

AMERICAN BUILDER

THE WORLD'S GREATEST BUILDING PAPER
DECEMBER 1952 PRICE 75 CENTS

*Season's
Greetings*



▲ **Trend home reflects buyer survey** PAGE 80

How a cutaway produced sales PAGE 88 ▶



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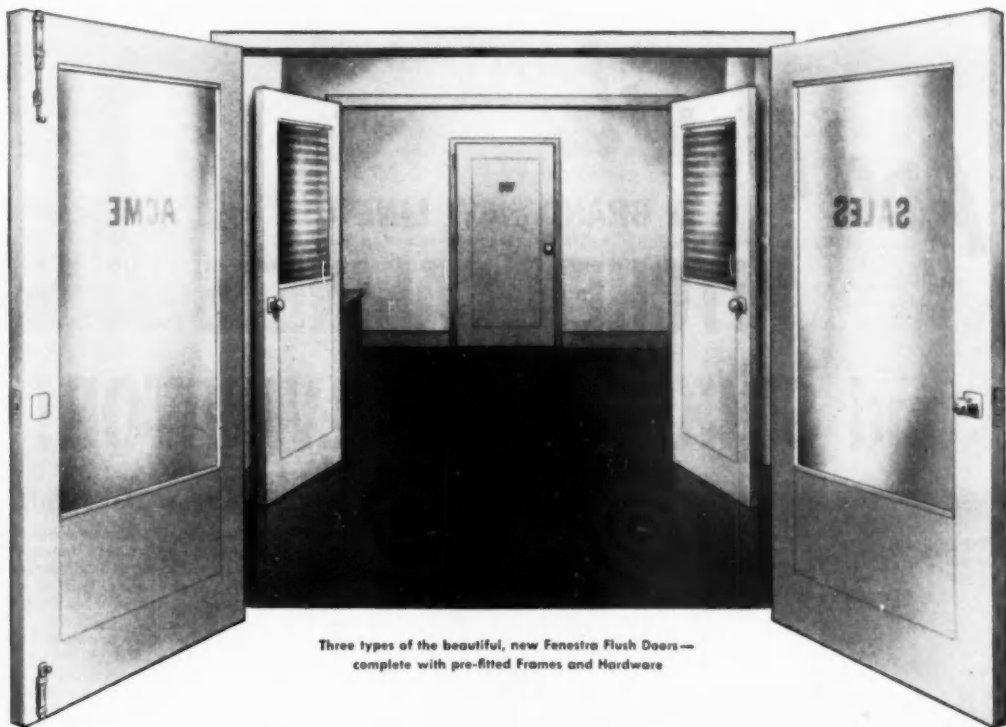


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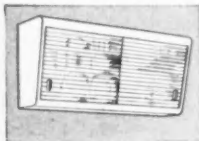


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"Retractable arm of **SKIL** Radial makes layout work easier, cuts set-up time"...

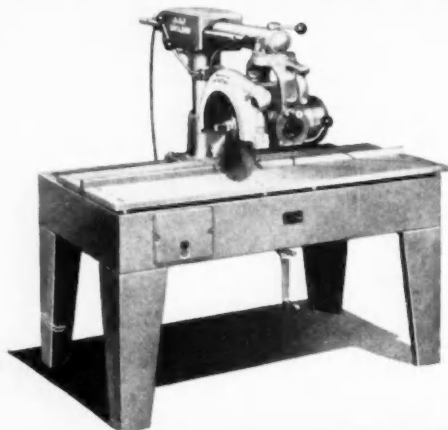


... says **B. A. Barfield**,
carpenter foreman,

**McDONOUGH CONSTRUCTION
COMPANY OF GEORGIA,**
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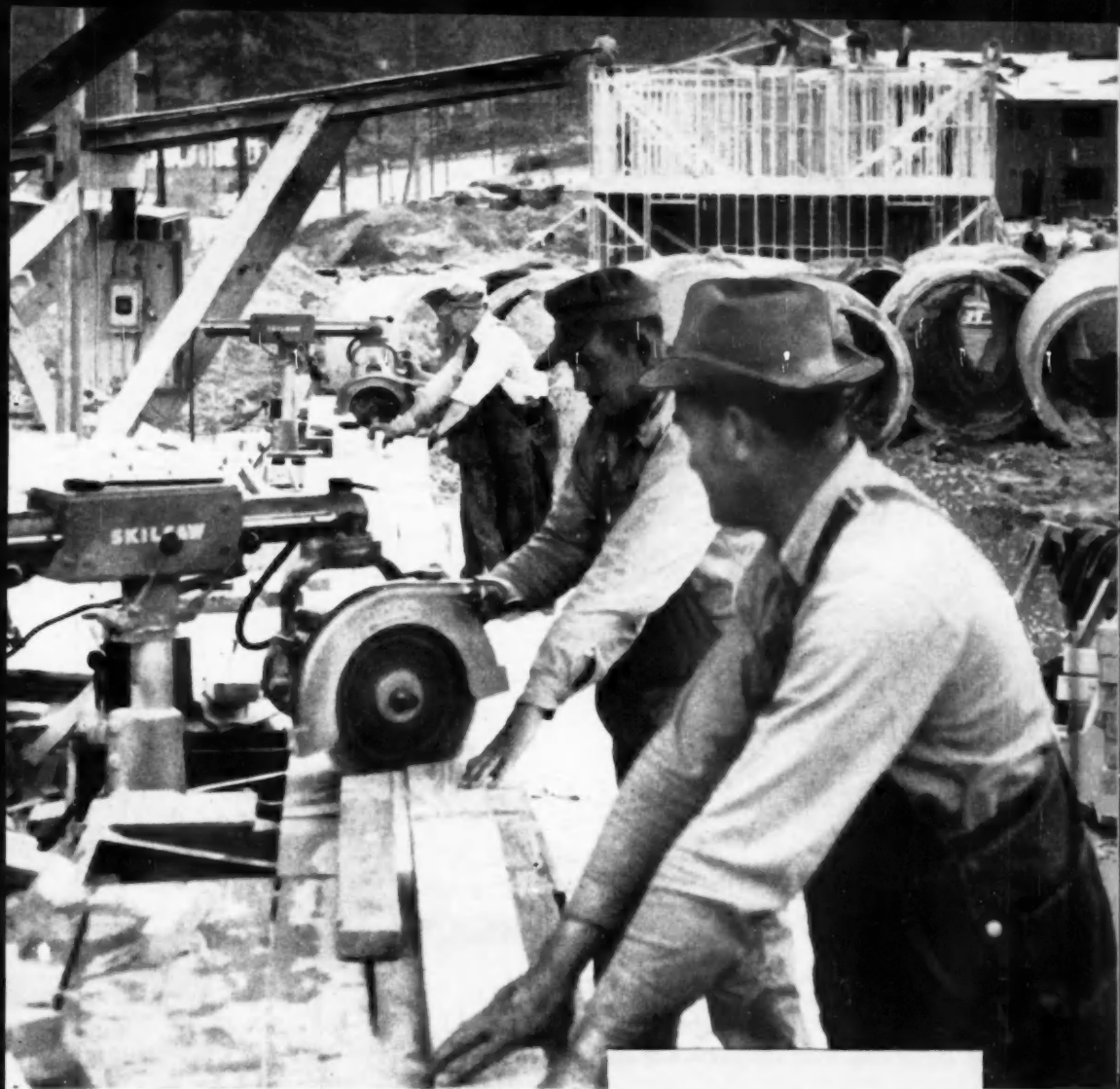


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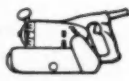
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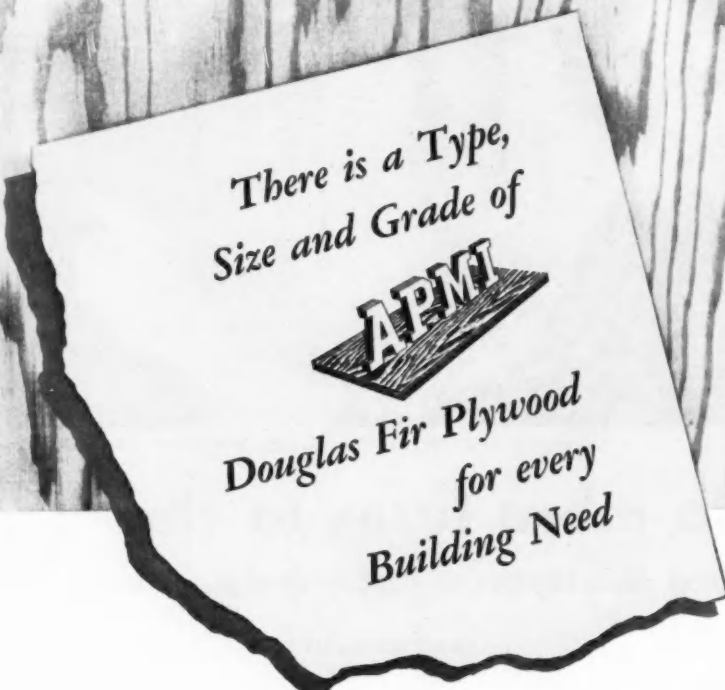
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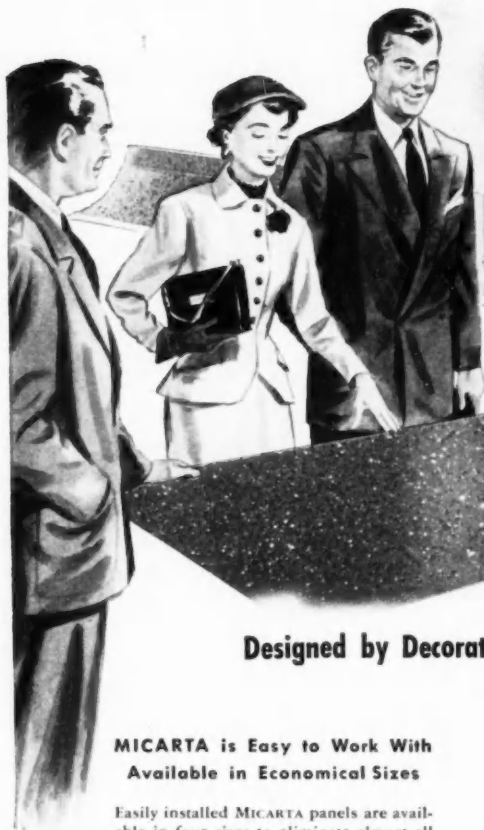
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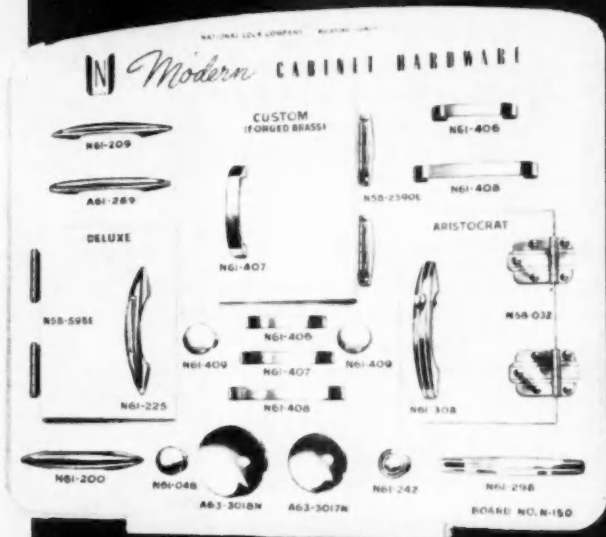
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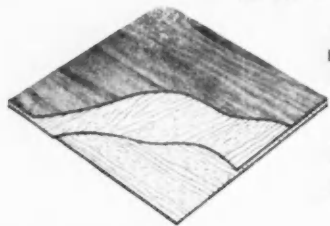
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1953 is 'L' year

ELEVEN years ago the home building industry experienced "M" Day. That was the birthday of what soon became the National Association of Home Builders, and it marked the first nation-wide mobilization of the leading factors of this primary segment of the construction industry. It was this timely mobilization that saved home building for private enterprise. No one knows this better than *American Builder* for it was this magazine alone among all of the publications in the industrial and popular press that gave instant and vocal support to the effort to create a national association. For several years *American Builder* was the only encouraging voice, counselling when counsel was needed, freely supplying its lists for membership and convention exhibit solicitation, encouraging its editors to supplement editorial support with personal support in the field, and turning a deaf ear to some of its contemporaries who stood in silent or animated opposition.

American Builder's publishers and editors know all of the details of the eleven-year struggle, and it has been a struggle. First, it was the battle to prove that private home builders could provide defense housing. Then it became a desperate struggle for survival against a post-war OPA, and an even more desperate battle against a vigorous, highly organized band of defeatists bent on wrecking the economy with public housing. These are only a few of the many battles that have had to be joined and won while the industry was engaged in its own struggle to become a strong entity.

Today, through the individual efforts of scores of able leaders who have emerged at both local and national levels, home building is a respected, creative, progressive, organized force. *American Builder*, fully recognizing the star role played and being played by these leaders, raises no shield of false modesty behind which to hide a justifiable pride in its own important supporting role.

It is because of this close association and supporting role, and looking forward to the changed political scene in Washington, that we urge NAHB to proclaim 1953 to be "L" Year—Leadership Year. We urge a forthright proclamation of leadership for home building, and the adoption of the following platform.

1. Positive assault against high taxes by demanding an end to all government controls over home building.
2. Development of local programs for locally financed, locally operated, locally supervised charity housing, where necessary, to replace the costly, inefficient, ineffective public housing program.
3. Positive approach at local levels, without any federal government aid, to the solution of the twin problems of housing decay and slum redevelopment.
4. Development, within the association, of a home modernizing program, and a home modernizing membership division.
5. Development of working liaison with producers and distributors of materials, equipment and appliances.
6. Dedication to continued advancement of design and construction techniques.

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AB Washington News Letter

For the Light Construction Industry

A special service for American Builder readers. The latest Washington developments affecting the light construction industry assembled by special Washington correspondent and sent by wire to be printed and bound in your American Builder at the last minute before it is mailed. A regular monthly feature.

Washington, November 21, 1952

- ▶ **THE ELECTION** of General Eisenhower and a Republican-controlled Congress is certain to have its effects, direct and otherwise, on the light construction industry. The appointment of new agency heads and enactment of new legislation are two areas in which the industry will be seeing changes.
- ▶ **POSSIBLE DEVELOPMENTS** in the next few months give rise to much speculation. Everyone in Washington seems to have opinions; but when all are heard you still have nothing more than an "informed guess." This letter is written on that basis.
- ▶ **GOVERNMENT FINANCIAL AIDS**, interest rates, public housing, controls of one kind or another, veterans housing — all these are among the things which may be changed by the new Congress and the new Administration.
- ▶ **MANY OF THE GOVERNMENT'S EXISTING PROGRAMS** have contributed to the great housing production since 1945, and in these no big changes would seem to be desired. Other programs, such as public housing, are less desirable from the industry's standpoint.
- ▶ **DRASTIC MODIFICATION** of present programs actually appears unlikely. Many Republican leaders of the new Congress have supported the housing programs for years. Spot amendments to make present laws more workable will probably be tried.
- ▶ **INDUSTRY SUPPORT** for many government housing activities already is assured. Financial aids for private housing have been a big factor in helping millions of families buy homes. The FHA, VA and FNMA programs have all been instrumental in keeping home-building at record levels. This is true, even though the FHA-VA share of the total market now appears to be declining.
- ▶ **THE NEW CONGRESS** undoubtedly will be urged to continue these financing aids as well as other help for privately-built housing. It stands to reason that legislators will do nothing deliberately to cut housing production. One factor will be the need to maintain full employment in the building trades.
- ▶ **PUBLIC HOUSING** will meet vigorous opposition. Industry representatives probably will ask that all support for public housing be ended, and that present holdings of some 290,000 units be liquidated.
- ▶ **THIS ISSUE** may bring headaches to the Republicans. Many Republican congressmen have fought public housing consistently, but others in the party, including Senator Taft, have not. The party's 1952 platform was silent on the subject.
- ▶ **SOME OBSERVERS** believe public housing will be continued, although at a reduced rate. Appropriations for the current fiscal year provided for 35,000 public units, as compared with 135,000-per-year authorization contained in the National Housing Act. Congress might go along with industry requests to study the entire public housing program before appropriating funds for the next fiscal year.
- ▶ **VETERANS HOUSING** probably won't feel the effect of a change in administrations. The veteran programs since World War II have rarely been opposed by either side in Congress, and there is no reason to think any changes in existing programs will be forthcoming.
- ▶ **WAGE, PRICE AND RENT CONTROLS** are more likely to end, in view of the election. Representative Wolcott of Michigan, who will head the House Banking Committee in the new Congress, has said he sees "no justification" for continuing these controls. They are scheduled to die next April 30.
- ▶ **CONTROLS ON MATERIALS** will end next June 30 unless extended. Congress may extend these, perhaps in watered-down form. This may be on a stand-by basis, or a simple priority system may be set up to protect defense needs.
- ▶ **INTEREST RATES** present another imponderable for the coming months. Both VA and FHA have authority to make changes, but have stuck with old rates despite a decline in their effectiveness since 1950. New administrators might have other ideas.

- ▶ PERSONNEL CHANGES under the new President will be important and may foretell changes in policy. Presumably, in the housing field, HHFA Administrator Foley, FHA Commissioner Greene and PHA Commissioner Egan will be replaced by Republican appointees. It can be expected that a number of second-level changes will occur also, because new administrators generally name their own top assistants.
- ▶ THIS TOP-LEVEL SHUFFLE will influence new legislation, because these men will be in a position to make recommendations to Congress. At the same time, they can bring about other changes through their execution of existing law.
- ▶ THE FHA COMMISSIONER, for example, could set \$16,000 as the maximum FHA-insured loan for single family dwellings. The present maximum of \$14,000 is \$2,000 below the statutory limit; and it was set by "administrative discretion."
- ▶ THE RESIDENTIAL MORTGAGE MARKET in 1953 will be dominated by conventional lending at least to the same extent as in 1952. About a third of the mortgage business next year is expected to be in FHA and VA loans. Steadily rising accumulations of funds in savings and loan associations are expected to flow in the direction of conventionals.
- ▶ EARLY ESTIMATES OF 1953 CONSTRUCTION volume indicate there will be little change from the 1952 level. An increase in commercial and recreational construction, reflecting the end of credit controls and an easing of materials, will make up any losses in residential building. The latter is expected to be not less than 900,000 units.
- ▶ PRESSURE IS ON NPA for relaxation of construction controls on January 1, instead of next May 1. Controls officials set the May 1 date in a spurge of caution last October. NPA Administrator Richard A. McDonald said he wanted to be "sure" that when relaxations become effective orders can be filled "without serious difficulties."
- ▶ A "TASK FORCE" of NPA's Construction Industry Advisory Committee made the January 1 recommendation, which NPA now is considering. No action has been taken as this issue went to press.
- ▶ A TIGHT STRUCTURAL STEEL SITUATION does exist, the task force agreed. Despite this, warehouses seem to be in position to handle small-lot orders, of 25 tons or less, if buyers have the required allotment tickets. Effective date of the relaxations could "easily be advanced" to January 1, the group advised NPA.
- ▶ A PLEA FOR IMMEDIATE RELAXATION of construction controls for the balance of 1952 has come from the United States Chamber of Commerce. The chamber's Construction and Civic Development Committee said retention of controls unnecessarily jeopardizes the industry's ability to maintain employment.
- ▶ TO CONTINUE CONTROLS when materials are plentiful only weakens public confidence in controls as a necessary instrument of national defense, the committee said. It called for immediate relaxation of controls, then full suspension on January 1.
- ▶ MORE THAN 28,000 VETERANS received GI 4 per cent home loans from private lenders during the month of September, the VA announced. This was the highest GI volume since December 1951. VA said an average of 25,000 veterans a month obtained GI home financing during the first six months of 1952. Despite a "general tightening" of the mortgage market.
- ▶ THIS HIGH VOLUME in September supports VA's contention that the 4 per cent rate is adequate. But the supply of 4 per cent money is spotty, with some areas having an "adequate supply" and other areas having "little or none at all." VA said recent renewal of FNMA's over-the-counter purchases "will help bolster the GI loan money supply."
- ▶ FNMA PURCHASED almost \$24 million in VA mortgages over-the-counter in September, the latest month for which figures are available. September was the first month in which Fannie Mae resumed over-the-counter operations after a lay-off of several months. VA's accounted for more than half of the eligible mortgages purchased during this first month of new operations.
- ▶ OCTOBER HOUSING STARTS were estimated at 101,000 by the Bureau of Labor Statistics. This compares with 98,000 starts in September, and with 90,000 in October a year ago. The October 1952 total includes 100,000 private starts.
- ▶ SEASONALLY ADJUSTED ANNUAL RATE of starts for October was estimated at 1,156,000. The highest rate since the BLS began compiling seasonally adjusted starts last June.
- ▶ STARTS in the first ten months of 1952 total 966,400 the BLS reported. This compares with 956,000 starts in the same period of 1951. Included in the 1952 figure are 48,900 public starts. The smaller 1951 total included 67,600 public units.

TRENDS *in the Building Field*

unique sales efforts needed in building industry

The year 1952 will record another year of prosperity in the United States. It is the sixth consecutive year of virtual full employment. Besides producing a multi-billion dollar stockpile for defense and supplying the fighting forces in Korea, the production of food, shelter, clothing and even the gadgets dear to the American public was near an all-time high.

There is an uneasy feeling, however, that as defense spending slackens, as it is expected to sometime next year, unsold television sets, automobiles, houses and other consumer durables will begin to pile up and the spectre of depression will begin to haunt us.

That's not necessarily so. It must be remembered that the industrial economy in which we now live is relatively new. As recently as 60 years ago, the majority of the population of the United States lived on farms. Now less than 15 per cent live on farms. The rest are tending some part of the vast industrial machine that has been erected in the meantime.

The problem is to keep the machine operating at capacity. It operated at about 70 per cent of capacity in the 1930's and caused unemployment, financial disaster, and very probably was the chief contributing factor to the world wide upheaval of the 1940's. There is an excuse—the machine is new and we need to learn how to operate it better.

The machine was built by private enterprise and after 20 years of being masterminded by the government, the people, in November, returned the machine to private enterprise for a trial period of four years.

The machine is much bigger than it was twenty years ago. In a single year it can turn out 7,000,000 passenger automobiles, 6,000,000 refrigerators, 7,000,000 television

sets, 4,000,000 washing machines, 1,500,000 new dwelling units, in addition to food and clothing for a nation of 157,000,000 people. A new feature was added in the 1940's—a war department that turned out guns, ammunition, ships, tanks, and planes which in a period of 43 months destroyed the aggressors who attempted to capture the machine, its employees and its owners.

During the period 1950-52 the war department of the machine has been undergoing very substantial expansion—in an effort to ward off any possible future attempts at aggression. This expansion is expected to continue into 1953. The machine now has 63,000,000 employees as compared with 50,000,000 employees twenty years ago. At that time 10,000,000 were out of work.

The principal operating difficulty of the machine in the 1930's was in the consumer durable goods department. The biggest items in this department are automobiles and houses. Materials and labor were available but the machine didn't get any orders. The only way that we can make the machine work better is to find out what's wrong and do some tinkering.

At this moment the machine is working well, although we believe with considerable extravagance. However, we must be prepared for a possible breakdown if and when the machine has produced what appears to be a glut, and if and when the defense department slackens.

It behooves us in the home building department of the machine to be particularly watchful for any signs of slackening demand and to be ready with a plan of operation to take care of any breakdown. The residential building industry now represents about one-thirtieth of the capacity of the machine (a dollar volume of \$10 billion out of the

total \$300 billion capacity). The entire construction industry represents 10 per cent of the capacity of the machine.

Of 46 million dwelling units standing in 1950, 44 per cent were built prior to 1920, 62 per cent were built prior to 1930, and 80 per cent were built prior to 1940. The median value of non-farm owner-occupied dwelling units, even in these days of inflation, was only \$7,400, and the median rental of tenant-occupied dwelling units was only \$35.

The occupants of these dwelling units have been sold automobiles, television sets, and refrigerators. They are even being sold travel trips to take them away from their dreary surroundings. They can be sold remodeling programs that will give more satisfaction than these alternatives—they can pay for them on the popular easy payment plan by which they bought their automobiles and television sets.

The industrial machine can be kept at capacity in the construction sector if the operators push remodeling jobs and replacement of dilapidated dwelling units. The Baltimore Plan, the San Angelo Plan, and the Des Moines Plan are examples of the successful elimination of slums by private enterprise. The consumer magazines are whipping housewives into a frenzy with pictures of planned kitchens and clever built-ins. (It is said that women buy 85 per cent of the products of the industrial machine.) The building magazines show remodeling contractors "how to do it" and "how to sell it." It remains for building material dealers and builders at the local level and building material manufacturers to press aggressively for the necessary business to keep their sector of the industrial machine working at capacity.

