect

Address \_\_\_\_\_

Builder

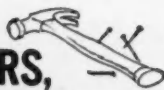
City \_\_\_\_\_ Zone \_\_\_\_\_

Dealer

State \_\_\_\_\_

Carpenter-Contractor

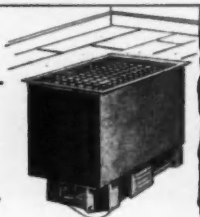
**BUILDERS,**  
here's how



*H.C. Little*  
**SHALLOW  
Oil Floor Furnaces**

cut costs and  
sell homes faster

ONLY  
34"  
DEEP



Specially designed for homes built un-usually close to grade—no pit or deep excavation needed! Easy installation—no heating ducts.

50,000 BTU  
PER HOUR  
HEAT OUTPUT

**LOW COST OPERATION!**

Specially designed to burn inexpensive furnace oils! No pilot light to waste fuel—no moving parts to wear! Leaves no soot or hard carbon deposits.

BURNS LOW  
COST FUEL

**SELF-LIGHTING IGNITOR!**

Specially designed electric ignition lights itself, starts itself and regulates itself! Produces constant uniform comfort, automatically controlled.

100%  
AUTOMATIC  
OPERATION

Find out all the facts!  
Write today for free "Oil Floor Furnace Literature" to: Dept. A-8

Standard depth Oil Floor Furnaces in flat or dual register models up to 80,000 BTU are also available.

*H.C. Little*  
Burner Company

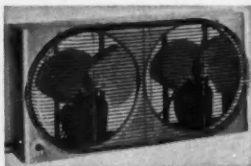
San Rafael, Calif.

**NEW PRODUCTS**

(Continued from page 150)

**WINDOW FAN**

AB85114



Ward Twin-Breeze, Model WC-14, is produced by Stewart Mfg. Co., 320 E. St. Joseph St., Indianapolis, Ind. (Formerly made by Edgar T. Ward Industries, Inc., Chicago, from which the Stewart Co. recently purchased all assets.) Two sealed bearing motors occupy relatively small space, provide extra volume of air removal. Twin fan blades are small in diameter, designed to reduce air turbulence and noise while handling full volume of air. Blades are non-metallic further to deaden sound waves. Three-speed switch permits choice of air removal rates—4,000, 2,500 or 1,500 cubic feet per minute.

**FORK LIFT DEVICE**

AB85119

A low cost power-driven fork lift attachment for the Moto-Bug, a power wheelbarrow, is manufactured by the Kwik-Mix Co. of Port Washington, Wis., a subsidiary of the Koehring Co. of Milwaukee. Designed to speed material handling operations in industrial plants, shops, and in construction work, the power-driven fork lift greatly increases the versatility of the Moto-Bug by the quick handling of bulky objects. It has a 1000-pound lift capacity and raises the load to a maximum height of 30 inches. Total weight of the Moto-Bug with fork lift attachment is only 1,400 pounds. Forks tilt to the rear when being raised and are adjustable to a width of 33 inches. Standard forks are 20 inches long; 30-inch forks are optional. Unit is powered by 4-H.P. gasoline engine.

**SOLDERLESS CONNECTORS**

AB85110



Splice caps for "pigtail" splicing of electrical wires are now available in an improved open construction which facilitates installation and inspection. Developed by Buchanan Electrical Products Corp., Hillside, N. J. The splice caps with insulators eliminate solder equipment, and insure that wire insulation is always flush with the splice cap for maximum circuit protection and that wires are always inserted to the full depth of the splice cap for maximum joint efficiency. Only two sizes of splice caps are required for all most frequently used combinations of two or more wires ranging from two No. 18 to three No. 8. Quickly-applied snap-on insulators eliminate necessity for taping of joints. A hand-operated "Pressure-tool" installs both sizes of splice caps. Weighing only one pound, the tool is eight inches in length and is provided with easy-grip handles protected with vinyl tubing.

**ACOUSTICAL TILE NAILS**

... designed for the job



When installing acoustical tile choose a job-designed nail that combines ease of application with these special features: a head end which allows the nail to be driven home without damaging the tiles ... a collar which holds the tiles firmly in place...annular threading which gives superior holding power. The nails are furnished with a plated finish to prevent rust streaks where moisture is present. Send for free samples and descriptive literature.



**JOHN HASSALL, INC.**

182 Clay Street  
Brooklyn 22, N. Y.

**PRECISION  
folding stairway**



- No springs—Actuated by counterweights
- Easy to operate
- Safety treads on steps
- Insulated door panel
- Requires no attic space
- Shipped in one package

Write for full information

**PRECISION PARTS CORP.**  
Nashville 7, Tennessee



To sell homes faster ...  
*make every room a*  
**Salesroom**



with  
**STANLEY CABINET HARDWARE**

Here's a smart way to build more "sell" into your homes. Use Stanley Cabinet Hardware for *every* room in the house. It's easy to install, long-lasting, and how it "clicks" with home buyers!

Nothing *dresses up* a kitchen, for example, like Stanley Kitchen Cabinet Hardware in gleaming chrome. In bedrooms and sitting rooms, Stanley *matching* door and drawer pulls add extra value as well as new beauty.

And in practically any room, Black Ornamental Hardware by Stanley is "love at first sight". There is a type and style of Stanley Cabinet Hardware for homes in every price class — put it to work, selling houses for you. The Stanley Works, New Britain, Conn.

Remember

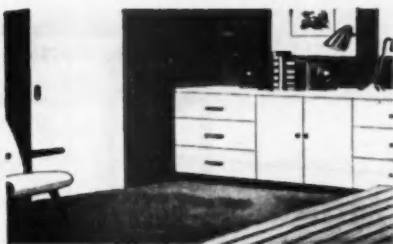


Three Hinges To A Door

**STANLEY**

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL



DOOR AND DRAWER PULLS for cabinets anywhere



BLACK ORNAMENTAL Cabinet Hardware.



KITCHEN CABINET Hardware.





**Make it  
Lifetime  
Trouble-free**

**Use  
SPOT  
SASH  
CORD**

The one trouble-free method of hanging windows is with Spot Sash Cord, weights and pulleys. With this method there are no adjustments, no metal to metal contacts, no noise, no early replacements, nothing to get out of order. Proper installation, using Spot Sash Cord, means reasonable installation cost and lifetime service.



*Specify Spot Sash Cord  
—identified by the Col-  
ored Spots, our trade-  
mark (Reg. U. S. Pat. Off.)*

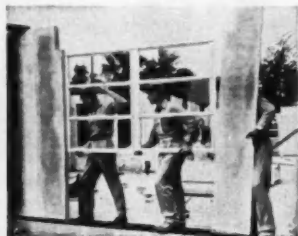
**Samson  
CORDAGE WORKS**  
BOSTON 10, MASS.

**"Bildrok Perlite House  
Built in Chicago Area**

A model home was recently constructed in the Chicago area for the American Bildrok Co., utilizing panel walls made of a combination of Perlite aggregate, portland cement and celecrete. The panels are light in weight, load-bearing, fire-proof, rotproof and termite-proof.



COMPLETED "Bildrok" home in Chicago



STEEL casement window is placed between wall panels during construction

The panels are precast and set in channels along the foundation base. The modular units meet standard needs and speed erection. They can be sawed, drilled, or nailed and are easily worked with ordinary carpenter's tools. The model is a five room, two-bedroom ranch type house with exterior paint in soft cream and deep green painted window trim. In the interior the dining alcove is paneled in cypress and the doors are of birch. An automatic oil heat furnace with counterflow perimeter outlets comprises the heating system.

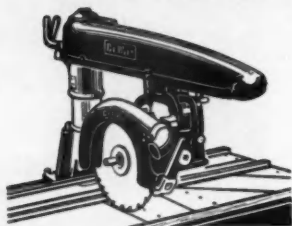
In commenting on the construction, Thomas Coulter, president of American Bildrok Co., declared, "Recent tests conducted by an independent outside agency prove our claim of ease and speed of erection. The shell for a conventional five-room frame house and a Bildrok house of exactly the same dimensions were erected side by side with all the materials at hand. Wall erection time on the frame house was 123 man-hours, and on the Bildrok unit it was 23.5 man-hours."

Several other units of this type construction material have been erected in Michigan during the last few years and have proved popular.

**BUILDERS!**

save up to  
**\$200 PER HOUSE**  
by using an all-purpose

**DE WALT**



Builders everywhere say they save money from cellar to roof by putting DeWalts on the job! This versatile, flexible "builder's saw" is many machines in one. It starts your house — finishes your house — saves you time and money and builds a better house. It's fast, accurate, safe, dependable. Write for catalog! DeWalt, Inc., Dept. AB-5, Fountain Ave., Lancaster, Pa.



**REMODEL EASIER . . . FASTER!**  
With an EZ-WAY Folding Stairway

Remodel . . . Modernize! Install an EZ-WAY Folding Stairway to turn waste attic space into useful room for storage, den or bedroom. At nominal cost! See your dealer or write for name of nearest distributor.

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**NO OTHER MIXERS CAN MATCH THEM FOR:**

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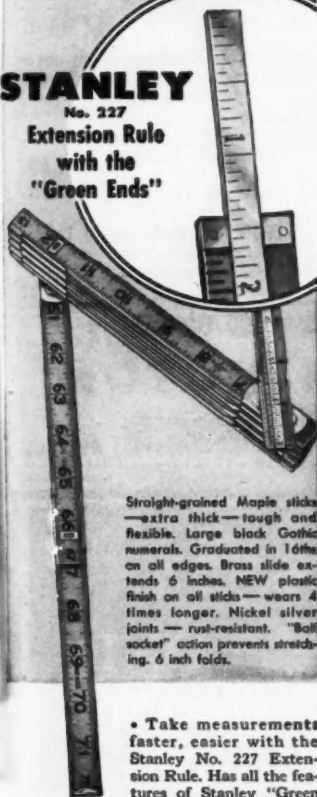
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## Letters...

(Continued from page 43)

stitute therefor, that it should under take a critical analysis of what the situation actually is today and is apt to be in the forthcoming months. Such testimony as I have read that was given to Congress by government Department officials, has been non-specific to the point of complete vagueness as to actual requirements and uninformed, on the basis of contrary testimony from industry, as to productive capacity. Certainly Congress should determine before enacting legislation extending present emergency powers, or increasing them, as to whether there is justification for the granting of such powers or whether they are being sought and used merely for the purpose of again building up a big socialistic-minded bureaucracy set up interfering with and perhaps destroying the system of private enterprise.

Robert H. Morris  
Publisher

United States Senate  
Washington, D.C.  
June 1, 1951.

Dear Mr. Morris:

I have your letter of May 28th regarding the discrepancies in the various reports about the use of steel.

The discrepancy, it seems to me, is very much broader than steel. I have been pressing for an explanation for some time. Eric Johnston tells me that defense contracts are being let at the rate of \$1 billion a week, but there seems to be no particular effect on the general purchasing power of the people. There is deflation rather than inflation. The President estimates the total spending during the year ending July 1, 1952, at about \$70 billion. If Wilson and Johnston are right, it would seem that it would be much higher. There is perhaps some explanation in a lag in the performance of contracts, and Johnston claims that the Budget Bureau now estimates tentatively that the government will be spending \$89 billion in fiscal 1953.

All I can conclude is that there is a complete lack of coordination between the different government programs. I hope that in the working out of the Defense Production Act extension, we may be able to get a more exact picture.

/s/ Robert A. Taft

(Continued on page 158)

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AUGUST, 1951

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## Letters...

(Continued from page 156)

United States Senate  
June 4, 1951

Dear Mr. Morris:

In response to your note of May 28, let me say that I have raised the question of steel production and disappearance with a number of people in the Defense Production Administration and on the Munitions Board, and the responses have been anything but conclusive and satisfactory.

You can be certain that when the Senate Banking Committee goes into executive session to consider the question of extending and expanding controls that this and other matters will have thoroughgoing attention. I am grateful for the data in your letter.

/s/ Everett McKinley Dirksen

## Confusion in Use of Brand Names

Sir: We appreciate very much the Celotex mention in the May 1951 issue of *American Builder*, page 103. There are, however, a couple of discrepancies we would like to point out in order to avoid future recurrence.

In connection with the Keesler project at Biloxi, this story reports the use of Celotex "Weatherwood" Sheathing and "Sheetrock" Gypsum Wallboard.

The name "Weatherwood" is a United States Gypsum trademark for their sheathing. Our New Orleans branch informs us that in addition to Celotex sheathing we also furnished a considerable quantity of 1/2-inch gypsum wallboard on this job as well as some rock wool insulation. But we were particularly concerned with pointing out the error in terminology in connection with our sheathing.

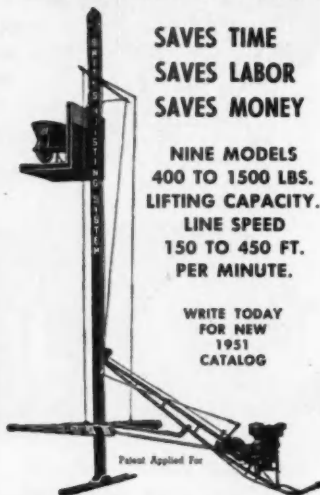
J. H. Green,  
Advertising Department,  
The Celotex Corporation

Sir: In the April 1951 issue of *American Builder* you ran an article titled "Lighting and Electrical Living Sell Out Tract." In this article reference was made to an "innovation, Owens-Illinois Rock Crystal glass panel which slides down when it is desirable to close the kitchen from the dining room view." This was on page 185.

For your information, Owens-Illinois makes no product with this trade name. After having checked with sev-

(Continued on page 162)

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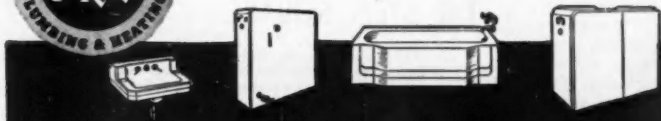
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## BOOK REVIEW



### BLUEPRINT READING FOR THE BUILDING TRADES

By Joseph E. Kenney. 9 1/2 x 12 1/4, 96 pages, illustrated, \$3.00. American Technical Society. See No. 26 in adjoining columns.

Last month in this space we briefly discussed a book titled ARCHITECTURAL DRAWING FOR THE BUILDING TRADES written by Joseph E. Kenney and John P. McGrail and, as we pointed out, we felt that it was a fine book for teaching the young builder how to make his own architectural drawings. It occurs to us now that we may have put the cart before the horse because in looking over our bookshelf this month we were reminded that Mr. Kenney also wrote an earlier book called BLUEPRINT READING FOR THE BUILDING TRADES, which is today a valuable text on the subject.

One reason why this book offers so much to men working in the building fields is its matter-of-fact point of view that there is nothing mysterious about blueprints nor, for that matter, is an extensive education required to read them. Taking that as his point of departure, the author begins his book with two short introductory chapters telling the reader just what blueprints are and how they are made. Then follow chapters on blueprint symbols, scale representations, blueprint views, and specifications that apply directly to house construction. The final section of the book sets forth a selection of sample blueprint reading problems that can be answered by studying the blueprints included with the text.

All the blueprint plates in Mr. Kenney's book have been taken from working drawings of buildings that have actually been constructed and as a special feature a complete set of working drawings, details and specifications for a two story colonial house is supplied. This book has been used as a text in both trade school and university extension study, but its simple, clear presentation of blueprint reading facts makes it suitable for home study work as well.

### BUILDING TRADES BLUEPRINT READING

By J. Ralph Dalzell. 8 1/2 x 11. Part I, 142 pages, Part II, 234 pages. Paper bound, illustrated, \$4.50. See No. 27 in adjoining columns.

What has been said above about the Kenney book can in some degree be applied here as regards the first volume of this two-volume work. Here again are explained the ins and outs of blueprint elevations, symbols, scaling and dimensions, structural details, together with dozens of illustrations that supplement the text. The illustrations are particularly outstanding picturing as they do every point of importance connected with blueprint reading. This book, too, provides the student with a variety of practical tests by which he can check his progress from chapter to chapter. An answer booklet is included with each volume.

Part II in this two-volume study presents nine blueprints of different types of buildings and emphasizes the purposes and uses of building specifications. Here are specific problems as applied to the following trades; masonry, carpentry, plumbing, plastering, heating, painting, glazing, electrical, etc., and again the author has provided a set of tests that will show the reader how he is getting along in his home or school course. Briefly, it can be said that Part I gives the fundamentals of blueprint reading while Part II demonstrates the practice. When the builder has learned and used both sides of the subject he is well on the way toward mastery of his craft.

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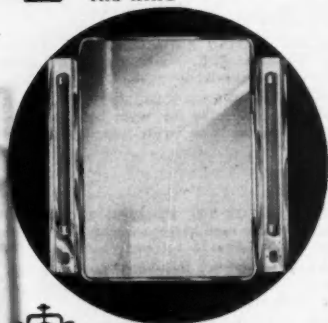
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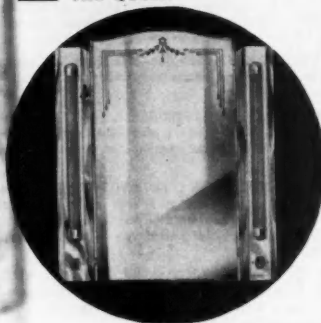
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## Letters...

(Continued from page 158)

eral of the local glass companies, it is our belief that the product to which you refer is that of Libbey-Owens-Ford Glass Company. Their product is called "Peblex."

There is no connection between our company and Libbey-Owens-Ford other than the fact that headquarters for both are located in Toledo, Ohio.

John Y. Johnson, Jr.,  
Owens-Illinois Glass Company

The derelict staff writer responsible for the above was kept after school one hour reading manufacturers' catalogs. Now he knows what brand names to associate with the correct manufacturers in these categories.—The Editor

## Appreciated Article in June Issue

Sir: I am, to put it mildly, overwhelmed. Your article on Forest City, "Country Club Living at Supermarket Prices," in your June issue is really terrific. I can't tell you how much both Housing Associates and this office appreciate your consideration.

Judy Grayson,  
J. P. Lohman Organization  
New York City

- Letters to the Editor should be sent to 79 W. Monroe St., Chicago 3, Ill. Your comments are invited.

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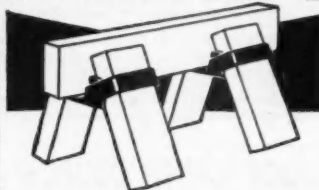
The Quick Set Dado is perfectly balanced and self-cooling. Blades are silver brazed in interlocking steel and aluminum plates. It's bored for a 1 inch shaft and can be used on large table and radial saws. Adaptable for right or left hand rotation. 1/2 and 3/4 inch bushings also available. Complete price \$40.00. Worth twice or much in time and temper saved. See your dealer or write:

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## Jiffy SAWHORSE BRACKETS

SET UP OR TAKE DOWN  
WITHOUT NAILS OR BOLTS



Saves time for carpenters, painters, paper hangers, contractors, and builders. Also saves trucking and storage space between jobs. Use any 2x4 for legs—2x4, 2x6, or wider for crossbar.

At building supply and hardware stores. Look for the handy display carton. If your dealer cannot supply you, order direct.



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STAMPED PRODUCTS  
COMPANY  
GRAND HAVEN, MICH.

AMERICAN BUILDER



## Under construction:

**A CHARMING VILLAGE  
INSTEAD OF JUST ANOTHER  
HOUSING DEVELOPMENT**

Imagination is helping to make this housing project a cluster of *distinctive* homes rather than a clutter of identical ones.

Take the roofs, for instance. Variety in color and roof design makes each one different from its neighbors, yet the same fire-resistant shingles have been used throughout—Certain-teed's THICK BUTT Asphalt Shingles.

With this wide range of solid colors and artistic blends—available with grained or plain surface—Certain-teed's THICK BUTT Shingles offer a sensible, economical answer to one of today's major building questions: how can housing developments be made *distinctive*?



## **Certain-teed**

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Quality made Certain ... Satisfaction Guaranteed

**CERTAIN-TEED PRODUCTS CORPORATION**

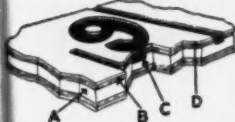
ARDMORE, PENNSYLVANIA

ASPHALT ROOFING • SHINGLES • SIDINGS  
ASBESTOS CEMENT ROOFING AND SIDING SHINGLES  
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STEEL TAPES  
give you MORE  
for your money!

**HANDIER! Longer lived! Better looking! . . .** You get everything with Roe Steel Tapes! They're extremely easy to read . . . and stay legible. Black markings are etched into the steel which is then nickelplated to give a lustrous background. An added transparent plastic coating assures maximum durability.



A — Steel tape  
B — White nickel  
C — Black etched markings  
D — Plastic overcoat

Shown here is Roe Steel Tape #202A with leatherette metal-band case. Other models feature cases in handsewn leather, and in metal-banded leather. All have a reinforced rust resistant liner, flush-folding handle, press button center and roller mouthpiece. Available with 25, 50, 75 or 100-foot tapes; feet in inches and eighths, or in tenths and hundredths . . . also, with unique retractable hook for long one-man measurements.

Get Roe Steel Tapes from your hardware dealer — or — send us his name and address.



**JUSTUS ROE & SONS, Inc.**

Makers of fine steel tapes since 1876

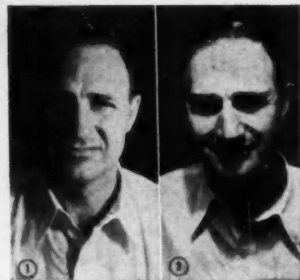
PATCHOGUE NEW YORK

## Bathroom Lighting

(Continued from page 117)

wall finish immediately in the field of view or reflected in the mirror is dark, the result will be uncomfortable for the eyes.

Builders who have installed "recipe lighting" in bathrooms have discovered that this new customer service increases the salability of their homes and is as welcome as auto-



**PROPER** bathroom lighting can be observed here in striking contrast to inadequate lighting in the distribution of light on the face. A single bulb at side of mirror lights up one side of the face as seen in the upper left, while a single light above the fixture lights top of head and leaves lower part of face in a shadow, as in top right; light is distributed evenly when lights are at each side and above mirror (No. 3)

matic washers, dishwashers and other major appliances which they are including.

Furthermore, this new tested lighting recipe makes it possible for the builder to offer the prospective buyer new advantages in modern living that will stand the burden of actual tests.

## New Tile Finish

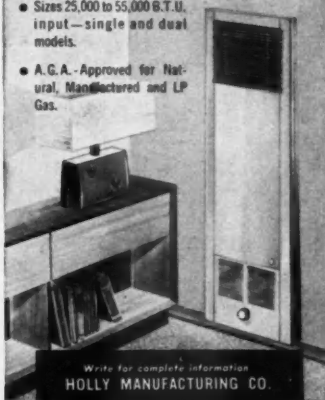
The Celotex Corp. has announced that all of its Acousti-Celotex tile is now being made with a new washable finish. The finish is a tough, flexible coating producing sharply-profiled perforations. Its texture is linen-like in appearance, giving good light diffusion while light reflection remains the same.

## Modern Gas Heat — Low Cost

**holly**  
*NarrowWall*  
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### RECESSED HEATERS

- Easy to install — fit in 2x4 wall between studs.
- Sizes 25,000 to 55,000 B.T.U. input — single and dual models.
- A.G.A.-Approved for Natural, Manufactured and LP Gas.



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Simple, Accurate, Durable, Complete

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535 Stonewall St., S. W. ATLANTA, GA.

AMERICAN BUILDER





**RCS**  
**SUPER SAW**  
 AIR COOLED  
 PAT. PEND.

Saves you more time  
 than any other  
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A Journeyman's  
 tool, built to stand  
 up under constant,  
 on-the-job Contractor  
 or Industrial use.