"MISTER-That's Mortar!"

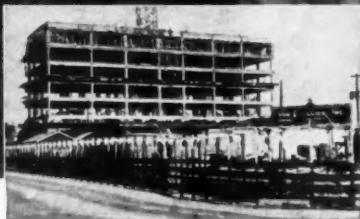


LONE STAR MASONRY MORTAR WINS CRAFTSMEN'S PRAISE ON ATTRACTIVE NEW LINCOLN HOTEL, ODESSA, TEXAS

● They know good cement in Odessa, Texas, as they do good cattle and oil. This great young city, supply center for an area with 25,000 producing oil wells, is building for the future . . . population trebled in a decade.

One fine new structure is fire-safe, 150-room Lincoln Hotel, another 'soup-to-nuts' Lone Star job: Footings, foundations, structural frame and floors concreted with LONE STAR PORTLAND CEMENT . . . eye-pleasing exterior walls laid up with LONE STAR MASONRY CEMENT.

"Mister, that's Mortar!" said the critical craftsmen who laid up the brick. Notice how it sticks to brick or block . . . stays plastic until units are firmly bedded . . . with extra water retention to keep brick from sucking water out of the mortar . . . higher bonding strength and watertightness . . . truly, the Masonry Cement that's 'got everything!'



LONE STAR CEMENTS COVER THE ENTIRE CONSTRUCTION FIELD

HOTEL LINCOLN, Odessa, Texas
Architect: WALTER W. AHLSCHLAGER, Dallas
Contractor: VON FRELICK, INC., San Angelo
Lone Star Cements supplied by:
ABELL-McHARGUE LUMBER CO., Odessa

LONE STAR CEMENT CORPORATION

Offices: ABILENE, TEX. • ALBANY, N. Y. • BETHLEHEM, PA. • BIRMINGHAM • BOSTON • CHICAGO • DALLAS • HOUSTON • INDIANAPOLIS
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, 125,600,000 SACKS ANNUAL CAPACITY

For 30 Years America's

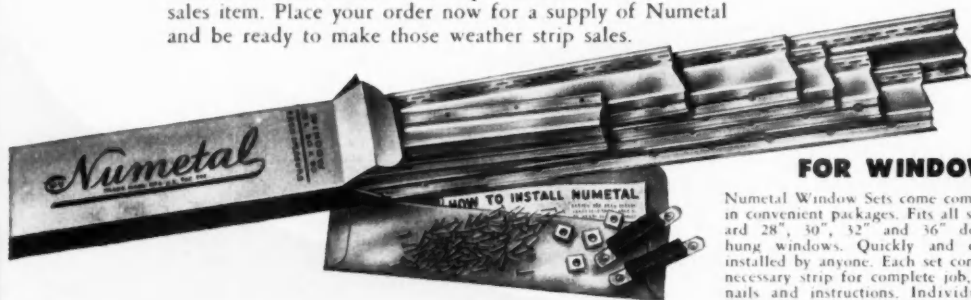


Numetal

WEATHER STRIP

for windows and doors

An old friend, and a leader in weather strip sales for 30 years. Conveniently packaged in sets for windows or doors in individual cartons. A perfect over-the-counter sales item. Place your order now for a supply of Numetal and be ready to make those weather strip sales.



FOR WINDOWS

Numetal Window Sets come complete in convenient packages. Fits all standard 28", 30", 32" and 36" double hung windows. Quickly and easily installed by anyone. Each set contains necessary strip for complete job, plus nails and instructions. Individually packaged—ready to hand customer!

Nu-WAY WEATHER STRIP Easiest in the world to put on

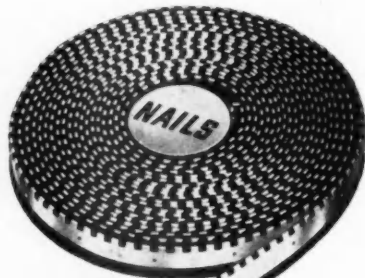
Any clerk, regardless of experience, can sell Nu-Way Weather Strip! That's because any customer can put it on quickly and easily.

Nu-Way works perfectly on most any type window, storm-sash or door. Made of moth-proof, pre-shrunk, color-fast wool felt and white metal.

Yes, Nu-Way keeps out cold—saves fuel. And sells at a low price that really brings in sales!



This colorful, attractive display carton really sells the goods! Contains one individual 18 ft. roll of Nu-WAY, with sufficient nails and instructions for easy installing. Stock up today!



Mac says "Be prepared for COLD WEATHER SALES!"

ORDER NOW — your order will be shipped same day received

Leading WEATHER STRIPS!

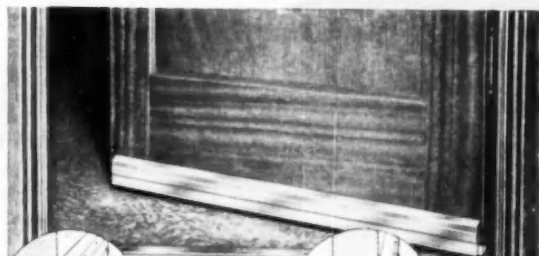
FOR DOORS

Numetal Weather Strip comes in handy sets for almost all standard doors. Available with regular stainless steel and felt door bottom strip, or with threshold and exposed hook. Easily installed — no special skill or tools needed. Comes complete. All ready to install.



Nu GARD Automatic DOOR BOTTOM & DRAFT ELIMINATOR

Show customers how it works, and this automatic door bottom sells itself. It's the perfect answer for all drafty doors — inside or outside! Completely solves the old problem of clearing rug or carpet every time door opens. Nu-GARD is beautifully designed with smart, silvery-satin finish and easily installed. Will not rust or tarnish. Furnished in 28", 32", 36", 42" and 48" lengths. May be shortened approximately 2". Packed in individual cartons.



UP
automatically when door opens
Felt bottom raises to clear carpets and rugs.



DOWN
snuggly when door closes
Thick felt bottom now hugs floor to seal out drafts, noises, odors.

Numetal DOOR BOTTOM STRIP



Here's a fast-selling weatherproof item that is tops in the field! Made of thick, wool felt and heavy gauge stainless steel. Furnished in standard lengths — 28", 30", 32", 36", 42" and 48" — packed 1/2 dozen same length to carton. Also furnished in special lengths.

MACKLANBURG DUNCAN CO.

OKLAHOMA CITY, OKLAHOMA

**MACKLANBURG
DUNCAN CO.**

MANUFACTURERS OF

QUALITY

**BUILDING
SPECIALTIES**

Their homes never grow old

— these millions of readers with

BUY ON THEIR MINDS!

THEY'RE always "fixing up" their homes, adding to them, remodeling them, inside and out. They have the houses other people envy—these 3½-million families who read *Better Homes & Gardens*.

In fact, the figures show, they undertake nearly 1¼-million home improvement jobs a year!

And you can then add to this another fact: 7 out of 10 families who are building new homes read BH&G!

No wonder! BH&G editorial policy screens its readers to attract *only* such families—by devoting its pages exclusively to practical ideas for making home, and home life, more attractive and enjoyable.

There's certainly no other multimillion market for building supplies—so big, yet so BUY-minded as this.

BH&G BUYOLOGICAL BRIEFS

- A MAJOR BUILDING SUPPLY MANUFACTURER pulled 3,400 inquiries the first month his ad ran in BH&G.
- A FLOOR COVERING MANUFACTURER in BH&G, pulled 5,000 inquiries in less than a month.
- A DEALER SURVEY by a kitchen equipment manufacturer, showed overwhelming preference for BH&G as best sales-producer.

Serving more than
3½-million families—screened
for the
BUY on their minds!

**Better Homes
and Gardens**

Selling more than 3,000,000 homes
December 1957

MEREDITH PUBLISHING COMPANY, Des Moines, Iowa

AMERICAN BUILDER



Every inch is livable space with

B & G Hydro-Flo Heating

The system of controlled radiant heating which meets the demands of modern architecture

B & G *Hydro-Flo* Heating solves the problem of properly heating homes with large glass areas. Radiant floor or ceiling panels, or baseboard panels effectively prevent cold drafts from the windows . . . keep floors warm and draft-free.

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 circulating water is *automatically* raised or lowered to meet every change in the weather. Even in spring and fall, when only a little heat is needed, indoor temperature is kept exactly at the comfort level.

That's why a B & G *Hydro-Flo* System costs so little to operate. No overheating to cause fuel waste . . . but always plenty of heat when the thermometer hits bottom.

Abundant hot water—winter and summer

The modern home needs hot water as never before . . . automatic washers and showers require ample quantities for satisfactory operation. The Water Heater of a *Hydro-Flo* System produces a virtually inexhaustible supply, all year 'round.

Send for catalog of B & G *Hydro-Flo* Products.



This Bell & Gossett unit of B & G Hydro-Flo Heating is a B & G Water Heater, Hot Control Valve and Water Heater. They can be installed on any hot water heating system, year or 1917.

**B & G HYDRO-FLO EQUIPMENT
PROTECTS YOUR MOST VALUABLE
ASSET—CUSTOMER SATISFACTION**



*Reg. U. S. Pat. Off.

BELL & GOSSETT
C O M P A N Y
Dept. CT-11, Morton Grove, Ill.

Canadian License: S. A. Armstrong Ltd., 1400 O'Connor Drive, Toronto, Canada

This man ***KNOWS***

where he's

going...



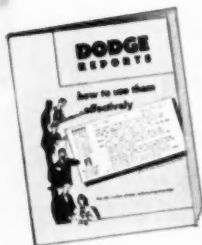
in New Construction!

He's a contractor who uses Dodge Reports. They keep him posted *daily* on every phase of the new construction market in his territory. Dodge Reports tell him *who* and *where* his best prospects are—*what* and *when* they're going to build and when action should be taken to get the business.

Most of the leading firms in new construction have long relied on Dodge Reports. This 62-year-old business service pinpoints active prospects—gives you the names and addresses of people who definitely need your services. Dodge Reports cover any territory you name—local or wide-spread anywhere east of the Rockies—to bring you complete and detailed information every day on your part of the rich construction market.

Let Dodge Reports help *you* get the contracts you want. They'll keep you ahead of competition . . . keep you alert to golden opportunities that might otherwise be missed—among old customers and new—stand you in good stead during the days ahead. More than 900 Dodge field men constantly comb the new construction market to report what's going on and what's coming up—being planned—out for bids—who gets the contracts. Put these men to work discovering business leads for *you!*

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Timely, accurate, comprehensive construction news service

THE FIRST STEP IN EVERY SALE



NOT A GHOST IN A CARLOAD

RODDISCRRAFT HOUSEMART CONSTRUCTION
IS GHOST PROOF

YOU'LL never be haunted by costly call-backs or complaints about core pattern showing through, with Roddiscraft Housemart Doors. Roddiscraft® face panels give positive protection—seal the sturdy core safely inside.



Roddiscraft construction is a safeguard against the bumps and bangs a door is bound to get—offers maximum resistance to distortion, too.

Why take less—install Roddiscraft Housemart Doors—with the ghost-proof construction.

NATIONWIDE Roddiscraft WAREHOUSE SERVICE

Cambridge 39, Mass. • Charlotte 6, N. C. • Chicago 32, Ill.
Cincinnati 4, Ohio • Dallas 10, Texas • Detroit 14, Mich.
Houston 10, Texas • Kansas City 3, Kan. • Los Angeles 58,
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Milwaukee 8, Wis. • New Hyde Park, L. I., N. Y. • New York
55, N. Y. • Port Newark 5, N. J. • Philadelphia 34, Pa.
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Roddiscraft

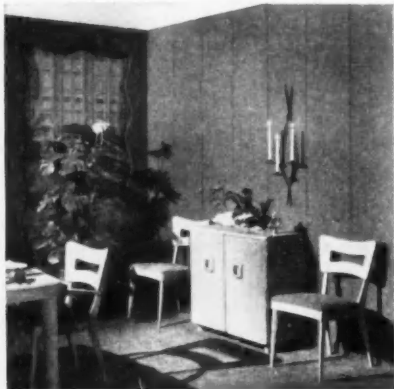
RODDIS PLYWOOD CORPORATION

Marshfield, Wisconsin



NEW PANEL

no joints to treat...
no nails to conceal



Plain Panel SHEETROCK
can be finished in dozens of ways: paint, wallpaper, textures, grass cloth are just a few exciting ideas.



Prefinished Knotty Pine Panel
when walls are up, the decorating's done, too, simulating the natural beauty of wood planking.

**The Greatest Advance in Gypsum
Dry-Wall Since U.S.G. Invented
SHEETROCK in 1917!**

Get acquainted with new Panel SHEETROCK—get all the famous SHEETROCK wallboard advantages, plus easy application and beautiful new effects.

Goes up as fast as wallpaper—using special U.S.G. spreader blade, spread PERF-A-TAPE[®] Cement on back of panels as shown above, press into place,

and *presto*: they're up to stay... on old plastered walls, or on regular SHEETROCK in new construction.

Easy to handle—only 16" wide, an 8' panel weighs but 16 pounds. Easy to maneuver around corners and in narrow places. Available in 8', 9' and 10' lengths; 3/8" thick; 4 pieces per bundle.

Ask your U.S.G. representative or building supplies dealer about this revolutionary gypsum dry-wall development. It's sure to be a big business builder for you!

† U. S. Pat. 2, 811, 011.

Another First from U.S.G. Research

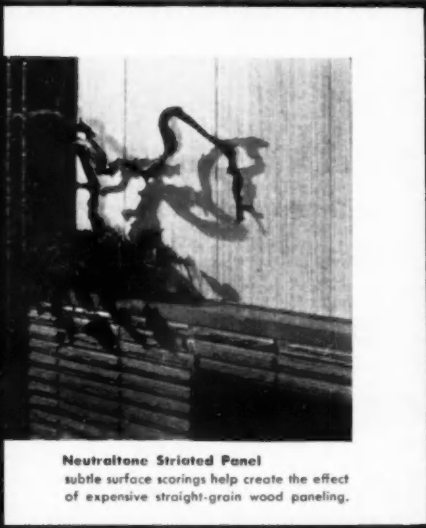
UNITED STATES GYPSUM

The Greatest Name in Building

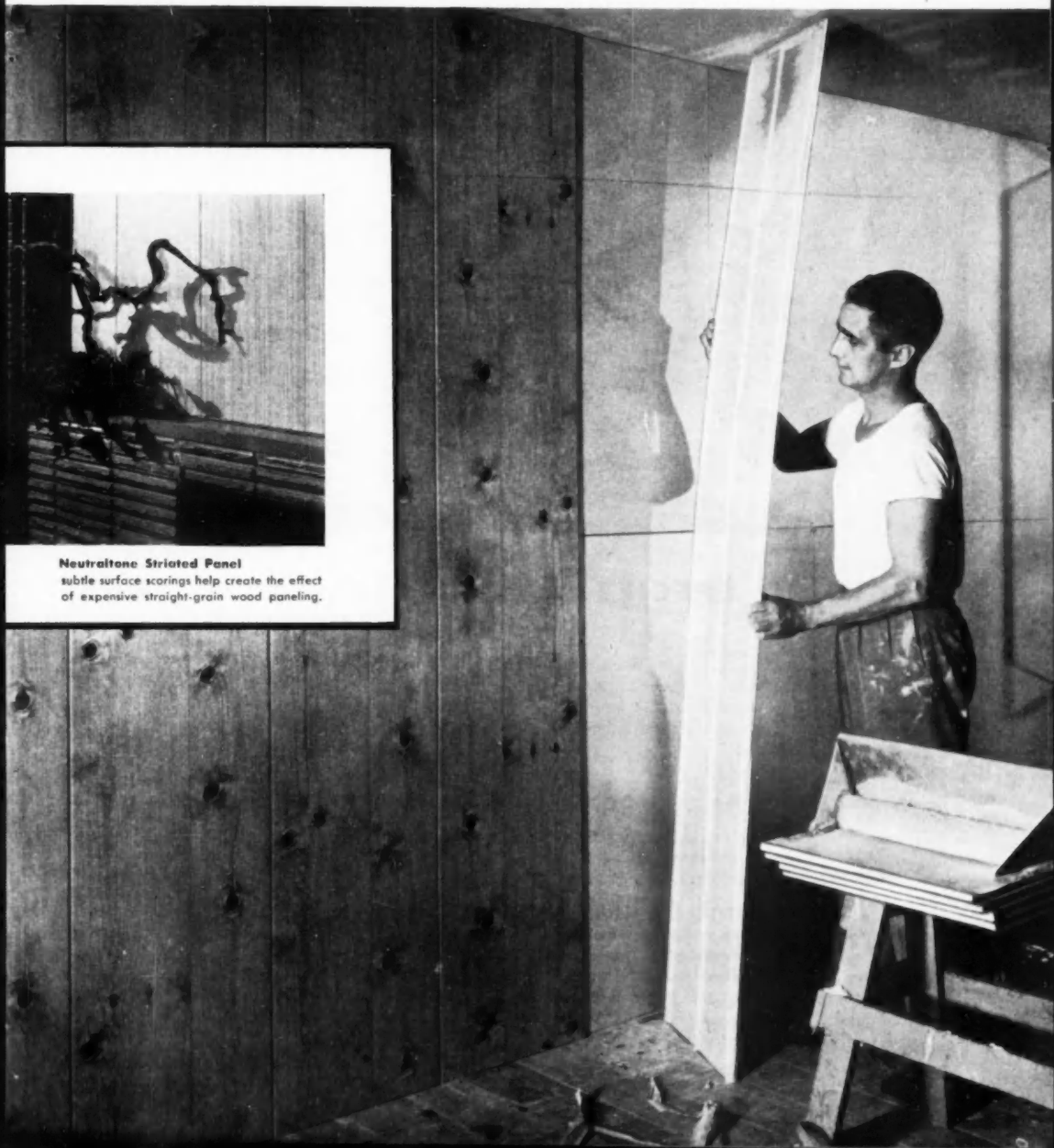


SHEETROCK*

GYPSUM WALLBOARD



Neutraltone Striated Panel
subtle surface scarrings help create the effect
of expensive straight-grain wood paneling.



New ELJER parts catalog gives proof...

ELJER PARTS and REPAIR INFORMATION

Bath and Shower Fittings

1. SHOWER HEAD
2. SHOWER HEAD BODY
3. SHOWER HEAD BODY GASKET
4. SHOWER HEAD BODY NUT
5. SHOWER HEAD BODY WASHER
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Exposed Shower Fittings

1. SHOWER VALVE BODY
2. SHOWER VALVE BODY GASKET
3. SHOWER VALVE BODY NUT
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Wash Sink Faucets

1. FAUCET BODY
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WRITE FOR YOUR FREE COPY

Eljer's new Brass Parts Catalog is available to Architects, Builders, Plumbing Contractors, Building Managers, Maintenance and Specifying Personnel. See your nearest Eljer Distributor or write: Eljer Co., Ford City, Pennsylvania.

IT PAYS TO SPECIFY ELJER RENEWABLE BRASS

This is an illustration from Eljer's new Brass Parts Catalog . . . a 24-page booklet featuring unusual service and reference information. It shows a quick, easy and accurate way to order parts. Also, it gives unmistakable proof of these two facts:

1. The premium quality and superior design of Eljer Renewable Brass is unequaled.
2. The high degree of standardization and interchangeability of Eljer Renewable Fittings assures fast, economical repair or replacement from a minimum parts inventory.

All working parts of Eljer's two, exclusive, renewable units . . . for *exposed* and *concealed* body fittings . . . are standardized. They are precision made to be interchangeable today or in years to come. Worn parts can be replaced quickly with *new-condition* results. You'll find it pays to specify Eljer Renewable Brass.

ELJER

.....NEWS OF ASSOCIATIONS

How-To-Do-It Clinics to Headline NAHB Convention Program in Chicago

Air conditioning is slated for one general session

Presentation of a wide variety of new technical demonstrations and clinics and a revived emphasis on new trends in home building are among the headline activities slated for the Annual Convention and Exposition of the National Association of Home Builders to be held in Chicago's Conrad Hilton Hotel, January 18-22.

These and other program innovations will turn the Convention-Exposition into a veritable builders' workshop where builders can get complete, authoritative information on virtually all recent developments in methods and research. Heading the list will be an entire general session devoted to demonstrations, study and discussion of residential air conditioning. Many sessions are planned to fit the needs of small volume builders. Numerous actual demonstrations of methods are scheduled.

In addition, the program will cover important national issues such as public housing and government controls. **Exposition is Largest to Date**

According to Paul S. Van Auken, convention and exposition director, the exposition will be the largest ever presented to NAHB delegates. Nearly 250 firms have taken space, of which 50 are first time exhibitors.

To take care of the unprecedented demand for space, exhibit areas have been expanded. The coffee shop of the Hilton hotel has been converted to exhibit space, and, in addition, a large area of the 6th floor will be occupied by exhibitors. As usual, the main Exhibition Hall, mezzanine and third floor corridor and ballrooms will be jammed with displays of every type.

Advance Registrations

Advance registrations and hotel reservations should be made through the secretary of your local NAHB chapter, or direct to Convention Headquarters, 111 West Jackson Blvd., Chicago 4, Illinois. Registration fees are \$15 for men and \$12.50 for women.

Joseph Haverstick is chairman of the Convention Committee.

Cassilly Idea Committee Head of Bildors 1953 Home Show

Ed Cassilly, Jr., Webster Groves, Mo., land developer and builder, has been designated chairman of a subcommittee in charge of ideas and features for the St. Louis Bildors Home Show to be held at Kiel Auditorium in May, 1953. Cassilly is a former director and member of the executive committee of the Home Builders Association of Greater St. Louis.

In announcing Cassilly's appointment, C. R. Schattgen, Bildor president, also stated that the business details of the builders' show would be handled by an operating sub-committee which includes, besides himself, John Bogdanor of Scheurmann Building & Realty Co., Charles S. Upson, Upson Construction Co., Richard Phillips, Missouri Floor Co., and Vincent Welsh, Welsh Furnace Co.

Builders Hold Problem Clinic

Using as its keynote the concept of "Cooperation and Compromise," the Northern Illinois Home Builders Association met for dinner followed by a Builders' Problem Clinic on Sept. 30th, in the dining room of the Kane County Title Co., Geneva, Ill.

With J. A. Miedema, Aurora builder doing an excellent job as moderator, the nearly 100 builders and guests heard a two-hour panel discussion. Questions previously submitted by builders were answered by a three-man panel, consisting of Cal Golder, vice president of Irvin Jacobs & Co., and Advance Mortgage Corp., representing financial institutions; Duff Corbin, business agent of the Carpenters' Union and a member of the Joint Labor Council, representing labor unions; and Philip Creden, merchandising manager of Hines Lumber Co., representing suppliers.

The consensus was that this "Clinic" was the most successful meeting which the group has held since its inception. Similar clinics on topics of interest to builders will take place in the future.



St. Louis Bildors Plan 1953 Home Show

The Bildors Home Show in St. Louis will be staged May 2-10, 1953, by the Home Builders Association of Greater St. Louis. The committee for this big annual event includes, seated (l. to r.): Association president-elect C. S. Upson, Silvio Lombardi, retiring president C. R. Schattgen, and Richard Phillips. Standing (l. to r.): Julius A. Seidel, J. M. Bogdanor, Earl Bumiller and Ed Cassilly, Jr. Also on the committee, but not pictured, are Bildors Adrian Koch, Gerry Borgshulte, and Ralph S. Duke. L. E. Neville, executive secretary of the association will manage the show.



Dealer's Viewpoint

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

Selling Modernization to the Home Owner Still an Unexploited Market

Estimates of the size of the modernization and repair market vary widely, ranging from \$5 to \$10 billion or more. The truth is that the volume of this type of work is extremely hard to measure with any great accuracy.

One fact which can not be disputed, however, is that the potential modernization market, especially in the residential field, is almost unlimited.

Almost every home owner whose house has been standing for five years or more, and many an owner whose home is even newer, could be persuaded to undertake some kind of major improvement if someone would seek him out and do a first rate job of selling the pleasure, comfort, and convenience that would be gained.

Many retail lumber dealers, for one reason or another, have not gone out looking for this type of extra volume in the last few years. Some have been too busy taking care of the business that came to them. Others have hesitated to assume responsibility for taking care of financing and construction details.

When you ask retail lumber dealers how business is these days, more often than not you get an answer something like this: "Well, sales are holding up pretty well, but net profits are down a bit." It stands to reason that a good many of these deal-

ers are going to pay more attention to this great unexploited modernization market as soon as they become seriously concerned about profits.

Those who hesitate to become involved in construction and financing operations probably will try to work out some mutually attractive arrangement with local builders and lending institutions so they can make it easy for the customer to go through with a modernization job.

Each year many thousands of home owners who want or need new roofs, garages, modern kitchens, and other improvements spend their available funds instead on a new automobile or fur coat or expensive vacation trip. Yet many of them rather easily could have been persuaded to spend the same money on home improvements if some retail lumber dealer had done a good selling job.

Even if the number of new homes built next year does turn downward, as most experts are predicting, the loss of volume can easily be made up by dealers who decide to develop the home improvement market more aggressively in their trading area.

NRLDA members who are interested in going out after profitable modernization business will find some helpful suggestions in the forthcoming chapter on merchandising which they will receive from their state or regional association as part of their Dealer Operating Guide.

Ohio Builders Hold 1952 State Convention

The ninth annual Ohio Home Builders convention and exposition took place November 23-25 at the Sheraton-Gibson Hotel in Cincinnati. Featured speakers included Alan E. Brockbank, president of NAHB; Edward G. Gavin, editor of *American Builder*; Frank W. Cortright, executive vice president, NAHB; and R. G. "Dick" Hughes, treasurer, NAHB.

Panel discussion topics included mortgage and finance, operation trade secrets, public housing and slum clearance, a housing clinic in homes selling under \$12,000, a similar clinic for homes over \$12,000, and selling houses in a buyer's market.

"Operation Cooperation" Meets in Chicago

A joint meeting of more than 200 builders and manufacturers of building products took place recently at the Palmer House in Chicago. At this conference, designated "Operation Cooperation," new products, guar-



Prominent builders at Chicago round table conference included (l. to r.): W. J. Baak, Minneapolis-Honeywell Regulator Co.; M. M. Robinson, NAHB member from Detroit; and C. B. Hausmann, Allied Chemical & Dye Corp., New York

antees and warranties were discussed. Builders told the manufacturers what they desired in the way of new products and designs to make the 1953 home more salable.

The conference was sponsored by the National Association of Home Builders, with president Alan E. Brockbank delivering the principal address. Rodney M. Lockwood, past NAHB president and Detroit builder, gave the address of welcome, explaining the objectives of this housing round table.

Other speakers included Elliott C. Spratt, president, Producers' Council; Leonard Haeger, NAHB director of research and technical services; Emanuel M. Spiegel, NAHB 1st vice president and R. G. Hughes, NAHB treasurer. The afternoon seminar was moderated by Lockwood and William Gillette, vice president, Detroit Steel Products Co.

NAHB Announces Home Ownership Essay Contest

Unprecedented interest in housing among school students has motivated the recent announcement by the National Association of Home Builders of the details of its first annual Essay Contest.

NAHB Educational Committee Chairman R. G. "Dick" Hughes said that schools have already requested over 80,000 copies of the Association's eight-page school lesson on housing, "Better Homes for Family Living." This booklet was issued for intermediate and upper grades, supplementing the school's curriculum material.

The essay type competition consists of the submission by students of a 600-word theme on the subject "Why Home Ownership Builds Good Citi-

zenship." Awards range from \$500 to \$25. Teachers of winning students will receive cash awards equal to the amount paid the winner. The contest closes April 1, 1953. First-place student-teacher team each gets \$500 cash and an all-expense trip to Washington, D.C., next May, where they will be honored at the annual spring meeting of the NAHB Board of Directors.

In cities where NAHB has an affiliated home building association, contest entries will be handled through the local group. Where no local group exists, entries can be forwarded direct to the Essay Contest Director, NAHB, 1028 Connecticut Ave., N.W., Washington 6, D.C.

Cleveland Home Builders Choose New Executive Staff

Ben F. Stormes, formerly an attorney with a Cleveland law firm, has been selected as executive director of the Home Builders Association of Greater Cleveland. A graduate of Ohio University and Duke University Law School, Stormes replaces Jerome J. Madigan who has left the Cleveland group to become head of chapter relations with the National Association of Home Builders in Washington.



Ben F. Stormes

The position of assistant executive director, formerly held by Miss Louise Madsen, has been filled by Joseph F. Schram, former assistant real estate editor of the Cleveland Press. Miss Madsen has left the Cleveland Association to become assistant to the manager of the Cleveland Home and Flower Show, an annual local event.

One of the first duties of the new staff will be the compilation of a tenth anniversary yearbook, with publication date tentatively set for January 15, 1953. This will be the first such publication in the Cleveland Association's history.

University of Kansas City Building Materials Course

A 30-day building materials course covering 45 pertinent subjects is being offered by the University of Kansas City, Kansas City, Mo., from February 2 to March 6, 1953. The course will be limited to 35 enrollments, with preference given to employees of member firms of the Southwestern Lumbermen's Association, Kansas City 6, Mo.

The over-all cost, including application fee and tuition is \$80, plus housing and meals. The subjects covered touch on all phases of the building materials field, as well as selling, advertising, blueprint reading, estimating, and others; three field trips are included. The entire course of 45 subjects totals 153 hours of study.

Cortright's Column

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



The 1952 Housing Picture and What's Ahead for 1953

The home builders of the United States will experience the second biggest year in their history in 1952, and look forward to equally great progress in 1953 toward their goal of decent housing for every American family.

The construction of an estimated 1,100,000 new homes and apartment units in 1952 rounds out seven post-war years of record-breaking building that have provided housing for almost 7,000,000 families and extended the benefits of home ownership to 55 per cent of the American people.

This progress can and will be maintained through research and the development of better techniques and materials to give the home buyer more value for his housing dollar.

With credit controls finally lifted and restrictions on the use of materials greatly relaxed, I foresee a public demand for at least 1,000,000 new homes annually for the next decade. And I am confident that this market can be doubled in the 1960's when the big crop of war babies born during the 1940's will be coming into maturity and establishing homes of their own.

That prospect has vital significance not only for the nation's home builders but for every segment of our free economy, from the building supply and appliance manufacturer to the corner storekeeper.

Studies show that a business chain reaction sets in every time a new house is bought. When one family moves into the new home, as many as 16 others "step up" into better living quarters. And each step-up creates new business in furnishings, electrical appliances, linens, rugs and hundreds of other household needs.

The chain reaction works another way, too. More than 1,000,000 families have a direct stake in the prosperity of the home building industry through on-site construction payrolls, and many hundreds of thousands more share indirectly by their earnings in the related industries which manufacture, transport and distribute building materials and equipment. Those payrolls add up to billions of dollars of consumer purchasing power. They have contributed greatly toward maintaining a strong national economy during the critical post-war years.

There is one disturbing factor, however, in the home building outlook, one that affects all Americans—businessmen, farmers and workers alike. That is the growing trend toward socialization which has been demonstrated most forcibly in the federal government's public housing program.

Everyone agrees that decent housing must be provided for even the lowest income groups in this country. But we believe that the job can best be done by private enterprise, with the government removing obstacles to maximum production and encouraging rather than competing with private builders in the development of low cost housing.

During 1952, we witnessed the spectacle of a \$110,000,000 public housing project being forced upon the city of Los Angeles after the voters had rejected it in a referendum because they realized they would eventually foot the bill for this federal "bounty."

In Houston, Texas, public housing authorities even agreed to buy furniture for prospective tenants to get them into their projects.

Private industry has a workable solution of its own for our housing ills: it includes maximum production of low-priced homes for sale and rent; full use of the 49,000,000 existing housing units now available, mostly at low rents, and enforcement of strict health and safety codes to rehabilitate slums.

Direct welfare assistance should be given to those who cannot afford decent living quarters even at the lowest prices, thereby recognizing this as an economic rather than a housing problem.

Given the opportunity and the encouragement of the whole American community, the building industry can and will do the job. The alternative is socialized housing as we see it today in Britain and other countries, and the ultimate socialization of all American enterprise.

Milwaukee Builders Tour Neighboring Operations

Forty members of the Milwaukee Builders' Association, led by their president, Alfred J. Wetor, recently took a one-day bus tour of southern Wisconsin, to visit other cities in order to view some of the operations of other builders in their state. In Madison, the association was tendered a reception by Governor Walter J. Kohler, Jr., in the executive offices of the state capitol. At this time the governor signed a proclamation honoring the Milwaukee Builders' Association as the pioneers in the Parade of Homes movement.

Governor Kohler's proclamation stated in part: "The Parade of Homes, a Milwaukee idea and a National Home Week program, is now being copied by communities throughout the United States. The idea embodied in the Parade of Homes is a valid and vital idea. Home ownership is a good thing for all of us; for the individual and his family, for the community, and the state and the nation. Home ownership is an important factor in good government, for home owners have a stake in their communities that almost invariably causes them to take a keen interest in civic affairs and to exercise all the prerogatives of citizenship."

"The furtherance of home ownership merits the support of all who are concerned with the best interests of our state. I congratulate you for your efforts in this direction and wish you a most successful observance of National Home Week."

Following the governor's reception, the group visited the site of the 1953 Parade of Homes of the Madison builders. They then journeyed to Janesville where they visited the Mid-City Housing Corporation. The Milwaukee party next traveled to Beloit where they visited the Beloit Parade of Homes, then returned to Milwaukee late the same evening.

This is the second tour in recent months taken by members of the Milwaukee Builders' Association. Another tour is planned for the following month.

NRLDA Head Predicts Larger Homes for 1953

New homes built during the next year will average somewhat larger in area than those put on the market in recent months. H. R. Northup, executive vice president of the National Retail Lumber Dealers Association stated recently.

"The increased size will come about both because many families who pur-

Date	Association	City
JANUARY		
6-7-8	Ohio Retail Lumbermen's Assn.	Cincinnati, Ohio
12-13-14	Kentucky Retail Lumber Dealers Assn.	Louisville, Ky.
13-14-15	Northwestern Lumbermen's Assn.	Minneapolis, Minn.
20-21-22	Western Retail Lumbermen's Assn.	Portland, Ore.
25-26-27	West Virginia Lumber and Builders Supply Dealers Assn.	Charleston, W. Va.
26 thru 29	Northeastern Retail Lumbermen's Assn.	New York, N. Y.
28-29-30	Southwestern Lumbermen's Assn.	Kansas City, Mo.
FEBRUARY		
3-4-5	Michigan Retail Lumber Dealers Assn.	Grand Rapids, Mich.
4-5	Lumber Dealers Assn. of Western Pa.	Pittsburgh, Pa.
4-5-6	Mountain States Lumber Dealers Assn.	Denver, Colo.
4-5-6	Middle Atlantic Lumbermen's Assn.	Atlantic City, N. J.
10-11-12	Illinois Lumber and Material Dealers Assn.	Chicago, Ill.
17-18-19	Wisconsin Retail Lumbermen's Assn.	Milwaukee, Wis.
18-20	Virginia Building Material Assn.	Roanoke, Va.
25-26-27	Nebraska Lumber Merchants Assn.	Omaha, Nebr.
MARCH		
3-4-5	Indiana Lumber and Builders Supply Assn.	Indianapolis, Ind.
3-4	North Dakota Retail Lumbermen's Assn.	Fargo, N. Dak.
5-6-7	Intermountain Lumber Dealers Assn.	Salt Lake City, Utah
11-13	Iowa Retail Lumbermen's Assn.	Des Moines, Iowa
11-12	Mississippi Retail Lumber Dealers Assn.	Jackson, Miss.
17-18-19	Carolina Lumber and Building Supply Assn.	Asheville, N. C.
18-19	Louisiana Building Material Dealers Assn.	New Orleans, La.
24-25-26	Tennessee Building Material Assn.*	Gatlinburg, Tenn.
25-26-27	Independent Retail Lumber Dealers Assn.	Minneapolis, Minn.
26-27-28	New Jersey Lumbermen's Assn.*	Atlantic City, N. J.
APRIL		
7-8-9	Southern California Retail Lumbermen's Assn.	Los Angeles, Calif.
8-9	Arkansas Assn. of Lumber Dealers	Little Rock, Ark.
13-14-15	Lumber Merchants Assn. of Northern California*	Yosemite National Park, Calif.
15-16	South Dakota Retail Lumbermen's Assn.	Sioux Falls, S. Dak.
16-17-18	Florida Lumber and Millwork Assn.*	Miami Beach, Fla.
19-20-21	Lumbermen's Assn. of Texas	Galveston, Texas
MAY		
14-15-16	Arizona Retail Lumber and Builders Supply Assn.	Grand Canyon Park, Ariz.

*No exhibits.

chased small homes in recent years now need more space to take care of additional children, and because extra floor space can be obtained in any new home without a proportionate increase in the total cost," Northup said.

"In most instances the floor space in smaller homes can be increased 12½ per cent without adding more than about 5 per cent to the cost of the dwelling. The extra space, which can be paid for over the life of the mortgage for a few dollars a month, adds greatly to the comfort and convenience of the home.

"Adding 12½ per cent, or 96 square feet to the floor area of a one-story house measuring 24 x 32 feet means that every room can be lengthened or widened by one or two feet, a considerable improvement in livability."

R. M. Lockwood Speaker At Chicago Builders Dinner

Rodney M. Lockwood, past president both of the Detroit Home Builders Association and of the National Association, was the principal speaker at the "New Freedom Dinner" held by the Chicago Metropolitan Home Builder's Association recently at the Sherman Hotel. Lockwood holds a national reputation as a builder who has accomplished much through his efforts with the government on behalf of the home building industry. He chose as his topic "Present Building Conditions and the Outlook for 1953."

NAHB president Alan E. Brockbank, who was originally designated as the speaker, was visiting Europe on a defense housing mission.

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More and more roofers are reporting that the wide color selection of Certain-teed Thick Butt asphalt shingles is helping to clinch many of their sales.

Homeowners are impressed with the general features of this asphalt shingle—especially its fire resistance and economy—but what really makes it easy for you is the extensive choice of colors available.

In addition to Certain-teed's famous line of beautiful colors and blends, Thick Butts are now made in new pastel blends—pastel green, pastel brown, and silver blend. All America is reading about and asking for these blends—and Certain-teed has them!

Close your next sale with Certain-teed's famed Thick Butt colors and blends.



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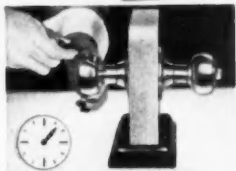
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ASBESTOS CEMENT ROOFING AND SIDING SHINGLES

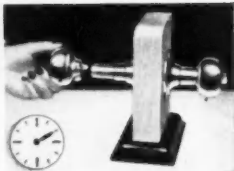
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ACOUSTICAL TILE INSULATION FIBERBOARD

New Exclusive Sager & Barrows WITH 29 SECOND SPEED-CHANGE CYLINDER



STEP ONE... After releasing the inside turn button, the hidden pin is depressed with a pointed instrument, unlocking knob from the lockset.



STEP TWO... Here is the knob assembly, containing the lock guide sleeve and the cylinder, being removed as a unit from the spindle.



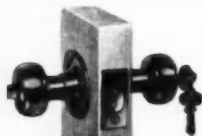
STEP THREE... Now, the entire lock guide sleeve can be pushed out of the knob. See how easily these precision-made pieces come apart!



STEP FOUR... Now the cylinder, itself, slides out and the lock guide sleeve is ready to receive the new cylinder. All in 29 seconds or less!

Plus 6 other big improvements

- **NEW PRECISION MOLD** high tensile nylon cam cradles the turn button to give positive locking action to the lockset.
- **EXCLUSIVE MACERATED FIBER** lining between the drawback plate and the retractor prevents metal from riding on metal.
- **NEW CONTOUR GRIP** is better looking and more roomy, more comfortable to hold. No scraping of knuckles here!
- **SHOCK-PROOF SPINDLE** has special indexing to prevent jamming or binding of parts despite severest of blows applied to knob.
- **PRY-PROOF TRIGGER BOLT** rides in a track in the large bolt... impossible to insert any instrument between them to force the lock.
- **TURN-BUTTON DESIGNED** to click into position. This creates a positive locking action which eliminates the need of pushing.



SERIES 160

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Why use wood or any other buck and frame when you get these 3 big installation cost cuts with VMP metal doors and frames. How much more satisfied you and your customers will be! For VMP steel frames never warp, sag, or crack. Never change dimension. Give longest, most dependable service. They're fireproof, too.

Order VMP metal doors and frames for plaster wall, masonry wall and dry wall construction, and cut your door and frame installation costs—way down!



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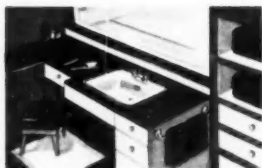
in every modern home!



It takes two bathrooms of

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to make a new home truly modern!



Give any home the truly modern touch! Economical and easy to install, the distinctive Briggs Beautyware flat-rim lavatory provides the extra luxury of a custom-built bathroom. It looks expensive—but it's not!

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*A Measure of Style
A Matter of Choice*



Prospective home buyers all over America read national ads like this one. They've learned that the quality of Briggs Beautyware is backed by a company of high reputation. They're buying Briggs Beautyware in color!

Up-to-date builders are installing two bathrooms of Briggs Beautyware in color wherever possible these days—even in medium and low priced homes. They know that the most effective sales feature in any new home is the *second* Briggs Beautyware bathroom.

Recently redesigned and restyled, Briggs Beautyware fixtures make an excellent first impression. Their striking modern beauty and gorgeous pastel colors have a powerful appeal for the buyer at the very first glance. And that impression doesn't fade! Stain-proof and acid-resistant, Briggs Beautyware fixtures retain their brilliant luster through the years.

Durable Briggs lavatories and bathtubs of rigid formed steel are built to give long years of dependable service. There's lasting value, too, in the handsome vitreous china lavatories and water closets.

Be sure your next set of specifications calls for *two bathrooms* of Briggs Beautyware in color. Build *modern* homes—and build your reputation as well as your profits!

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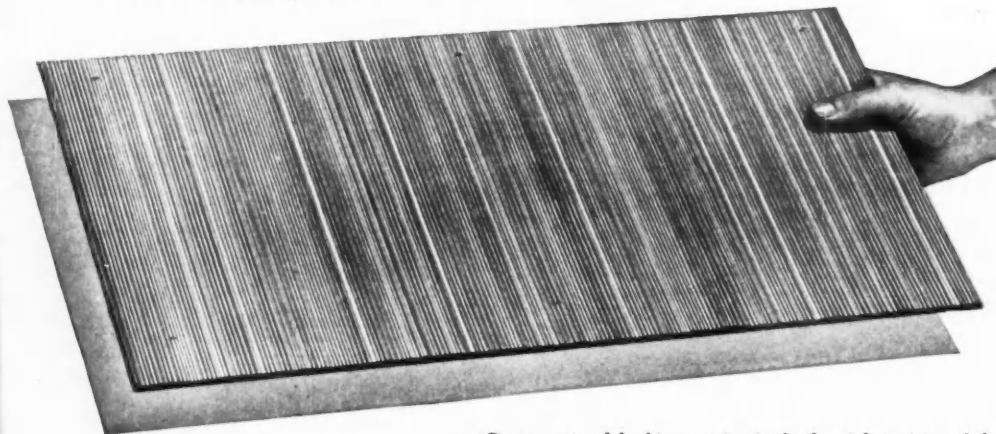
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- ✓ Deep, natural-looking grain rivals the rich texture of the costliest sidings on the market—at the same low price as regular asbestos shingles.
- ✓ Two-toned color—dark in the valleys, light on the ridges—for a pleasing new kind of exterior decorating.
- ✓ Made of asbestos-cement—fireproof, weatherproof, rot-proof, termite-proof. Needs no painting, no maintenance of any kind.
- ✓ Can be applied over any sidewall surface to make an old home new again. Ideal for new construction, too.

COLORS: Poplar Green, Twilight Gray, Mellow Ivory, Pheasant Brown, Dusty Coral.

Start profiting NOW with

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SIDING SHINGLES

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5380 Tchoupitoulas St., New Orleans 15, La.

Please send me full information on new CHROMA-TEX Siding Shingles.

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ROOFING & SIDING SHINGLES • WALLBOARD • CORRUGATED ROOFING & SIDING

FOR SMOOTH FLOW OF POWER, HIGH QUALITY HELICAL GEARING IS USED TO DRIVE BLADE

POWERFUL UNIVERSAL MOTOR BUILT BY BLACK & DECKER SPECIFICALLY FOR TOUGH POWER SAWING.



MAKING MAXIMUM USE OF POWER, SPECIALLY DESIGNED B & D BLADES CUT 'MOST EVERY BUILDING MATERIAL KNOWN IN A JIFFY.



Black & Decker
 ELECTRIC
UTILITY
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**PORTABLE
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The Black & Decker Mfg. Co.,
 Dept. H-663, Towson 4, Md.

Talk about ABUNDANT POWER Look what Black & Decker Saws give you!

PLUS

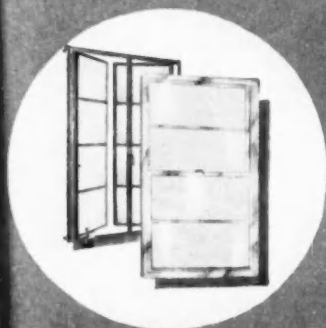
- Easy Handling
- Fast Adjustment
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PLUS

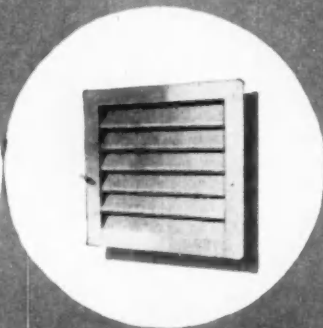
POPULAR PRICES

- 6 1/2" Heavy-Duty ... \$84.50
- 6" Robino Heavy-Duty ... \$76.50
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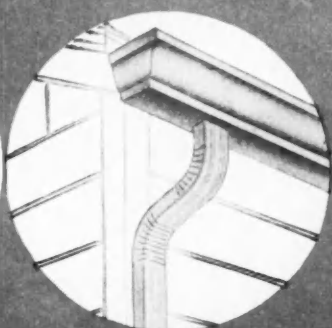
See Your Building Supply Dealer for a convincing demonstration of Black & Decker Saws and Blades and handy, new Precision Levers that pay for themselves in a few jobs! WRITE FOR FREE CATALOG.



Ceco windows let dry air in
...moisture out



Ventilators circulate air
...reduce humidity



Rain goods drain roofs
...keep water outside

How CECO products

How many times have you heard
a home owner say . . .

"What can I do to stop condensation?"

Many times no doubt.

To help you answer this bothersome
question Ceco went to work.

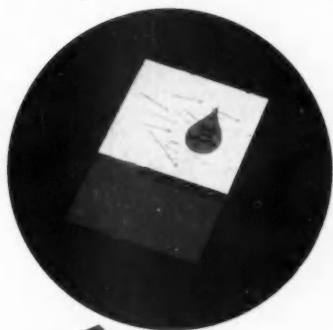
The result . . . a comprehensive booklet
showing 10 ways to reduce excessive moisture vapor.

The booklet explains how modern
living conditions increase humidity.

It shows how Ceco products like metal windows
and ventilators reduce condensation
by circulating air . . . how rain goods
keep water out by properly draining roofs.

You'll want to pass on this helpful booklet
to your customers . . . use the
handy coupon for your free copies.

Write for this book...discover
10 ways to control condensation



control condensation

CECO STEEL PRODUCTS CORPORATION

General offices: 5601 West 26th St., Chicago 50, Illinois
Offices, warehouses and fabricating plants in principal cities

In construction products

CECO ENGINEERING

makes the big difference

DECEMBER 1952



CECO STEEL PRODUCTS CORPORATION

5601 West 26th St., Chicago 50, Ill.

Rush me booklets on condensation titled
Water, Water, Everywhere.

Name.....

City.....

State.....



What's underneath this

SUPER

SERVICEABILITY?



The many types of concrete construction needed for a service station require as many different weights of reinforcing fabric. Heavy fabric is needed to support the loads on the apron; lighter weights for grease pits, inside floors, walls, and roof decks.

Your Clinton Welded Wire Fabric distributor offers you super service for reinforcing fabric. He has it available in the required weights for reinforcing all concrete work... yet in every weight, Clinton Fabric has these advantages:

Simple to Form and Shape. Clinton Welded Wire Fabric possesses the proper flexibility to make it easy to bend, form or shape right on the job. It is sufficiently rigid to hold its shape after forming.

Easy to Handle and Place. Both the heavy and light gauges of Clinton Welded Wire Fabric flatten quickly and easily from the roll.

When you want information on Clinton Welded Wire Fabric—write for the booklet, "Design Manual On Home Construction."