Built-in Blower—Anti-  
 friction replaceable  
 bearings—No starting  
 hole needed—Blades to  
 cut all materials—Fits any  
 heavy duty 1/4" or 5/16" drill.

Super Saws and Blades are  
 listed on Federal Supply  
 Schedules, Class 40 Material.



Cutting opening in oak flooring in less  
 than 3 minutes—no starting hole needed!

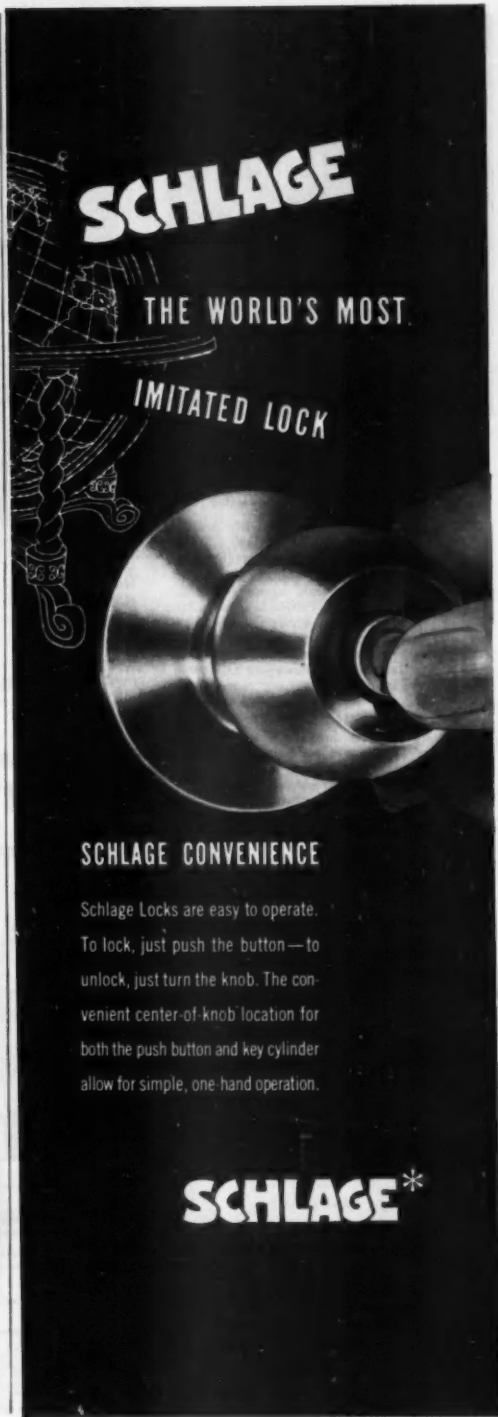
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 TODAY!**

**RCS TOOL SALES CORP.**  
 JOLIET, ILLINOIS

Gentlemen:  
 Please send us Bulletin L-8 and name of the nearest  
 Super Saw distributor.

Name \_\_\_\_\_  
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 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

AUGUST, 1951



**SCHLAGE**

THE WORLD'S MOST

IMITATED LOCK

**SCHLAGE CONVENIENCE**

Schlage Locks are easy to operate.  
 To lock, just push the button—to  
 unlock, just turn the knob. The con-  
 venient center-of-knob location for  
 both the push button and key cylinder  
 allow for simple, one hand operation.

**SCHLAGE\***

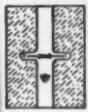
165



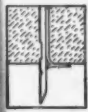
**NOW  
the  
1951  
ES-NAIL**

**4 new performance improvement features**

**NEW DESIGN INCREASES  
PERFORMANCE AND SAVINGS**



**1** The 1951 ES-nail is distinguished by a design change which positively eliminates danger of loose shingle corners at nailing points where sheathing is backed by studs or wood members. As shown by the adjoining sketch, when the driving leg penetrates a stud, the new design permits a bellows-like expansion into the sheathing material... allowing the nail head to flatten completely without distortion.



**2** New longer, wider locking-foot increases holding power of the 1951 ES-nail more than 30%

when used with gypsum sheathing and up to 50% with insulation sheathing. Redesigned locking mechanism provides a tight clinch regardless of variations in sheathing, paper, and shingle thicknesses.

**3** New, sharper ES-nail point assures quick, clean penetration of sheathing—prevents rupture of sheathing back.

**4** New ES-nail head can be driven home with approximately 25% less force—automatically provides a complete clinch of the locking foot even with wide variations in shingle quality and nail-hole size.

Try the new 1951 ES-nail on your next side-wall shingling job!

For complete information write to Elastic Stop Nut Corporation of America, 2330 Vauxhall Road, Union, New Jersey.

**ES-nail®**  
A PRODUCT OF

**Elastic Stop Nut  
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Available through Johns-Manville Sales Corp., National Gypsum Co., Weatherbest Corp., Cross-Diplo Co., Inc., Keasbey and Mattison Co., and American Stained Shingle Co.

Approved by the Red Cedar Shingle Bureau, Seattle, Washington, representing manufacturers of Certigraide Shingles.  
®Trade Mark Reg. U. S. Pat. Off.

**Door Firm Gets Award**



**MERIT AWARD** of the American Society of Industrial Engineers is presented by Robert L. Crinian, right, society president to Crawford Door Co. president R. A. Hackathorn. Crawford citation read: "For leadership in research, engineering, design and manufacture in the garage door field"

**RFD City Street**

C. B. Sweet, immediate past president of NRLDA, recently built a house in Longview, Wash. The house is reached by a private street which Sweet owns. The house is four blocks from the principal downtown intersection, and far inside the city limits. Because the private street is paved with gravel, the mail carrier is ordered not to enter; Sweet gets his mail RFD, probably the only RFD inside a city—almost in the shadow of city hall.

**Skilsaw Opens More Sales, Service Branches**

Skilsaw, Inc., 5033 Elston Ave., Chicago, 30, Ill., manufacturers of portable power tools, has announced the opening of new factory sales and service branches in Milwaukee, Wis., Denver, Colo., and Spokane, Wash. This brings to 33 Skilsaw's string of sales and service branches in the United States and Canada.

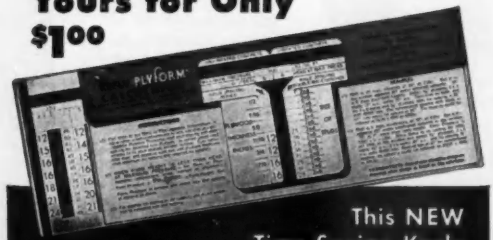


**NEW Denver branch of Skilsaw, Inc.**

The Milwaukee branch, managed by Walter Schroeder, is at 9209 Blue-mound Rd. The Denver branch, managed by Edward Watwood, is situated at 4462 York St., and the Spokane branch, managed by Byron Hoffman, is at 2226 N. Division St.

A company spokesman declared that the tremendous expansion in the use of portable power tools throughout the country has directly necessitated the firm's creation of the three new service branches.

**Yours for Only  
\$700**



This NEW  
Time-Saving Keely  
**PLYFORM CALCULATOR**

SAVE time designing and building forms of PlyForm, the concrete form grade of Douglas fir plywood. Handy slide-rule calculator gives construction data, based on hourly rate of pour. Included is booklet, "Design Assumptions for New Keely Calculator." Clip coupon—now!

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# Radiant Heat

IN ALL THE NEW MODERN  
METHODS



HORIZONTAL  
WATER  
CIRCULATOR

with **THRUSH** forced circulating hot water heat

**HEATING METHODS** are on the march! Forced Circulating Hot Water Heat, which offers the mildest and most uniform heating, also permits the use of many new and modern heating methods not possible with other forms of heating. It is ideal for radiant heating in any form.

Thrush System gives precise control of temperature for hot water heating, completely eliminates wasteful overheating and assures that continuous feeling of well-being due to the constant presence of radiant heat.

## RADIANT CEILING PANELS

Thrush Controls are economical, in both installation and operating costs.



## RADIANT FLOOR PANELS

Thrush Controls provide continuous warmth with economical Circulator operation.



## RADIANT BASEBOARD

Thrush Controls maintain comfort, compensate for outdoor weather changes.



## RADIATORS • CONVECTORS

Uniform Heat is always present with Thrush Flow Control System on the job.



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Inexpensive zoning with a Circulator, Flow Valve, and No. 201 Control for each zone.



## NO. 201 RADIANT HEAT CONTROL WITH RELAY TRANSFORMER



VERTICAL FLOW  
CONTROL VALVE  
WITH AIR TUBE

See our catalog in Sweet's or write dept.G-8.

**H. A. THRUSH & COMPANY**  
PERU • INDIANA

AUGUST, 1951

167

# SPACE SAVER



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It sells houses faster. Home owners appreciate this useful added space. Alert contractors are using the Bessler Disappearing Stairway.

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Made in seven models.

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MADE OF FIBERGLAS  
OWENS-CORNING FIBERGLAS CORPORATION

**INSULATING WOOL**

light—easy to handle and apply  
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Specify Insulite Insulating Wool with confidence.

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MINNESOTA AND ONTARIO PAPER COMPANY, MINNEAPOLIS



## Tips for Sheet Metal Workers on How the Other Fellow Does it

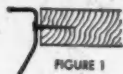


FIGURE 1



FIGURE 2

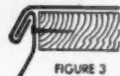


FIGURE 3

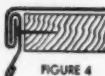


FIGURE 4



FIGURE 5

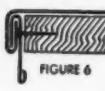


FIGURE 6

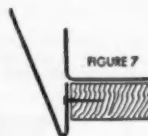


FIGURE 7

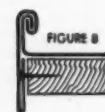


FIGURE 8

"Practical roofers do not necessarily follow the installation methods taught in books. They have found from experience that it is wise to keep away from complicated methods, especially when they are not practical and do not serve the purpose for which they are intended."

So stated the late Hugh A. Daniels, president of Atlas Roofing Co., Newburgh, N.Y., when discussing methods by which terne metal roof edges should be finished around gables.

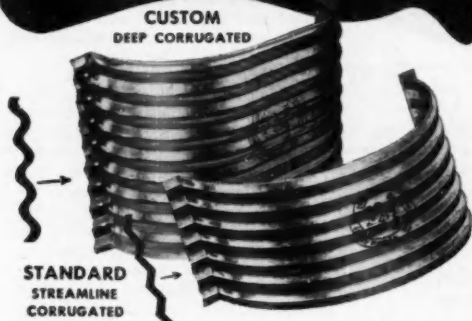
In his work, Daniels used a lock strip, shaped on the job (Fig. 1) or on the cornice brake in his shop (Fig. 2). The roof metal is extended so that it can be bent around the upper flange of the lock strip. The seam formed is bent down at a 45 degree angle (Fig. 3) or an angle of 90 degrees. The upper flange should be 1/2-inch-wide in order to protect the nails when turned down, as shown in Figs. 3 and 4.

A method for roof edge finishing of terne metal practiced by Wilbur E. Ferrall, Tiffin, Ohio, is similar except that he prefers a straight drip edge. This should be wide enough to permit water to drop harmlessly away. Too narrow a strip will permit

(Continued on page 170)

AMERICAN BUILDER

The Complete  
line of **STEEL**  
**WINDOW WELLS**  
**USF**  
Custom & Standard



*Custom* STYLE FOR TOP QUALITY  
*Standard* STYLE FOR PEAK ECONOMY

USF offers the complete line—deep corrugated Custom Window Wells with rolled top, wide flanges and extra-heavy bright galvanized finish in straight or round type—for the finest quality construction work.

For peak economy, the especially developed streamline-corrugated galvanized Standard Window Well provides years of service at lowest cost. USF Window Well Dealers carry both to meet all classes of requirements.



GRILLE GUARDS  
Made of heavy expanded metal with angle frames to fit both styles of wells.

**PRODUCTS**

- Hollow Metal Doors and Frames
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- Corrugated Metal Window Wells
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**U S F**  
UNITED STEEL FABRICATORS, INC.  
WOOSTER, OHIO



*Finest Automatic Heating...  
at Lowest Installation Cost!*

**Superflame**

**DELUXE  
"TWIN" FLOOR FURNACE**



✓ **EXCLUSIVE OVERSIZE "FUEL-SAVER"!**

Increases Radiating Surface Approximately **100%**  
Cuts Chimney Loss **40%**

**SAVES UP TO 1/3 ON FUEL**  
Only Superflame has it!

✓ **"TWIN" BURNERS... "TWIN" HEAT CHAMBERS!**

Like two furnaces in one! Use one when it's MILD... two when it's COLD! This advanced design insures greater circulation throughout entire house at every level!



✓ **CUTS LABOR AND MATERIAL COSTS TO THE BONE!**

No air ducts needed! No basement needed! One complete unit that installs quickly easily under the floor, out of sight!

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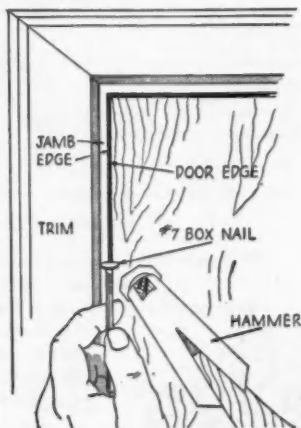
(Continued from page 168)

water to siphon back under the sheathing. An acceptable finish of one type followed by Mr. Ferrall is shown in Fig. 5. The best type of finish is shown in Fig. 6. Note that there is a bead at the bottom edge and that the upper part is made long enough to extend beyond the full thickness of the sheathing, thus completely covering the nail head. The edge is painted with red lead before being malletted down.

The last suggestion for finishing a roof edge is made by John F. Wilde, of Metiform Co., Norristown, Pa., who follows the procedures shown in Figs. 7 and 8 where drip from the edge of roof is to be avoided. He starts with an edge strip bent as shown in Fig. 7, folds it up to completely cover the nail head, then joins it to the terne of the roof (Fig. 8) so as to form a standing seam.

All three men with long experience in roofing and sheet metal work, unite in stating: "Properly installed, terne roofing should never show an exposed nail head."

### How to Mark Door and Jamb



A simple method for marking door and jamb to indicate position of hinge is done by tapping a No. 7 nail with a hammer as shown in sketch. Wedge door in position before locating hinge.—Elmer Luchies, Fremont, Mich.



helps you

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**SHAMPOO SPRAY**

Every woman who sees a "Lifetime" Shampoo Spray permanently mounted on the wall of your model house or apartment, will want to live with its beauty and enjoy its convenience.

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Write today for complete details—The "Lifetime" Shampoo Spray will pay off handsomely for you! SPECIFICATIONS: four foot hose (longer lengths available). Wall hook tapped out with 3/8" I.P.S. female inlet, hose screws directly to outlet. Water feed controlled via diverter valve on washbowl or both tub fixtures, or separate controls for spray can be installed. Consumer list price \$13.50 (spray unit only). **SPECIAL DISCOUNT TO BUILDERS!**

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# *An important message to* *everyone concerned with* **BUILDING**

*W*ITH THE HUGE PROGRAM of essential military and civilian building that lies ahead of us, three things—time, labor and materials—are obviously of critical importance.

To everyone concerned with the construction of private homes or public housing, military installations, expanded plant capacity, government facilities and all the other building required for strengthening our defenses, new developments or improvements that will save either time, labor or materials will be of extreme interest.

The purpose of this message is to tell you about one such development that saves *all three*.

It is a revolutionary new type of window that can be *completely installed in a few minutes* instead of the hours required to install many types of conventional windows.



**F. C. Russell, PRESIDENT**

**The F. C. Russell Company • Cleveland 1, Ohio**

*World's largest manufacturer of  
All-metal combination windows*

It is a complete, finished unit—containing rustproof Lumite screen, glass, weatherstripping and also insulating sash if desired.

It comes factory-painted, fully assembled including the casing and hardware—all ready to place in the window opening. There is no time-consuming, labor-consuming glazing, fitting, altering and painting on the job.

It has no troublesome sash cords, weights or balances. Instead, the windows operate smoothly and easily in vertical slides and lock automatically in both open and closed positions. And because the glass inserts are easily removable and interchangeable, "spares" can be kept on hand for inserting at any time breakage might occur.

For long life and resistance to the elements, it is made of Armeo Zincgrip steel, hot-dipped galvanized, Bonderized—or equal—and finished with baked on enamel.

Because of its unique tubular construction, it has great strength yet uses up to *50% less metal* than most conventional types of steel windows.

The double glass insulation permits rainproof and draft-free, filtered-screen ventilation in any type of weather. Insulation from outside noise, as well. And it saves up to  $\frac{1}{2}$  in precious heating fuel!

This window, known as the RUSCO PRIME WINDOW (Vertical Slide) was developed by The F. C. Russell Company two years ago. Despite its many advantages and superior features, specially-devised tooling and production methods enable us to sell it competitively with the lowest priced window units on the market. Thousands are already in use on private homes and housing projects, and they have been specified on many large installations such as Ladd Air Force Base and Eielson Air Force Base in Alaska; Selfridge Air Force Base, Selfridge, Michigan; and Scott Air Force Base, Belleville, Ill.

We believe that the Rusco Prime Window merits the serious consideration of everyone concerned with building and with the conservation of precious time, labor and essential materials.

For the same convenience and economy advantages on existing buildings RUSCO COMBINATION SCREEN AND STORM SASH is recommended. These windows save up to  $\frac{1}{2}$  on fuel, eliminate changing of screens and storm windows and can be installed without alteration to present windows.

A stylized, handwritten signature of F. C. Russell in dark ink.

**FOR FULL INFORMATION, DEMONSTRATION OR ENGINEERING CONSULTATION ON THE RUSCO PRIME WINDOW, CALL, WIRE OR WRITE DEPARTMENT 7, AB81, THE F. C. RUSSELL COMPANY, CLEVELAND 1, OHIO**

**AUGUST, 1951**

**171**

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D-121A



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**FOR GAS FOR OIL FOR COAL**

**THIS** new low-boy, gas-fired, winter air-conditioner is tailor-made for the homes you are building today! *Compact*—only 51" high, 45" wide, 26" deep. Just right for low-cost housing—competitively priced, and shipped factory-assembled on a solid-steel base for quick, easy installation.

There are many built-in, extra-value features in the new Type 112. It is heavy steel construction . . . equipped with a large capacity blower . . . drilled-port, cast-iron burner . . . and its handsome steel casing is lined with sound-absorbing, heat-reflecting asbestos, laminated with aluminum foil. The unit is completely up-draft design with long flue-travel.

Give your homes the extra sales appeal of Mueller Climatrol heating—with the new Type 112 Winter Air-Conditioner. Write for complete details . . . *L. J. Mueller Furnace Company, 2021 West Oklahoma Avenue, Milwaukee 15, Wisconsin*

## What They Say . . .

*(Continued from page 130)*

counts. Naturally we would rather be putting our rent money into a home of our own, and some of these days we'll be doing exactly that. In the meantime we are accumulating and paying for the furniture we will need when we finally decide to buy a home of our own.

**Q. Do you prefer a location in the city, suburbs or out in the country?**

A. While the children are growing up we'll stick to the city. After that we may try to find something in the country but it will probably end up in a compromise. Lots of space in the country sounds good and of course it is lovely if you have the right kind of a set up and can afford it. But there are more minus factors to be taken into consideration in the country than in the city. Suburbs are the best bet. However, you have to take some bitter with the sweet regardless of where you live.

**Q. Do you think building materials are better or poorer than they were back in the 30s when homes were much cheaper?**

A. I think they are definitely better. To get the answer to such a question it merely is necessary to read the advertisements in national magazines and trade publications.

**Q. How much better is your parents' home than the one you bought last year?**

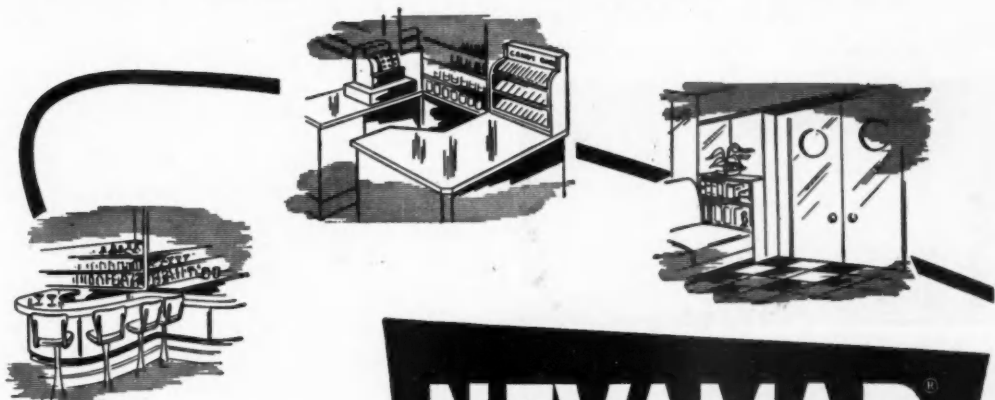
A. Their home is old and big. Ours is new and small. The theory is that theirs is built of better materials by better workmen, but I doubt it. It's not a warm house, no insulation. Heating plant is not efficient. Plumbing rattles and needs frequent attention. Windows are not snug. They would trade with us tomorrow but we are not interested. I'll take ours two to one.

**Q. What do you think is the most important thing that has happened to advance home ownership in the past 25 years?**

A. I'm sure it is FHA which changed term mortgages and their constantly re-occurring finance charges into amortized mortgages which can be paid off with the equivalent of rent checks. FHA does for home builders what they had never been able to do for themselves, provides appraisals and inspection services which prevent serious mistakes which were always getting home builders into trouble. It changed the whole housing picture.

*(Continued on page 174)*

# Remodeling an Attic or Building an Airport!



# NEVAMAR

## builds lasting beauty into any surface

For the smallest remodeling job or the most gigantic new construction, NEVAMAR will play an important part in your plans. In rich patterns and decorator colors, it is suitable for residential building or commercial projects alike.

NEVAMAR is a high-pressure laminate . . . a prefinished surfacing material that never needs painting or refinishing. Beauty, color, durability—built right in!

NEVAMAR has triumphed over every laboratory and use test to which it has been subjected. Its qualities have been proven again and again in actual service. Get all the facts about NEVAMAR now.



Write For This Free Booklet . . . See actual photographs of NEVAMAR applications and learn how NEVAMAR can fit into your plan.

SOLE DISTRIBUTORS: THE NEVAMAR COMPANY, BALTIMORE-30, MD.

 **The NATIONAL Plastic Products Company**

Manufacturers of Nevamar High-Pressure Laminates • SARAN FILAMENTS • Wyzene Molded Products  
ODENTON, MARYLAND • NEW YORK: EMPIRE STATE BUILDING • LOS ANGELES: 2252 EAST 37th STREET



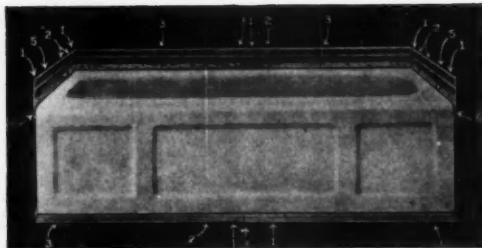
NEVAMAR high-pressure laminates conform to NEMA specifications.



For Trouble-Free }  
Bath Tub Edges } **Specify**  
**LUCKE**

**Leak-Proof Bath-Tub Hangers**

No Leaks • No Cracks • No Repair Expenses



**Outstanding Features**

- 1—Bolts in hanger where necessary.
- 2—Filler to seal joints against leaks.
- 3—Two nails, screws or bolts at every stud.
- 4—Filler in groove between tub and Hanger.
- 5—Perforations as a base for wall materials.

**The Modern Way To Prevent Leaks**

There is no excuse for cracks or leaks or repair expense in good building. LUCKE Bath-Tub Hangers are specified and used by leading architects and build-

ers to overcome this problem. Lucke Hangers build tubs into walls. Tub rests securely in hanger along each wall.