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1114

40

LETTERS

Hundreds of comments and photographs poured into the editorial offices of the *American Builder* concerning NATIONAL HOME WEEK. In lieu of the regular letters column we present these examples of the activities of local chapters in preparation for the big event.

Des Moines

Alan Brockbank (left) President of the National Association of Home Builders congratulates William C. Leachman, National Home Week chairman for the Home Builders Association of Des Moines. Brockbank was in the city to address a statewide meeting of builders



Rochester

Rochester, New York Mayor proclaiming National Home Week. Left to right are: Fred P. DeBlase, President of the Rochester Home Builders' Association, Honorable Samuel B. Dicker, Mayor of Rochester, and William J. Hill, Executive Secretary of the Rochester Home Builders' Assn.



Dallas

The Dallas, Texas Chapter included entertainment under the big top as part of their National Home Week Parade of Homes celebration



Chicago

Chicago's Mayor Kennelly signs the Home and Home Furnishing Festival Proclamation. Witnessing the Mayor's signature are left to right: Martin C. Huggett, executive vice president of the Chicago Metropolitan Home Builders Association, Edmund C. Mahoney, president of the home builders' group, and George W. Schwartz, president of the Chicago Retail Furniture Association



Milwaukee

Milwaukee, Mayor Frank P. Zeidler signed the proclamation announcing National Home Week's Parade of Homes. With the mayor are left to right, Mrs. Henny Mollgaard, general chairman; Val Zimmermann, publicity chairman; Roy F. Healy, executive vice-president; and Alfred J. Weier, president



Letters continue on page 42

AMERICAN BUILDER



HASKO ARCH-KOR — Unexcelled Quality. Applies the proven principle of the arch to rib construction for added strength.



HASKO SOLID-KOR — Exterior Interlocking — brik-blok construction makes it impervious to weather conditions, provides perfect insulation, and sturdy dependability. Architectural inquiries invited.

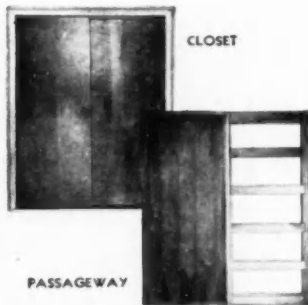


HASKO MOBILE — Quality and Economy. Flex-core construction affords an unbelievable degree of warp resistance.

Through these doors pass the most satisfied customers in the world

...there's a trouble-free **HASKO** door for every opening

Where strength, beauty and durability are a necessity — there are Hasko Doors. The engineering features of balanced construction, gained in Haskelite's 27 years of wood lamination experience, insures you a door that is warp-resistant, has long life, and is of lasting beauty. You may buy cheaper doors, but none are more inexpensive in the long run than Hasko Doors.



CLOSET

PASSAGEWAY

HASKO ROLLER DOOR — Another new Hasko packaged unit. Comes in single or multiple sliding door K-D units. Can be easily installed in any rough opening in about a half hour.

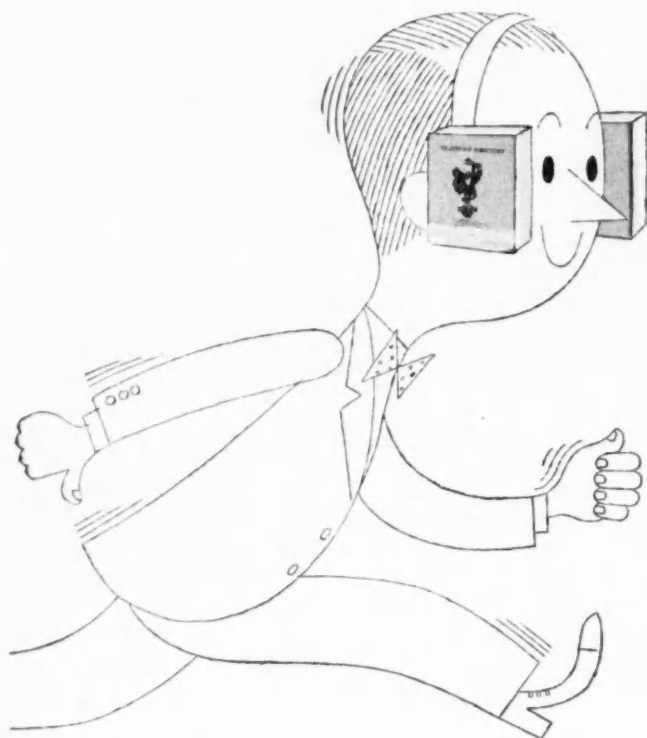
The **NEW**
READY HUNG
door unit

Entirely Complete — Inset, step, and bump lock — every thing included — only 2 parts to handle — install in 20 minutes using only hammer, nails and level.

Write today for catalog on any of the Hasko doors that interest you.



HASKELITE MFG. CORP.
Grand Rapids, Michigan



How to head new customers your way

The 'yellow pages' of the telephone directory are ideal for bringing in new customers.

The 'yellow pages' are the nation's buying guide. Surveys prove that 9 out of 10 shoppers refer to them *when they're ready to buy*. Do they see your name, address, telephone number and selling story under the classifications for all the products and services you sell?

The Directory Representative will gladly help you plan effective 'yellow pages' advertising as he has done for many, many dealers. Why not call him today?

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LEADS & PICTURES, with
LEADS (optional) About 5-37¢.

YOUR COMPANY NAME

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ILLUSTRATION
OR TRADE-MARK
IF DESIRED

COPY FEATURING YOUR
BUSINESS AND THE
PRODUCTS OR SERVICES
YOU OFFER!

YOUR ADDRESS

YOUR TELEPHONE NUMBER

MIN
TO

DETROITERS FOR

**For Further Information
Call Your Local Telephone Business Office**

Letters . . .

(Continued from page 40)

Michigan



In Detroit, Mayor Albert E. Cobo signs an official proclamation as Irvin Yackness, Earl C. Doyle, Covert Robertson, and Edward W. Pratt, representing the Builders Association of Metropolitan Detroit, look on.



Governor G. Mennen Williams signs the State of Michigan National Home Week Proclamation. Standing behind the governor from left to right are: Grant H. Longenecker, exec. mgr., Michigan Savings and Loan League, Ralph Sickle, exec. mgr., Michigan Bankers Association, Loraine M. Sanders, exec. sec., Michigan Association of Home Builders, Albert R. Saunders, exec. vice. pres., Michigan Real Estate Assn., Hunter Gaines, exec. sec., Michigan Retail Lumber Assn., John D. Harrison, Pres., Michigan Association of Home Builders, Orrin H. Weatherill, secy., Michigan Association of Home Builders, and William Broersma, Chairman of National Home Week Committee Allied Construction and Real Estate Council of Grand Rapids.

St. Louis



An unexpected trip to the hospital by Laurence E. Neville, (left) executive secretary of the Home Builders Association of Greater St. Louis meant scheduling National Home Week Committee meetings in the hospital room. Discussing display material with Neville is Ray Talbott, chairman of the National Home Week Committee.

Letters continue on page 44

FOR FINEST

Architectural Quality Redwood



-WITH GREATEST DURABILITY

Redwood ranks amongst the highest of American woods in its great resistance to fungus, insects and decay—and PL Redwood ranks in top class as the finest Architectural Redwood with enduring qualities. With PL Quality in Redwood you have the best money can buy—and it costs no more to specify PL Certified Dry Redwood.

For information on PL Redwood, write today for fully illustrated booklet "From Out of The Redwoods."

PL Redwood is tops in ALL these qualities.

- ✓ High Dimensional Stability
- ✓ Low Swelling and Shrinkage
- ✓ Finest Paint Retention
- ✓ Greatest Durability
- ✓ Good Workability
- ✓ Glue-holding Ability



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The best in Redwood — Since 1869

Mills at Scotia, California

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MEMBER OF CALIFORNIA REDWOOD ASSOCIATION

KNOX

HOMES AND DUPLEXES USE . . .

Dura-seal

Over 1300 homes and duplexes in the Knox Development, Augusta, Georgia, and North Augusta, South Carolina, are being equipped with Dura-seal Combination Metal Weatherstrip and Sash Balance.

Knox Corporation, as well as many other builders and architects throughout the country, use Dura-seal because it provides important sales features . . . the *best* weather protection and the *easiest* window operation. Dura-seal's complete weatherstripping saves 20% to 40% in fuel and eliminates drafts and dirt. Its four spring balances in each window (enclosed in metal housings), assure true balance and finger-tip control. And because Dura-seal is cut to the pitch of the sill—it provides a more attractive and efficient window. Consider these advantages for *your* homes!

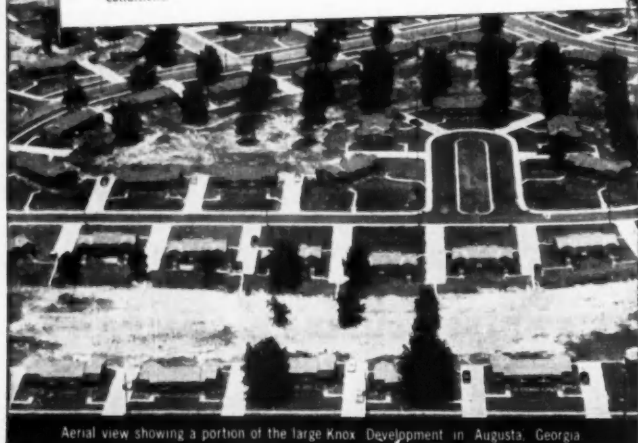
For complete information . . . see our folder in Sweet's File!

ZEGERS Incorporated, 8090 South Chicago Avenue, Chicago 17, Illinois



Dura-seal's one piece jamb member has a concave back surface, providing a desirable flexibility which maintains a constant air seal and smooth window operation even when the sash expands or contracts due to changeable atmospheric conditions.

ZEGERS
Dura-seal
Combination
Metal Weatherstrip
Sash Balance



Aerial view showing a portion of the large Knox Development in Augusta, Georgia

Letters . . .

(Continued from page 42)

from Long Island

"This year NATIONAL HOME WEEK on Long Island so far exceeded in its over-all impact and success all previous National Home Weeks that the results have been amazing even to us who expect good results. It was a powerful demonstration of the effectiveness of NATIONAL HOME WEEK in reactivating public interest in the acquisition of a new home.

"I would like to say that the finest thing that could have ever happened to us was the origination of NATIONAL HOME WEEK by you at a time when its immediate promotion was not essential to a selling market. However, it is now undoubtedly paying off in a big way in a transition period where we are in a buyers' market as distinguished from a sellers' market and it is providing a vehicle of promotion and sales effort of incalculable value to the entire building industry.

O. J. Hartwig,
Executive Vice President,
Long Island Home
Builders Institute, Inc.

from Seattle

"The fact that we have not entered the NATIONAL HOME WEEK contest might lead you to believe that we are not interested in NATIONAL HOME WEEK. This is far from the case.

"We feel NATIONAL HOME WEEK is of tremendous importance to the home building industry and very much appreciate the work you have done in establishing it. We vigorously supported the Week in September but are not entering the competition because our Northwest Builders Conference took up so much of our builders' time that our National Home Week Committee was somewhat hindered in their promotion. We worked closely with the local newspapers, however, and both the Times and the Post-Intelligencer did a very acceptable job; the P.I. went all out to develop a section.

V. H. Dent,
Executive Vice President,
Seattle Master Builders

• Letters to the Editor should be sent to 79 W. Monroe St., Chicago 3, Ill. Your comments are invited.

AMERICAN BUILDER

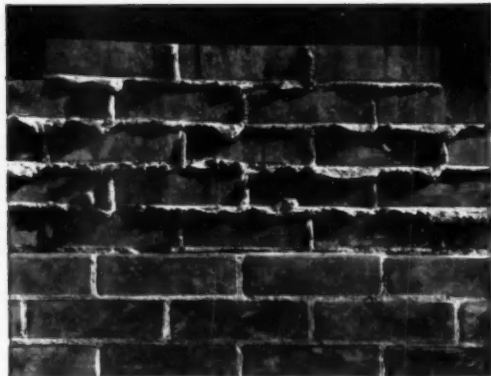
GOOD BRICKWORK = GOOD DESIGN + GOOD WORKMANSHIP + GOOD MATERIALS



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

When a masonry wall leaks, water almost never passes through the masonry units or through the mortar. It works its way through cracks or channels between the masonry units and the mortar.

Most cracks through which water can pass are due to one of two causes—either a good bond was not secured at the time the brick was laid, or the bond was broken after the brick was laid.

In either case, parging provides an effective barrier against the passage of water . . . The face brick should be back-plastered with not less than $\frac{3}{8}$ 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 $\frac{3}{8}$ of an inch of mortar, before the face brick are laid.

Dry brick walls are primarily the result of good design and good workmanship. You'll find a wealth of information on how to secure dry brick walls in the Louisville Cement Company's two authoritative booklets, *Type of Workmanship Recommended to Secure Dry Brick Walls* and *Specifications Recommended to Secure Dry Brick Walls*. Write for your free copies of these important booklets, today.

Address:

Dept. 1, Louisville Cement Company
Louisville 2, Kentucky

WEDGEWOOD



new low-cost plywood panel captures all of nature's rustic beauty

Now . . . you can bring the exciting untamed beauty of the great outdoors to interior walls and paneled surfaces everywhere. For WedgeWood glorifies the infinite variations of grain and texture found only in Upland Western Hemlock, capitalizing on its natural growth characteristics, such as knots, bark pockets, radial checks and streaks. Georgia-Pacific makes this exciting new decorative plywood by a special process that brings the grain into feathery textured relief. The result is a wood wall paneling of enduring beauty, resin-sealed at the factory.

WedgeWood is produced in two types . . . *Burly* and *Knotty*, each with a distinctive character. The rich texture and character marks create unusual color effects when painted. Subtle or dramatic two-toned effects can be obtained by applying light paints on dark or dark paints on light. Use WedgeWood for dramatic interior styling in homes, offices, stores, cocktail lounges, etc.



See WedgeWood at your lumber dealer's or write on your letterhead for WedgeWood folder. Georgia-Pacific Plywood Company, 617-11B North Capitol Way, Olympia, Wash.



GEORGIA—PACIFIC
PLYWOOD COMPANY

OFFICES OR WAREHOUSES IN: Augusta, Birmingham, Boston, Chicago, Cleveland, Columbia, Detroit, Houston, Lancaster, Los Angeles, Louisville, Memphis, Nashville, Newark, New Hyde Park, New Orleans, Olympia, Orlando, Philadelphia, Pittsburgh, Providence, Raleigh, Richmond, Savannah, Vineland.

DOUGLAS FIR PLYWOOD • HARDWOOD PLYWOOD
GPX • SOUTHERN & WESTERN LUMBER • DOORS



WedgeWood *Burly* has a refined, fairly uniform grain with many of nature's character marks and each panel may contain up to four small knots, each no larger than a dime.

WedgeWood Creates New Markets For Decorative

Wood Paneling. Now everyone can afford the luxury of genuine wood paneling. Check these cost-cutting features:

LOW COST—WedgeWood is one of the lowest priced decorative panels on the market.

RESIN-SEALED—Comes with a slightly pigmented sealer . . . ready for finishing. When painting, one coat will cover, but two coats in contrasting colors create more dramatic effects.

EASY INSTALLATION—4 by 8 foot panels, 5/16 inch thick, go up fast. Each carton contains complete application and finishing suggestions.

PACKED IN CARTONS—Ten-panel cartons reduce handling costs, insure clean, undamaged stock.

WedgeWood *Knotty* provides interesting variety in the tight knots and grain swirls that result, plus other natural growth characteristics that help produce dramatic effects when painted.



This "silent salesman" SURE SELLS HOUSES



customers WANT

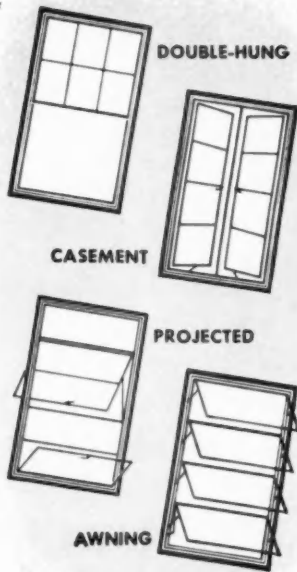
Quality Approved **ALUMINUM WINDOWS**

You don't need a lot of fast sales talk when your houses have windows that carry the "Quality-Approved" seal.

The attractive, smart appearance of aluminum windows brings prospects in. The "Quality-Approved" seal tells them that your house is as good as it looks. It's the buyer's assurance of lifetime trouble-free window service—for "Quality-Approved" windows never rot, rust, warp; always open and close freely; never need paint.

The "Quality-Approved" seal is your assurance of windows that meet the highest quality standards of design, construction, materials and low air infiltration. The windows are easy to handle and install; they save you money on installation; help you sell your houses faster and free you from the trouble and expense of complaints and call-backs.

You can get early delivery of standard sizes in any style—double-hung, casement, projected, awning. For detailed information, see any "Quality-Approved" manufacturer, consult Sweet's Builder's File (Section 4c ALU) or write Dept. AB-12.



Aluminum Window Manufacturers Association

74 Trinity Place, New York 6, N. Y.

ON and OFF the RECORD

MORE AND MORE Americans are being conditioned to view their houses in the same light in which they have viewed their automobiles for decades—on the basis of having the latest model.

IT COULD BE that in the six or seven years that lie ahead this vulnerability to being sold a new model every few years might in large measure begin to solve the slum problem.

EVERYONE KNOWS that the light birth rate of 20 to 25 years ago will result in a sharp decline in net new family formations between 1953 and 1960, and that if the home building industry is to continue to build and sell at the rate of 1,000,000 units a year during this period, it must learn how to sell obsolescence and dissatisfaction.

THAT IS, be able to sell advanced living comfort to a degree that the family that has a five-year-old house, in perfectly good condition, can be induced to trade it in on a new model.

THERE'S NOTHING new about this kind of selling. The clothing industry has been doing it from time immemorial, the automobile almost from its beginning.

IN THE CASE of the latter, the direct result to the public has been to put on wheels almost every economic segment of the public.

MOST YOUNG COUPLES begin by purchasing a second, third, or fourth-hand car, and as income increases they graduate finally to the class of new car buyers. There seem to be only two good reasons why home buying cannot be placed on the same basis.

THE FIRST is that home builders, only recently organized as an industry, have not yet learned to sell that way. The second is corollary to the first—that the public has not learned to buy houses that way.

IT WILL BE ARGUED that American families, like European families, are reluctant to move from a community atmosphere to which they have become accustomed, and

that they would rather stay in an outmoded house than move to a new community. There is every reason to doubt the soundness of such an argument. Traditionally, the American city dweller is a mover—and in recent years, a traveller. Obsolescence and dissatisfaction can be sold in the house field as well as in others.

SO THE MARKET for the coming seven or eight years need not depend on the rate of net new family formations any more than the automobile market does.

MODERN AMERICAN families do not like anything outmoded if they can afford something better—more modern—and suited to their economic station.

MORE HOUSE for the money is truer today than when *American Builder* coined the phrase in the thirties, as a tag line to boost new home sales. Each year sees more livability built into houses than was possible in the preceding year.

THERE IS NO END in sight for this continuous development of new and better living standards in housing. Products, design and construction technique, advanced as they are, continue to improve at a tremendous rate.

ALL THAT IS really necessary is for the merchandising technique of the home building industry to catch up with the technological pace. When that is done, the market for new houses in any given year will be the direct result of what volume the industry decides to sell.

AND AS SELLING obsolescence in the automobile industry has retired the horse and buggy from the scene and relegated street car and local bus transportation to purely secondary positions, so can selling obsolescence in homes automatically remove the sub-standard and slum dwelling units from the scene, and without any aid.

SLUM REPLACEMENT can be the simple and direct result of aggressive selling, and nothing more.

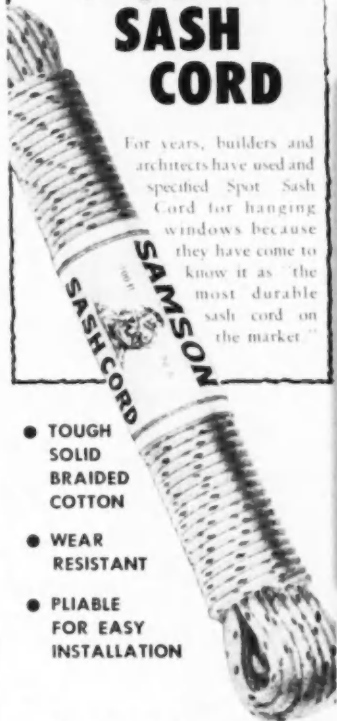
(Continued on page 50)



HERE'S WHAT
BUILDERS SAY ABOUT

SPOT SASH CORD

For years, builders and architects have used and specified Spot Sash Cord for hanging windows because they have come to know it as "the most durable sash cord on the market."



- TOUGH
SOLID
BRAIDED
COTTON
- WEAR
RESISTANT
- PLIABLE
FOR EASY
INSTALLATION

Look for the colored spots... your guarantee of quality. In new installations and replacements, use and recommend Spot Sash Cord.



Samson
CORDAGE WORKS
Boston 10, Massachusetts

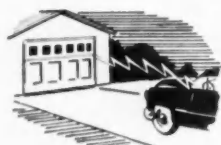
R-W Garage Door Operators

- **Convenient**
- **Practical**
- **Efficient**

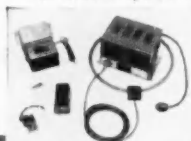
For every need—two R-W controls, designed and engineered for smooth sure performance



**No. 1251
Standard control**
—operates from drive-side key-switch



No. 1504 Radio control
—battery operated radio with dash control button opens and closes doors within 75 feet.



**And . . . R-W 999
Garage Door Hardware**

Complete overhead garage door hardware conveniently packed in one box! For single doors up to 200 lbs.; double doors up to 375 lbs. Write for folder giving full details.

Check these important R-W features!



- ✓ **Easy to install**—Completely assembled, including track, in a single carton at the factory.
- ✓ **Easy to service**—Simple adjustments, requiring no special tools, keep the doors working smoothly.
- ✓ **Safe**—A large friction clutch prevents operational failures with resulting damage to property. In power failure, doors may be operated manually.

For complete information on R-W Aut-a-DoR line see your nearest dealer or write for catalog number A-87



1880 **RICHARDS WILCOX** 1952
OVER 72 YEARS

Richards-Wilcox Mfg. Co.
A MEMBER OF THE AMERICAN BUILDER SYSTEM
AURORA, ILLINOIS, U. S. A. • Branches in all principal cities

On and Off the Record

(Continued from page 49)

It is simple and direct selling, and nothing more, in practically every industry that has produced the modern standards of American living.

THE CUMBERSOME, costly, round-about, inefficient, initiative-killing method is public housing, whether public housing units be provided through local largess or through Federal bounty. Anyway public housing is the first big step to total economic enslavement of the entire public.

SO, GOOD SELLING can become more than just a way to keep the industry economically healthful, with full employment, fair profits and full utilization of the products of industry. It can also be the quick and complete answer to the slum problem.

JUST ONE EXAMPLE of how quickly a well-built house can be outmoded is afforded in the matter of electrical wiring.

TWENTY YEARS AGO, the average new home used 500 kilowatt hours. Today, it uses 2,000. And to do that it has to have a whole new line of electrical devices that were partly or wholly unknown two decades ago.

HAVE YOU EVER made a count of the number of electric motors the average owner of a new middle-income house operates? It's surprising how difficult it is even to count them, by memory. Try it some time.

RECENTLY, a middle-income new home owner was asked the question at a lunch table. He said he thought it must be five or six. Someone offered to bet him that he operated more than ten. That got a laugh from the home owner. But, the next day he reported that he had gone home and counted. He was amazed to find that there were fourteen electric motors in his house.

HE ARRIVED at that figure after four counts, and then he wasn't sure he hadn't missed a few.

START WITH refrigerator, washer, dryer, dishwasher, garbage disposer and kitchen ventilating fan. There are six. Then add electric clocks, vacuum cleaners, attic fan,

(Continued on page 52)

AMERICAN BUILDER

Add Sales Appeal with the NEW TIMKEN *Silent Automatic* Gas Furnace Line!

New Engineering! New Styling! New Sales Opportunities!