Sold by Leading Plumbing Supply Houses

Manufactured by

**W. B. LUCKE, Inc.**

Wilmette, Illinois



**45%** MORE METAL HEAT-RADIATING SURFACES AT NO EXTRA COST

with the exclusive **Radiant Blades** in

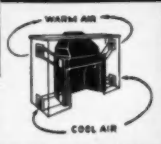
**Majestic CIRCULATOR FIREPLACES**



REAR CUTAWAY

Note wide Radiant Blades within the heating chamber. Solidly welded to firebox, these metal fins boost heat-radiating surfaces and guide air over unit's hottest area.

Build a "heat bonus" into any home, easily and at low cost, by fitting masonry around this all-inclusive fireplace core. It's properly proportioned to work perfectly! Saves labor, materials. Send for details.



- FIT ANY MANTEL
- WILL NOT SMOKE

**The Majestic Co.**

300-B Erie St., Huntington, Ind.

Also a complete line of Outdoor Fireplace Units. Write today.

**What They Say...**

(Continued from page 172)

**Q. Would you prefer to have a home built to your own specifications or buy one ready to move into?**

**A.** I don't think I'd ever have the knowledge or the time to work out my own ideas of a home and have it built to order. I've never built a home. I know nothing about materials. Consequently I prefer to buy one erected by a competent builder, one that I can move into the next day. My impression is that I not only would save time and money but would get a much better home. Experience and competition are great teachers. I have had neither. He has had plenty of both.

**Q. Do you think a young couple should buy a home as soon as possible after they are married or wait a few years before doing so?**

**A.** If the husband has a steady, permanent job they should buy a home as quickly as possible providing they do not bite off more than they can chew. They might just as well pay rent to themselves as some one else.

**Q. Why are you opposed to Government housing projects?**

**A.** Any one can prove to his own satisfaction that the solution of the housing problems of the future will be brought about by the highly competitive home building industry rather than by vast, overlapping Government agencies which are slithered through with so much red tape and so many political ramifications that it takes six months to make the simplest decision. Under such circumstances how can Government do a better job than the thousands of efficient home builders who compete against each other to produce better homes at lowest possible prices.

There you have some of the thinking that is going on today at the grass roots level of housing. Perhaps you have learned nothing new. If not, it means that you are pretty well in step with the times as measured by this somewhat limited cross-section of public opinion.

*The use of only the short lengths of hardwood flooring is practical and a money saver. Short lengths provide an extremely durable floor, comparing favorably in every way with established standard lengths in regard to resistance to wear. Floors of "all shorts" have a unique and individual beauty in the home.*





Street of new homes in Searhurst Subdivision, Cuyahoga Falls, Ohio. "Century" Siding Shingles used on all 166 homes in this project.

**ARCHITECTS:** Firestone & Firestone.

**CONTRACTORS:** Heslop Building & Realty Company.

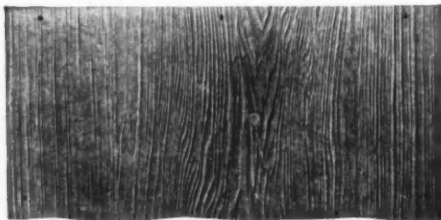
*Color...protection...beauty...economy...*

**the owner-appeals**

**that sell**

*"Century"*

**ASBESTOS-CEMENT  
SIDING SHINGLES**



"Century" No. 57 Siding Shingles give low-cost coverage because of large unit size.

*Original manufacturers  
of Asbestos-Cement Shingles  
in this Country*



**KEASBEY & MATTISON**  
COMPANY • AMBLER • PENNSYLVANIA

**B**uild your business and increase your profits with "Century" Asbestos-Cement Siding Shingles! Use these established "reasons why" to appeal to your prospects:

*Colors alone close many a sale!* The attractive colors in the "Century" selection—SHELL WHITE, SUN-GLO BUFF, SEA GULL GRAY and FATHOM GREEN—give you a range to meet every owner's ideas on architectural appeal, distinctive styling, and harmony with surroundings. And "Century" colors won't weather out—they are built in the shingles for permanent attractiveness!

*Multiple protection has real sales value!* Just consider: "Century" Siding Shingles protect against weather—won't rust or rot . . . resist rodents and termites . . . can not burn. Any prospect is interested in points like these!

*Built-in beauty for lasting good looks!* Deep cypress graining—a permanent part of the "Century" surface—gives authentic appearance of weathered wood; adds to the beauty and charm of any home. Butt lines can be either straight or wavy to suit customer's preference.

*And the two-way economy appeals to all!* First, "Century" Siding Shingles are moderate in initial cost—large 12" x 24" shingles go on quickly, easily, inexpensively. Secondly, there's virtually no maintenance cost on "Century" Shingles—they don't even need protective painting to keep their beauty through the years!

These are proved sales facts you can use to build your business with "Century" Asbestos-Cement Siding Shingles. For further information, ask your Keasbey & Mattison dealer, or write us direct.

**Avoid costly errors  
with this . . .**

**NEW UNIVERSAL  
Level-Transit**



**Price \$185.00  
complete with tripod\***



**N**ow David White offers you, at the lowest price anywhere, the finest of Universal Level Transits with 4½" protected arc, internal focusing and coated optics.

Don't wait if you're in the market for a new all-round practical builder's instrument—see the improved new David White Model 3000 Universal Level Transit now.

You'll find this instrument properly used will be your best insurance against costly layout and building errors. The new 4½" protected arc means easier, more accurate readings, less likelihood of instrument damage through accident. Internal focusing assures you of dust and dirt-free inside lens surfaces, better protection for optical parts and mechanism. Coated optics mean clearer, distortion-free images, sharper definition, positive readings at greater distances and under adverse conditions. Instrument spindle supported on ball bearings for perfect horizontal adjustments.

Ask our nearest dealer to give you complete information on this and other fine engineering instruments. Or write direct to David White Co., 311 W. Court St., Milwaukee, Wis.



**We offer complete,  
prompt repair service on  
all makes of instruments —  
levels, transits, theodolites, etc.**

Prices subject to change without notice.



WITH a tree apparently growing through the roof, the offices of a Los Angeles building firm present many unusual design features

**Unusual Expected When  
Builder Builds His Own Office**

The practice of a general building contractor building his own offices and other facilities is not new. However, the recently-built home office building designed and constructed by the Los Angeles building firm of Buttress & McClellan is an outstanding structure of modern design



**FLOOR PLAN** shows offices around patio

and beauty and one which incorporates years of experience on the part of the firm's own architects to provide a structure of outward and inward beauty, and, at the same time, making it a comfortable place in which to work.

From the outward view of the cantilevered canopy over the front entrance to the spacious interior patio, the entire structure, including primary structural members, is one

(Continued on page 178)



**CHIEF** architect's office has asphalt tile floor, acoustical ceiling and one of the walls is paneled in golden oak

**AMERICAN BUILDER**

This can be the  
**MOST PROFITABLE**  
**OPPORTUNITY**  
*of your life!*



*The Crestwood*

Three bedroom home for more and better living designed by Schwarz and West—A.L.A.



*The Eastwood*

Two bedroom home. Modern as this moment. Designed by Robison Heap noted contemporary architect.

*The Archwood*

Four bedroom home. Another first in better housing by nationally known contemporary architect Oskar Stonorov—A.L.A.—A.L.P.

These Peaseway "New-Design" homes are big news in the home-building market, because they are the FIRST prefabricated CONTEMPORARY design homes in America. But big as this news is, the Peaseway Archwood, Eastwood and Crestwood are only three of the many excellent "reasons why" you as a builder should investigate the fine profit possibilities in the complete line of Peaseway prefabricated homes.

— Write for the Peaseway plan.  
 It enables you to:

1. Build more homes faster
2. Turn over your capital more often
3. Reduce costs
4. Sell more rapidly—keep your capital fluid

5. Offer homes designed for your prospect's needs
6. Sell homes in any market
7. Obtain financing easily

Our greatly expanded manufacturing program and added territory make room for the appointment of a limited number of new Peaseway franchise builder-erectors. This is your opportunity to secure one of these valuable franchises which enable you to offer the complete line of Peaseway Homes ranging from a 2-bedroom home of 691 square feet to a spanking new contemporary design containing 4 bedrooms with 1410 square feet of floor space. Prices range from \$7,000 up.

Past experience indicates that these valuable franchises are in demand. So don't delay! Get the complete story. Write today!

**Peaseway**  
*homes*  
REG. U.S. PAT. OFF.  
 . . . first in better living.

Write for the Peaseway Plan Room 802

**PEASE WOODWORK COMPANY, INC.**  
 CINCINNATI 23, OHIO

"In business in Cincinnati since 1893"

## Builder's Office ...

(Continued from page 176)



of "Panelcrete" reinforced concrete construction. The roof is flat and has prominent overhang. The building has an area of 8000 square feet, is a quadrangle with central court and patio, and the architecture is modern.

All important offices surround a patio which is paved in flagstone and has plantings of various kinds around its perimeter. Offices surrounding the patio have floor-to-ceiling glass windows and are finished in fine woods. The lobby floor is also of flagstone on which are set informal semi-tropical plantings. In one wing of the structure is the engineering office with its 2000 square feet of floor space. All executive offices are paneled in hardwood.

*Renew Your Subscription*

## Servel Equipment for School

The sandblown hamlet of McKittrick, Calif., in the badlands of Kern County, where summer temperatures frequently hit 115 degrees and winter cold gets as low as zero, has a school which has been termed "the most unusual in the United States." The school district of only 300 people and a student body of 65 youngsters,



ENTIRE student body of 65 students line up in front of the air-conditioned school

carried by bus from the far reaches of the 180 square-mile district, has a modern school with an auditorium and cafeteria, teachers' lounge, six big classrooms, \$28,000 worth of Servel "All Year" air conditioning equipment, and homes for its principal and teaching staff.

The money? Well, it comes from oil—for the town has more oil wells than people. The school has become the weatherproof meeting place for the little community, serving as a movie hall, banquet hall, and entertainment center. The architects who recommended the Servel system which performs the dual task of providing clean, humidified warmth in winter and dehumidified cooling in summer, took advantage of the one product the community had in quantity—natural gas—and harnessed it to run the air conditioning units, the ranges and refrigerators.

Hot lunches for the children are prepared in the kitchen and served in the lunchroom, adjacent to the auditorium.



**IT'S NEW**

# HOE-BOY

**3 CUBIC FOOT HOE TYPE MIXER**

**A NEW MEMBER OF THE WONDER LINE**

*Look at These Extras*

- 1 ADJUSTABLE TRIPLE ACTION MIXING HOES
- 2 SAFETY GRATING AND BAG SPLITTER
- 3 SELF-ALIGNING-SELF LUBRICATING SHAFT BEARINGS
- 4 HEAVY-DUTY ELECTRIC WELDED FRAME
- 5 MACHINE-CUT SPROCKETS-ROLLER CHAIN DRIVE
- 6 ONLY 29" WIDE-TO GO THROUGH NARROW DOORWAYS

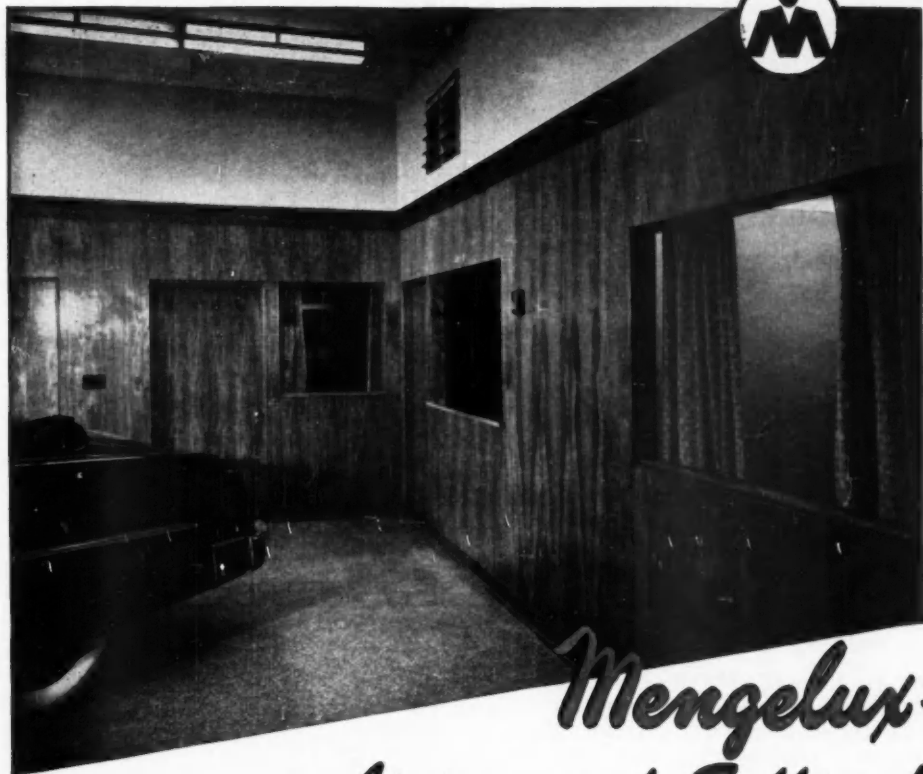


**EXCLUSIVE CMC "TRIPLE HOE" ACTION**

Adjustable scraper blades turn materials back and forth into triple hoes to give thorough end to end, over and under mixing action.

**CONSTRUCTION MACHINERY COMPANIES • WATERLOO, IOWA**

*"Decorator Effects" at Budget Costs—with MINGEL PLYWOOD*



## DESIGNED FOR *Mingelux-* *Living and Selling!*

**Y**es, Mingelux fancy-face plywood walls are just as practical for show rooms, sales rooms and offices as they are for homes! They are rich, beautiful, unusual . . . yet surprisingly low-priced and easy to install!

Mingelux is *hardwood* plywood, with fancy faces of genuine Mahogany, Walnut, Oak or Birch. It is made in 48" by 96" panels and other standard stock sizes. It is priced within reach of almost any building budget.

**MINGELBORD . . .** For jobs

not requiring fine fancy-faces, Mingelbord is the perfect utility plywood. It is 1/4", 3-ply *hardwood* plywood with one-piece Gum face, for painted, stained or natural finishes. No joints or patches. No grain-raising. Cuts and works cleanly. Available in big 48" by 96" panels and in other standard stock sizes. *Most panels are all-white or nearly all-white.*

If Mingelux and Mingelbord are not yet available in your area, write direct for samples and name of nearest distributor!



*Plywood Division, THE MINGEL COMPANY, Louisville 1, Ky.*

The Mengel Company . . . America's largest manufacturer of hardwood products • growers and processors of timber • manufacturers of fine furniture • plywood • flush doors • veneers • corrugated containers • kitchen cabinets and wall closets





**BIG DOORS ARE  
BIG BUSINESS**

with the **RAYNOR**

complete line of **COMMERCIAL**  
and **INDUSTRIAL DOORS**

**MODEL 120--COMMERCIAL.** Mounted on 2" track, this model includes sizes up to 192 sq. ft. and not higher than 14 ft. All Raynor commercial and industrial doors embody Raynor sturdy "three way stress" construction and are equipped with Raynor Graduated Seal.

**MODEL 210--INDUSTRIAL.** Mounted on 3" track, the Model 210 includes all sizes over 192 sq. ft. and a few smaller sizes where an extra heavy door is required. For added convenience, Raynor commercial and industrial doors can be equipped with chain hoist and electric operators.

**SPECIAL DOORS for SPECIAL JOBS**

**MODEL T-17--**an outstandingly designed twin torsion spring door for service garages, warehouses, factories and other commercial buildings.

**MODEL 6--**a fine Hy Lift door for service stations and lubricatoriums where ceiling height permits the installation of this special door.

**MODEL VL-22--**designed for installations where horizontal tracks are not desired and high ceiling permits the installation. Twin torsion springs are equipped with special safety locking device.



The Raynor complete line offers a wood sectional overhead door for every job.

SEE OUR  
CATALOG IN  
SHEETS

**RAYNOR MFG. CO.**

River St.—Dixon, Ill.

**Power Tools Make**

**"Extras" Possible**

An unusual amount of "extras" are incorporated in the new low-cost homes being built by the B-D Development Co. of Birmingham, Ala. R. H. Brown, president of the building concern, says that his latest 51-unit housing project will feature houses with a large number of "extras" and that this is being made possible by the savings realized through the use of modern power tools and equipment used by workers at the construction site.

The houses are two-bedroom units that were designed to sell for an average price of from \$7850 to \$8200, lot included. At the construction site a woodworking shop is set up and equipped with modern labor-saving power tools by means of which all framing members, including trusses,

(Continued on page 182)



COMPLETED and unfinished homes of the 51-unit housing project



FOUNDATION has 12-inch walls and concrete slabs over slag



FINISHING is accomplished quickly by Bolce-Crane jointer-planer

AMERICAN BUILDER

# Do you remember this TEN BILLION DOLLAR LAWN PARTY?



The "Certigrade Home," a model of which was presented by Senator Homer T. Bone to the Senate of the United States as an example of the small-home building program sponsored and encouraged by the Federal Housing Administration. The "Certigrade Home" was designed by National Plan Service and was dedicated to the lumber dealers of America by the National Retail Lumber Dealers Association, whose directors and officials are shown in the photograph above.

## It Started the Biggest Building Boom in U. S. History...

FIFTEEN YEARS AGO, the house pictured above was hailed nationally as the *first* to receive a loan insured by a new government agency known as the Federal Housing Administration. Many of the nation's prominent building officials visited the site of the all-shingle "Certigrade Home" in Arlington, Virginia, for the dedication ceremonies. Probably none of them could have foreseen that their gathering was the kick-off for the world's greatest building boom. Since that day, the F. H. A. has insured loans in excess of ten billion dollars for *small home* construction alone, in addition to an almost incalculable amount for multiple family dwelling construction.

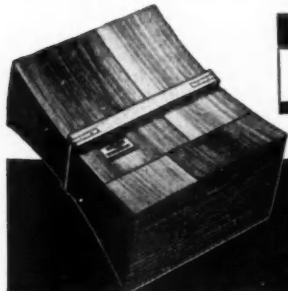


### The same house today... 15 years old!

Cedar shingles on the roof and walls are just as insulative, just as beautiful as they were when the house was dedicated as F. H. A. Loan Number 1.

### THE IMPORTANCE OF CEDAR SHINGLES TODAY...

Last month, without any "dressing up," we had a photographer visit the Certigrade Home to take the picture at the *left*. Notice that the roof and walls of "Certigrades" are just as attractive today as they were fifteen years ago. A remarkable testimonial to the long years of service you and your customers can expect from cedar shingles... and a strong recommendation to those who have the responsibility of selecting materials for government housing projects.



## RED CEDAR SHINGLE BUREAU

5510 WHITE BLDG., SEATTLE 1, WASH. or METROPOLITAN BLDG., VANCOUVER, B. C., CANADA

# BUILDERS, ARCHITECTS EVERYWHERE

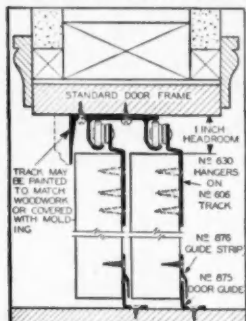
have switched to **Sterling**  
HARDWARE

FOR SLIDING DOORS...  
EVEN IN THEIR OWN HOMES!

These by-passing wardrobe doors in the home of Mr. Lawrence A. Schwall, A.I.A., Wilmette, Ill. glide on STERLING SLIDING DOOR HARDWARE.



## Sterling MAKES SLIDING DOOR HARDWARE FOR EVERY TYPE OF RESIDENTIAL DOOR



**NO. 630 HANGER**  
For 1 1/4" By-passing Doors. Simple to install. Low headroom. Easy adjustment and smooth operation.

**NO. 610 HANGER**  
For small 3/4" doors.

**NO. 620 HANGER**  
For larger 3/4" doors.

**NO. 600 TRACK**



**NO. 642 HANGER**  
For pocket doors. Fits No. 600 Track.

**NO. 876 GUIDE STRIP**  
For by-passing doors. Eliminates door grooving completely... not visible from outside.

### THE 800 SERIES FOR HEAVIER DOORS INCLUDES 6 HANGERS FOR DOORS OF ALL TYPES



**NO. 840**



**NO. 850**



**NO. 852**

Write today For Catalog on Complete Line!  
**Sterling Hardware Manufacturing Company**

2345 Nelson Street, Chicago, 18 Illinois

## Power Tools...

(Continued from page 180)

which are set 24 inches on center are cut, and entire wall panels are fabricated.

Excavation for foundation wall is a 12-inch trench into which is fitted a "tailor-made" steel form which allows for concrete pouring of footing and outside perimeter of concrete slab in one operation. Insulation material one-half-inch-thick and 4 inches wide is placed around floor



TIME is saved by use of this DeWalt radial saw with 2 H.P. motor



POWER saw is used to quickly trim edges of the roof material joints and Sisalkraft material is placed on the floor over steel reinforcing mesh covering concrete slab base. This base is laid on a slag fill, 4 inches deep.

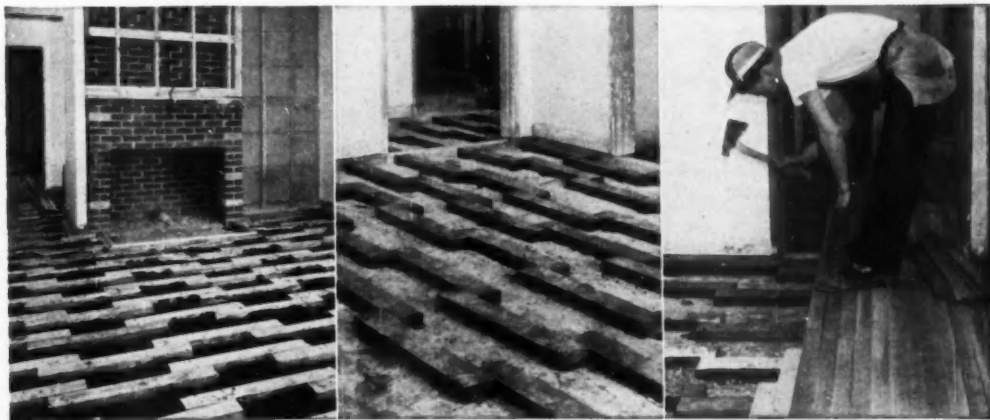
Among the "extras" made possible by the savings through use of power equipment and incorporated into the homes are: Youngstown cabinet, sink and garbage disposal unit; Gerity-Michigan dishwasher; Bendix automatic washing machine; Westclox electric clock; International Harvester refrigerator; Hardwick gas range; Westinghouse exhaust fan and motor; Walker built-in ironing board; in addition, there is a chest of drawers in each bedroom, built into the closet with mirror above, and a book shelf built into the wall of the large bedroom.

Preliminary advertising brought 150 applicants for the 51 homes of the project.

Power equipment which resulted in the substantial savings included DeWalt 2 H.P. radial saw; Boice-Crane jointer and planer; Whiteman concrete finishing machine; Dayton grinder and sharpener; Dayton arc-welding unit; Black & Decker standard drill; Stanley router; Skilsaw 3-inch belt sander; Stanley electric planer; Bostitch staple hammers; Master Vibrator backfill tamper; Skilsaw portable power saws; Boice-Crane table saw; Heston & Anderson jointer.