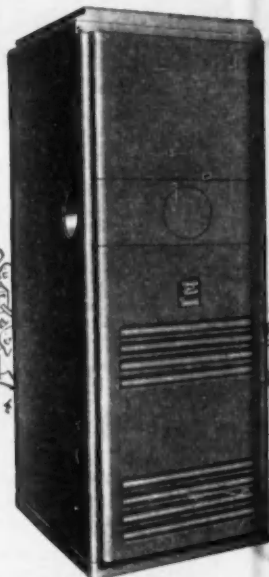
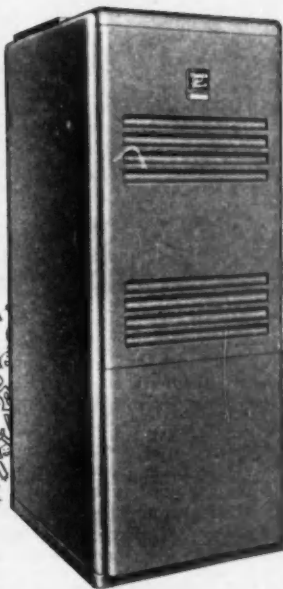
A BIGGER LINE FOR FASTER HOME SALES AND BIGGER PROFITS!

Here's sure-fire sales opportunity for architects and builders! It's the all-new, feature-packed Timken Silent Automatic gas furnace line—one of the finest, most complete lines of gas-fired furnaces ever offered by one manufacturer!

These furnaces have everything! Spanking new and good looking, they're competitively priced to meet rigid construction budgets! And they're *experience-engineered* by men with more than 25 years of heat engineering behind them.

Architects and builders who feature this most advanced of all forced warm air gas furnace lines are going to sell their homes faster! Home buyers recognize quality in the Timken Silent Automatic name, and *quality* sells homes!

APPROVED BY AMERICAN GAS ASSOCIATION



▲ **HI-FURNACES.** For basement or utility room installation, ideal for homes where space is at a premium. Six sizes with input capacities from 75,000 to 200,000 Btu. Height is 63 inches, depth 29 inches, with widths varying from 18 to 34 inches.

▲ **LO-FURNACES.** For basement installation. Especially suitable where ceilings are low. Six sizes with input capacities from 75,000 to 200,000 Btu. They are 41 inches high, 42 inches deep and vary in width from 16 to 34 inches.

▲ **COUNTERFLOW-FURNACES.** For small basementless homes, especially those using perimeter heating systems. Three sizes with capacities from 75,000 to 125,000 Btu. Height is 63 inches, depth 29 inches, with widths varying from 12 to 23 inches.

The new Timken Silent Automatic forced warm air gas furnaces are the latest addition to a complete line of quality-built gas-fired equipment for every home heating need. Other models include boilers, conversion burners and oil-to-gas conversion kits.

Only Timken Silent Automatic Offers All These Outstanding Sales Features!

- **NEW ENGINEERING!** Years were spent in developing these superior furnaces. Each unit combines all the finest, most wanted gas heating features in one handsome cabinet!
- **NEW STYLING!** These furnaces are lifetime beauties! Sturdy modern construction and a silvertone baked-enamel finish give them real eye-and-buy appeal!
- **NEW BURNER!** Advance-designed ribbon-type burner is pre-

cision die-formed of stamped steel, vitreous enameled inside and out to prevent corrosion. Assures efficient, dependable operation at all times!

- **NEW FEATURES!** Adjustable blower speeds . . . flame-proof filters of spun glass . . . quiet, rubber-mounted motor . . . completely automatic controls!

● **NEW SALES OPPORTUNITIES!** Fifteen different models and sizes make it possible to meet the heating

needs of your homes with dependable, top-quality equipment!

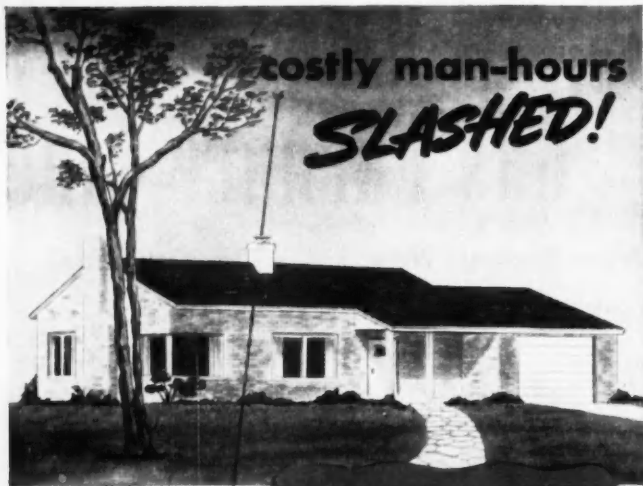
- **NEW ADAPTABILITY!** They function perfectly at both normal and high altitudes with any city gas, LP or LP-Air mixture.

● **AND REMEMBER!** When you advertise that your homes are Timken Silent Automatic equipped, they'll sell faster! There's no substitute for the Timken Silent Automatic quality reputation!

TIMKEN *Silent Automatic* GAS HEAT

TIMKEN SILENT AUTOMATIC DIVISION
The Timken-Silent Aule Company • Jackson, Michigan
The Timken-Silent Aule Company of Canada, Ltd., Toronto, Ont.





WITH **VAN-PACKER**
PACKAGED-MASONRY
CHIMNEY

Installation time is cut to a fraction . . . just three hours work or less by one man and the chimney is completely installed. There's no waste with Van-Packer Packaged-Masonry Chimney. Nothing can deteriorate—there's nothing else to buy. Costly man-hours, space, breakage and trucking involved in handling conventional chimney supplies are all avoided. Builders prefer this completely packaged chimney as it means more profit.

And your customers will like this fire-safe chimney with its wall of insulating vermiculite concrete and fire-clay tile liner. The insulating value of the Van-Packer wall is equal to 24" of brick or 70" of ordinary concrete. F.H.A. accepted! Underwriters tested and approved for all fuels—coal, oil, or gas.



Nationally distributed through reliable building materials jobbers and dealers. Van-Packer is available for immediate delivery. Many jobber territories still open. Write for free literature and details.

Van-Packer CORPORATION

Dept. 1212 • 209 S. La Salle St., Chicago 4, Ill.
Also Manufactured and Distributed in Canada by C. A. McRobert and Son, Ltd., St. Laurent, Quebec.



On and Off the Record

(Continued from page 50)

electric razor, electrically operated tools, heating plant, automobile, and probably a few others.

AND IF YOU ARE ON A FARM, it is probable that there are so many you will not be able to find all of them without a long search.

THAT'S ONLY ONE minor example of how much different the home of today is from the home of twenty years ago.

MORE HOME for the money is more true now than ever before. It is true, of course, that the prices of new homes are far ahead of what they were 20 years ago, but the comforts more than outstrip the price advances, to say nothing of the declined purchasing value of the dollar. Today's new house is the best buy there is. Tomorrow's new house will be a better buy. But the house of this year, and the house of last year, together with the house of ten years ago, will always be a good buy on the second, third or fourth-hand market.

IT IS THIS SELLING down on trade-in that finally will leave the slum house without a market or a tenant, and will maintain a continuing market for the new house.

TRADE-IN SELLING is already here. To mention one home builder who is doing it—watch Dick Hughes, master merchant of Pampa, Texas.

NED COLE, the popular Texan of Trade Secrets fame, recently said that people are spending just a little less than eleven per cent of their incomes for housing, and almost ten per cent for personalized transportation—the automobile, including taxes and gasoline.

EUGENE C. MUNRO recently appointed vice president in charge of sales, WARE LABORATORIES, INC., Miami, Fla. FRANK BLAKE recently rejoined TRACY KITCHENS as eastern sales manager. Appointed to represent HUGH SHADE CORP. in the southeast is C. B. JENNINGS, PORTLAND CEMENT ASSOCIATION reports that MILES D. CATTON, director of development since 1949 has been appointed vice president for research and development.

AMERICAN BUILDER

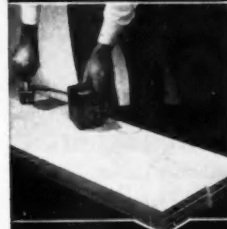
You Run No Risk of Bleeding or



Raised Grain with ARKANSAS SOFT PINE Satin-like Interior Trim



"This soft texture absorbs paint evenly and holds it; there's no bleeding through or discoloration!"



Checking for correct moisture content.



1. Arkansas Soft Pine contains no pitch to bleed through and discolor paint, enamel or stain finish.
2. It is seasoned to correct moisture content (6 to 8 per cent) in automatically controlled dry kilns.
3. This process shrinks the wood *before* it is machined. Thus "pull" between summer and winter ring growth, which is the cause of raised grain, is dispensed with while the wood is in the rough. Seasoned material is then machined to patterns of stabilized size and satin-like surface.
4. Priming coats are evenly absorbed, becoming integral with the wood's fiber. Final coats thus are applied to uniform surface, immune to bleeding and raised grain, to provide finished woodwork of lasting beauty. These are dependable qualities in Arkansas Soft Pine which answer your question, "How will this trim look five years from now, or 25?"

Sold by retail lumber dealers and planing mills east of the Rockies. Complete information, including grades to specify, stress tables, trim patterns, painting and finishing instructions are contained in this free Handbook for Builders. Write for your copy.

FRAMING LUMBER, TOO—

... in dimension, sheathing, siding, jambs and outside trim. The soft texture and paint-holding qualities of Arkansas Soft Pine insure your workmanship and reputation as a builder of better homes. Look for the trade-mark at your lumber dealers ... stamped on all genuine Arkansas Soft Pine.

ARKANSAS *Soft Pine* BUREAU



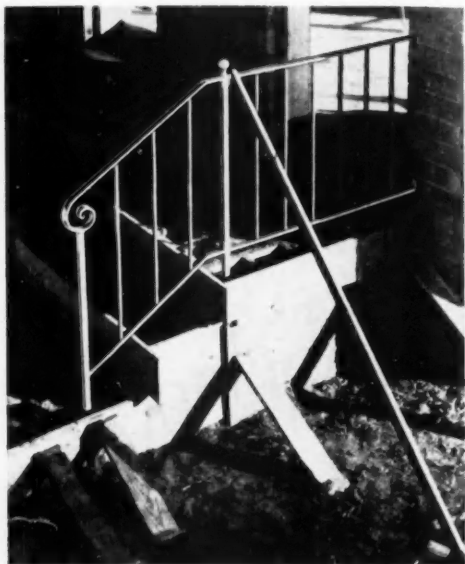
"How will this trim look in 25 years?"
As you see it here

1252 Boyle Building

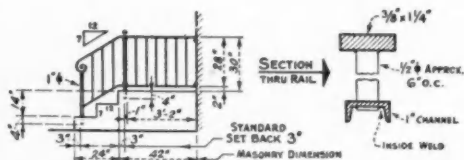
LITTLE ROCK, ARKANSAS

technical guide

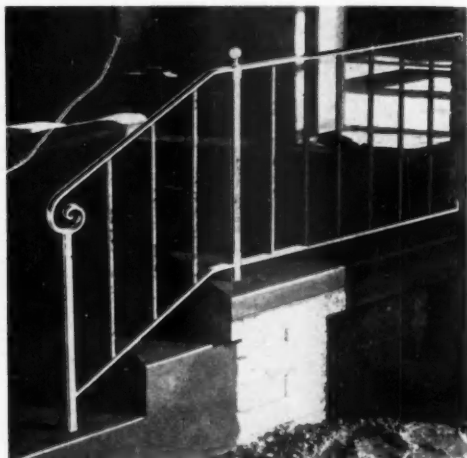
for builders and craftsmen



The fast and easy way to install rails and newel posts: 1. Build forms to fit stock rail sizes. 2. Set rail in forms—plumb and level. 3. Pour concrete in forms



7x12 step rails give the correct clearances, setback and a perfect fit with seven inch risers and 12 inch treads. Multiple assembly on the job is simplified—only two machine bolts between sections and newel posts



fabricated wrought iron brings new economies

The use of wrought iron in the modern house of today has been greatly increased through the application of standardization methods, volume production, high quality products at lower prices, and wider availability of the product through building supply outlets throughout the country.

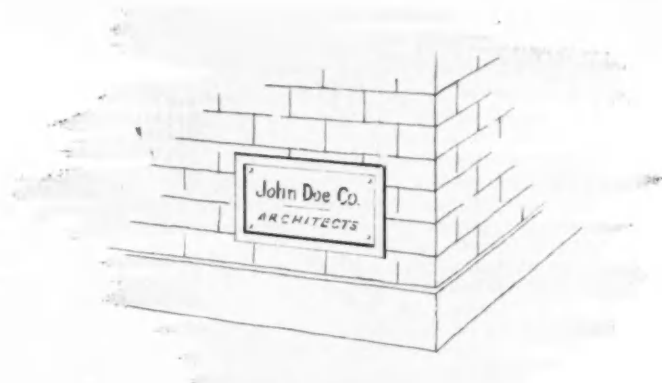
This standardization of builders' ornamental iron products in home building is another step in the development of pre-assembled units destined to produce a better house at lower costs.

In the manufacture of porch rails, brackets, screen grilles and house silhouettes, the development

of standard sizes and patterns has been gradual. Since concentration on distribution is centered with the building material dealers, the collective efforts of these same dealers has made possible volume production of better products at lower retail prices. As a result of all this, for example, a three-inch square loose-foot anchor plate on the bottom of porch posts, took one man approximately one half hour to cut by hand. Today these plates are being factory produced at the rate of 14 a minute or 420 in one half hour. This approximate speed up prevails in the manufacture of all stock wrought iron products.

Constant research on the part of manufacturers has made wrought iron a part of the materials family along with lumber, brick, concrete blocks and others. Starting with a simplified design, research brought about a coordination of sizes with other manufacturers. Sizes and descriptions were brought in line with national standards. Railings were developed on a stock basis which permitted mass manufacture and wide distribution to the building industry. The design of porch and step rail is based on the modular sizes of building blocks and bricks. Railing is manufactured in nine

(Continued on page 56)



Is Destructive Condensation Jeopardizing Your Reputation?

SPECIFYING on a "take-it-for-granted" basis, some architects and builders, with their own hands, sow the seeds of destruction inside the walls of buildings they are so proud of.

A sturdy, frame house in Pennsylvania, for example, had to be moved. But it was found that the sills had rotted away. Ordinary insulation inside the walls, with asphalt rather than metallic vapor barriers, had promoted destructive condensation, causing rot and decay.

A large brick and steel apartment development in the suburbs; a huge housing project in a big city; each caused great expense to its sponsors when ordinary insulation inside walls produced condensation, causing peeling paint and crumbling plaster.

Protection of buildings as well as reputations is ensured by the use of

non-condensation-forming, zero permeability, waterproof multiple accordion aluminum sheets, which are an exceptional barrier to heat flow.

Pre-fabricated forms of multiple accordion aluminum sheets are now available which automatically create four or six reflective air spaces.

The air spaces eliminate nearly all heat flow by CONDUCTION. The aluminum surfaces throw back 95% to 97% of heat flow by RADIATION. CONVECTION is blocked.

Further information may be found in standard reference manuals or in "Simplified Physics of Vapor and Thermal Insulation" by Alexander Schwartz. Copies may be obtained *free* by mailing the coupon below.

The commercial form of pre-fabricated multiple accordion aluminum insulation is Infra Type 6, 4, and 4 Jr.

THERMAL FACTORS, TYPE 6 INFRA

Up-Heat C.089, R11.23 equals 4 $\frac{3}{8}$ " DRY Rockwool
Wall-Heat C.073, R13.69 equals 5 $\frac{5}{8}$ " DRY Rockwool
Down Heat C.044, R22.72 equals 9" DRY Rockwool

INFRA INSULATION, Inc., 525 Broadway, New York

INFRA INSULATION, INC. 525 B'way, N. Y. C. Dept. (B-12) Please send FREE "Simplified Physics of Vapor and Thermal Insulation."
Name _____
Firm _____
Address _____
<input type="checkbox"/> Send Prices Infra Insulations <input type="checkbox"/> Sample

technical guide

for builders and craftsmen

(Continued from page 54)

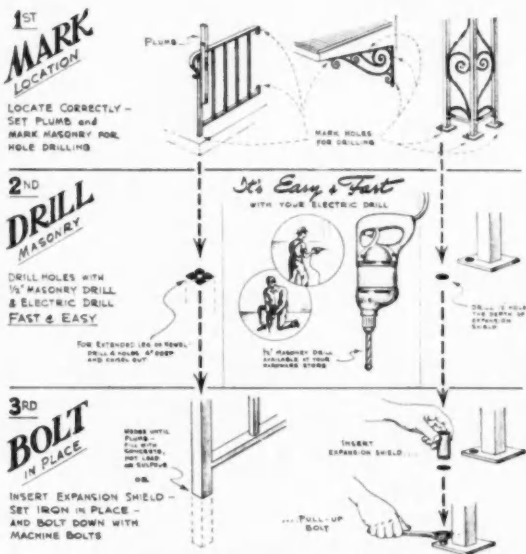
lengths of horizontal sections from one foot two inches to five feet two inches. It is manufactured in 6-inch intervals. There are five stock stair sections from two treads up to six. Treads are 12 inches, risers seven inches. Intermediate newel posts are used to join the horizontal rail sections and step sections. These sections can be quickly bolted together.

Research embraced the education of the trades and builders in the use and methods of installing wrought iron units. The old laborious use of the star drill was superseded by the electric masonry drill, which made this part of the installation fast and easy. The poured-in-place type of construction was encouraged. This meant obtaining the rails and newels and setting them in the forms before concrete was poured in place.

Research has also kept abreast of the current styles in houses and has reduced heights of porch posts accordingly. With an 8-foot ceiling height, and considering the average 3.5 pitch for the roof of the prevailing ranch type house, the porch post will frame out to 7 or 7½ feet in height.

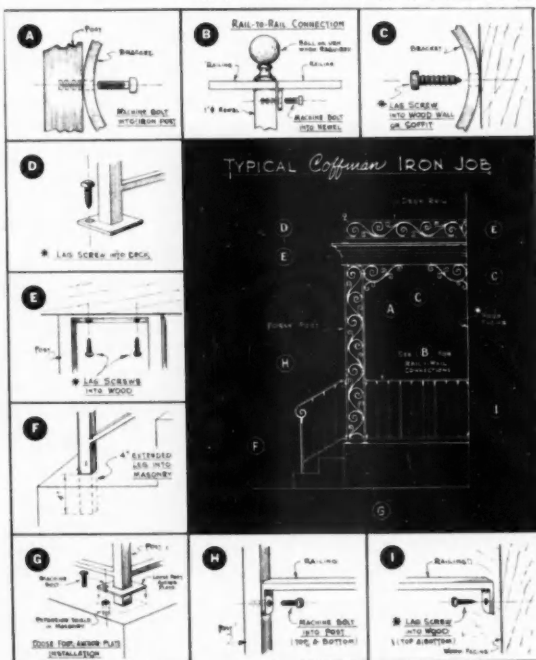


A typical installation



ABOVE DETAILS SHOW IRON TO MASONRY APPLICATIONS — FOR ALL IRON TO WOOD APPLICATIONS USE LAG SCREWS THROUGHOUT

Photographs and data courtesy B. G. Coffman Co., Inc.



* FOR MASONRY, USE EXPANSION SHIELDS & BOLTS —

HOW TO SHOVE A *Snowstorm* ASIDE



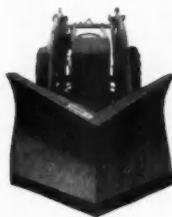
With the Dearborn Industrial Loader frame mounted on your Ford Tractor, you'll have several efficient, low cost ways to shove a snowstorm aside . . . carry on business as usual. A quickly mounted Attachment Adapter Unit makes it easy to use and change any of the tools shown here.

ATTACH THE BLADE SNOW PLOW... *Build Windrows Fast!*

Here's a really compact unit for working in crowded areas. With the Dearborn Blade Snow Plow attached to the Dearborn Industrial Loader frame you can speedily remove snow from busy city streets, filling station aprons, sidewalks, driveways and parking lots. This 6-foot blade can be set from straight across to 16½ degrees and 33 degrees either way, builds windrows or piles in a hurry!

ATTACH THE SNOW BUCKET... *Load up to 16 cu. ft. at a "bite"!*

Put this husky Dearborn Snow Bucket to work lifting up to 16 cubic feet (or 1000 pounds) of snow at a crack. Attached to the long, rigidly braced tubular arms of the Industrial Loader frame, this bucket can be lifted and dumped at any height up to 10' 8". A sturdy hydraulic pump mounted directly on the Ford Tractor provides lifting power. And its dumping and cutting angles are controlled by a pair of hydraulic cylinders.



V-PLOW OPENS 5' STRIP

The 415-pound Dearborn V Snow Plow, with its box-like frame for extra strength, has a front height of 26½ inches and a cutting width of 5 feet. Its specialty is opening streets, alleys, drives and lanes. Lifts hydraulically. Has a V angle of 90 degrees and the weight and strength necessary for fast cutting through heavy, sticky snow!

As indicated here, the Dearborn Industrial Loader becomes a practical snow-fighting unit capable of meeting a wide range of conditions. In the spring, you need only attach the standard bucket and your Dearborn Industrial Loader is ready for another big season. See your nearby Ford Tractor dealer for details.

DEARBORN MOTORS CORPORATION
BIRMINGHAM, MICHIGAN

National Marketing Organization for the Ford Tractor and Dearborn Equipment



Coffman's
ORNAMENTAL IRON
CUTS COSTS
SAVES TIME



... and it's tops in preference
 with the home owner

Porch Post? Rail? Coffman Ornamental Iron looks better than wood or brick ... costs less ... and lasts forever. Coffman Ornamental Iron lends itself to any type architecture, has a rapid consumer turnover and makes possible greater profit for both the dealer and contractor. Installation is as simple as ABC.

COMMON SENSE CALLS FOR COFFMAN
 ... at Lumber and Building Supply dealers everywhere. Stock sizes to fit any porch.

FREE: Write for descriptive catalogue on all Coffman Products and complete information on our amazing free air mail blueprint service.

*America's Largest Manufacturer
 of Ornamental Iron*

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 Company, Inc.

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Dept. A-7, ORLANDO, FLORIDA

technical guide

for builders and craftsmen

here are the "do's" for installing an outdoor fireplace

A complete outdoor fireplace package is now available, which includes all the necessary material for building the fireplace in three hours or less. It includes 11 large fire resistant concrete blocks, two

large smooth finish cement work tops, three base blocks, prepared cement mix for mortar, prepared cement paint, and a strong all-metal fireplace unit. Everything is built to specifications.

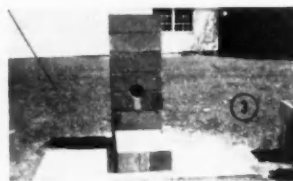


Mark off space with stakes and string. The base should be at least 70x33 inches with 17x21 inch projection at rear for chimney. Dig out dirt to a depth of ten or 12 inches. Make concrete form and set into excavation. Be sure form rises two or three inches above ground. Make a mixture of sand and gravel to be used as a sub-base beneath the form



Mix concrete. Lay in a few inches of concrete and then put down a strip of heavy wire fencing for reinforcement. Continue the pouring of concrete to top of form then cover with wet burlap. Work above foundation can proceed after concrete has set two or three days

Photos and data courtesy The Majestic Company



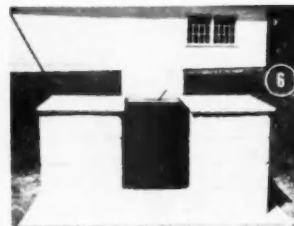
Lay up chimney consisting of 7-17x21 inch chimney blocks, including base joint. The smoke inlet opening into the flue should be located as close to the top of metal fireplace unit as possible to insure a good draft



Lay out the first course of block as shown above, being certain that the course is level. The six blocks in the center are laid on their sides to form a smooth surface for the ash pit

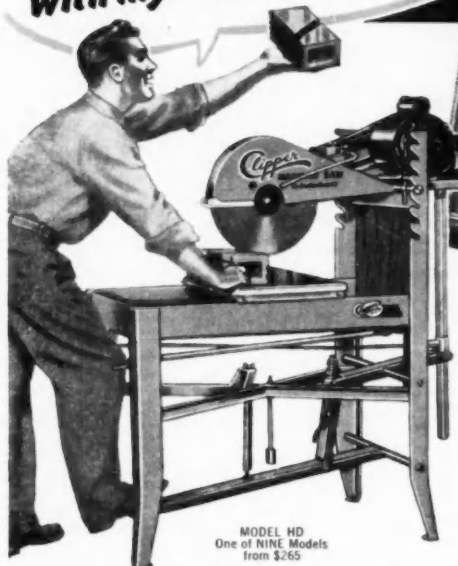


Lay one course of blocks on each side to begin the walls of the fireplace. These should be level and straight at the outer edges. A maximum width of 18 inches should be maintained in the center section. To do this it will be necessary to keep the mortar joints on each side of the 4-inch blocks as thin as possible



Lay two more courses of block on each side, then install the metal fireplace unit. Place the 1x25x32 1/2 inch cement caps in place. These should be set in a good bed of mortar. Caps can be made in place by providing a wood frame and filling with cement and reinforcing wire. Give the mortar and concrete time to set

LOOK! Joe... I made this cut
with my Clipper in 17 seconds!