↓

## Lay Oak Flooring over concrete slabs with this tested and proved low-cost method\*



*By laying oak flooring over screeds imbedded in mastic, leading builders are now bringing to their low-cost concrete-slab homes the durability, the beauty, the adaptability and the economy of oak flooring.*

When builders equip their low-cost homes with oak flooring in this FHA approved manner, they provide the one flooring material that 85% of all prospective homeowners demand in their next homes

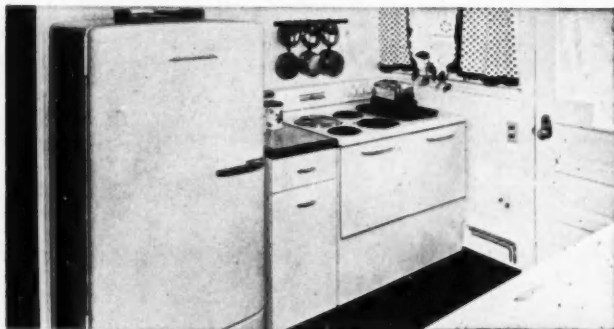
*\*For complete description of low-cost methods of laying oak flooring over concrete slabs, write the Builders' Service Department, National Oak Flooring Manufacturers' Association, 814 Sterick Building, Memphis 3, Tennessee.*



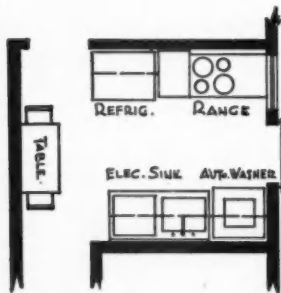
EXTERIOR of one of the completely equipped kitchen homes of Arthur Oman Project

## Planned for Standard Units

Builder Arthur Oman of Weymouth, Mass., last year constructed and sold 125 housing units, each containing a completely equipped kitchen and laundry. The kitchen-laundry equipment is all of General Electric Co. manufacture and it includes range, sink and dishwasher unit, refrigerator, garbage disposal unit, clothes washer and kitchen cabinets. The builder reported that all his units were sold within 10 days from the sale opening.



VIEW of kitchen-laundry. Kitchen appliances include range, refrigerator, dishwasher



FLOOR PLAN of the kitchen-laundry

**MORE  
BUILDINGS**

**FINISHED  
PER SEASON!**

Contractors praise  
speed of  
**RILCO**  
erection



**T**AKE, for instance, the experience of E. Gartner, contractor at Lena, Ill. He recommends Rilco buildings to his customers so he can handle more jobs during the building season. He is also giving his customers greater value because of the 100% usable space, modern appearance and engineered dependability of Rilco glued laminated wood framing members.

There are Rilco arches, trusses, rafters for every type of commercial and farm building.

They are delivered precision cut and drilled. Efficient timber connectors are furnished for all joints. Rilco members cut building time and payroll cost. Make the most of your 1951 building season.

Get full information on economical Rilco construction.

**RILCO**

ONLY GENUINE RILCO RAFTERS  
BEAR THIS TRADEMARK - YOUR  
ASSURANCE OF A SUPERBLY  
ENGINEERED PRODUCT.



**Laminated PRODUCTS, INC.**

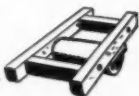
2511 First National Bank Building • Saint Paul 1, Minnesota

AMERICAN BUILDER



To handle timber, you need  
the right kind of dolly.

this



not this

Same way with trucks.  
Get one that fits the job!

Haul bigger loads  
with dependable  
**DODGE** "Job-Rated"  
**TRUCKS**



Get a Dodge truck that's "Job-Rated"—factory-engineered for the building supply business—and you'll cut costs by hauling bigger payloads.

Your Dodge "Job-Rated" truck will have scientific weight distribution to permit you to carry bigger loads of building supplies without overloading. And increased rear axle capacity on many models assures greater Gross Vehicle Weights than before!

What's more, you can count on Dodge "Job-Rated" engineering to provide a truck that saves in every way. You get Dodge *dependability* throughout—your assurance of low upkeep costs and long truck life.

**New Dodge "Job-Rated" trucks give you more power than ever.** You get the *right* power for the job—the power you need with the economy you want.

Let your nearby Dodge dealer show you the value and economy of a new Dodge "Job-Rated" truck. Do it soon!

**"Job-Rated" TRUCKS DO THE MOST FOR YOU**

### How Dodge trucks are "Job-Rated" for the building supply business

A Dodge "Job-Rated" truck is engineered at the factory to fit a specific job . . . save you money . . . last longer.

Every unit from engine to rear axle is "Job-Rated"—factory-engineered to haul a specific load over the roads you travel and at the speeds you require.

Every unit that **SUPPORTS** the load—frame, axles, springs, wheels, tires, and others—is engineered right to provide the strength and capacity needed.

Every unit that **MOVES** the load—engine, clutch, transmission, propeller shaft, rear axle, and others—is engineered right to meet a particular operating condition.

## Bureau of Standards' Remedy for Plaster Failures

Prompted by widespread blister-type failures in plaster, which exact an annual toll of millions of dollars, a series of studies were recently concluded by the National Bureau of Standards to ascertain and overcome the difficulty. The investigation was not only successful in finding the cause,



STUDIES at the National Bureau of Standards have revealed that plaster failures characterized by blisters and bulges are caused by expansion attending the slow hydration of magnesium oxide in the lime used in the preparation of the plaster but also developed a cure. Hydrated limes for white-coat finishing plasters with improved structural qualities are being manufactured as the result of this research carried out by the Bureau. It was found that failures were caused by the expansion of one of the components of the partially

hydrated "dolomitic" lime used in preparing finished plaster.

Methods for treating this lime and decreasing the unhy-



CHARACTERISTIC plaster failure in ceiling of bowling alley. Scientists at NBS have analyzed the cause of such failures and have developed techniques for its elimination. The research is resulting in the most revolutionary change in the manufacture of lime that the industry has ever experienced

hydrated magnesia were developed by the Bureau in cooperation with industry. The product is now in commercial production. This new lime product for finishing plaster is known as Type S hydrated lime and does not contain more than 8 per cent of unhydrated oxides. A statement of the unhydrated oxide content is generally printed on bags containing this new type of lime.

Lime is ordinarily slaked, or hydrated, before use. Be-

**AMERICA'S GREATEST POWER-SAW BARGAIN!**

**BRAND NEW MULTI-USE**

**FACTORY CLOSE-OUT**

**GAS-POWERED**

**BUDAY PORTABLE**

**POWER SAWS!**

**WAS \$499.00 • SAVE \$400.00**

**IN ORIGINAL FACTORY CRATES...**

**NOW - WHILE THEY LAST...**

Never again a bargain like this! This famous make portable gas-power saw cuts lumber up to 4" thick . . . plywood; bevel rips, miters, cross cuts, angle miters, rabbets and tenons. Cuts brick, tile, ceramics, steel sheets, aluminum, copper and TRANSITE pipe. Three saws in one, by merely adding abrasive blade. Not dependent on power lines . . . completely portable. The Briggs & Stratton 3 1/2 H.P. gas engine alone worth more than the complete sale price . . . so look what you get! Both engine and saw for only \$99.00! Think of it! It's amazing, but true to the buyers who grab these. Literature on request.

**F. O. B. MILWAUKEE, WIS.**



**\$99.00**

**COMPLETE WITH 3 1/2 H. P. BRIGGS & STRATTON ENGINE EVERY SAW GUARANTEED!**

**MAIL THIS COUPON TODAY!**

Bernstein Bros.  
Pueblo, Colorado

Please ship us ( ) Gasoline Portable Power Saws  
FOB Milwaukee, via ( ) Fast Freight ( ) Motor Truck

NAME.....

ADDRESS.....

CITY..... ( ) STATE.....

**BERNSTEIN BROS. • PUEBLO, COLO.**

WRITE • WIRE OR PHONE 11704 IMMEDIATELY

# Better 3 ways— yet costs less!



*Fireproof*  
**Gold Bond**  
GYPSUM SHEATHING  
*Water-repellent*  
D.V. 610 © 1951 No. 350

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

**Save with Gold Bond Gypsum Sheathing—  
Give 3 times the value!**

*Half the application time...half as many nails...no lap loss. That's what you save when you use high-quality Gold Bond Gypsum Sheathing. And here's the extra value you get:*

- 1. Effective fire protection!** Gold Bond Gypsum Sheathing can't burn. Asphalt-treated core and water-repellent surface gives greater protection against moisture.
- 2. Greater structural strength!** Actual tests prove Gold Bond Gypsum Sheathing adds greater structural strength to houses.
- 3. Wind-tight joints!** Tongue and groove edges insure snug-fitting joints. No expansion or contraction to cause open gaps. No knot holes.

Standard 2' x 8' panels go up so fast that two men can sheathe an average house in only one day. No random lengths. Specify Gold Bond Gypsum Sheathing on your next job!

**NATIONAL GYPSUM COMPANY • BUFFALO 2, N. Y.**

*Fireproof Wallboards, Decorative Insulation Boards, Lath, Plaster, Lime, Sheathing, Wall Paint, Textures, Rock Wool Insulation, Metal Lath and Sound Control Products.*

## SIMPLICITY sells this profitable package for you



Sales are simple to wrap up with this easy-to-install package. Fully equipped exclusively with *Slide-All* hardware. Smooth-action ball bearing rollers carry doors quietly on extruded aluminum overhead track. Fingertip adjustment makes allowance for variations in floor level. Sliding door closet units finished in fir plywood, select white gum, masonite and other woods. Available in 26 standard sizes. Special sizes in quantity lots.

### Used Extensively by America's Leading Builders

They're specifying them for prefabricating developments as well as garden apartments and new homes. Perfectly suitable too, for modernization and redecorating.

A few choice jobbers territories available.  
Write today for catalogue and complete information.

#### U. S. SLIDING DOOR CORPORATION

404 East 108th St., New York 29, N. Y.

Please send me, without obligation or cost, your catalogue and complete information on U. S. Sliding Doors. I am interested in Sliding Doors as a—

Dealer  Building Contractor

Name \_\_\_\_\_ (Please Print)

Address \_\_\_\_\_

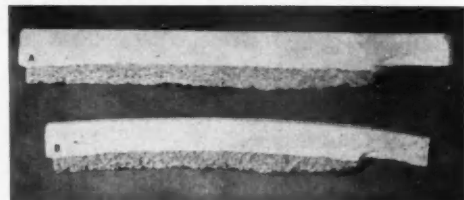
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

AD-2

## Plaster Failures ...

(Continued from page 186)

cause of its convenience, plasterers welcomed the use of dry hydrated dolomitic lime prepared at the lime plants. This demand for a dry powdered product resulted in a large part of the less easily hydrated constituent, magnesium oxide, remaining unhydrated. Even after the plaster containing a normally hydrated dolomitic lime has been applied, the un-



EFFECT of free magnesia in lime, responsible for the blister-type failures in finishing plasters, is strikingly illustrated by these cross-section views of a plaster sample photographed before (A) and after (B), undergoing the lime soundness test developed by the NBS. Specimen consisted of white coat adhering to sanded gypsum plaster base coat applied over concrete beam

hydrated magnesia slowly takes up moisture from the air. This process is accompanied by an increase in volume, and eventually after the white coat is applied, the plaster expands so much that it bulges, cracks, or even falls from the surface.

Not only are plaster failures costly, but they often present a hazard to safety. The recent collapse of 12½ tons of plaster, tile and metal, comprising the ceiling of a high school swimming pool in Rochester, N. Y., suggests this danger. The failure, which occurred fortunately while the pool was empty, resulted from the expansion and upward buckling attending the slow hydration of the magnesia in the body of the plaster used for the arched hung ceiling.

The importance of the National Bureau of Standards' plaster-failure investigation to the lime manufacturer, the building industry, and to the consumer is self-evident. The comprehensive report on this subject serves two purposes. It gives, first, the results of the investigation of plaster failure characterized by the formation of blisters or bulges in the finish surface of plaster, and then explains, for the benefit of the architect, engineer, plastering contractor and others concerned with plastering, the precautions that should be exercised in new building to prevent failures.

## Concrete Industry Sets Up Board

The Concrete Industry Board, a new organization composed of associations and individual firms interested in all phases of reinforced concrete construction has been established. The new group is sponsored by The Cement League, affiliated with the Building Trade Employers' Association, and its announced purpose is to improve the quality of all types of concrete construction through education and the influence of industry opinion.

Roger H. Corbetta, former president of The Cement League, has been elected the first chairman of the board of directors. Other directors, being designated by groups, are: American Concrete Institute (New York Chapter); American Society of Civil Engineers (Metropolitan section); Concrete Reinforcing Steel Institute; Structural Engineers Society, and some portland cement manufacturers, testing laboratories and ready-mix concrete producers.

John F. Hall of the Portland Cement Association has been named secretary of the group, and D. J. Cameron of Fireproof Products Co., representing the Concrete Reinforcing Steel Institute, has been named treasurer. Offices of the group are in New York City.

# FACTS FOR BUILDERS

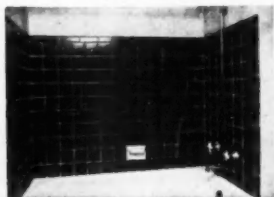
ABOUT "CONSTRUCTION BY ADHESION"



HERE ARE NEW METHODS WHICH  
MEAN SUBSTANTIAL SAVINGS IN LABOR AND  
MATERIALS FOR MODERN CONSTRUCTION

in both **NEW** building and **MODERNIZATION**

WRITE TODAY FOR RECOMMENDED SPECIFICATIONS ON  
1. Setting Genuine Clay Tile. 2. Insulating Ducts. 3. Insulating walls and ceilings  
either by Direct Adhesion or in conjunction with Surface Anchors. 4. Installing  
floor runners; bonding furring strips.



1.  
Today it is normal procedure to install clay tile in hotel bathrooms without losing a night's revenue. This illustration shows one of the 244 rooms in the White Plaza Hotel, Dallas, Texas, in which MIRACLE ADHESIVE was used to do the job from the time the guest left his room in the morning until he returned that afternoon.

2.

Plaster applied over wire and cork which has been attached to aluminum ducts using MIRACLE ADHESIVE and MIRACLE SPINDLE ANCHORS of John Hancock Mutual Life Insurance Co. Building, Boston, Mass. ARCHITECT, Cram and Ferguson. BUILDER, Turner Construction Co.



3.

FIBERGLAS insulation, Type PF-613, 2" thick — bonded to concrete ceiling using MIRACLE PRONGED ANCHORS at Radio City Station 68, New York, N. Y. CONTRACTOR, William J. Scully, Inc., New York, N. Y.



4.

WOOD RUNNERS installed on concrete floors with MIRACLE ADHESIVE and MIRACLE ANCHOR BAILS to support 2" solid partitions. Washington Circle Apartments, Washington, D.C. GENERAL CONTRACTOR, Charles H. Tompkins Company.



VISIT MIRACLE EXHIBIT AT ARCHITECTS SAMPLES CORP.  
101 PARK AVE., NEW YORK CITY

15 MINUTES TO  
INSTALL WITH  
SLIDE-ALL HARDWARE



SLIDE-ALL  
HARDWARE

Trade Mark



**ONE** low cost  
unit for **ALL** standard  
sliding door installations

Slide-All's simply designed roller and tract unit saves more than 50% of normal installation time. Slide-All ranks highest in quality, yet it's priced low... backed by a lifetime guarantee. You owe it to your building budget to see Slide-All above all sliding door hardware.

These Slide-All extras... at no extra cost

- Immediate shipment guaranteed on all orders
- Completely packaged — no extras required
- Extruded aluminum tract will carry any weight door
- Fingertip Control — raise or lower one inch without removing trim
- Two standard types of tract fit any standard size door including 3/4" & 1 1/8" thickness.

A few choice jobbers territories available. Write today for catalogue and complete information.

AMERICAN SLIDING DOOR HARDWARE CORP.  
2084 First Avenue, New York 29, N. Y.

Please send me, without obligation or cost, a copy of your Sliding Door Hardware Catalog. I am interested in SLIDE-ALL Sliding Door Hardware as a—

Dealer  Building Contractor A-2

Name (Please Print) \_\_\_\_\_

Address \_\_\_\_\_

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



## COST-CUTTING PORTABLE ELEVATOR AMAZES BUILDERS · CONTRACTORS



Biggest news in material handling for contractors and builders is the new, low-cost, portable MULKEY ELEVATOR. Custom built and tailored to the requirements of the building trades . . . handles concrete blocks, bricks, mortar, sand, dirt, lumber, roofing, insulation, sacks, boxes, with ease. Strong as a bridge, yet one man handles and operates . . . easily trailed up to 35 miles per hour. Has patent-design clutch and brake assembly. Basic length, 24 ft., 17½ ft. maximum lift, 8 ft. extension available. Balanced up to 40 ft., approximate maximum lift 28 ft. One contractor reports . . . "my MULKEY ELEVATOR keeps 10 men constantly supplied with brick and mortar . . . it has paid for itself many times over." Write now for FREE LITERATURE AND PRICES!  
**SAM MULKEY CO. • 1621 Locust • Dept. AB-9 • Kansas City, Mo.**



*Yours FREE for the Asking*

## A GUIDE TO QUICK HEATING

*Choose the Right HEETAIRE  
for Every Purpose!*

*How to Select the  
Right HEETAIRE  
for Every Purpose*

Here's the first and only complete GUIDE to the selection of electrical wall-insert and wall-attachable space heaters!

It gives all the information about QUICK HEATING you've always wanted—types, sizes, heating principles, thermostatic heat controls, recommended wattages—plus an exclusive chart based on the four factors that determine the selection of the correct . . . HEETAIRE.

*Look at this Table of Contents*

The Principles of HEETAIRE Types and Sizes

- |   |   |
|---|---|
| ★ <b>THERMOSTATIC CONTROLLED Operation</b>  | ★ <b>Series 210 HEETAIRE</b> . . . Fan-Forced Black Heat . . . 3000 to 5000 Watts |
| ★ <b>Series 230 HEETAIRE</b> . . . Fan-Forced Radiant Heat . . . 1250 to 3000 Watts | ★ <b>Series 200 HEETAIRE</b> . . . Radiant Heat . . . 1000 to 2000 Watts          |
| ★ <b>Series 250 HEETAIRE</b> . . . Fan-Forced Black Heat . . . 1500 to 3000 Watts   | ★ <b>Series 240 HEETAIRE</b> . . . Radiant Heat . . . 1000 to 1500 Watts          |

### MARKEL · LA SALLE

ELECTRIC PRODUCTS, INC.

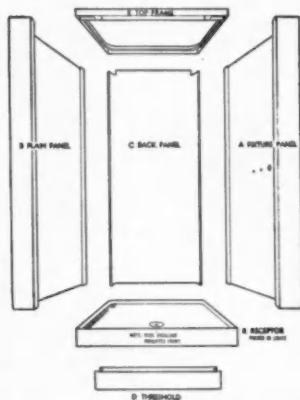
PRODUCTS, INC.

151 SENECA ST.

BUFFALO 3, N. Y.

## Prefabricated Shower Stalls Fill Requirements In Variety of Situations

A prefabricated shower stall that is both economical and easy to install fills an important requirement in low-cost housing units and especially in units of a defense housing project. A feature of the shower is its reversible fixture panel. By merely turning the panel upside down, the valves can be positioned on either the right or left side, with no drilling required. Another advantage is that it is so designed it can easily be installed in a confined recess. The unit is fitted with either a shower door or curtain and comes equipped with all necessary fittings for quick installation.



BOTH plain and fixture panels are reversible and when turned upside down valves are positioned on either the right or left



FIRST step is to level receptor carefully. Large holes indicate front. Use cardboard to protect surface of receptor



MAKE caulked lead connection to drain. Insert strainer and turn clockwise to lock

(Continued on page 192)

# Douglas Fir doors

## For Rugged Stamina You Can't Beat a Douglas Fir Grade Marked Door

•The quality group of door manufacturers is comprised of mills inspected regularly by the Fir Door Institute inspection service. This service is a check on quality completely independent of individual mill supervision. The doors produced by these manufacturers carry FDI grademarks:

**Acme Door Corporation**  
Hoquiam, Wash.

**Buffelen Manufacturing Company**  
Tacoma, Wash.

**Craver Door Company**  
Anacortes, Wash.

**Everett Plywood & Door Corporation**  
Everett, Wash.

**M and M Wood Working Company**  
Portland, Ore.

**E. A. Nord Co., Inc.**  
Everett, Wash.

**Puget Sound Manufacturing Co.**  
Tacoma, Wash.

**Simpson Logging Company**  
Seattle, Wash.

**Vancouver Door Company**  
Montesano, Wash.

**The Wheeler Osgood Company**  
Tacoma, Wash.



The door shown is our popular F-3 design

**PERFORMANCE-ENGINEERED** to meet the most rugged service requirements, the durability and strength of quality manufactured\* Douglas Fir doors have been proved in both laboratory test and actual use.

The official FDI hallmark of quality is your assurance of excellence of craftsmanship, materials and appearance which contribute to the outstanding performance record of doors manufactured under the FDI quality control program. Included under this product improvement program are doors made of high-quality, old-growth Douglas Fir, Western Hemlock, and Sitka Spruce.

**FDI-<sup>®</sup>A**

**FDI-<sup>®</sup>B**

**FDI-<sup>®</sup>BP**

**FDI-<sup>®</sup>C**

**FDI-<sup>®</sup>MR**

The FDI grade-trademarks reproduced at left certify that doors so marked have been manufactured and inspected in strict accord with rigid quality and performance requirements set forth in U. S. Commercial Standard CS73-48. At buyer's request, doors bearing the FDI hallmark of quality will be covered by a notarized Certificate of Inspection.

**Fir Door Institute**

Tacoma 2, Washington



TO SELL HIM YOU'VE



GOT TO SATISFY HER



Specify  
EMERSON-ELECTRIC  
KITCHEN  
VENTILATORS

Which room interests her most? The kitchen, of course, for it is here she'll spend more hours than in any other room. They'll be pleasant hours, too, with an Emerson-Electric Kitchen Ventilator putting cooking heat and odors in their place... outside the home!

Modern home planning demands this looked-for feature, and eco-

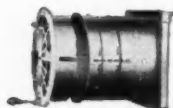
nomically priced, easily installed Emerson-Electric Kitchen Ventilators give years of trouble-free service... and that satisfies *him*.

Give your homes added sales appeal by specifying these dependable fans. For complete data write for Bulletin No. 422.

THE EMERSON ELECTRIC MFG. CO.  
St. Louis 21, Mo.

**SPECIFY  
EMERSON-ELECTRIC ATTIC FANS**

Build cool, summer comfort right into your homes by installing Emerson-Electric Attic Fans! Here is another Electric Attic Fan! Here is another sales-clincher... available in sizes from 30" to 48". Note: you'll save *half* on installation by installing during original construction.



**WALL  
MODEL**

- Telescopic sleeve fits walls 3 1/4" to 13".
- Square outside frame, easy to brick or frame.
- Special weather protection outer door seal.
- Induction motor. 10" fan moves 470 c.f.m.



**CEILING MODEL**

- Adjustable sleeve joint fits standard 3 1/4" x 10" duct
- Outside grille has angle baffles for weather protection
- Automatic shutter closes duct when fan is not operating
- Dependable Emerson-Electric motor equipped with special thrust bearings.

**EMERSON**  
FANS • MOTORS



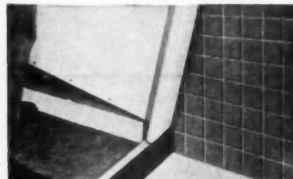
**ELECTRIC**  
APPLIANCES

**Prefabricated Shower**

(Continued from page 190)



APPLY a ribbon of caulking compound to inside of receptor flange, on all sides



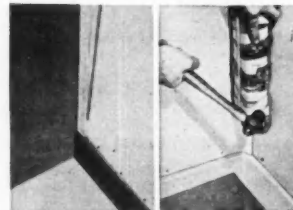
ERECT reversible fixture panel. Attach loosely to receptor flange with screws



SET threshold by attaching it to flange and door stile loosely with metal screws. Take care not to scratch the baked finish



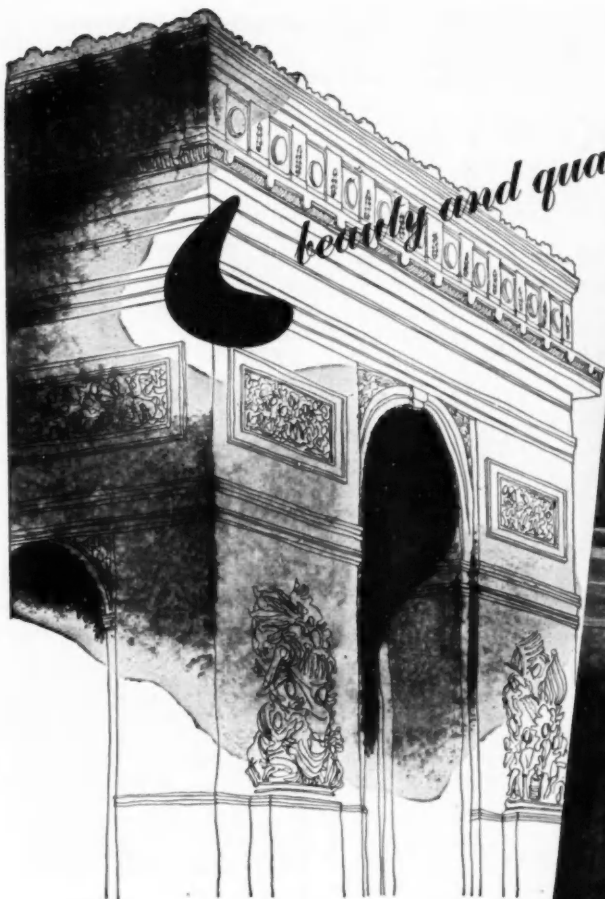
ERECT reversible plain panel. Insert the door stile carefully. Attach loosely to flange and threshold. Liberally fill outside of back joints with caulking filling



START inserting back panel into the side joints, beginning at bottom. Drive panel home, using padded wooden block as cushion

(Continued on page 194)

AMERICAN BUILDER



*Beauty and quality that endure*



## HASKO ARCH-KOR DOORS

The proved engineering principle of the arch has stood for centuries as one of man's most beautiful and useful creations. This is why HASKO ARCH-KOR DOORS, utilizing the strength of the arch, and only the finest of materials and craftsmanship in their construction, have been of similar value in building and upholding the wholesalers' and retailers' reputations as suppliers of quality materials. Because there is always a demand for quality, HASKO DOORS have risen to a position of top leadership in their field . . . another proof of their worthiness of your endorsement and use. *Ask your supplier for HASKO DOORS.* Write for complete information.

The ARCH-KOR construction assures resistance to warping and complete support of the face of the Hasko doors.

**HASKELITE MANUFACTURING CORP., Grand Rapids 2, Mich.**

West Coast Agents: Clay Brown & Co.,  
Portland, Ore., and Los Angeles, Calif.

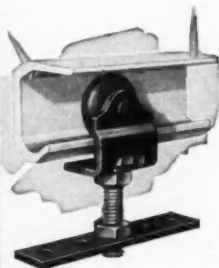
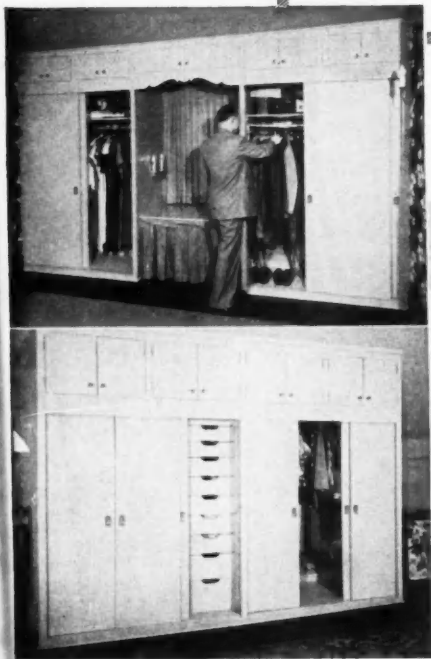
Hasko ARCH-KOR and SOLID-KOR Flush Doors are available faced with birch, mahogany, oak, maple, walnut, and gum.



One of the world's largest manufacturers of plywoods, metal clad plywood, and other laminated materials for use in industrial and consumer products.

**It pays  
in many ways  
to recommend  
and sell**

## Vanishing Door Hangers and Track BY Richards-Wilcox



**SILVER STREAK**  
R-W No. 1019  
Vanishing Door  
Hangers and  
Aluminum Track

Today's greater demand for small homes makes the full utilization of every inch of space more imperative than ever. And the answer to this need is an entirely new Vanishing Door Hanger by Richards-Wilcox that is designed for thin-wall installation and noiseless operation. R-W Silver Streak Vanishing Door Hangers and Aluminum Track are adapted for use on parallel residential wardrobe doors, or for any doors in any room of the house. Note these points of special importance to you and your customers:

- Four types of hangers to accommodate various size doors and building requirements.
- Bronze hanger and aluminum track to withstand salt air for seaboard use.
- Adapted to thin wall to save space and reduce building costs.
- No interference with room furnishings or decorations.

- Tight fit of door to floor avoids drafts, loss of heat.
- Adapted to single sliding and parallel sliding house doors.

For more information, contact our nearest office or request one of our illustrated folders describing in detail the uses and advantages of SILVER STREAK.

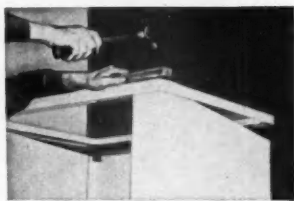


**Richards-Wilcox Mfg. Co.**

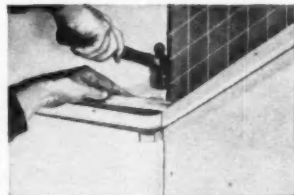
A HANGER FOR ANY DOOR THAT SLIDES  
AURORA, ILLINOIS, U. S. A. • Branches in all principal cities

### Prefabricated Shower

(Continued from page 192)



SET top frame. Drive top frame into panels, starting at front. Use cushion block



WORK from front to back. Attach the top frame to inside of door stiles with metal screws. Attach the remaining fittings



PLUMB shower carefully and tighten all screws. Cover ends of screws on exposed sides with cap nuts. Remove excess caulk

Illustrations and data Courtesy Fiat Metal Mfg. Co., Franklin Park, Ill.

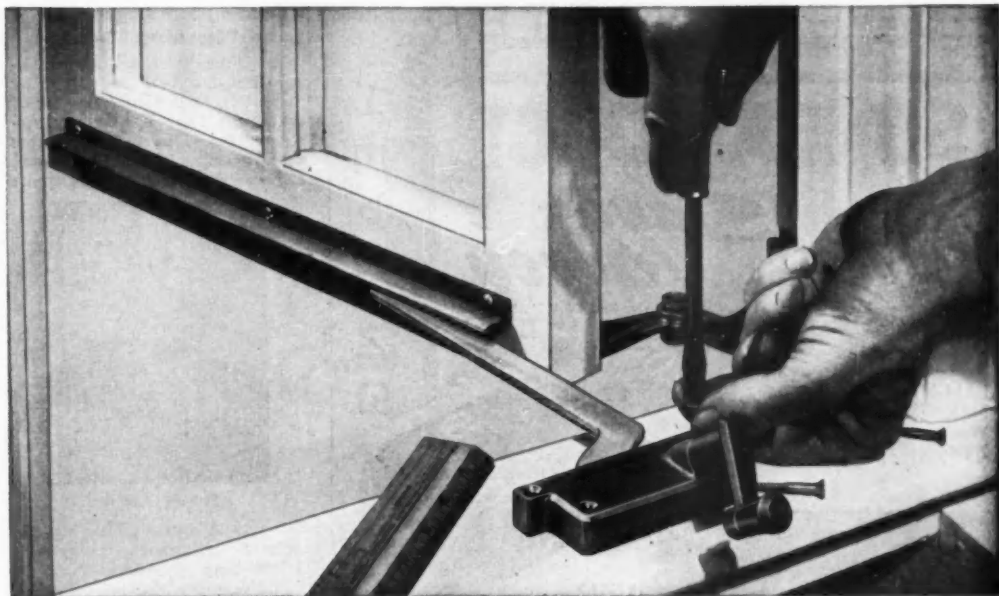
### Booklet Contains Data Concerning Cooperative Housing

A booklet entitled "Questions and Answers Concerning Cooperative Housing for Middle Income Groups, Under Provisions of Section 213, Title II, National Housing Act," has been issued by W. J. Guinan, president of Wolverine Mortgage Co., 510 David Stott Bldg., Detroit 26, Mich.

Section 213, added to Title II of the National Housing Act, approved by Congress in the Spring of 1950, provided a practical device for organizing and financing cooperative housing projects. The large volume of FHA applications filed since the law was approved indicates a wide acceptance.

AMERICAN BUILDER





## ASK ABOUT THE CASEMENT OPERATORS WHILE YOU'RE THERE

On many of your general remodeling and repairing jobs, you'll discover casement windows that are crying for help. Many have obsolete stay bars, while others are equipped with faulty operators or no operators at all.

You can remedy that situation quickly and profitably by recommending and installing GETTY operators. Just 2 measurements, 6 screws—and

each casement window is equipped with a handsome new GETTY operator!

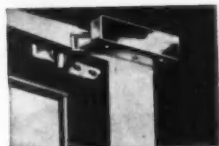
*Anticipating this customer-need* represents far more than builder salesmanship. It represents builder service too. And it will be appreciated through the years and years of trouble-free service provided by the GETTY operators you had the foresight to install.

H. S. **GETTY** & Co., Inc.

3348 NORTH 10TH STREET • PHILADELPHIA 40, PA.

GETTY OPERATORS ARE USED ON MORE CASEMENT WINDOWS THAN ALL OTHER OPERATORS COMBINED.

AUGUST, 1931



**AUTOMATIC CLOSER 4649**

Pulls the top of the casement sash snugly against the frame. Prevents warping, assures all-around tight contact. Easily installed—4 screws; no mortising required.



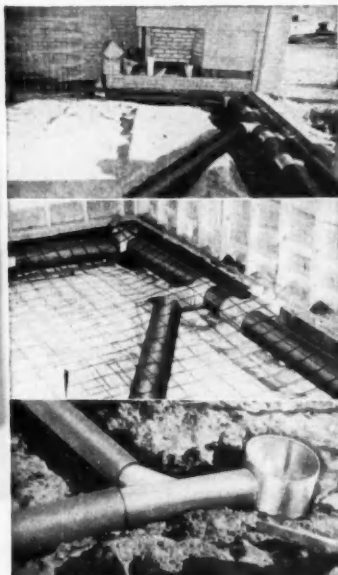
**EXTENSION HINGE 2529**

By means of flange type leaf it offers a firm corner support for the sash. By providing a 4" sash clearance, it assures maximum ventilation and permits cleaning of the outside casement from inside the room.

195



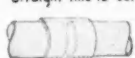
**LAMINATED  
FIBRE TUBING—  
Waterproof  
Heatproof**



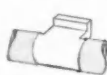
**TESTED  
AND APPROVED  
PERMITTED BY F.H.A.**

... For use, when embedded in concrete, as supply or return lines in warm air perimeter or radial heating installations, SONOAIRDUCTS save money in both lower first costs and through their ease and speed of handling, joining and leveling. They will not delaminate but harden with heat and age. Fully tested and approved in actual use.

Sonoairduct straight line 12" collar



Sonoairducts fit all standard metal bends-elbows-T's and registers



Sonoairducts can be ordered in any lengths up to 25 feet and easily cut to exact sizes by handsaw on the job. We can also supply the straight line fibre collar connection. We do not make metal connections.



Write for complete information and prices  
**SONOCO PRODUCTS COMPANY**  
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## Seward Mott Organizes Land Planning Firm

Establishment of his own consulting firm has been announced by Seward H. Mott, former director of the Urban Land Institute and nationally known for his work in the field of community development and city planning. Prior to heading the



Seward H. Mott

Urban Land Institute, Mott was director of land planning for the Federal Housing Administration.

The new firm, Seward H. Mott Associates, will offer consultation and planning services in community development, residential subdivisions, shopping centers, industrial site development, city planning and zoning, landscape architecture and allied fields.

A current major project of the Mott organization is planning of a new town to be built near Trenton, N.J., by the John W. Galbreath Co. for the new U. S. Steel Corp. Delaware River plant. The entire town will be built on undeveloped land with 2,500 homes planned for the initial stage. Other Mott projects are three large shopping centers to be built by the J. L. Hudson Co. in the Detroit area, and a large Army housing development at Fort Bragg, N.C.

Mott is a member of the American Institute of Planners and editor of the Community Builders Handbook. In addition, he has published numerous articles on various phases of land planning and development. Although he has resigned as director of the Urban Land Institute, he will continue to serve the ULI, both as secretary and as a member of the board of trustees.

## Home Ownership on Rise

More homes were owned by their occupants in 1950 than ever before in history, according to NAHB. Owners totaled 19.5 million as against 17.1 million occupied by renters—an increase of 71 per cent in 10 years.

AMERICAN BUILDER



*"Our bathroom is our beauty secret"*

**K**OHLER fixtures and fittings, in pure white or pastel shades, combine durability with beauty that has lasting appeal. They fit into varied decorative effects with individuality and charm.

Time-tested materials and careful workmanship guided by unexcelled engineering experience make Kohler plumbing a sound investment in health-protection and lasting satisfaction.

The smooth, lustrous Kohler enamel on

the Cosmopolitan Bench Bath is glass-hard, easy-to-clean—and free from effects of stress and strain because it's fused to non-flexing iron, cast for rugged strength. The Gramercy vitreous china lavatory is typical of the beauty and practicality of Kohler design.

Kohler chromium-plated brass fittings work easily, efficiently. Be sure to recommend them for all Kohler fixtures.

Kohler Co., Kohler, Wisconsin. Established 1873

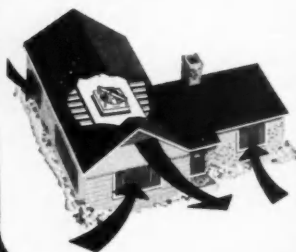
**KOHLER OF KOHLER**

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION PARTS  
AUGUST, 1951

**No home  
is modern**



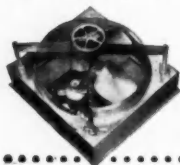
**... unless it's cool  
in hot weather!**



**Hunter Package Fan gives cool  
comfort on hottest nights**

■ Throughout the nation, home owners are finding that no modern convenience gives as much comfort as a Hunter Attic Fan. It drives out stale, humid air and fills every room in the home with cool, invigorating breezes.

Installation of Hunter's new, compact Package Attic Fan is simple and inexpensive. Fan, motor, suction box and shutter furnished complete—requiring only a ceiling opening and less than 18" clearance in attic. Four models, ranging from 4750 CFM to 9700 CFM, to fit any home size and climate. Quiet, powerful, dependable. Manufactured by Hunter, exclusive fan makers for over 64 years.



Write for complete installation manual, "How to Cool for Comfort," Hunter Fan and Ventilating Co., 381 S. Front St., Memphis, Tenn.

**Hunter**

**PACKAGE ATTIC FANS**



MICHIGAN STATE College exhibit at 1951 Illinois lumbermen's meeting in Chicago

## College Building Fraternity Gains Industry Recognition

Sigma Lambda Chi, national honorary fraternity restricted in membership to students enrolled in a major college course in light construction, lumber or building materials merchandising, marked completion of its second full year of existence with a recent end-of-term banquet at Michigan State College, Lansing. Approximately 130 persons attended.

Sigma Lambda Chi got its start at Michigan State in December 1948 when Prof. William B. Lloyd, in charge of the light construction and lumber merchandising course, encouraged three men majoring in the course to found it. A chapter was organized at Virginia Polytechnic Institute in March 1951 by seven students of the department of architecture. The University of Wisconsin was next, with 17 men of the light building curriculum of the School of Commerce forming Gamma Chapter in May 1951. Fraternity officers expect nationalization to continue at a rapid pace since around 20 colleges in all sections now have courses in these fields.

Goals announced by the fraternity are to recognize outstanding scholarship and achievement and to further education in its fields in order to provide a pool of better-trained personnel for the industry. Much work has already been done in acquainting the industry of the specialized training courses through exhibits at builders' and lumbermen's con-

ventions throughout the country.

During the past year the Michigan State group exhibited at the annual meetings of the Illinois Lumber Material Dealers' Association, the Michigan Retail Lumber Dealers' Association, the Michigan Association of Home Builders, and the Lansing Home Builders Show. Students working at the exhibits reported they answered many questions of delegates and visitors, including inquiries about employment of graduates and enrollment procedure.

The industry, in its turn, has given much needed encouragement. Space at the conventions has been donated and some of the associa-



W. B. Lloyd



**HONORARY MEMBERSHIP** in Sigma Lambda Chi is conferred on Edward G. Gavin, right, American Builder editor, by Jerome J. Carroll, president of Michigan State's charter Alpha chapter

tions have provided room accommodations and expenses for the students.

At the Michigan State end-of-term banquet, the Detroit District Retail Lumber Dealers Association presented two \$100 awards to outstanding graduates.



Incense Cedar, as produced by member mills of the Western Pine Association, is one of the most decay-resistant wood species found in America. Its light weight and easy workability lead to worth-while economies in construction work.

The uses of Incense Cedar range from siding to pencils. Its pleasant fragrance makes it a most popular closet-lining. It may be painted and stained in any color or finish desired. It is available in a wide range of paneling patterns to fit any architectural need.



For more information about Incense Cedar, send for free illustrated Facts Folder. Address

WESTERN PINE ASSOCIATION  
Yeon Building • Portland 4, Oregon

THESE ARE THE  
WESTERN PINES

Idaho White Pine,  
Ponderosa Pine, Sugar Pine

THESE ARE THE  
ASSOCIATED  
WOODS

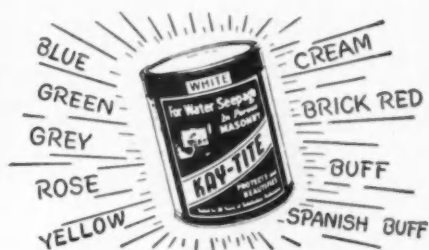
Larch, Douglas Fir, White  
Fir, Engelmann Spruce,  
Incense Cedar, Red Cedar,  
Lodgepole Pine.

WOODS FROM THE WESTERN PINE REGION



AUGUST, 1951

# STAY TIGHT WITH KAY-TITE



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CINDER BLOCK WALLS CEMENT BLOCK WALLS  
STUCCO SURFACES  
PUMP AND BOILER PITS  
FIELD AND QUARRY STONE  
CONCRETE MASONRY RETAINING WALLS  
ROUGH MASONRY UNGLAZED TILE  
SWIMMING POOLS CISTERNS SILOS  
ELEVATOR PITS CELLARS RESERVOIRS  
COPINGS BRICK WALLS  
BRICK PIERS FISH PONDS

KAY-TITE CAN BE USED ABOVE OR  
BELOW GRADE, INSIDE OR OUTSIDE

Available in 50 lb. drums  
White and 9 colors.

Member National Association of Home Builders

SEND THIS COUPON FOR  
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KAYTITE COMPANY BOX 550 WEST ORANGE, N. J.  
PLEASE SEND BUILDERS INFORMATION:

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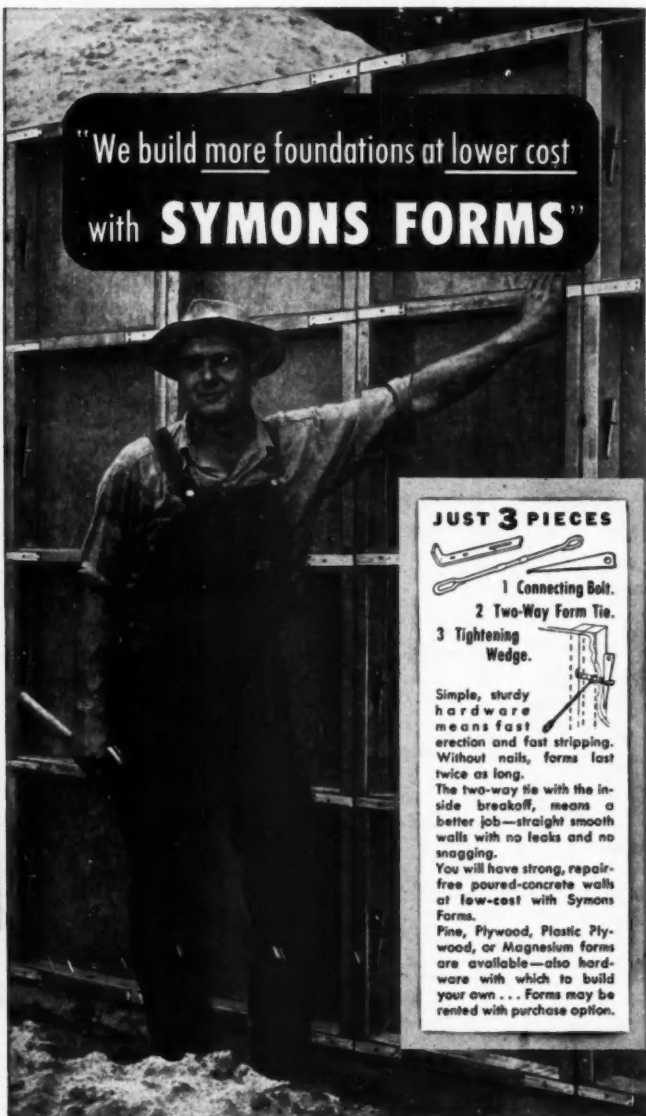
## KAY-TITE COMPANY

WEST ORANGE NEW JERSEY

ELEVEN FAR WESTERN STATES CONTACT KAY-TITE COMPANY  
1717 WESTLAKE AVENUE, NORTH, SEATTLE 9, WASHINGTON

More than 30 years of satisfactory performance





"We build more foundations at lower cost  
with **SYMONS FORMS**"

**JUST 3 PIECES**



1 Connecting Bolt.

2 Two-Way Form Tie.

3 Tightening Wedge.

Simple, sturdy hardware means fast erection and fast stripping. Without nails, forms last twice as long.

The two-way tie with the inside breakoff, means a better job—straight smooth walls with no leaks and no snagging.

You will have strong, repair-free poured-concrete walls at low-cost with Symons Forms.

Pins, Plywood, Plastic Plywood, or Magnesium forms are available—also hardware with which to build your own... Forms may be rented with purchase option.

**Temco Executives Killed in Air Crash**

Two executives of Temco, Inc., Nashville, Tenn., manufacturer of gas heating appliances, were among the passengers killed in a plane crash June 30 near Fort Collins, Colo. They were Frank C. Drake, sales manager, and P. W. (Turk) Cullom, chief engineer of the firm.

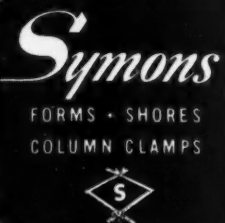


P. W. Cullom F. C. Drake

Mr. Drake began his career with Temco in 1941 as a general accountant and was advanced to the sales department in 1943. He became sales manager in 1948. Until his death, he supervised sales and distribution of his firm's appliances to wholesalers serving retail outlets in the United States, Canada, and Mexico. He was a member of the National Association of Sales Executives.