MODEL HD
One of NINE Models
from \$265



Yes...
**CUT ANY MASONRY MATERIAL
EASIER, FASTER
with a NEW CLIPPER MASONRY SAW**

Yes, you can slice through the hardest materials in seconds with a CLIPPER MASONRY SAW. Smoother, faster cutting action than ever before. Contractors agree on the new WET or DRY cutting MODEL HD for the 100% Answer to ALL masonry cutting problems. Actually the HD is "4 SAWS in 1"—it will meet your DUSTLESS cutting requirements in confined areas, it will cut DRY for outside operations, it can be "CONVERTED" to a (Light Duty) Concrete Saw and a Track Saw! Yes, now greater profits than ever before with a "CONVERTIBLE" Clipper Masonry Saw!

PATENTED CLIPPER FEATURES



PRESSURE
EQUALIZER



SELECT-A-NOTCH



SAVE-A-BLADE
DIAL



WET-OR-DRY
PUMP

With a Clipper on the job masonry cutting is easy... just place the material on Conveyor Cart... the SELECT-A-NOTCH instantly sets cutting head for material size. A quick setting of the Save-A-Blade Dial and the Pressure Equalizer Spring automatically cushions the blade for faster cutting—longer life. During DUSTLESS cutting the WET-or-DRY PUMP delivers the exact flow of water and when switching to Dry cutting the belts need not be disconnected.

Sold on FREE TRIAL!

Order TODAY on FREE TRIAL. Discover for yourself how Clipper will increase production... cut costs... increase profits. Only through the Clipper FREE TRIAL are you guaranteed... ACTUAL TEST on the job... FULL SATISFACTION... NO OBLIGATION!

**NOW YOUR CLIPPER
IS "CONVERTIBLE"!**

At any time the cutting head of your Model HD Clipper can be placed on the "CONVERTIBLE" CART... you're ready to saw concrete or asphalt patches or trenches. No more fractures beyond removal lines—no spalling! But there's more... just set the CART on TRACKS and operate as a TRACK SAW on stone slabs. The Clipper "CONVERTIBLE" is an exclusive Clipper design.



① DRY Masonry Saw



Light Duty
CONCRETE Saw

②



③ WET Masonry Saw



④ TRACK Saw

4 SAWS IN 1

Clipper

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"COAST-TO-COAST"

GENUINE CLIPPER BLADES—ALL DIAMETERS

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DIAMOND
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Serving the World as the World's Largest Manufacturer of Masonry Saws

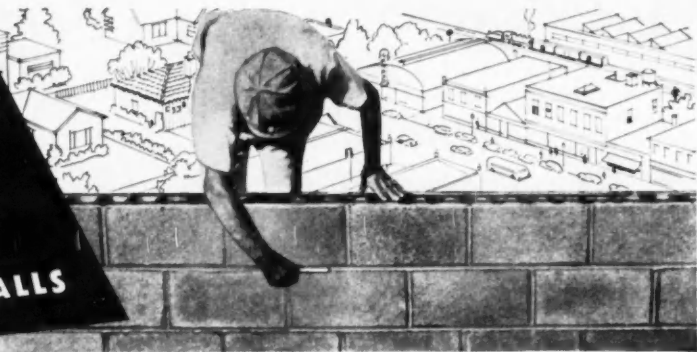
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 NEW CLIPPER CLIPPER
MASONRY SAWS CONCRETE SAW
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How to build
distinctive
appearance
into
**CONCRETE
MASONRY WALLS**

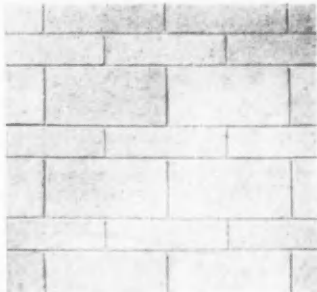


More contractors, builders, owners and investors are learning that concrete masonry can have *distinctive appearance* along with outstanding durability, firesafety and **low annual cost**. You add beauty by using a choice of pleasing wall patterns.

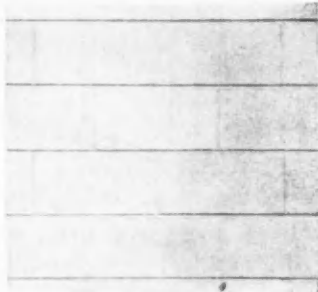
Shown below are six popular, easily-built patterns. Naturally there are many other variations. By finishing such walls with portland cement paint in any of a wide assortment of beautiful colors builders can put extra sales appeal in concrete masonry buildings.



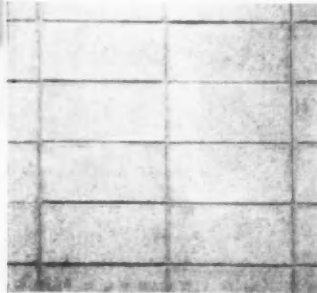
RUNNING BOND. Probably the most widely used pattern of all. Stagger the block in alternate courses so that vertical joints are aligned in every other course. Tool all joints.



ALTERNATE RUNNING BOND. Alternate 8-in. and 4-in. courses, tooling all joints, to produce this charming effect. For variation use 4-in. units every third or fourth course.



HORIZONTAL TOOLING. Lay block in running bond pattern. Then compact all joints to make them watertight. Now refill vertical joints and strike them off flush with wall.



HORIZONTAL STACKING. For interior non-bearing walls this treatment is striking. Place the block in the normal manner but align all vertical and horizontal joints and tool them.



VERTICAL STACKING. Like horizontal stacking except that the block are laid on end. This unusual pattern creates illusion of greater height for interior non-bearing walls.



BASKET WEAVE. Laying 8x8x16-in. block in pairs, two vertically and two horizontally, and tooling all the joints results in this woven pattern for interior non-bearing walls.

FREE NEW "Concrete Masonry Handbook" is available in U. S. and Canada. Send for your copy.

PORTLAND CEMENT ASSOCIATION

DEPT. 12-3, 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

HOME MERCHANDISING



"Westinghouse is a
Sales-Making
Powerhouse"

... Says Albert Balch
SEATTLE BUILDER

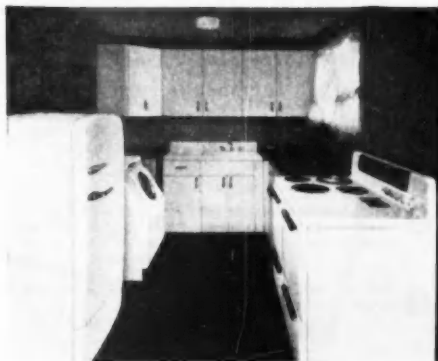
"Several years ago I decided to take advantage of the extensive and aggressive advertising Westinghouse uses to promote appliance sales. I equipped my houses with Westinghouse Appliances.

"I can't say which is most important; the planning, the equipment or the promotion plan. But I do know the Westinghouse combination is a powerhouse in making sales. We've been buying carloads ever since."

You, too, can merchandise your homes successfully with Westinghouse Appliances. For more details, call our nearest distributor or write direct.

WESTINGHOUSE ELECTRIC CORPORATION
Electric Appliance Division • Mansfield, Ohio

1953 MODEL is popular with home buyers. Albert Balch, nationally known Seattle, Washington, builder, has completed 111 of the economy model and is starting 150 more. They vary in appearance and size, from 683 to 725 square feet. All have two bedrooms.



TYPICAL KITCHEN contains a Westinghouse Refrigerator, Range and Laundromat®. Says Builder Balch, "The equipment has been very popular and the Westinghouse name, tied in with our own, has been most helpful in merchandising our homes and complete communities."

A FULL LINE OF ELECTRIC APPLIANCES, MODELS AND SIZES



FROST FREE



VENT FAN



LAUNDROMAT



DRYER



ELECTRIC SINK



WATER HEATER



WASTE-AWAY



RANGE

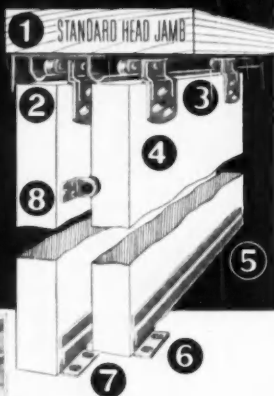
...of course, it's electric!

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

Here's Why

LEADING ARCHITECTS AND BUILDERS use and recommend

Sterling
600 SERIES
SLIDING DOOR HARDWARE



Sterling
HARDWARE

Saves Time! Saves Money!

Easy to Install and Adjust!

- 1 **USE STANDARD DOOR FRAME.** No special header construction needed. No grooving!
- 2 **APRON CONCEALS HANGERS AND TRACK.** May be painted if desired. No extra trim necessary.
- 3 **ONLY ONE INCH HEADROOM REQUIRED.** No need for extra headroom for hardware.
- 4 **ADJUSTABLE HANGERS.** Slotted screw holes make it easy to plumb door with jamb.
- 5 **GUIDE STRIPS** eliminate troublesome grooving of doors. Not visible from the outside.
- 6 **DOOR GUIDES** can be installed after doors are hung. Slotted screw holes permit easy adjustment.
- 7 **NO TRACK ON THE FLOOR** to catch dust and dirt... floor is clear and clean at all times.
- 8 **DOOR STOP** keeps flush pull on rear door always accessible. Fingers can't get pinched.

Write for Catalog on Sterling line of Sliding Door Hardware for wardrobes, pocket doors, side doors in home garages and other Sterling products.

Sterling
HARDWARE

Nationally Advertised

★ See our Catalog in SWEET'S
Architectural File 18d/ST and Builders' File 4e/ST

★ Visit our Display at...
The Architects Samples Corp., New York City

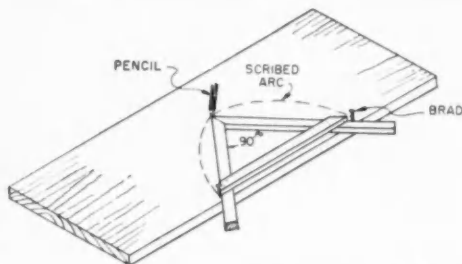


STERLING HARDWARE MANUFACTURING CO.

2345 W. Nelson Street

Chicago 18, Illinois

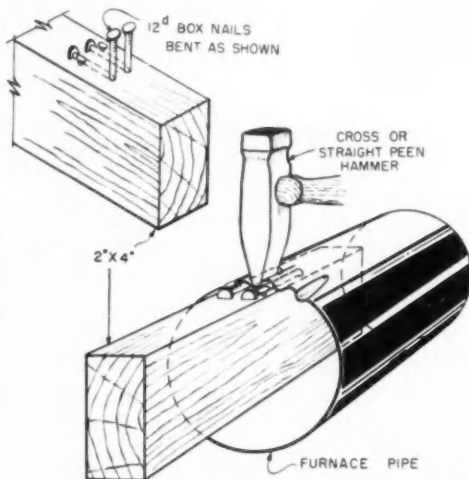
how would you do it? ideas for the man on the job



an arc producing rig

It is often necessary to strike an arc in the field, and the simplest way is to make up a triangle as illustrated. A pencil is kept at the apex of the triangle while the frame is held hard against the two guides which can be brads or simply clamps. As the apex is swiveled from one guide to the other, the desired arc is drawn.

By varying the distance between the guides and the apex angle, an arc of any size or shape can be drawn. One or two trials will quickly determine the arc desired.—An unsigned contributor.

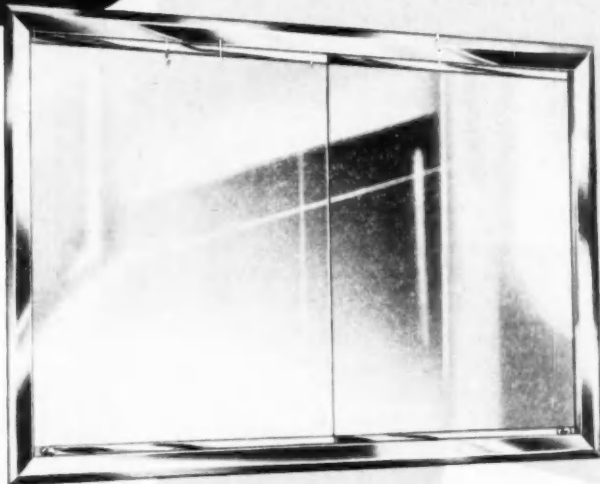


an on-the-job crimping tool

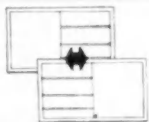
A crimping tool for on-the-job crimping of furnace pipe can be made by driving two 12-penny nails about 1/4 inch apart into a 2x4-inch wood member. Nails are to be driven into the wood to within 1 1/2 inches of the nail head. Bend down nail and drive part of the nail head into wood. Then drive a box nail on the outside of each 12-penny nail to prevent spreading. Place furnace pipe on nails and use cross or straight peen to crimp.—Robert E. Masopust, No. Riverside, Ill.

HALL-MACK
Mirro-Glide

Distinction



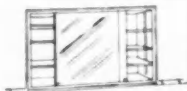
HALL-MACK
the BEST answer to
**QUALITY ACCESSORIES FOR EVERY
BATHROOM STYLE AND BUDGET!**



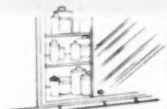
MIRROR DOORS SLIDE OPEN



FINGER-TIP ACTION



SIX GLASS SHELVES



FULLY RECESSED

Today's modern bathroom becomes the *most wanted* bathroom in the world when it has the *extra appeal* of a distinctive Hall-Mack Mirro-Glide cabinet.

Its magic touch of beauty and convenience, created by Hall-Mack, blends perfectly with modern bathroom designs... *makes homes more salable!*

Plate glass mirror is 39" x 22" overall... The chrome frame lies flush on the wall... The six glass shelves can be arranged in a variety of combinations inside the gleaming white recessed cabinet.

And when you're talking with Mr. and Mrs. Home Buyer about quality materials and fine construction... important "help-sell" features of Mirro-Glide and all other Hall-Mack bathroom accessories... you can be sure they're *the best* when they're Hall-Mack!

Sold by leading plumbing, tile and hardware dealers everywhere

HALL-MACK COMPANY

1344 W. Washington Blvd., Los Angeles 7, California

7455 Exchange Ave., Chicago 49, Illinois

Nearly Two Acres of MFMA NORTHERN HARD MAPLE



ALL MFMA Grades are Good Grades

New N. Kansas City building, National Bellas Hess, Inc.

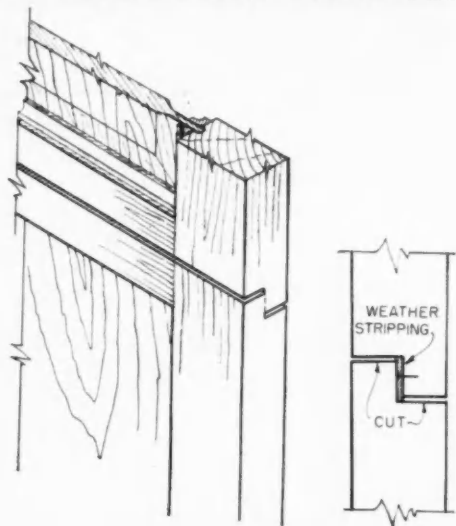
This fine, ultra-modern warehouse with 80,000 square feet of MFMA Third Grade Northern Hard Maple flooring offers eyesight-proof that there's real volume business in the lower-cost grades of "the finest floor that grows." MFMA Second and Third Grades make sound, full-strength, full-wear floors . . . heavy-duty floors. (This one pictured, is 25/32" x 2 1/4" maple over 2 1/2" x 6" t & g sub-flooring, carries a load-rating of 200 lbs. per sq. ft.) Write for "Thrifty Third" folder, and contact your favorite mill for latest quotations on MFMA-graded flooring.

See Sweet's
Arch. (13K-MA)

MAPLE FLOORING MANUFACTURERS ASSOCIATION

Suite 596, Pure Oil Bldg., 35 E. Wacker Drive
CHICAGO 1, ILLINOIS

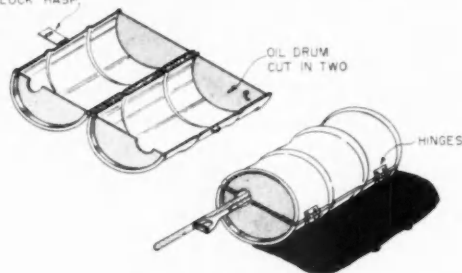
how would you do it? ideas for the man on the job



converting to a "dutch door"

To convert an old door to a so-called "dutch door" is comparatively easy. Make two saw cuts the width of the door, exactly half way through and about 1/2-inch apart on opposite sides. The door can be broken through on the dotted line, which can then be sanded smooth. If desired, enough may be taken off the upright part of the break to allow a piece of weatherstripping to be applied. Two hinges are now required on each door section.—G. A. Heffelfinger, Leighton, Pa.

LOCK HASP



an improvised mortar and tool box

An effective mortar box can be made from an old oil drum which is cut lengthwise through the center and hinged on one side. By applying a hasp on the opposite side of hinge it can be made secure for the storage of tools which are left on a truck or on the job. By cutting a hole in one end of the drum, shovels and other long tools can be accommodated. When drum is open it provides two compartments for mixing ingredients.—Werner Kraatz, Santa Cruz, Calif.

AMERICAN BUILDER

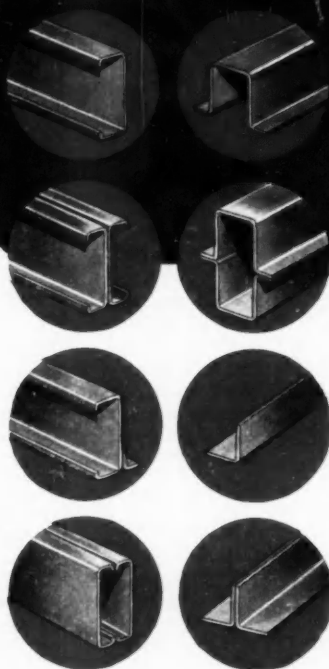


The structural framing of the Great Southern Life Insurance Company's two-story office building at Houston, Texas, utilizes Stran-Steel "C" Sections to effect appreciable savings in time, weight and labor costs. The architect was Alfred C. Finn, FAIA; Stran-Steel dealer and erector, Buie Building Material Co.; and the contractor, Manhattan Construction Co., all of Houston.

Here's new economy for buildings framed with steel

Stran-Steel[®]

COLD FORMED STRUCTURAL SECTIONS



Stran-Steel Cold-Formed Structural Sections bring a new dimension of economy within the reach of designers and engineers. Manufactured from strip steel, in a variety of shapes, sizes and gages, they may be used in different combinations for almost any building design. Because of their high strength-to-weight ratio, Stran-Steel Structural Sections bring worthwhile savings in the cost of completed structures.

All Stran-Steel Structural Sections meet the specifications of the American Iron and Steel Institute for the design of light-gage steel structural members. Your local Stran-Steel Framing dealer can furnish costs F.O.B. job site or quote on the material completely erected. Call him today.

WRITE FOR THIS NEW BOOKLET. It gives complete engineering data on Stran-Steel Cold-Formed Structural Sections, plus a typical example of the economy possible with this modern building material.



STRAN-STEEL STRUCTURAL SECTIONS are made in three different shapes and in a wide range of gages. They may be used in practically any combination for maximum economy. When used in conjunction with nailable Stran-Steel Framing, the result is a complete steel frame.

DECEMBER 1952



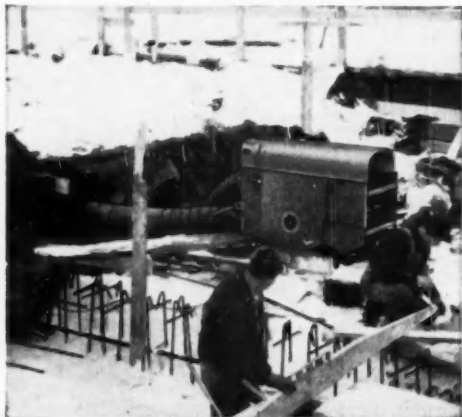
GREAT LAKES STEEL CORPORATION

Stran-Steel Division Ecorse, Detroit 29, Mich.

NATIONAL STEEL CORPORATION



Take Bad Weather Off Your Work Schedule This Winter!

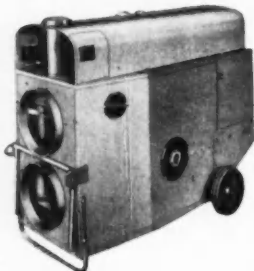


HERMAN NELSON PORTABLE HEATERS

Bad weather ahead? Certainly! But that need not upset your winter work schedule. You can beat rough weather with the help of Herman Nelson Portable Heaters. These furnaces on wheels provide clean, pure, hot air to warm your workers, protect concrete pours, thaw and dry materials, cure plaster—do scores of other heating and drying jobs.

The only completely safe portable heater that uses flexible ducts to spot heat where most needed and remember, only uncontaminated air heaters are absolutely safe!

Find out how you can profit by using Herman Nelson Portable Heaters on your job this winter. Mail the coupon below for full information.



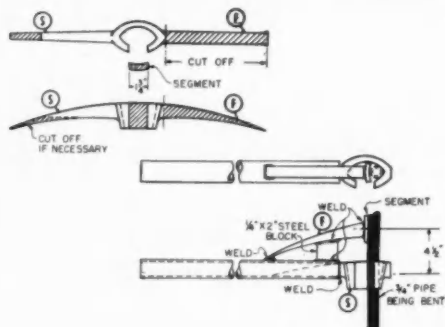
HERMAN NELSON DE LUXE I. Completely automatic, including temperature control. Fresh air delivery 2,000-2,350 cfm. Capacity 280-450,000 BTU. Oil fired, electric powered. Other models available—with gasoline or electric power—and capacities from 125 to 385,000 BTU.

Herman Nelson Division, Dept. 54
American Air Filter Company, Inc., Moline, Illinois

Gentlemen: Please send me complete information about Herman Nelson Portable Heaters and your free Cost Control Booklet.

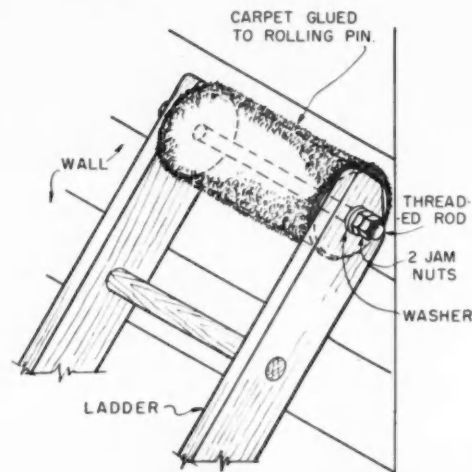
Name _____
Title _____
Company _____
Address _____
City _____ State _____

how would you do it? ideas for the man on the job



how to make a pipe bender

This pipe bender is made from an old pick and a 60-inch piece of 1½-inch diameter pipe. Take pick to a welder and cut off flat end (F) close to eye. Cut a piece out of the side of eye 1¾ inches wide. Drive pointed end of pick (S) into 60x1½-inch pipe handle. Weld flat end (F) to outside of pipe to form flange as shown. This tool will bend a ¾-inch pipe.—J. G. Caldwell, San Mateo, Calif.



protecting walls when painting

Use a roller device installed at the top of ladder. This device is made up of a rolling pin with a hole drilled through the center lengthwise in which is installed a long rod or bolt. The rolling pin is covered with carpeting material which is glued or tied to the pin. This protects the walls and makes it easier to push the ladder over uneven areas such as siding.—Werner Kraatz, Santa Cruz, Calif.



Richmond's new and improved GHA Horizontal, Gas-Fired Winter Air Conditioner

A Fine Unit Now Made Even Finer!

Now the popular Richmond GHA will deliver more heat more efficiently than ever before. Thanks to a new sectionalized heating element, with easily removable individual burners for each replaceable section . . . all designed to produce maximum heating performance.

Other GHA features include: cast-iron heat exchanger for longer life and greater re-

sistance to corrosion . . . new single-unit design for installation on combustible floors . . . handsome white enamel jacket . . . full range of sizes (single: 75,000 to 175,000 input BTU/hr.; twin: 200,000 to 300,000 input BTU/hr.) . . . fully approved by the AGA.

For small, medium and large homes where quality is desired, use this new and improved GHA unit.