"Turk" Cullom joined the Temco organization in 1940, after having served with the engineering department of the Nashville, Chattanooga, and St. Louis railway. His creative efforts in the development of gas heating appliances gained for him national recognition as an authority in this field. He was named chief engineer in 1948 and since that time had been a member of The American Gas Association Approval Requirements committee for both gas-fired room heaters and gas-fired clothes dryers.

See Our Catalog In Sweet's File Builders and Sweet's File Engineering



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Please send me the items checked:

Information regarding Symons Panel Forms  
 Catalog and Prices     Construction details     Samples  
 Layout and estimate (our plans being sent under separate cover)

Information regarding other Symons Products  
 Column Clamps     Bar Ties and Tie Chains  
 Safety Shores     Scaffolding

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**New Glass Block and Insulation Plant**

A new 20,800 square foot building is being erected by the Pittsburgh Corning Corp. at its Allegheny, Pa., glass block and Foamglas insulation plant. The building will house the firm's research and development division and engineering department and will provide space for a machine shop and additional storage facilities. The building's sandwich-type wall units will be cast in-the-flat on the building site and erected on the steel skeleton. Some wall units will be cast with glass block panels in place.

**AMERICAN BUILDER**

Weldtex looks like so much for the money, your customers will immediately see the advantages of using it for either remodeling jobs or new construction. More jobs for you . . . more profit, too!



Outside...inside...  
Upstairs and down

## These 3 WELDTEX Products Mean More Jobs For You!



**WELDTEX\* Panels** are ideal for game rooms, breakfast nooks, living rooms, libraries or other rooms that get a lot of family living. They are just right, too, for "smartening" store interiors and business offices.

They come in Douglas Fir, Southern Gum, Philippine Mahogany, and California Pine, in sizes 4' x 6', 8' x 7', 4' x 8'. (Also 4' x 9' and 4' x 10' in Fir only.) Moisture-resistant grade for interior application is 5/16" thick. Waterproof grade for exterior use, in Fir only, is 3/8" thick.

Weldtex Panels have the charm of antique wood, yet the striations give it the crisp, modern feeling of today's architecture. Furthermore, these striations hide nail holes and enable you to achieve a flush treatment without visible joints.



**WELDTEX Squares** of Southern Gum hardwood are now available in sizes 12", 16" and 24", all 5/16" thick. It's

*Interior grade Weldwood Plywood is guaranteed for the life of the building in which it is used.*

\*U. S. Pat. Nos.: 2286068, 2363492, 2363927.  
Trade Mark Reg.

the newest way to use this beautiful, decorative Plywood.

Weldtex Squares go on easily right over studs, or on furring strips. They give striking variety, either for walls or ceilings. Accurately pre-cut, they make it easy to install the popular "checkerboard" designs, and other effects.



**WELDTEX Siding** is Douglas Fir Weldtex in Exterior Grade, cut to 48" wide by 15 7/8" deep — packed 22 panels in a bundle.

Weldtex Siding takes paint and other exterior finishes perfectly. It's approved by FHA on Federal Housing jobs. And can be used over any type of sheathing . . . or fits perfectly on 16" studs.

The finished job is weather-tight, with a minimum of seams. And so handsome!

Due to increased production, most of our warehouses can now provide Weldtex right from stock. Get in touch with your nearest warehouse and arrange to add this fast-selling, profitable paneling to your line.

## WELDWOOD Plywood

Manufactured and distributed by  
**UNITED STATES PLYWOOD CORPORATION**  
New York 18, N. Y.  
and **U. S.-MENGEL PLYWOODS, INC.**  
Louisville 1, Ky.  
Branches in Principal Cities • Distributing Units in Chief Trading Areas  
Dealers Everywhere





THESE views show how PC Glass Blocks do the dual job of framing the doorway attractively and providing daylighting for the adjoining closet and powder room. For extreme sun exposure, or where close work is done, PC Functional Glass Blocks are recommended.

†The new, Clear-Sun Face Finish on these glass blocks cuts your on-the-job cleaning time in half!



# It's profitable

## TO INSTALL PC GLASS BLOCKS

and they're immediately available!

There are many places in new or remodeled homes where the use of versatile PC Glass Blocks can often solve two problems for you at one time, as in the home pictured above. And with the money-saving method of installing small panels of glass blocks—up to an area of 25 sq. ft.—you can actually realize big savings in time, labor and material. You don't need special tools, or wall ties, wall anchors or expansion strips.

PC Glass Blocks admit an abundance of daylight; assure privacy; are smart, modern and attractive. They seldom require repairs or replacements. For full details on the application possibilities of PC Glass Blocks, as well as installation instructions, fill in and return the coupon right now. PC Glass Blocks are immediately available . . . no construction delays!

Send for this valuable 24-page book . . . NOW!



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Without obligation on my part, please send me your FREE 24-page book on PC Glass Blocks for residential application.

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# GLASS BLOCKS

*The mark of a modern building*

Distributed by Pittsburgh Plate Glass Company; W. P. Fuller & Co. on the Pacific Coast; Hobbs Glass Ltd. in Canada; and by leading distributors of building materials everywhere.

## Two Baths For a Three-Bedroom Home

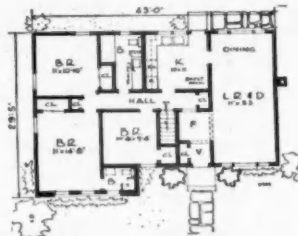
A medium-sized house having three bedrooms and two baths is the modified ranch-type unit of the Forest City project at Wantagh, Long Island, of which Matern & York and Krinsky & Beck, both of Jamaica,



BRICK veneer wall section is combined with wood shingle siding for good effect



LONG built-in dressing table with basin at one end and with large mirror above it is an attractive feature of the bathrooms



FLOOR plan of the two-bath, three-bedroom dwelling of the Forest City project

N. Y., are architects and builders, respectively.

Advantageously placed on a lot 60 by 100 feet, the frame house has a poured concrete foundation and full basement. A brick veneer wall section on front elevation combines with wood shingle siding for pleasing effect. The frame roof is covered with asphalt. Flooring is oak, except for bathrooms which are in ceramic tile. Units cost \$11,000 to \$13,500, with lot.

# The Point of Preference



...with builders who  
know fine hardware

**ONLY RUSSWIN  
TUBULARS  
Have  
Rack and Pinion  
Construction**

The deciding factor in the selection of residential hardware for many builders is the exclusive Russwin all-steel rack and pinion. Look it over and you'll see why it puts Russwin tubular locks and latches in a class by themselves. It's simple, positive and extremely strong. Nothing to get out of line or cause trouble. It's the mechanism that stays smooth and trouble-free for life.

There's nothing elusive about this distinctive Russwin feature. You can put your finger on it. And there are other extra quality Russwin features too . . . all at no extra cost. The "Keynob" locksets have the famous Russwin ball-bearing pin-tumbler cylinder; a special auxiliary dead lock latch bolt of brass with  $\frac{1}{2}$ " throw. They're reversible for any hand of door. No key operation required to lock door when leaving. All locks and latches have wrought steel case and working parts.

Doesn't this sound like the hardware value for your homes? Send for descriptive folder today. Russell & Erwin Division, The American Hardware Corp., New Britain, Conn.



Bedroom Locksets . . .  
with automatic safety release



"Keynob" Locksets . . .  
Exterior Doors



Inside Door Latch

SINCE 1859  
**RUSSWIN**<sup>®</sup>  
DISTINCTIVE HARDWARE

Proving the  
Economy  
of Quality

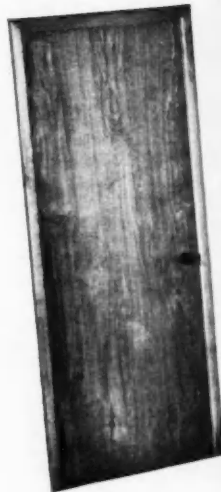




# PAINE REZO DOORS

T. M. REGISTERED

are Unconditionally Guaranteed  
and here's what makes that guarantee good



**the interlocking,  
ventilated all wood core that provides  
unduplicated strength and stability**

On the surface, flush hollow core doors may look much alike, but it's what's beneath the face that determines the service and satisfaction that you can expect. Here's where the superiority of Paine Rezo doors is most pronounced; for nowhere else will you find equal dimensional stability, nor such lightness in weight combined with great structural strength.

For these reasons architects and contractors everywhere have installed more than four million Paine Rezo doors in

buildings of every type. No other hollow core door has been so widely endorsed, so thoroughly time-proved. Remember, when you specify Paine Rezo doors your satisfaction, now and in the future, is *unconditionally guaranteed*.

See SWEET'S catalog — or write for an illustrated data bulletin.

*Manufactured by the*

**PAINE LUMBER CO., LTD.** *Oshkosh  
Wisconsin*

ESTABLISHED 1853

## Get better concrete thru "Dual-Mix" action

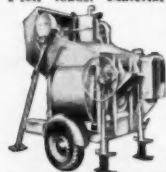
— with JAEGER 3½-S Tilter

Exclusive Jaeger V-bottom mixing drum gives double the mixing action of ordinary tilters — guarantees higher quality, higher strength concrete. A side-discharge half-bagger. Compact and perfectly balanced. Hitches easily, tows fast. No feet or legs on either side — barrows get in and away without jockeying.



## Cut placing costs with JAEGER Hoist Tower

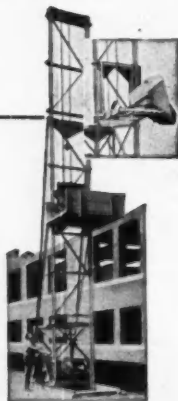
Goes to jobs on truck or transporter. Assembles on the ground in a couple of hours. Its 17-hp hoist raises it to 37, 47, 57, 67 feet. Hoists 1-ton loads. Material platform is 5'6" x 5'9" and there's a ½-yard concrete bucket — automatic discharging. Saves time. Saves waste of wooden towers. Eliminates hodders. Places materials faster, safer, cheaper.



Also 6-S, 11-S and 16-S Power Loader Mixers.

THE JAEGER MACHINE CO., 521 Dublin Ave.

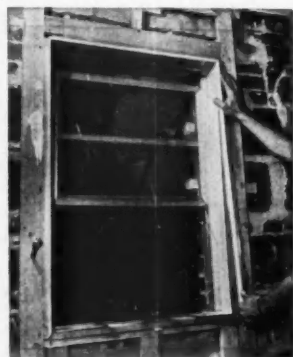
Columbus 16, O. • Distributors in 130 Cities of the U.S. and Canada



## Plastic Wallboard

(Continued from page 204)

ture as the Panelyte wall. The molding is nailed to studding and holds the panels in place. The panels them-



WINDOW in place, the workman prepares to install the 5/8-inch decorative plastic window reveal. The first step is to cut material and set in place with metal moldings which are then nailed to studs

selfes are neither nailed nor glued to the studding, but are positioned by a special "snap-on" fastening arrangement. The material provides a permanent finish. Its vertical and horizontal surfaces are cleaned with soap and water. It is also fire-resistant.

## Electric Heat on Increase In Chattanooga Area

Nearly \$1,000,000 was spent in 1950 for electric space heaters in homes serviced by the Electric Power Board of Chattanooga, Tenn., according to the Cavalier Corp., Chattanooga, electric heater manufacturers. In 1949, previous peak year, \$657,400 was spent.

Around 90 per cent of the small homes being built in the area are installing electric heat, the firm said, and there are now 40,000 all-electric homes in the Tennessee Valley Authority (TVA) territory. The individual gravity-type room heater with built-in thermostat was described as "by far the favorite installation."

Average electric heating installed in the home was given as 13.7 kilowatts, with average annual revenue per customer \$89. Average cost per kilowatt hour was 6.51 mills and average kilowatt hour—degree day customer was 4.28 KWH/DD.

These figures, the Cavalier Corp. said, indicate that electrical heat for homes is reasonably economical in temperate to warm climates even under electric rates considerably higher.

## GOVERNMENT REGULATIONS NOW PERMIT DELIVERY OF

HETTINGER'S  
**TRIPLE SEAL**  
COMBINATION SASH BALANCES  
AND SPRING BRONZE METAL  
WEATHERSTRIPPING

PLACE ORDER WITH YOUR JOBBER NOW

THE WEATHERPROOF PRODUCTS CORP.  
329 Westport Rd. Kansas City 2, Mo.

**BILT-WELL NU-STYLE**  
 Kitchen Cabinets please  
 our customers—and they  
 Certainly Please  
 Me!

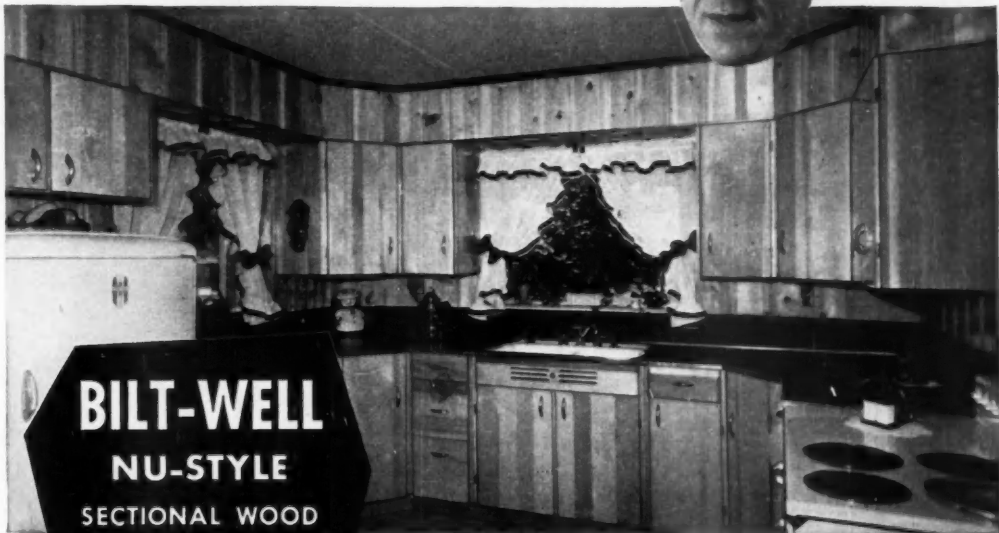


MARVIN LYNCH

... says Mr. Marvin Lynch  
 of Kerr and Lynch—Contractors  
 of Alexandria, Indiana

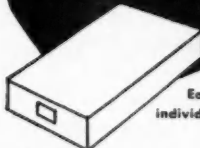


CHARLES KERR



Typical of the many Bilt-Well Nu-Style Kitchens installed by Kerr and Lynch.

**BILT-WELL**  
**NU-STYLE**  
 SECTIONAL WOOD  
 KITCHEN CABINETS

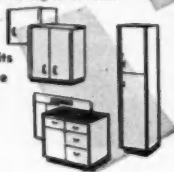


Each unit is packed  
 individually in a carton.



It's easy to assemble  
 Nu-Styles quickly with  
 easy-to-read instructions.

Decorating and redecorating  
 is no problem. Color schemes  
 can be changed at will.



There are units  
 to fit any size  
 or shape of  
 kitchen.

Upkeep is no  
 problem. No  
 rusting, no  
 cracking,  
 because  
 they're made  
 of wood!

Valuable time and customer dollars are saved by using these pre-fitted semi-assembled cabinets on your jobs.

Bilt-Well Nu-Style Cabinets are mass produced in a modern woodworking plant where they have to meet high manufacturing standards.

You, as a highly skilled building artisan, will recognize the fine workmanship of precision-made Bilt-Well Woodwork.

Nu-Style Cabinets are manufactured from clear, kiln-dried Ponderosa Pine, sanded to a satin smooth surface, ready for any color of enamel or natural finish.

Give your customers the benefits that Bilt-Well Nu-Style Cabinets offer.

**ONE OF THE FAMOUS BILT-WELL LINE OF BUILDING WOODWORK**

Superior Unit Wood Windows • Exterior & Interior Doors • Entrances and Shutters • Clos-tite Casements • Carr-dor Garage Doors • Basement Unit Windows • Louvers & Gable Sash • Breakfast Nooks • Combination Doors • Screens & Storm Sash • Corner (China) Cabinets • Gli-dor Cabinets • Ironing Board Cabinets • Mantels & Telephone Cabinets • Multiple-Use & Linen Cabinets • Stair Parts.

**CARR, ADAMS & COLLIER CO.**  
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**BILT + WELL**  
**WOOD + WORK**  
INC. U.S.A. 1951-52



*sell the best...*

**sell**

*Gunnison*

You, as a builder, are in a position to offer your buying public the best... GUNNISON HOMES! GUNNISON HOMES offer not only high quality construction, but also excellent workmanship! Quick erection means rapid turnover... making GUNNISON HOMES profitable. GUNNISON HOMES are delivered to your building site complete, except for plumbing, wiring and masonry work! Lead the way in your community with the best... GUNNISON HOMES!

*Dealerships are still available in certain areas.  
For complete information, write Dept. A-16.*



Manufacturers of  
Gunnison Coronado  
and CHAMPION Homes

*Gunnison Homes* INC.

UNITED STATES STEEL  CORPORATION SUBSIDIARY  
NEW ALBANY, INDIANA

"Gunnison," "Coronado" and "Champion"—T.M. Gunnison Homes, Inc.

## ONCE AGAIN, EXPERIENCE MAKES JANITROL FIRST CHOICE



Huntington Gardens in North Detroit comprises 60 buildings with 374 two bedroom units. Each apartment is individually heated with Janitrol Gravity Furnace. Planner and Builder: General Houses, Inc.; Heating: Richman Heating Co.



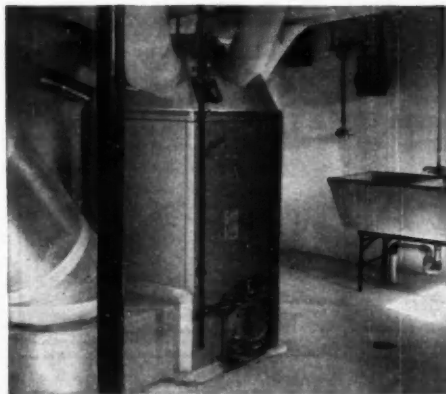
"I'VE USED HUNDREDS OF JANITROLS FOR MANY YEARS, THEY ARE SATISFACTORY IN EVERY WAY"

M. M. ROBINSON,  
Pres. General Houses, Inc.

Each apartment unit has three levels; basement with Janitrol Furnace installation; first floor, living room, kitchen and dinette; second floor, two bedrooms and bath.

**367 Families** IN HUNTINGTON GARDENS  
ENJOY CAREFREE

**Janitrol**  
GAS-HEATING



Janitrol 75,000 Btu/hr Gravity Furnace with Control cover removed. Average annual heating bill, paid by tenant—\$72.

Over the years in the building and management of houses and apartments, General Houses, Inc. has had experience with many makes of heating equipment . . . the fact that they now standardize on Janitrol speaks for itself.

This is no isolated case, for in state after state wherever clean gas heat is available, you'll find Janitrol equipment, whether it's Gravity Furnaces, Winter Conditioners or Boilers, delivering dependable heating with economy of operation and a minimum of service.

For a single house, project or apartment housing, be sure to contact your local authorized Janitrol dealer. He can assure you of better heating at no extra cost.

**SURFACE COMBUSTION CORPORATION • TOLEDO 1, OHIO**

The complete Janitrol line includes, Winter Conditioners, Gravity and Floor Furnaces, Attic Units, Unit Heaters, Boilers, Conversion Burners.

AUGUST, 1951

309





## This is "Light Conditioning"... biggest news in home building!

**W**HEN you Light Condition your homes . . . by using the right lamp bulbs in the right fixtures in the right locations . . . you're tying-in with one of the most successful promotions in building history. Never before have prospective home-buyers shown such interest in home lighting. Millions of them are enthusiastic about Light Conditioning because it gives them the kind of lighting that's best for seeing comfort and home beauty.

Light Conditioning is getting nationwide support in newspapers and magazines. General Electric is featuring it in colorful advertisements and on TV and radio. Nearly 2 million people have received the G-E booklet on Light Conditioning. Almost 100 electric serv-

ice companies are sponsoring Light Conditioning programs in their communities.

There's a General Electric lighting recipe for every room in the house. The bathroom recipe above, for example, shows how three fluorescent lamps, on ceiling and on both sides of mirror, can be used to light top of head and sides of face, eliminate shadows and glare, make seeing easier.

**FREE BOOKLET** with all 22 Light Conditioning recipes. For your copy of "See Your Home In A New Light", write to Lamp Division, Department 166-AB-7, Nela Park, Cleveland 12, Ohio.



### Be the first in your area to feature a demonstration "Light Conditioned" home

- 1** You cash in on all the nationwide publicity and advertising. Makes your Demonstration home NEWS! Adds punch to your local promotion.
- 2** You add a sure-fire sales feature to every room.
- 3** Houses get after-dark traffic by being lighted.
- 4** More people want to see your houses.
- 5** Light Conditioned houses bring a higher price.

Contact your local electric service company for more information.

You can put your confidence in—

**GENERAL**  **ELECTRIC**



## Builders Who Know Choose —

### ELECTRIC RADIANT "GLASHEAT" BY CONTINENTAL

English Contracting Co., Inc., Northfield, N. J. has installed "GLASHEAT" in all of the fifty homes now under construction in their new project, Oak

Park Manor. E. E. English reports "home-buyers are enthusiastic about the many advantages provided by *Glasheat*." He also praises *Glasheat* "as a boon to modern living . . . as well as an asset to modern construction."



MODERN



TYPICAL HOME in new Oak Park Manor project. *Glasheat* was chosen for all the homes in this development because expert builders know its repair and maintenance costs, and depreciation are non-existent . . . and that top performance is retained through the years.

ECONOMICAL  
EFFICIENT



BATHROOM in above home showing *Glasheat* panel and fast-acting thermostatic control which provides almost instant heat only when and where it's needed. Need for chimneys, pipes, fuel storage space, vents and ducts is eliminated. Also, since *Glasheat* is primarily radiant heat . . . there's no conduction heat loss. It delivers more usable heat-per-dollar than any other type, heating system.

EASY, LOW-COST  
INSTALLATION

SPACE-SAVING

ROOM-BY-ROOM CONTROL



BEDROOM in this home takes only one *Glasheat* panel for adequate heating. Installations can be quickly and easily made by any licensed electrician . . . panels are connected directly to a building's electric wiring.



WELL-PLANNED KITCHEN in home illustrated. *Glasheat* provides ideal humidity conditions thus assuring utmost comfort at all times. It is the cleanest, safest, healthiest heat ever developed . . . no soot, oily film or gases. Perfect for auxiliary heating and "problem" rooms as well as new additions to old buildings . . . although it is the sole heat source in 99% of its installations.

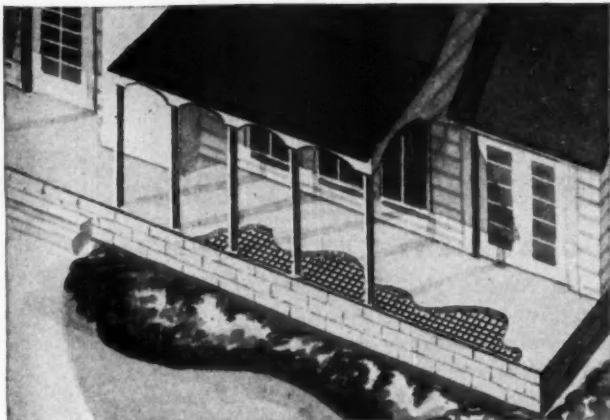


ATTRACTIVE LIVING ROOM in home shown above. The two compact, attractive *Glasheat* panels recessed into the walls adequately heat this large room. Flush panels or base-board-type are also available. All types "blend" perfectly with any decorative scheme.