RICHMOND

STANDARD HEATING EQUIPMENT CO., DIVISION OF RICHMOND RADIATOR CO.

Richmond Radiator Company AB-12
19 East 47th Street, New York 17, New York
Please send me more information and literature
on the Richmond GHA Unit. No obligation,
of course.

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COMPANY

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CITY ZONE STATE

We are plumbing wholesalers plumbing
contractors building contractors.

PROSPECTS LOOK FOR OAK FLOORING IN LOW-COST HOMES



Contractors and real estate agents report that the one thing practically all prospects for low-cost homes look for is oak flooring. They are willing to forego other features, but none of oak's features—durability, economy, and "healthfulness."



New methods of laying oak flooring over concrete slabs, using screeds set in mastic, is gaining in popularity all over the country.* This FHA-approved method of laying oak is helping to provide oak flooring for the 35% of all prospective homeowners who want oak in their new homes.



Besides the durability and economy features of oak flooring, the housewife is especially aware of the ease of maintenance that goes with every oak floor. She knows that a few strokes of a dust mop will keep her oak floor glistening.

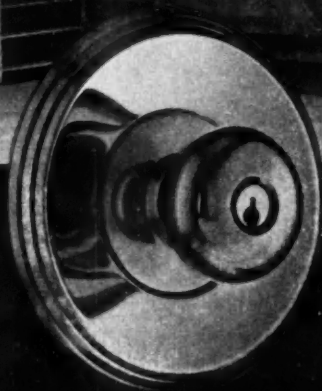


*When houses have Oak Flooring
they sell faster*

* SEND TO NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION, STERICK BLDG., MEMPHIS 3, TENNESSEE,
FOR FREE INSTRUCTIONS FOR LAYING OAK OVER CONCRETE

SCHLAGE LOCKS ...

DISTINCTIVE appearance... **TIME-PROVEN** performance



SCHLAGE PLYMOUTH DESIGN
with Riviera escutcheon

*The quality of Schlage cylindrical locks is clearly evident
...in their beauty and in their trouble-free operation...
time-proven for more than a quarter of a century.*

SCHLAGE®

THE Time-Proven CYLINDRICAL LOCK

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SCHLAGE LOCK COMPANY OF CANADA, LTD. - VANCOUVER B.C.

NATIONAL HOMES Gives Home Builders Continuous Year 'Round Promotion . . .

... PLUS DARING SPECIAL "OPEN HOUSE" EVENTS ON A SCALE NEVER BEFORE SEEN!

"Greatest Selling Tool In The Home-Building Field" is how experts describe Your National Home Magazine. This big 6 1/2-page combined magazine and catalog is now on the press for its Third Edition. Write for free copy—regular price 25c.



- Personal counsel by trained, experienced field representatives and sales promotion personnel provides continuous service locally to National Home builders.
- Full-color, full-page ads and double spreads in leading magazines including Life, Saturday Evening Post, Collier's, This Week, Better Homes & Gardens, McCall's, Good Housekeeping, Parents', Fortune, Better Living, Newsweek, Living for Young Homemakers—the most powerful home-selling campaign of all time.
- Complete local advertising tie-in program with ad mats, radio commercials, newspaper articles and other features.
- Dramatic full-page newspaper ads in all cities where builders have Open Houses.
- Colorful catalog circulars, literature, and other dealer aids.
- Two outstanding new films, "Homes Unlimited," and "News at Home," with commentary by Lowell Thomas, now being shown on television. Both films are available for screenings in full color to local groups upon request.
- The most alert and dynamic public relations and advertising program in the entire home-building field pre-sells your customers for you!

... and Look How It Pays Off!



SCOTT WELLER • CECIL OZIER
COMMUNITY HOMES, INC.
315 South Van Doren
Champaign, Illinois

Dear Jim:

We are frequently asked by other builders to account for the growth in our productive volume from 40 conventionally built homes in 1947 to our present 1952 volume of almost 700 homes. Home buyers seek the maximum in livability and styling at the price they can afford. Capitalizing on this desire has been the biggest single thing we have done for our present satisfied customers, now over 1400. As National Homes dealers, we purchase each house in a "package" eliminating costly material handling and inventory. We gain the services of outstanding architects, home planners, color stylists and other experts at no increase in cost to our customers. Our National Homes franchise is our most valuable asset for future growth.

Very sincerely yours, *Scott Weller*
CECIL OZIER, SCOTT E. WELLER

Here are two typical experience reports—both from former conventional home builders—that show results. National Homes home builders cash in on this tremendous program of advertising, public relations and merchandising.

Dear Mr. Price:

Our volume on National Homes this year will reach 350 units. Compare this with the 150 conventional houses we built in five years from 1941-45. Or the following 2 1/2 years when we handled a lesser known prefab line, completing only 100 homes during that period.

Since we switched to Nationals in 1950, we have built and sold a total of over 710 units. Our ever-growing success with National Homes is based on the smarter styling, better quality and far greater public acceptance of your product.

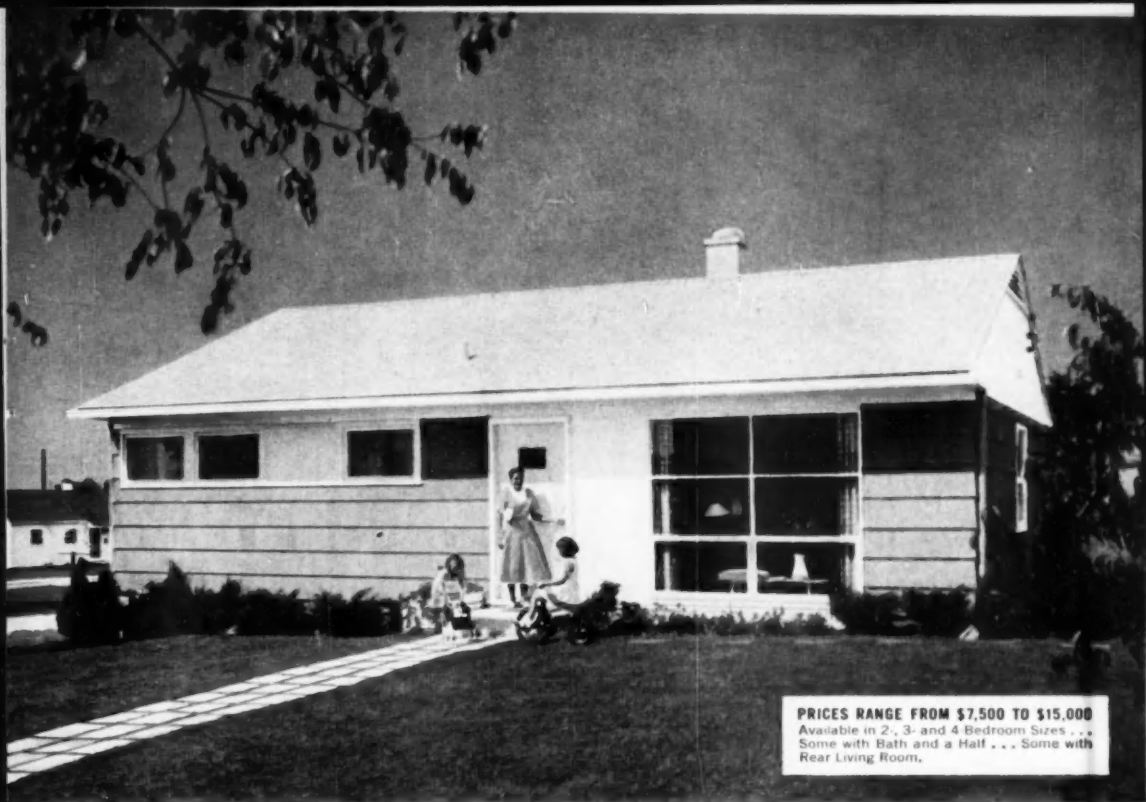
We are happy to recommend National Homes to conventional builders in other cities who are looking for more sales in the medium priced housing field.

Yours very truly,
James Wilmot
JIM WILMOT



JAMES WILMOT
WILMORTE, INC.
Page Always Building
Rochester 11, N. Y.

NATIONAL HOMES does more to help its builders all other producers combined. Investigate!



PRICES RANGE FROM \$7,500 TO \$15,000
 Available in 2-, 3- and 4 Bedroom Sizes . . .
 Some with Bath and a Half . . . Some with
 Rear Living Room.

NATIONAL HOMES *Scoops Entire Building Field* *with Exciting New 1953 Models!*

**SENSATIONAL RESTYLING . . . outside and in
 . . . PROVIDES MODERN LIVING AT ITS BEST!**

- Living, dining and kitchen areas flow together to provide for open modern living, yet can be divided by decorative folding doors when desired.
- Dramatic new ceiling-to-floor Thermopane or Twindow picture window in living room.
- New shoulder-high bedroom windows, giving more privacy and increased wall space for furniture placement.
- New step-saving kitchen with Formica top work surfaces, latest type base and wall cabinets.
- New home-laundry alcove including automatic washing machine and dryer.
- Large, tiled alcove-type bathroom featuring extra-large medicine cabinet with sliding mirror doors, full-width vanity shelf and built-in lighting.
- Decorative folding doors, enclosing spacious ceiling-height closets.
- Inside storage for such items as trunks, baby carriage, housekeeping equipment, canned goods, and other regularly used articles.
- Outside-access storage with ample space for bicycle, wagon, garden tools, lawn chairs, screens, etc.
- Dozens of other amazing new features!

*Smashing
 full-color
 ads like this—*

have appeared in the nation's leading magazines with millions of readers! They are seen and read by your best prospects. Reap the benefits from this tremendous advertising program by becoming a builder of National Homes.

**sell houses at a profit than
 Write NATIONAL HOMES TODAY!**

National
HOMES

NATIONAL HOMES CORPORATION
 Lafayette, Indiana • Horseheads, N. Y.

Show
them
the
Color
of FLINTKOTE
KOOL-BLEND*
Shingles!



MIST GRAY . . . here is a cool, e-o-o-l color that blends with *everything* . . . and gives a dignity that stands out in the community.

SURF GREEN . . . always pleasing to the eye, near or far. In addition to SURF GREEN and MIST GRAY, Flintkote, the color leader, offers DUSKTONE BLUE, a beautiful new shingle . . . and SHADO-KOOL, made especially for the West.



. . . and you'll see the *Color* of their money!

There's absolutely no doubt about it: the established trend in asphalt shingles is definitely toward light pastel colors for new construction as well as for modernization.

And that definitely means Flintkote KOOL-BLEND Asphalt Shingles. *Feature* KOOL-BLENDS . . . and you'll find that this trend will bring many more customers and profits to you!

See for yourself! Flintkote Kool-Blend Asphalt Shingles . . . in lovely SURF GREEN and MIST GRAY . . . have incomparably soft, light colors. Colors that blend perfectly with their surroundings in the ever-shifting play of outdoor light and shadows.

These very beautiful new shingles were created by Flintkote this year . . . and you know how much emphasis Flintkote has always put on style and color leadership.

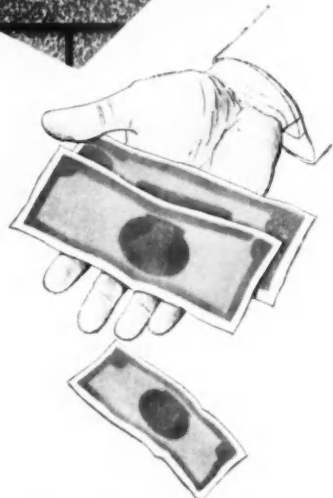
Since 1901, Flintkote has pioneered with color . . . and now Flintkote's newest creation—KOOL-BLEND—offers you fresh, unlimited sales and profit opportunities.

Of course, these beautiful shingles have all the other Flintkote advantages, too. Selected felt. Stabilized asphalt coating. Top-quality Mineral Surfacing Granules. Rigid control in every step.

Feature Flintkote Kool-Blend Asphalt Shingles! They're just the thing to give your sales a big push in 1953!

THE FLINTKOTE COMPANY, Building Materials Division, 39 Rockefeller Plaza, New York 20, N. Y.

*New 1953 - © Flint, 1953



*...the extra years of service
cost no more!*

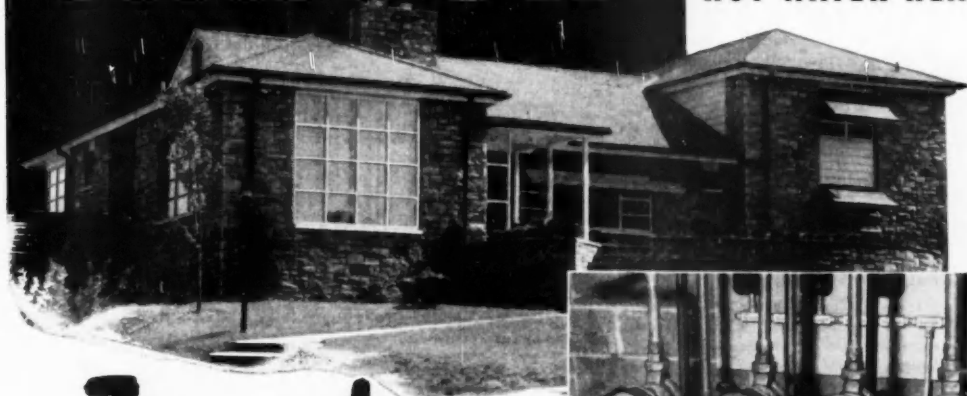


FLINTKOTE . . . *Style and Color Leader since 1901*

another modern home HEATED with

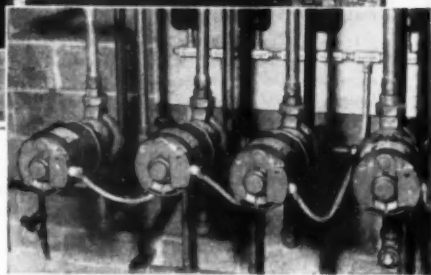
THRUSH..

**FORCED
CIRCULATING
HOT WATER HEAT**



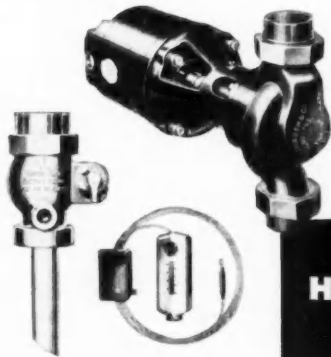
Zoned

FOR COMFORT
with **THRUSH**
flow control system



Simple, compact installation of Thrush Circulators for the four heating zones.

JUST THESE SIMPLE UNITS NEEDED FOR EACH ZONE . . . a Thrush Water Circulator, a Thrush Radiant Heat Control (with Relay Transformer) and a Thrush Flow Control Valve.



ZONED hot water heat in the modern home not only assures greater comfort but increases operating economy and reduces installation costs. Thrush Flow Control System of Hot Water Heat provides perfect zoning with radiant coils, radiant baseboards, radiators or convectors. A plentiful supply of hot water for kitchen, laundry and bath may also be furnished with a Thrush Water Heater, summer or winter, from the same boiler. Several zones or several buildings can be heated from one boiler and one firing device.

For more information about the complete Thrush Flow Control System, see our Catalog in Sweet's or write Dept. G-12.

H. A. THRUSH & COMPANY

PERU · INDIANA

"Ask The Experts"

Got a problem you haven't solved? Can't solve? Haven't the time to solve?

Have you solved a problem with an answer you aren't sure of?

Are you doing some particular job—big or little—in a way that you think might be improved?

Then "ASK THE EXPERTS"—a group of industry authorities—experts in their fields. They'll give you the answer.

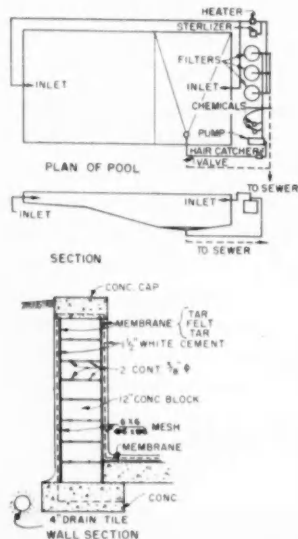
Address your questions to: "Ask The Experts," *American Builder*, 79 West Monroe St., Chicago 3, Ill.

As many questions and answers as space permits will be published monthly in *American Builder*, under the head—"Ask The Experts."

Help on a Swimming Pool

I am a builder of homes in the Tucson area and would like to include swimming pools when selling the houses. I would like to build the pools about 20x40 feet in size with a slab bottom and concrete block sides. Pool also to include a filter system. I have requested technical information from several sources but so far have not received any. Will you help me with the design of such a pool?

J. W. B., Tucson, Arizona



The drawing above clearly sets forth the details in connection with the construction of a swimming pool such as you request. No dimensions are given. They should be determined by the conditions prevailing in the area in which you are working. I would suggest that

you get in touch with a competent engineer or architect for complete working drawings of swimming pool. This is essential for complete satisfaction.

What to do about Condensation

Will you please tell me what I can do about condensation forming between the asphalt tile and the tile cement? I have taken up some of the tile and there are places where there is no cement and the concrete is dusty; yet the places where the tile cement remains is where the condensation forms, the same as on a glass of water.

M. M. C., Tavares, Fla.

The situation that you describe does not sound like condensation. It sounds more like alkaline moisture coming up through the concrete slab and dissolving the tile cement or loosening the tile. I would suggest that you consult your local flooring contractor, as someone would have to see the actual conditions of the installation in order to determine the best means of correcting it.

Asphalt Tile Institute
Managing Director

Book on Estimating

I am a small general contractor and do my own estimating, most of which is done evenings. This takes a lot of time as I go the "long way around." I would like to have you recommend a good book that would help me to save time in this phase of my work.

G. C. R., Sand Springs, Okla.

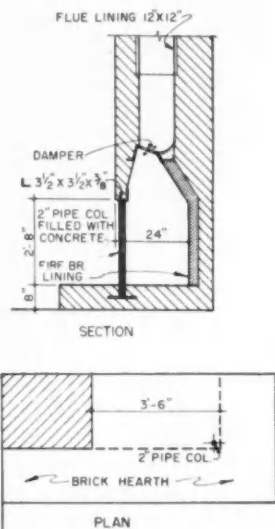
The Simmons-Boardman Publishing Corp., 30 Church St., New York, N. Y., publish a book entitled SIMPLIFIED CARPENTRY ESTIMATING by J. Douglas Wilson, which I am sure will meet your requirements. This book sells for \$3.75. Other estimating books may be obtained from the Reinhold

Publishing Corp., 330 W. 42nd St., New York 36, N. Y., and the McGraw-Hill Book Company, Inc., 370 Seventh Ave., New York, N. Y.

Corner Fireplace Solution

I wish to construct a brick corner fireplace open on two sides. Can you tell me how to do this? What type of support and lintels should I use? Is there any publication where I might find specifications for such a fireplace?

W. H. M., Hinsdale, Ill.



The type of fireplace you describe is featured in the Better Detail Plate of the October issue of the *American Builder*, page 182. The design set forth above is self explanatory.

Mildew on Weatherboarding

In January of this year, I built an addition to my house, approximately 600 square feet. This building is of frame construction, 2x4 studs, insulation boards for sheathing, 10-inch wide weatherboarding, and pine paneling on the inside. The walls are insulated with rock wool batts. The weatherboard did not get wet between the time it was put on and painted. The weatherboard is now mildewing badly. I did not insulate the sidewalls in the bathroom, yet that part of the outside wall is mildewing worse than any other; therefore I presume that it is not the insulation that is causing the

mildew. What would you do in this matter, and what would be your recommendation to remedy this situation?

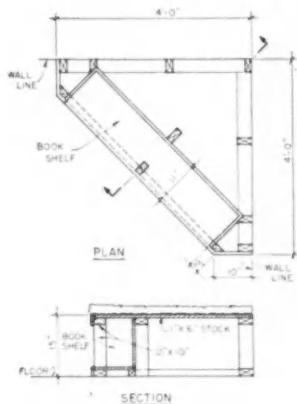
A. P. T., Burlington, N. C.

You may find the mildew readily removable at this stage with a mild alkaline solution such as trisodium phosphate or washing soda. However, it is likely to come back within a few months. If you want to get the most out of the present coat of paint you might wash off the mildew at intervals until you are ready to repaint. When you do repaint, be sure to include a mildewicide in the paint, or use a paint in which the manufacturer has included a mildewicide.

Building a Window Seat

We are looking for some information on how to go about building a window seat with shelves for books underneath. We have a room that is 12x12 feet in size. The window glass measures 20x28 inches which takes up a good share of that corner, including woodwork. We are not sure how to go about putting one in; should it be made movable or fastened to the wall?

H. H. A., Two Harbors, Minn.



The drawing above shows a fixed seat worked into the corner of the living room. Drawing indicates the front face of seat open and available for the storage of books. The leatherette cushion on top of seat is triangular in shape. The center portion of seat becomes quite deep. This can be avoided by extending a portion of the back up to the line of window sill, thus providing a back for the seat.

Perimeter-Lateral Warm Air-Heating

Please favor me with detailed information of Perimeter Lateral Warm Air

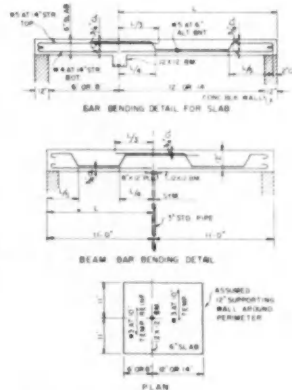
heating as shown in the January issue of the American Builder. Also information as to where I can obtain the necessary baseboard grilles to fit this type of installation. At present we are installing hardwood over concrete. Would this type of heat system be practical with hardwood nailed to sleepers embedded in slab with air space between?

L. L. L., Kansas City, Mo.

A number of perimeter lateral warm air systems have been installed in various parts of the country and we are assembling information regarding them so that eventually we can furnish rules governing design and installation. At present each such system that we have found has been individually designed by the builder and his heating contractor. Regarding the installation of hardwood floors nailed to sleepers embedded in the slab with a heating installation of this kind, I have been told by heating contractors in Texas that a number of such installations have been made and have been found completely satisfactory. I suggest that you take this matter up with one or more of the Kansas City heating contractors. They undoubtedly get engineering assistance from jobbers and manufacturers whose equipment they install.

Beam and Slab Sizes

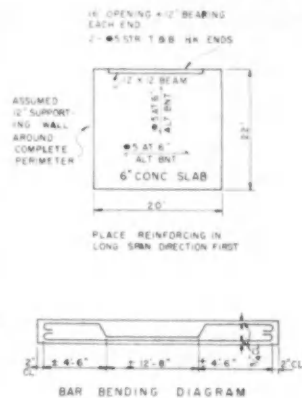
I have a 20x22 foot adjoining basement room with 12-inch thick block walls over which I plan to build a breezeway and garage. The garage to be 12 or 14x22 feet and the remainder 6 or 8x22 feet for the breezeway. These rooms to be constructed of frame walls. There can be posts under if more economical. What size beams, thickness of slab and reinforcement will be necessary?



The drawing is self explanatory.

I also have a basement garage built of 12 inch thick block wall. I want to place a deck or patio over garage which adjoins the living room. There can be no posts under the slab in this case. Garage will have a 16 foot door opening at one end. What size girders, thickness of slab and reinforcing will be necessary?

E. A., St. Paul, Minn.



In this case also, the drawing is self explanatory.

Framing the Roof

I am interested in framing details for roof trusses and studs placed 24 inches on centers. If there is any reading matter on this subject would you kindly advise where I can get it?

F. B., New York, N. Y.

I believe that you can get a folder on this subject from the Small Homes Council, University of Illinois. Direct your letter to the attention of Maxine Kennedy, Editor.

Insulating the Ceiling

I want to build a house with the roof rafters and sheathing exposed as a ceiling for the living room. The question is, how can this method of construction be insulated best?

P. H., Columbus, Nebr.

I would suggest that the roof rafters be placed approximately four feet on centers and the roof sheathing consist of 2x6-inch V-cut t&g boards nailed tightly together. On top of the roof sheathing place one layer of 30 pound felt to act as a moisture barrier. On top of the felt place either one or two inches of fiber glass, or the same thickness of a comparable rigid insulation. The roofing material, which preferably should be a four ply built-up roof, is then placed on top of the insulation.

FORGET CONDENSATION

WITH THIS BALSAM-WOOL VAPOR BARRIER



Forget condensation when you specify Balsam-Wool®. A tough, asphalt saturated, warm-side liner is an integral part of this sealed insulation—and a tough cold-side liner reduces convection through the insulating mat.

Send for an A.I.A. folder of application data sheets.