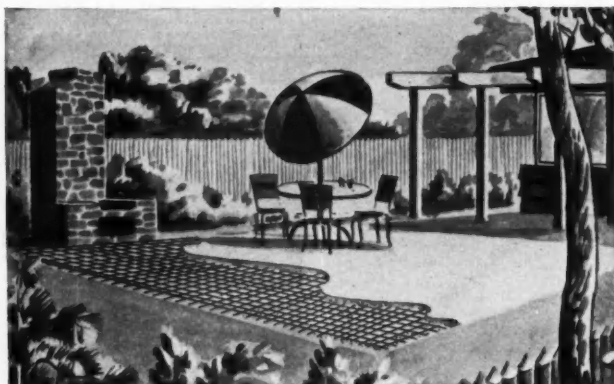
For information  
write to:

**CONTINENTAL RADIANT GLASS HEATING CORP.**

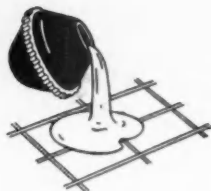
1 EAST 35th ST.  
NEW YORK 16, N. Y.



▲ **PORCHES and**  
**PATIOS help sell homes**  
 ▼



Exceptional strength and durability are imparted to concrete construction by this "backbone" of high tensile strength steel. The slabs are "knitted" together, expand and contract as a unit, thus resisting cracking, spalling, and heaving.



● These pleasant centers for family gatherings make any home more attractive to the discriminating buyer. Built of concrete, reinforced with American Welded Wire Fabric, they add to the appearance, comfort and actual dollar value of a home.

Other powerful sales aids are concrete foundations, walls, floors, driveways and sidewalks. Home buyers know that concrete construction retains its original beauty year after year, free from unsightly cracks, when properly constructed and reinforced with U-S-S American Welded Wire Fabric.

It costs surprisingly little to reinforce all the concrete construction in and around your homes with American Welded Wire Fabric; yet the added value is a potent advantage when it comes to closing a profitable sale.

In every locality, American Welded Wire Fabric is readily available from jobbers' and dealers' stocks. Send for our illustrated folders. Just drop a line to our nearest sales office.

AMERICAN STEEL & WIRE COMPANY  
 GENERAL OFFICES: CLEVELAND, OHIO

COLUMBIA STEEL COMPANY, SAN FRANCISCO  
 PACIFIC COAST DISTRIBUTORS

TENNESSEE COAL, IRON & RAILROAD COMPANY, BIRMINGHAM  
 SOUTHERN DISTRIBUTORS

UNITED STATES STEEL EXPORT COMPANY, NEW YORK

*Every type of concrete construction needs*



**AMERICAN WELDED WIRE FABRIC**  
*reinforcement*

UNITED STATES STEEL



*"greatest floor  
development  
in 40 years!"*

21  
vinyl-bright  
colors

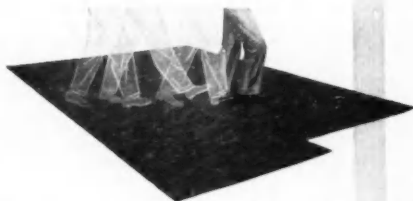
-by the  
YARD

-by the  
TILE



### cuts cleaning care

Flor-Ever is NON-POROUS—which means soil cannot grip into the extra-smooth surface and is wiped off *faster*, with *less effort*. No animal, vegetable or mineral oil, grease or fat can ever stain, soften or in any way damage Flor-Ever.



### sets new wear records

Flor-Ever is solid Vinylite clear through to the Permo-Seal back. It therefore is amazingly resistant to abrasion and cannot be stained, discolored, softened or otherwise harmed by the harshest soaps, cleaners, detergents, chlorides or household bleaches.



### creates new design standards

Flor-Ever offers 21 vinyl-bright colors by the YARD (in six widths) and by the TILE (9" x 9"), with 1" STRIPS in solid colors... providing new opportunities for unusual designing and color distinction.

If you are a practicing architect, designer or builder, we shall gladly deliver to you descriptive and technical material plus a complete set of samples, without obligating you in any way. Mail the coupon.

#### Send for complete sample set

DELAWARE FLOOR PRODUCTS AB 8-51  
division of Congoleum-Nairn, Inc.  
295 5th Ave., New York 16, N. Y.

Please have your representative deliver a set of Flor-Ever color samples.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

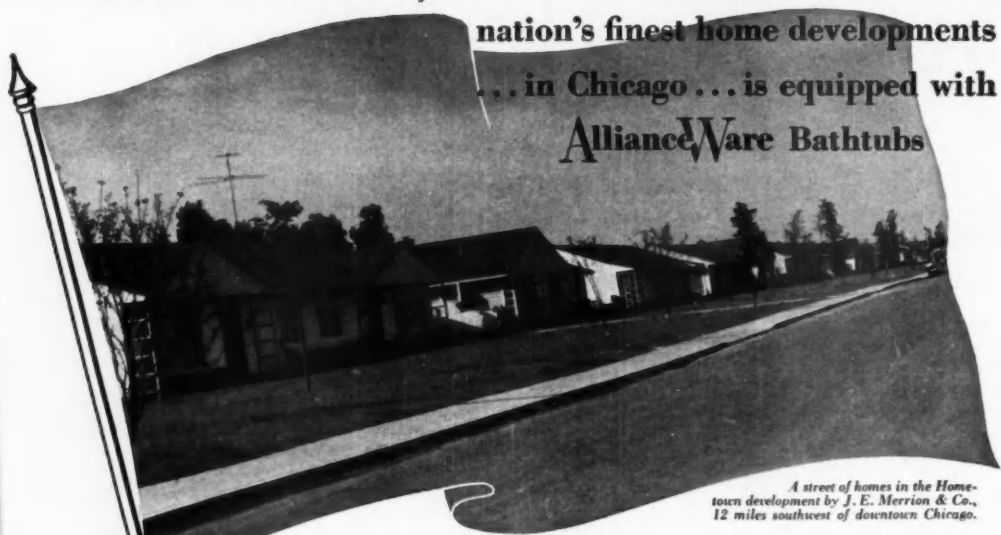
**Flor-Ever**

*Vinylite plastic floor*

# Hometown, U.S.A. Another of the nation's finest home developments

... in Chicago ... is equipped with

## AllianceWare Bathtubs



*A street of homes in the Hometown development by J. E. Merriam & Co., 12 miles southwest of downtown Chicago.*

**H**OMETOWN, U.S.A. ... where pride of ownership combines with the comforting assurance of a protected investment ... where the charm of friendly suburban living is matched by the convenience of a great city at your very doorstep ... where every house enjoys a lovely vista of gently curving streets and drives. HOMETOWN, U.S.A., planned and built for the veteran to raise his family as a family should be raised, in God's good outdoors—in a warm and neighborly atmosphere of community pride.

In Chicago's HOMETOWN in the vicinity of Crawford Avenue and West 90th Place, several hundred dwelling units of the planned 1600 units that are already occupied or nearing completion are equipped with AllianceWare bathtubs.

Most important among the essentials of modern living in the American way is modern home equipment—modern bathrooms and modern kitchens. There are sound reasons for the choice of AllianceWare porcelain-on-steel sanitary ware by leading builders. Modern styling, stainproof surface and choice of colors in AllianceWare enhance the beauty of bathrooms, large or small.

Practical details of AllianceWare construction, such as exact dimensions, wall guard flange that stops water leaks around the tub at the wall line, and anchor lugs which prevent shifting or settling of tub are added values for the builder.

Your plumbing contractor will be glad to give you full details of AllianceWare, or write us for catalog sheets describing the complete AllianceWare line.



*Bathroom equipped with an AllianceWare bathtub and an AllianceWare lavatory*

HOMETOWN is being erected by  
J. E. Merriam & Company  
Emil J. Minx, Architect

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

**AllianceWare**  
PORCELAIN ON STEEL





CALIFORNIA  
Report No. 433

"On construction hauling jobs—  
**My Ford Pickup runs  
for only 1<sup>2</sup>/<sub>3</sub>¢ a mile!"**

—says JOHN B. MARLIN, G.M.S. Constr. Co.,  
Arcadia, California



"In 18 years, I've never had a truck that costs so little to run and maintain," says Marlin. "My Ford Pickup saves me money every mile!"

Builder Marlin entered his 1950 Ford Truck in Ford's nationwide Economy Run. At the end of this 6-month Run he reports:

"The truck traveled 6,527 miles with plenty of stop-and-go driving and rough roads. Yet in spite of this mileage, it cost only \$109.57 for gas, oil and maintenance with no repairs. That's a running cost of only 1<sup>2</sup>/<sub>3</sub> cents a mile!"

Like others who rely on Ford for low running costs, Marlin is sold on the periodic, money-saving service he got from his local Ford Dealer. For more facts on the trucks that last longer and save you money every mile—mail coupon below.



This 6<sup>1</sup>/<sub>2</sub>-ft. Ford Pickup for '51, like Marlin's truck, has steering column gearshift. Body has sturdy wood floor. Loading height is only 2-ft. Cab rear window 3<sup>1</sup>/<sub>2</sub>-ft. wide. Two fine cabs, the 5-STAR

and, at slight extra cost, the 5-STAR EXTRA give extra driving ease and efficiency. Ford builds over 180 different truck models to fit your hauling job. Choice of V-8 or 6-cylinder engine.

Availability of equipment, accessories and trim as illustrated is dependent on material supply conditions.

**POWER PILOT HELPS CONSTRUCTION MEN HOLD DOWN HAULING COSTS**



The Ford Truck Power Pilot is a simpler, fully-proven way of getting the most power from the least gas. It is designed to synchronize firing twice as accurately.

You can use regular gas . . . you get no-knock performance. Only Ford in the low-price field gives you Power Pilot Economy.

**FORD TRUCKING COSTS LESS**

**because FORD TRUCKS LAST LONGER!**

Using latest registration data on 7,318,000 trucks, life insurance experts prove Ford Trucks last longer!

AUGUST, 1951

**MAIL THIS COUPON TODAY**

FORD Division of FORD MOTOR COMPANY  
3269 Schaefer Rd., Dearborn, Mich.

Send me without charge or obligation, detail specifications on Ford Trucks for 1951.

Full Line  Heavy Duty Models   
Light Models  Extra Heavy Duty Models

Name \_\_\_\_\_  
(Please print plainly)

Address \_\_\_\_\_

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

Check here if student

# MAKE YOUR NATIONAL HOME THE MOST MODERN HOME YOU

## PUT IN

- A famous Youngstown Kitchen
- Jet-Tower Dishwashing
- 3-ways-best Food Waste Disposer

Larger crowds visit the model home that includes a Youngstown Kitchen, complete with Jet-Tower Dishwasher and Food Waste Disposer.

This is being proved by builders every

day, from coast to coast. They install complete Youngstown Kitchens, advertise the fact in newspapers and direct mail—and find their display homes get greater attention than ever before.

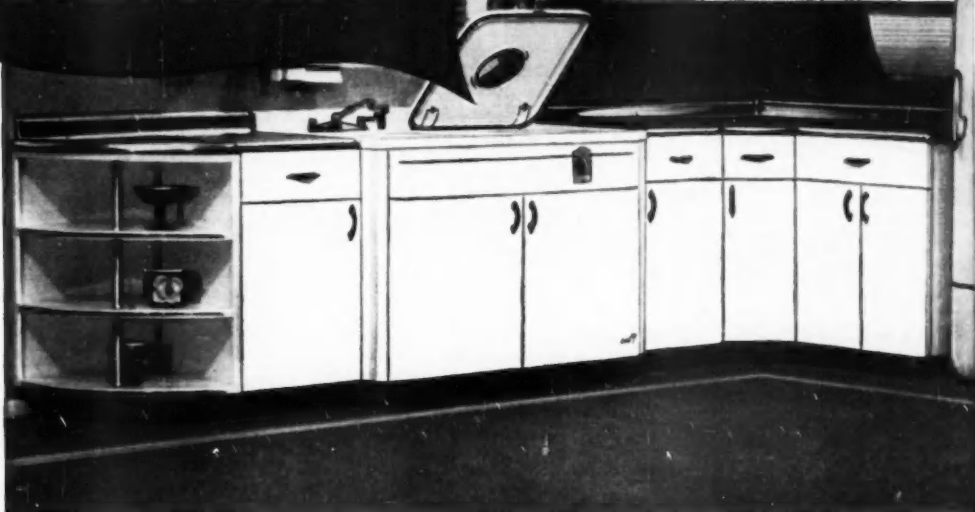
## IT'S ONLY NATURAL

*This public interest doesn't just happen. There are reasons.*

1. Youngstown Kitchens are better known by a margin of 5 to 1 than the next-best-known make of steel kitchen.
2. Youngstown Kitchens Jet-Tower Dishwasher completely modernizes dishwashing, makes other methods old-fashioned.
3. Youngstown Kitchens Food Waste Disposer is three ways best, because it takes continuous feed, is self-cleaning, lasts longer because of its self-reversing action.

All these Youngstown Kitchens advantages are being advertised and promoted constantly. This generates public acceptance that's to your advantage. Make your model homes the most modern ones you've ever built.

**WEEK MODEL  
EVER BUILT!**



Thousands acclaim Youngstown Kitchens in model homes. And builders have proved it helps sales.

Get all the happy facts for builders. Write, wire, or call Builder  
Division, Mullins Manufacturing Corporation, Warren, Ohio.



*Youngstown Kitchens*

**MULLINS MANUFACTURING CORPORATION • WARREN, OHIO**  
Youngstown Kitchens are sold throughout the World

## MASTIC MASTER

THE PERFECT ANSWER TO GUN LOADING MESS, TIME LOSS, WASTE AND EXPENSE!



Mastic Master was developed by a contractor to avoid wasteful mess of hand filling caulking guns. It consists of a set of sturdy steel discs which are easily placed over the surface of mastic in standard gallon cans. Gun fits over lipped opening, and is quickly filled by exerting a steady downward pressure as the plunger is withdrawn. Unused mastic is returned to the container just as easily.

PATENT PENDING

Saves time . . . material . . . pays for itself quickly by avoiding the use of expensive cartridges. Permits easy loading and unloading of guns without waste. A rag over opening prevents flinging of mastic regardless of level.

Send \$2.75 direct if dealer cannot supply (shipped postpaid). Mastic Master pays for itself in a few days. Starts saving now.

**RABCO PRODUCTS CO.** Route 1.  
Huron, Ohio

## Bathtub Warming

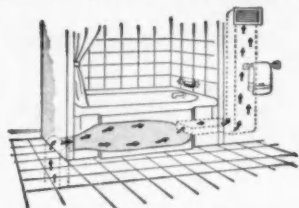
New developments in bathroom heating have been the utilization of a warm air heating system which can also be used to overcome the discomforting inconveniences of a cold bathtub as well as a cold bathroom. The plan consists of two alternate methods of heating both bathtub and bathroom. One method is to place the tub upon a small platform which has been built up just a few inches above the floor. In the plat-



**BATHTUB** mounted and a small platform allows for grille and duct through which warm air moves

form there is a grille through which warm air discharges from under the bathtub and out into the room. A warm air duct in the stud space directs warm air from the furnace to the tub. In this manner the bathtub is kept warm at all times and the

colder the weather is outdoors, the warmer both the tub and the bathroom. Another advantage of the platform system is that it makes the



**FLOW** of warmed air under bathtub and to upper wall duct heats tub and room tub somewhat higher and thus easier to clean.

An alternate plan for heating both the bathtub and the bathroom is use of a method which does not require raising of the tub by means of a platform. Warm air is brought up from the furnace by means of a duct and circulates in an area under the tub and into another duct leading to a high side wall register from which the warm air is discharged into the bathroom. The accompanying sketches illustrate how the movement of warm air from the heating plant warms both tub and bathroom.

Renew Your Subscription

## 1st choice for AUTOMATIC CONTROL



A-100 Thermostat Relay Automatic Reset



T-70 Room Thermostat



L-34 Fan and Limit Control



BX-69 Room Thermostat Package Set



TX-5 Cold Air Return Package Set

## GENERAL CONTROLS

801 ALLEN AVENUE GLENDALE 1, CALIFORNIA

Manufacturers of Automatic Pressure, Temperature, Level and Flow Controls

FACTORY BRANCHES: Baltimore 5, Birmingham 3, Boston 16, Buffalo 3, Chicago 5, Cleveland 15, Columbus 15, Dallas 2, Denver 4, Detroit 21, El Paso, Glendale 1, Houston 6, Indianapolis 4, Kansas City 2, Milwaukee 3, Minneapolis 2, Newark 6, New Orleans, New York 17, Omaha 2, Philadelphia 23, Pittsburgh 22, Salt Lake City 4, St. Louis 3, San Francisco 7, Seattle 1, Tulsa 6, Washington 6, D.C. DISTRIBUTORS IN PRINCIPAL CITIES.

## STEP UP YOUR REMODELING ... AND NEW HOME SALES WITH WEL-BILT



FOLD-A-WAY STAIRWAYS

SAFE

★

STRONG

★

EFFICIENT

Sold by Retail Lumber Dealers Coast-to-Coast

Quick demonstration makes easy sale! Converts wasted attic into an extra room or usable storage space. Easy to raise and lower. Folds compactly, requiring minimum ceiling space, negligible installation cost. Comes completely assembled. Write for FREE folder—full details.

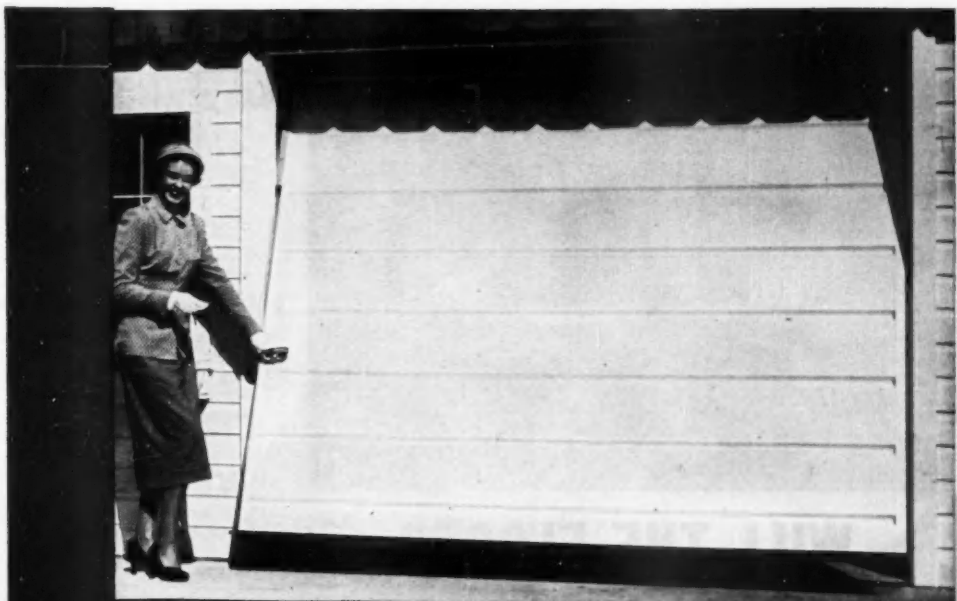
Manufactured by THE

## WEL-BILT

PRODUCTS COMPANY

P. O. BOX 95

MEMPHIS, TENNESSEE



**Why STRAND'S NEW, 9-FOOT DOOR  
HAS WON NATIONWIDE POPULARITY**



Now cars as wide as 8'3" make it a tight squeeze getting into 8' openings and it's worse if a turn has to be made



Strand's new 9-foot-wide Garage Door saves owners money on fender repairs for years and years to come

Strand's new 9' x 7' Receding (track-type) door meets the big need for a handsome, durable, low-priced door for wider garage openings—to accommodate today's *wider* cars! So—it isn't surprising that this door has met *immediate, national* acceptance. Builders have been quick to see how they can give their customers tremendously greater value.

The cost of this larger 9-foot door (over a door only 8 feet wide) is negligible—factory list price is only \$7 more.

Strand's horizontal lines add new beauty to the garage. Rugged new X-type steel bracing adds to the great strength and rigidity of the one-piece all-steel door leaf. Strand doors are galvanized —with a heavy galvanized zinc coat for

rust protection—oxidized to provide an excellent base for paint; no priming coat needed.

The one-piece door leaf eliminates time wasted in field assembly of doors. Hardware, too, is factory assembled and packaged—and installed with simple tools. You save *plenty* of time on installation.

Strand doors cost you less—the logical result of standardizing big volume production. Strand doors are available in the following types and sizes:

- 8' x 7' Receding (track) and Canopy
- 9' x 7' Receding (track) and Canopy
- 16' x 7' Receding (track) only.

Order from your dealer, or mail coupon for information and dealer's name.



STRAND GARAGE DOOR DIVISION  
Detroit Steel Products Company  
Dept. AD-8, 2242 E. Grand Blvd.,  
Detroit 11, Michigan

- Please rush detailed description of the new Strand all-steel Garage Door for 9' x 7' openings.
- Please send full information about Strand Doors for 8' x 7' and 16' x 7' garage openings.

I am a  Builder  Dealer  Prospective Owner  Other

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_





## WILL THE FLOORS YOU INSTALL TODAY LOOK THIS GOOD IN 1979?

The John Jorgensen Clothing Company of Racine, Wisconsin, has been using this floor of Wright Rubber Tile for 28 years. Laid in 1923, it shows so little wear that even today customers frequently ask if the floor is new.

How will the floor you install today look 28 years from now? With most flooring materials you can't be sure — but with Wright Rubber Tile there is ample proof to back up your judgment.

Before you specify another floor, you owe it to yourself and your clients to get the entire story on Wright Rubber Tile. See Sweet's Architectural File for specifications. Write us on your letterhead for a free set of samples.

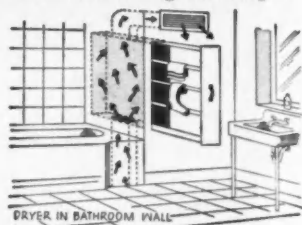
WRIGHT MANUFACTURING CO.  
5202 Post Oak Road • Houston, Texas



FLOORS OF DISTINCTION

- WRIGHTEX—Soft Rubber Tile
- WRIGHTFLOR—Hard Surface Rubber Tile
- WRIGHT-ON-TOP Compression Cove Base

### Bathroom Lingerie Dryer



WARM air dryer is vertical drawer

A valuable suggestion through which both Mr. and Mrs. Homeowner can be kept happy over the bathroom laundering problem is the placing of a laundry dryer in the bathroom wall where the lady of the house can hang her personal laundry out of sight to dry. The dryer is built as a vertical drawer with top and bottom of perforated metal. Warm air is brought up from the furnace by a duct and circulated around the wet clothes and then out into the bathroom through a high sidewall register.

### Flooring Industry Gears for Defense

Despite the current cutback in house construction, the hardwood flooring industry feels assured of a good market for the balance of the year, according to the Maple Flooring Manufacturers Association. The industry has been benefiting from the increased commercial and industrial construction as well as an increasing demand for hardwood flooring in military construction.

Northern hard maple flooring production has increased about 33 per cent above the corresponding period of last year. The unfilled order backlog carries heavy bookings for schools now under construction. In addition, retail lumber dealers are moving considerable quantities of maple and birch flooring for home repairs and for general modernization programs.

Members of the National Oak Flooring Manufacturers Association, meeting in convention at Memphis, Tenn., recently, were told that although home building dropped 16 per cent in the first four months of this year, hardwood flooring demand reached an all-time high in the same period. Total shipments from the industry's major producing areas mounted to nearly 341 million board feet, a 10 per cent increase over the 309 million feet shipped in the first four months of last year.

TRUSCON... a name you can **build** on



for **better** modern styling...

The sharply-defined motifs so essential in modern architecture are greatly enhanced by the graceful design of Truscon Residential Steel Casements, as shown in striking photograph of the new Brockton Apartments, Chicago.

*Credit: Architect, Robert S. DeGolyer - Contractor, A. L. Jackson Company*

Truscon Residential Casements are equipped with Roto Operators which open or close the ventilators without the necessity of moving the screen. The ventilators are held securely in any open position. The concealed-latch locking handles provide positive cam action, drawing the ventilators tightly closed and weathertight.

See SWEET'S for complete details on the entire line of Truscon Steel Windows for every purpose; and write for detailed literature on all other Truscon Steel Building Products.

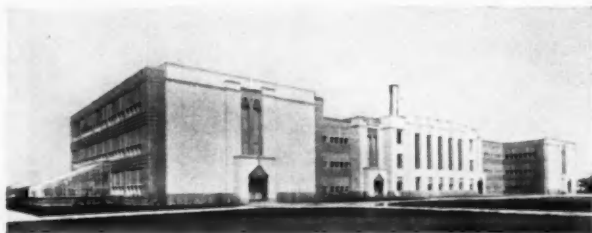


**TRUSCON STEEL COMPANY**

YOUNGSTOWN 1, OHIO

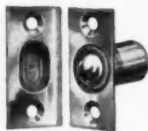
Subsidiary of Republic Steel Corporation

ANOTHER ADAMS-RITE INSTALLATION



**SAMUEL MUMFORD HIGH SCHOOL  
DETROIT, MICHIGAN**

Approximately 300 Adams-Rite Ball Latches are now in use in cabinets and wardrobes in this imposing Detroit high school. These ball latches, like other Adams-Rite products, are an exclusive design. Unlike the plunger or bullet-type, the Adams-Rite Ball Latch *cannot* jam. It allows the door to open and close easily, smoothly. Tension is adjustable. Write for catalog.



Architects—  
McGrath-Dohman, Inc.  
Contractors—  
Darin and Armstrong,  
Inc.  
Hardware Contractors—  
The Rayl Co.

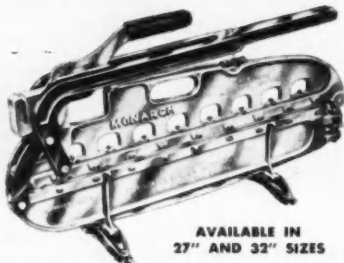


**MONARCH CUTTER**  
FOR ASBESTOS SIDING AND SHINGLES  
GUARANTEED 100% Non-Breakable

**MALLEABLE  
IRON CASTING**

The Monarch Asbestos Siding and Shingle Cutter in malleable iron gives you the 100% guarantee against broken castings. Because of its metallurgical structure, malleable iron is the ideal material for this cutter. The Monarch gives greater toughness, higher resistance to corrosion and will stand up to heavy and repeated impact.

The Monarch has a front end nose punch, notcher, and precision cutting blades.



AVAILABLE IN  
27" AND 32" SIZES

The Mighty  
MIDGET

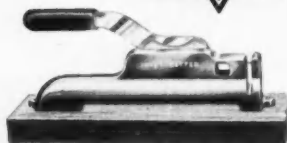


**FOR CUTTING ASBESTOS  
SIDING & SHINGLES**

The SCOUT is a small utility cutter for asbestos siding and shingles, with front end nose punch. The cutting blade is made from a high grade steel, heat-treated, has sharp serrated teeth machined by a milling cutter. Overall length 16", height 6", width 2 3/4". Approx. wt 3 1/2.

The base of the Scout Cutter is high-grade aluminum casting, having the proper amount of weight necessary to perform the best operation by the applicator.

WRITE FOR FREE  
DESCRIPTIVE FOLDER



**TRI-STATE BUILDING MATERIALS CO.**  
P. O. Box 1476, Fort Worth, Texas

**INDUSTRY BRIEFS**

Appointment of **Frank C. Hackett** as Washington, D. C., representative in charge of government contracts has been announced by **Bell & Gossett Co.** Hackett will continue to serve as the firm's sales promotion manager, a post he has held for six years. With Bell & Gossett 17 years, Hackett spent 11 of these, prior to and including World War II, as Washington representative.



Hackett

\* \* \* \* \*

Acquisition of the Steel Building Division of the **Stefco Steel Co.**, Michigan City, Ind., by the **Steelcraft Manufacturing Co.** has been announced by **Al Levinson**, Steelcraft president. Levinson said the Stefco division will be moved to the Steelcraft plant in Rossmoynne, Ohio, where production of the steel buildings will be continued under the Stefco name. A separate sales division will be set up in Rossmoynne to handle Stefco sales and distribution.

\* \* \* \* \*

**James H. Hurley** has been named assistant advertising manager for **Masonite Corp.**, Donald E. Allen, department head, has announced. Hurley, who came to Masonite in 1948 from Remington Rand, is a graduate of the University of Illinois.

\* \* \* \* \*

**R. G. LeTourneau Inc.**, has started construction of its own steel mill at its Longview, Texas, plant, according to a recent company announcement. The company said the mill is expected to be in operation by the end of 1951 and will be capable of turning out 1,000 tons a day of finished steel plate 144 inches wide, ranging in thickness from 3/16 of an inch to 12 inches.

\* \* \* \* \*

**Paul Wayman**, vice president in charge of operations, has been elected a director of **American Lumber & Treating Co.**, succeeding **J. Gardner Coolidge**, who requested relief from his directoral duties. Wayman became the firm's general superintendent in 1938 and a vice president in 1945. Coolidge continues as vice president and eastern district manager with headquarters in New York.



Wayman

# STRAN-STEEL FRAMING

## FOR SCHOOLS

Here is what Benjamin Kenneth Wyatt, architect for the Robstown, Texas and other school buildings, says about Stran-Steel Framing:

"We have used Stran-Steel construction in several recent school buildings.

"Besides being most flexible for modern design, providing light cantilevered construction, thin window mullions used with collateral materials, economical suspended furring, Stran-Steel offers great rigidity with speed of erection for greater economy.

"Being able to nail to Stran-Steel Framing gives the economy of wood framing for dry wall construction (Knox School) also eliminates furring for metal lath (Robstown Schools) in plaster construction. Fire-safety and long life is of paramount importance in school building construction and incombustible Stran-Steel framework meets both of these requirements."

Stran-Steel Framing makes it easy to design, easy to build **BETTER BUILDINGS** economically! If you are planning a school project, classrooms, or other type of construction, you can give your buildings a backbone of steel with Stran-Steel Framing.

*Complete literature and specifications data available upon request, or see Sweet's catalog service, architectural and builders files.*

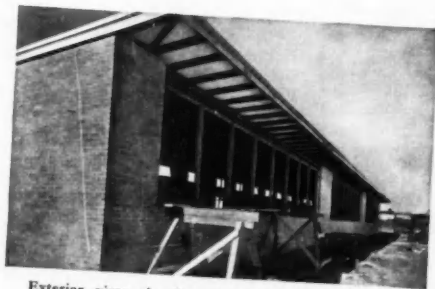
**GREAT LAKES STEEL CORPORATION**

Stran-Steel Division

Ecorse, Detroit 29, Mich.

**NATIONAL STEEL**

**CORPORATION**



Exterior view of school. Electrical wiring is installed through factory-punched holes in frame members.



Interior view of school under construction. Note how wood collateral is nailed directly to metal framing.



Stran-Steel Framing for Robstown Elementary School.



Corridor detail of school showing Stran-Steel framing.

STRAN-STEEL REG. U. S. PAT. OFF.



# LEMCO

## Solid Section Steel Casement Windows

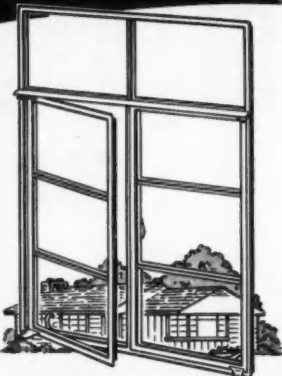
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**PLUS VALUE**

IN RESIDENTIAL AND APARTMENT CONSTRUCTION

Low original cost plus economy of installation and continuing owner satisfaction make LEMCO Casement windows the choice of builders throughout the country.

We also proudly offer Lemco Series 62 Monumental Aluminum Awning Windows and Lemco Aluminum Casement Windows when government regulations and availability of materials permit their manufacture.

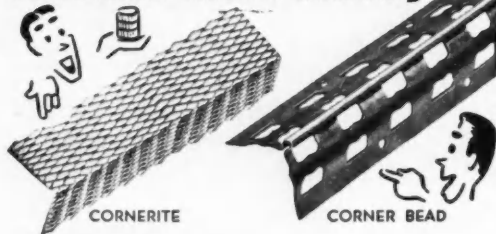
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● Bostwick Corner Bead and Cornerite

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## INDUSTRY BRIEFS

Plywood, Inc., of Detroit has opened a branch office in Denver under the name of **Plywood-Denver**, C. A. Zimmer, president, has announced. In charge of the Denver office is **Donald MacAlonan**, a member of the Plywood-Detroit sales staff for the past three years.



MacAlonan

Appointment of **Southland Building Products Co.**, Little Rock, Ark., as jobber for Strand garage doors has been announced by Bob Kirkman, manager of the Strand Garage Door Division of **Detroit Steel Products Co.** Top Southland Co. officers are: R. Remmel, president, and E. L. Walker, vice president.

**Kenneth H. Rauth** has been named district sales manager for the **Van-Packer Corp.** for the territory including Georgia, North Carolina, South Carolina and Florida.

**Stewart Mfg. Co.** of Indianapolis has purchased all assets of Edgar T. Ward Industries, Inc., Chicago, manufacturers of attic, window, exhaust and air circulating fans. Stewart executives announced that production of the complete Ward line would be continued. One model is already in production.

**H. D. Palmer** has been elected president of **Detroit Steel Products Co.** by the board of directors. This office was vacated June 8 by the death of W. C. Owen, who had been president since 1949. Mr. Palmer was serving as vice president, secretary, and director at the time of his election. He has been with the firm since 1922. **C. Garret Bunting** has been named secretary of the company.



Palmer

Appointment of **Walter T. Baker, Jr.**, as Pacific Coast district manager of the **Westinghouse Electric Appliance Division** has been announced by W. B. Creech, assistant division sales manager. Baker succeeds J. J. Moffatt, who resigned. Announced at the same time was the appointment of H. R. Bryant to succeed Baker as northwestern (Chicago) district appliance manager and of C. W. Paulson to replace Bryant.

AMERICAN BUILDER



*Individual*

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VIKON TILE CORP. • WASHINGTON, N. J.

AUGUST, 1951



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Our national emergency calls for dependable production . . . Big mill operation! That's why your dealer will find Crossett a reliable source for pine and hardwood structural material. Since 1899, Crossett has been delivering quality wood products to the building trades of America. And because of its sound forestry practices, forest reserves have been systematically increased so that a perpetual supply of big mill quality products is assured. Couple this working forest reserve with big mill quality production — and your answer is Crossett for quality lumber through your favorite dealer!

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- Arkansas Soft Pine Satin-like Interior Trim
- Royal Oak Flooring
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\*Reg. U. S. Pat. Off.



On What Shall Your Favorite Dealer Quote?

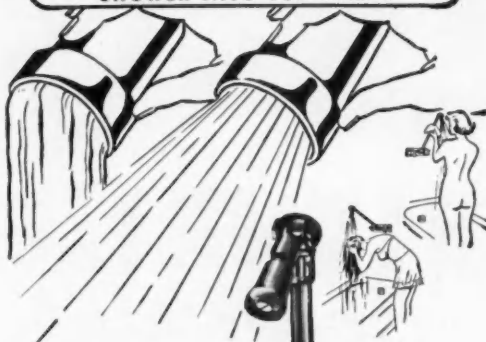
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225

Today's finest  
**TUB AND SHOWER  
FIXTURE**

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A TURN OF THE HEAD CHANGES  
SHOWER INTO TUB FILLER



**EASILY  
INSTALLED  
AT  
MINIMUM  
COST  
OUTSIDE OF WALL**

*It sells*—a modern fixture, quality-built, easy-to-handle, low-cost.

*It saves*—eliminates an additional tub filler, quickly installed on outside of the wall after wall is finished. Models available for most existing installations. No back siphonage.

*It's simple*—only one set of valves, a turn of the head produces a full, solid stream for tub filling. An ideal fixture for builders.

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- *simple*
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305 E. RESERVOIR AVENUE, MILWAUKEE 12, WISC.

Manufacturers of Famous Milwaukee Fixtures and Brass Goods



**Chrome Unit for Bathroom Wall**

Utility and beauty are combined in the bathroom shown in the accompanying illustration where an attractive highly-polished chrome unit serves as a toilet paper holder, magazine rack and has shelves for ash trays and other articles. The unit is set into walls of opaque structural glass, with which it forms a striking contrast. A companion unit is a glass and toothbrush holder which closes into a wall inset over the lavatory, when not in use. Vitrolite is a product of Libbey-Owens-Ford Glass Co., and the bathroom fixture is manufactured by the House of Hospitality, Hollywood, Calif.

**Plan Nation-Wide Program for  
All Electric Model Homes**

Plans for the construction of 100 all-electric demonstration homes patterned after its "most electrified home of the '50's" shown last year near New York City have been announced by Hotpoint, Inc.

Edward R. Taylor, general sales manager, said current plans are the first step in a 10-year builder dealer program and that as many as 1,000 model houses may be built. The activity will be conducted by distributors in cooperation with builders and dealers.

Taylor said the 1950 "pilot run" house on Long Island became the "most publicized house of the year" and that its over-all plans are being made available as a "master blueprint" for other areas.

The demonstration homes will be designed around Hotpoint all-electric kitchens and laundries and will contain pushbutton windows, low-voltage wiring for remote control, electrically-heated greenhouses and other equipment. In some areas, fuel pumps and other new electric space adaptations are under study.

Details on how to organize and promote the model home project are given in a 35-page work manual which is being made available to dealers, builders and architects.

**Nation Has Better (And More)  
Houses, Census Reveals**

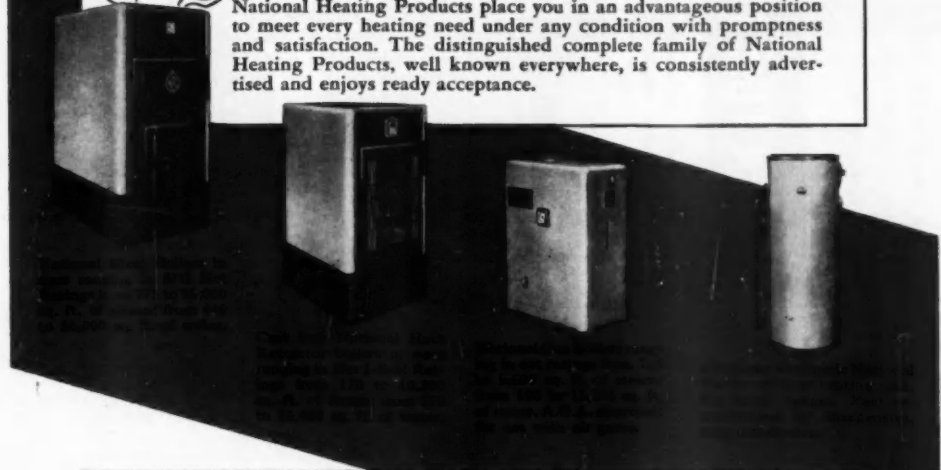
Statistics gathered from the 1950 census data recently released indicate that Americans presently enjoy better housing than they did a decade ago and with a wider range from which to choose, according to The Appraisal Journal, issued by the Institute of Real Estate Appraisers.

One of the facts revealed by the article is that according to the census, the number of non-farm dwellings rose almost ten million units, or 32.7 per cent in the decade.



**EASIER, FASTER, PROFITABLE BUSINESS  
WITH THE COMPLETE LINE  
OF NATIONAL HEATING PRODUCTS**

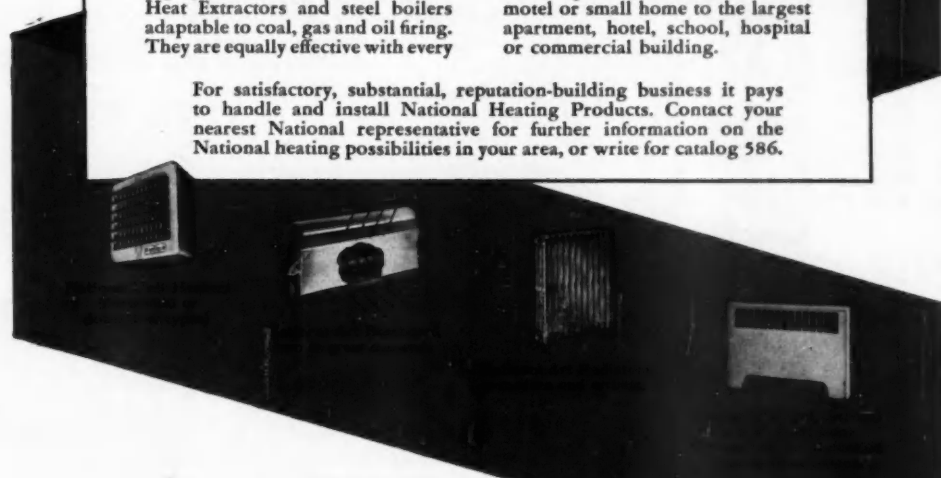
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# Pressure

## TREATED MATERIALS

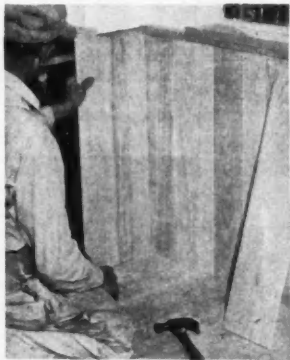
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SALES OFFICE: TEXARKANA, TEXAS

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### Permanency in Solid Wood Wall Paneling

Domestic and imported solid hardwood paneling today can be no more expensive than other conventional interior wall coverings. One of the cost-reducing factors has been the ac-



PANELING is applied over furring strips on the plastered walls in remodeling jobs or over the studding in new construction

ceptance of random lengths and widths and recognition that pleasing results can be obtained by emphasizing the junctures of shorter lengths

with "V" joints. Thus short ends fit into the wall pattern as well as into the space under windows, over doors, and in cabinets.

In application, furring strips can be laid over existing plaster or papered walls in remodeling jobs.



"V" JOINTS are used at ends of random length panels for good decorative effect

Paneling should not be installed, however, until the building is dry. The kiln-dried panels should be sealed against moisture by the application of a sealer consisting of one part shellac and two parts thinner, or a similar sealing agent.

According to recent surveys, the present stands of Northern hardwoods, particularly maple, will continue to serve future generations as a source of supply for many years to come.

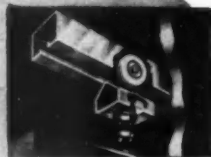


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For over half a century, architects have specified Grant Silent Sliding Door Hangers because:

- They Save Space and Improve Interior Decoration
- They Allow Simpler Room Partitioning

Grant No. 16 and No. 17 sliding door hangers are the only Sliding Door Hangers with rollers of nylon. There is no metal to metal contact as nylon makes up the complete rotating member of the ball bearing roller, thus eliminating metallic sound — your assurance of SILENT, smooth operating sliding door hangers. Grant Sliding Door Hangers are the only hangers with these exclusive features: • Nylon Rollers • Three Adjustments • Automatic Alignment of Doors • Center Hung Feature • Doors can Never Jump the Track.



GRANT No. 16 Single Track Sliding Door Hanger



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*The foremost name in Sliding Devices*

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FLOORS of RUBBER

**WALL FLEX**

WALLS of RUBBER



"the more we're together

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The R.C.A. line fits easily into so many specifications, providing the answer to rigid requirements of wall and floor covering needs. Whether it be the extensive line of 28 colors, ensemble planning, ease of installation and maintenance, adaptability and life-long economical utility — R.C.A. has everything to simplify your job of overall satisfaction.



\* **WALL-FLEX**

walls of rubber. New — exclusive — flexible 1/16" gauge fabric back rubber in 28 colors. Simple, quick one-man installation with the advantages of continuous corners and curved surfaces, sanitation, low maintenance and economy. You'll want to include the versatility and colorful beauty of Wall-Flex in your plans.

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CONSULT YOUR SWEET'S Architectural File or write for full color brochure — samples and installation folder.

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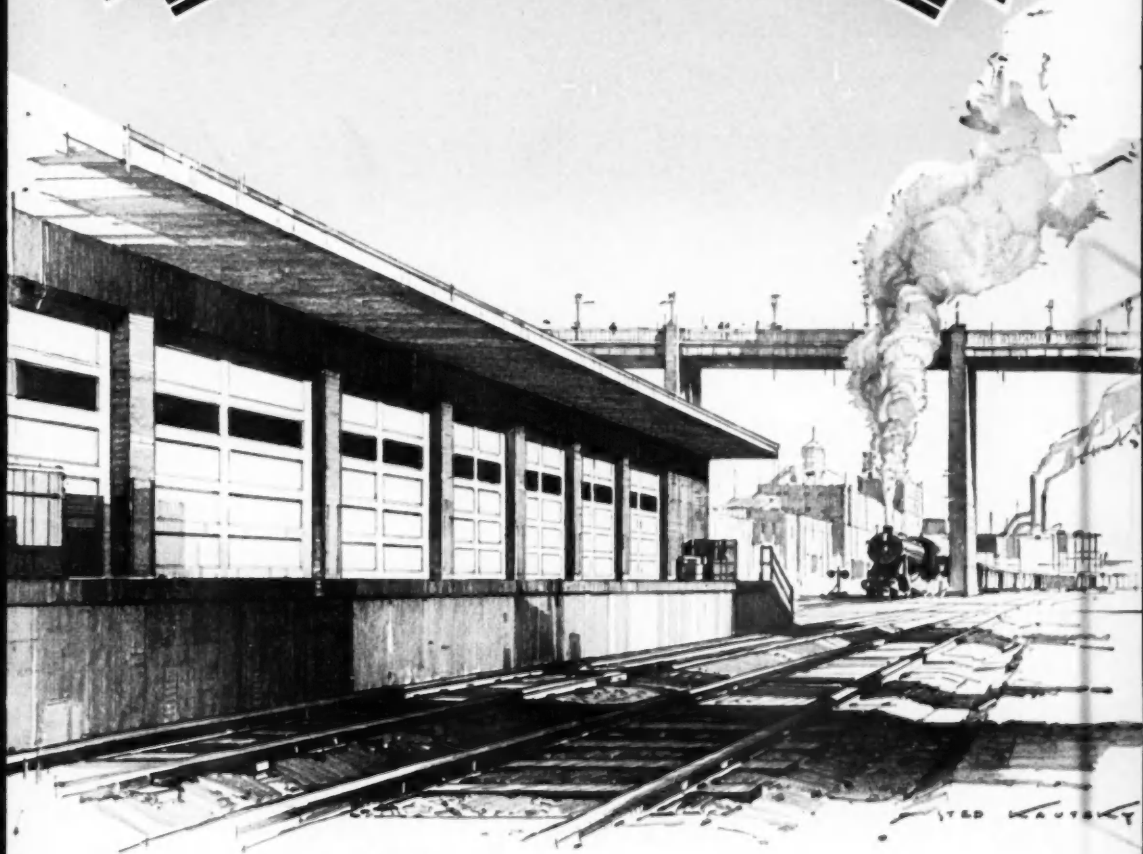




THE

# OVERHEAD DOOR

TRADE MARK



**MIRACLE WEDGE  
SALT SPRAY STEEL**

\*TRADE MARK

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## OVERHEAD DOOR CORPORATION

Hartford City, Indiana, U. S. A.

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