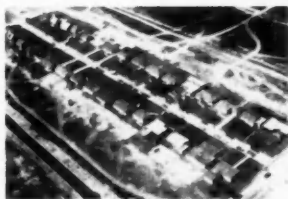
Wood Conversion Company, Dept. 119-122
First National Bank Building, St. Paul 1, Minnesota.



balsam-wool

Sealed Insulation — A Product of Weyerhaeuser

The one-site Parade of Homes is a popular pattern for National Home Week promotion. One of the most successful of these this year was held in Columbus, Ohio, where 32 builders exhibited 32 houses on a site acquired and planned by the Columbus Home Builders Association. Visitors to this Parade passed the 150,000 mark. Most of the houses sold during the Week itself. Some of the builders sold as many as 15 duplications from their Parade houses.



HOME WEEK the sales builder

NATIONAL HOME WEEK in 1952 attracted more chapter participants and more individual participants than in any preceding year. The reason is apparent. NATIONAL HOME WEEK last year began to enter the second phase of its function, and this September it fulfilled that function.

The idea of the Week was born in an effort to prove to the public that the aspersions being cast upon home builders were fictitious. It will be recalled that five years ago there was under serious consideration a suggestion to raise a large sum of money for a series of radio and magazine presentations designed to refute the claims of public housers and other maligners of the home building industry. It seemed that while such a program might accomplish its objective, the quickest and best way was to invite the public to come and see what home builders were doing.

There is nothing new about the idea of model or demonstration houses. They have been shown from time immemorial by individual builders. What NATIONAL HOME WEEK contemplated and has accomplished is to consolidate these demonstrations into one highly publicized nation-wide period to provide a compelling impetus impossible with hit-or-miss individual showings. The Week has accomplished its initial purpose, quickly and effectively.

It was also known that the time would come when it would become necessary for the industry to sell aggressively and dramatically, and it was felt that when the public housing menace had been allayed, NATIONAL HOME WEEK could become the greatest merchandising program the industry had ever had.

1952 proved the soundness of that contention. Inventories of unsold houses in every community which held a NATIONAL HOME WEEK program were moved. In effect, the Week was a fall clearance sale.

NATIONAL HOME WEEK now is an established institution with literally hundreds of communities observing it. It is only a question of time until every hamlet in the land will have a program of some kind, and with that rapidly approaching time will come the industry's great opportunity to build the market for new homes to industry capacity, rather than tailor capacity to the uncertainties of a nationally unstimulated potential.

Edward G. Gavin

Editor



NATIONAL HOME WEEK at a glance

Canvassing the country for the record on NATIONAL HOME WEEK for 1952, the *American Builder* has collected these facts. Since the Home Week celebration is so widely flung, omissions in such a record are probably inevitable. And it should be pointed out that the Home Week sales record was not available for every city covered in this survey. We hope, though, that we have been able to fill in an almost complete picture of what happened during this important event this year.



City or Region	Demonstration Houses Shown	Valued at	No. of Houses Sold
Albany, N. Y.	40	\$600,000	10
Albuquerque, N. M.	20	\$240,000	90
Amarillo	19	\$7,000 to \$35,000	50
Atlantic City	8	\$100,000	14
Austin, Texas	22	\$250,000	
Beloit, Wis.	16	\$20,000 average	8
Binghamton, N. Y.*	9	\$12,500 to \$16,000	10
Birmingham, Ala.	15	\$7,000 to \$35,000	10
Boston, Mass.	27		
Bridgeport, Conn.	40	\$600,000	7
Buffalo	47	\$700,000	212
Chicago	92		2000(Est.)
Cincinnati	29	\$620,000	18
Cleveland	250	\$10,600 to \$50,000	47
Columbus, Ohio	32	\$1,000,000	350
Dallas	29	\$11,000 average	250
Davenport, Iowa**	15	\$8,500 to \$35,000	
Dayton	19	\$380,000	53
Des Moines	37	\$830,000	30
Detroit	120+	\$1,220,000	
Dubuque, Iowa	1	\$23,000	1
Fort Wayne	30	\$500,000	10
Fort Worth	13	\$3,800 to \$45,000	
Grand Rapids	60	\$750,000	
Hartford, Conn.	68	\$1,300,000	91
Indianapolis			50
Johnstown, Pa.	9	\$9,500 to \$40,000	2
Kansas City, Mo.	104	\$2,000,000	
Lincoln, Nebr.	23	\$6,850 to \$40,000	47
Little Rock	12	\$22,500 average	6
Long Island, N. Y.	231	\$3,500,000	3000(Est.)
Los Angeles	58		990
Louisville	10	\$150,000	8
Madison, Wis.	18	\$460,000	13
Memphis	161	\$8,000 to \$50,000	143
Milwaukee	38	\$750,000	19
Minneapolis	26	\$515,500	100+
New Orleans	10	\$9,000 to \$46,000	
Niagara Falls	37	\$11,500 average	14
Norman, Okla.	8	\$80,000	3
Oakland, Cal.	28		940
Pampa, Texas	11	\$4,500 to \$13,500	59
Pittsburgh	50	\$10,350 to \$30,000	
Rochester, N. Y.	100		92
St. Louis	60	\$1,250,000	
St. Paul	25	\$546,000	93
St. Petersburg	33	\$455,650	24
Sacramento, Cal.			
Salt Lake City***	31	\$350,000	25
Seattle	100	\$1,500,000	
South Bend, Ind.	26	\$500,000	
Spokane	24	\$360,000	19
Syracuse, N. Y.	11	\$220,000	
Tacoma	50	\$625,000	30
Toledo	39	\$850,000	
Tulsa	35	\$500,000	35
Washington, D. C.	73	\$10,000 to \$65,000	55
Westchester Co., N. Y.	15		
Wichita, Kansas	17	\$230,000	61
Worcester, Mass.	75	\$1,000,000	30
Youngstown, Ohio	38	\$800,000	20

*includes Endicott and Johnson City **includes Rock Island, Ill., and Moline, Ill.

COMMENTS

Largest percentage of sales was in houses priced at \$4,750.

\$168,000 in sales and contracts for the Week. "Not considered bad, though not as good as last year."

The promotion brought in 6 new members for the HBA.

In addition to sales, a number of orders taken for duplications. All houses were furnished.

Sales averaged \$20,000, "were very low, even on houses shown, and low on proposed houses in same development."

Sales for the Week: \$150,000.

The builders elected a "Mrs. National Home Week" from purchasers of houses by HBA members during the last year.

Chicago's Home and Home Furnishings Festival lasted 3 weeks, of which the first was NHW. Total sales: \$34-35,000,000.

The houses tied in with Public Service Co.'s "Light Conditioned Homes" program sold fastest.

Total sales reached \$1,151,000 in the area's "most successful Home Week." 95 houses won HBA Award of Merit.

32 different styles, 32 buildings in a one-site Parade of Homes. 30,000 went through the first Sunday.

\$3,000,000 in sales for the Week.

"No sales pressure" is the rule here for NHW. "Let the customers look. Sales come later." All 15 model houses sold.

Prices ranged from \$12,000 to \$41,000.

70,000 saw the houses, "at least 10,000 more than ever before." 21 subdivisions drew 450 good prospects.

1000 new houses valued at \$11 million felt the impact. Model houses were photographed by the HBA, displayed in banks.

A builder and manufacturer teamed up to plant the seed of NHW activity for the future in this area.

Sales for the Week: \$1,349,000.

The Week promoted 800 new houses valued at \$15,000,000.

The HBA built a 3-bedroom brick veneer house in 5 days, auctioned it off and gave proceeds to charity. Week's sales: \$549,880.

This Parade of Homes was a model subdivision of 12 furnished houses sponsored by the HBA. 40,000 visitors went through.

150,000 visitors (three times as many as ever before) crowded the L.I. subdivisions, upped sales 50%-100% over the summer level.

Total sales: \$10,750,000. 3,000 new houses were involved valued at \$54 million.

A one-site Parade of Homes. Prices ranged from \$11,000 to \$19,000.

NHW sales of \$1,838,875 set a record for this area. 57 subdivisions and 2,000 houses under construction benefited.

The Parade of 26 Homes sold \$1½ million. More than 150 new houses, valued at \$2 million, were shown throughout this area.

An Identification Contest with \$5,000 in prizes based on information about individual houses was featured in this promotion.

Sales totaled \$10,000,000. 630 houses were on display, valued at \$6,930,000.

Total sales: \$1,000,000. One of the furnished homes drew 12,000 the opening Sunday; another had 15,000 visitors that day.

Business booked is estimated at \$3½ million. This was less than in preceding years.

In addition, 37 contracts to build were signed.

First NHW celebration here. "Our entire community was greatly enthused." Total sales were more than \$304,000.

NHW was an individual matter, with many builders holding Open House. "Results were adequate."

Sales totaled \$275,000.

"At least 100 houses sold."

"Sensational crowds both Sundays. Sales definitely stimulated."

50 deals were pending as the Week closed.

\$150,000 in completed sales, with more pending as the Week closed.

A pick-up occurred in the sale of luxury houses.

Some 3000 new houses felt the NHW impact. Total sales for the Week: \$700,000.

In one subdivision alone, sales spurted \$1,100,000 during NHW.

28,000 viewed these houses, and total sales reached \$768,000. A Tour of Homes was sponsored by the Wichita Eagle.

In addition, 100 good prospects. "There is still a good market for new houses."

Sales for the Week reached \$450,000.

***includes Ogden, Utah

EXAMPLES OF NATIONAL HOME WEEK HOUSES



OVER 100 SOLD

Herbert and Sy Sadkin's "Cosmopolitan" helped sell over 100 houses in the builder's 450-house tract at Westbury, Long Island. Architect was Stanley H. Klein. Over 3,000 people visited the houses in this project during the opening weekend of NHW. Value of houses sold by the Week's end was well over \$2,000,000.



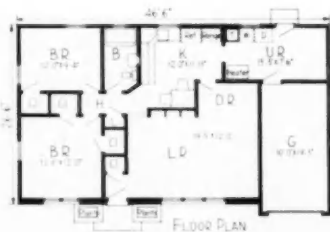
30 SOLD All-year air conditioning was offered in this house in Bonnie Crest Estates in New Rochelle, N. Y. The house was priced at \$19,900 with summer cooling at \$1,000 more. Thirty houses sold during NHW, 75 per cent of the buyers electing to take the summer cooling. The house has full basement. Builder was William Morrison; architect, Henry Moger.

—THEY SHOWED THEM AND SOLD THEM



6 SOLD

Most-visited NHW house in Cincinnati was this luxury ranch-type built by Roy Nelson, chairman of the HBA's Home Week committee (right in photograph). House is built on a slab, has all-masonry walls, radiant heat, G-E kitchen, Hollywood bathroom. Price was \$30,000. Nelson sold this model and five duplications.



3 SOLD Rutmann-Copher Co. sold three houses from this Home Week model in Dayton, Ohio. The house has radiant heat. American kitchen cabinets, was offered with individual design variations in a planned residential community now under development.

HOME WEEK HOUSES



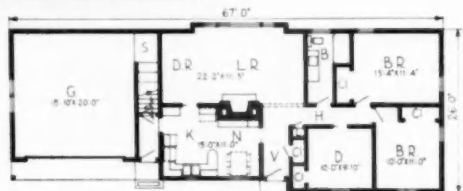
37 SOLD

37 sales from Home Week promotion resulted for a 58-house development in the \$30,000 bracket by Kalman Klein and David Teicholz at Lake Success, Long Island. The house shown is on a 1/4-acre plot, sold for \$29,950, has a two-level basement



4 CONTRACTS

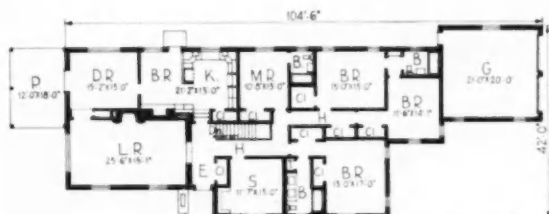
Boran Builders, Inc., in Minneapolis closed four contracts totaling some \$90,000 as a result of their Home Week showing of this model





4 SOLD

Another Hemphill house, this one the first in a small tract just opened in Wilmette, Ill., sold during Home Week for \$37,500 including carpeting and drapes. Of the first six contracts for houses in this development, three are attributed to Home Week.



2 SOLD

C. A. Hemphill, a custom builder operating in the Chicago North Shore area, showed this luxury ranch design on a 1/2-acre plot, sold it during Home Week for \$71,500 including carpeting and drapes. He also sold one duplication and gathered five to six active prospects for similar houses.



21 SOLD

21 sold during Home Week, \$9,900 on a lot 70 by 100 feet in a 51-house tract by David Stein and Vincent Cannuscio in North Massapequa, Long Island. The house has a full basement and expansion attic.



22,500 saw it during National Home Week

nation-wide buyer survey reflected in TREND HOME

*air conditioned Kansas house draws
22,500 National Home Week visitors*

One of the most spectacular events of NATIONAL HOME WEEK this fall occurred in Wichita, Kansas, where 22,500 persons turned out to see for themselves the composite house envisioned by thousands of recent buyers and people planning to build.

Sponsored by the Coleman Company as a contribution to building industry progress, this front cover Trend Home is the result of the nation-wide survey more fully described at the end of this article.

Ned A. Cole, architect of Austin, Texas, was commissioned to design the building, using as many trends emphasized in the survey as possible, along with some new cost-cutting

ideas of his own. Ken Stowell, a founder and first president of the Wichita Association of Home Builders, was the builder. More than 5,000 persons inspected their product on opening day of NATIONAL HOME WEEK: 3,000 on closing day.

The three-bedroom Trend Home, completely air conditioned, was designed to sell in the Wichita market at \$13,500 to \$14,000, exclusive of the land.

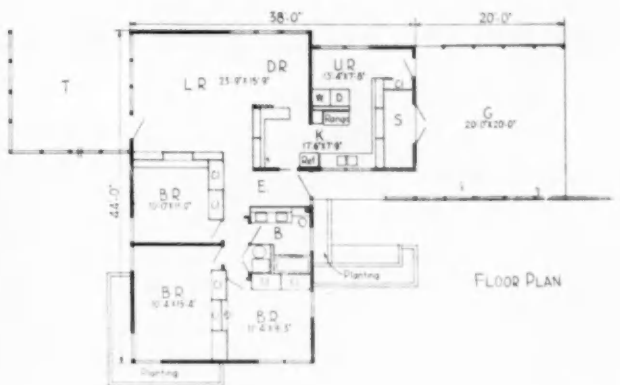
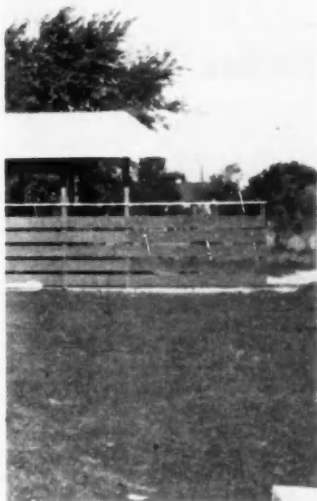
Because of the keen initial interest evidenced in its construction, the Coleman Company hopes to have at least 25 distributors reproduce the house in their local areas, with only such variations as will more closely reflect regional trends.



Builder Ken Stowell and Architect Ned A. Cole radiate their satisfaction in producing the Coleman Trend Home for National Home Week



Absence of bearing partitions simplifies rough plumbing and electrical work, saves estimated 30 per cent labor cost in flooring and wallboard application



Three-bedroom house has 1,266 square feet of floor area, plus an additional 444 square feet of space in double-sized carport and storage section.

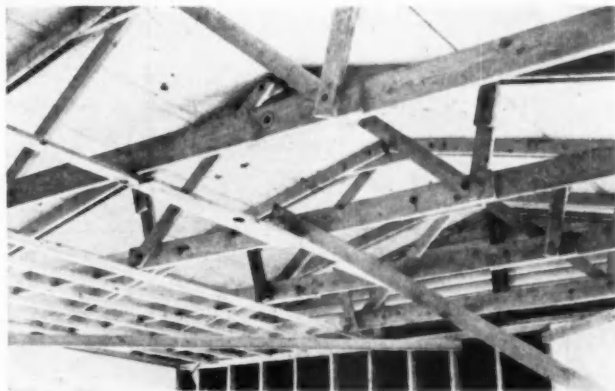
Low pitch roof truss used

AFTER the slab was ready, the Trend Home was built in 26 days with a five-man crew. Credit for the speed goes to modular truss design: 24-foot 4-inch span, 4 feet o.c.

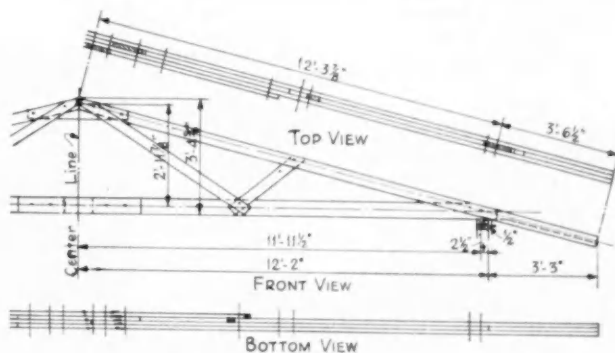
Big sheets of plywood sheathing were applied to roof members without cutting, while gypsum board went up the same way on ceiling members.

Since interior bearing partitions were not needed, no partitions were installed until the interior was largely finished. By building the home on a one-large-room theory, all oak flooring was laid in one operation over 1x4 screeds on the slab. Virtually all interior finish went up in another single step. There were no cramped quarters, so time was also saved installing rough plumbing, heating and electrical work.

"Anything that helps the builder helps the buyer," said Stowell. "We can give the buyer his home more quickly. We can give him a better home for the same money."



Low roof (3 to 12 pitch) makes use of king-post trusses, 4 feet on centers

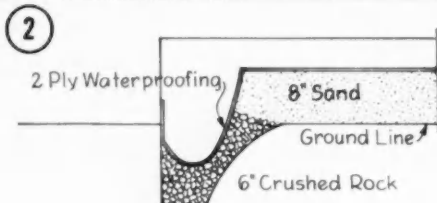
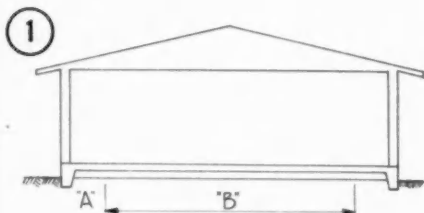


All truss members are 2x4's, except bottom chord which uses 2x6's

Design Load	Truss	Projection
1&g roofing	5.5	
3/4-in. plywood	2.2	
truss	2.65	7.70
ceiling	3.00	
total dead load	13.35	7.70
live load	25	25
total calc. ld.	38.35	32.70
load used in design	40	33

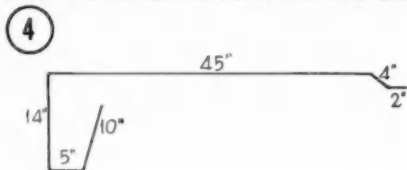
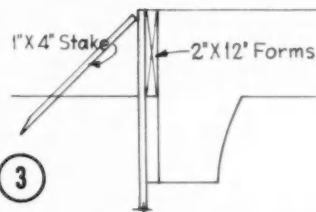
Cole floating slab — step-by-step construction

1 THEORY: Soil at "B" is more stable, relatively, than soil at "A" since that at "B" is not subjected to rapid changes in moisture and temperature. Therefore, a flexible cushion on "B" of uniform depth and consistency which is flexible enough to absorb slight settlement and expansion variations, is a more reliable base for the support of the house than a pier or continuous footing support at "A."



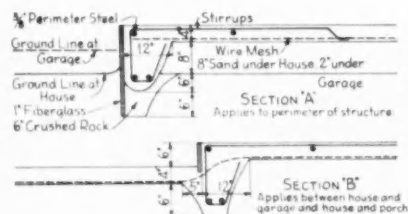
2 DESIGN: Due to the expansion and contraction of soil under the perimeter of the slab, the perimeter beam is cantilevered from the main slab as shown. To absorb the upward pressure around the perimeter, the area under the beam is excavated and the trench filled with crushed rock as shown. Cushion sand is used under the slab proper.

3 FORMWORK: Blade the house area level. Stake out the house and install forms as shown, then excavate, install and level the fill, and install perimeter insulation and two-ply waterproofing.



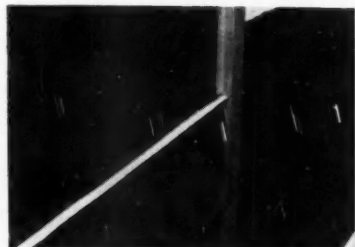
4 STEEL: $\frac{3}{8}$ -inch stirrups formed as shown. Spacing: frame—24 inches on centers masonry—12 inches on centers

5 COMPLETE SLAB:

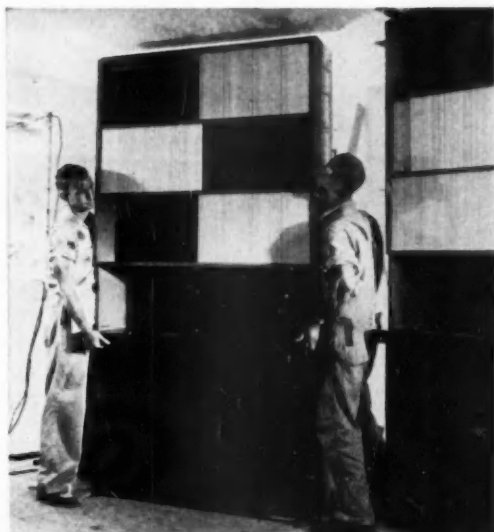


Built-up roof gets three layers of 15-pound felt, asphalt and crushed rock





Large window units feature mortise in behind for gypsum wallboard, eliminate need for trim



Workmen getting into place one of 19 prefabricated cabinets which provide 745 cubic feet of space in storage wall partitions

Frontline Cost Estimate

LABOR: Foundation	\$201.40	
Carpentry	583.52	
Taxes and insurance	78.49	
TOTAL LABOR		\$863.41
SUBCONTRACTS:		
Waterproofing	130.00	
Plumbing	800.00	
Heating, air cond.	1,600.00	
Electric	310.00	
Roofing, sheet metal	448.00	
Dry wall taping	35.00	
Painting	500.00	
Tile	322.00	
Floor covering	92.80	
Fiberglas insulation	101.28	
Masonry, barbecue pit	200.00	
Walks and drives	75.00	
Landscape grading	30.00	
TOTAL SUBCONTRACTS		4,664.00
MATERIAL: Foundation	596.44	
Hardware, rough, finish	72.09	
Structural lumber	331.38	
Misc. lumber: floor	\$372.48	
Walls	469.90	
Roof	947.58	
Interior	424.01	
Total misc. lumber		2,213.97
Misc. millwork: trim	20.50	
Sash and glazing	821.25	
Exterior doors	156.00	
Interior doors	99.29	
Frames	64.50	
Total misc. millwork		1,161.54
Cabinets and misc.	2,889.89	
TOTAL MATERIAL		7,265.31
TOTAL FRONTLINE COSTS		\$12,792.80

Addition of building fees, land price and other backline costs, plus builder's profit, will place house in \$15,000-\$16,000 range

Cabinet Cost Breakdown

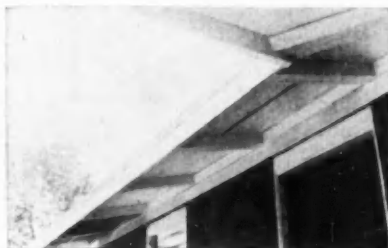
Storage wall and special cabinets	\$1,699.51
Kitchen cabinets	675.12
Bath cabinets and accessories	331.26
Special cabinet trim	40.00
Freight charges	144.00
Total	\$2,889.89

nearly every partition a storage wall

Prefabricated cabinet combinations form at least one, and sometimes two, storage walls for each room. Stowell estimates he saves 30 per cent of dry wall labor cost, pointing out "you cut your angles by 50 per cent because you only have four walls and a ceiling."

Other advantages cited are ease of installation, no wasted space, no need to lay out interior of house in advance and wall units that come painted, ready to install.

In addition to wardrobe closets, the units provide dressers, large hookcases, desk, buffet, kitchen display and storage sections.



Truss roof is extended to form 3-foot overhang



no space sacrificed for all-year air conditioning

Year-round air conditioning for three-bedroom houses in the \$15,000 range presents a space problem which the Trend Home appears to answer completely.

A cooling unit of two-ton capacity is mounted on top of the gas furnace and extends partly over the adjoining water heater, thus taking up no additional space. All three units fit within a 4-foot closet. The compressor and condenser are contained in a special low box housing outside the home.

Living space is therefore saved for living and possibility of objectionable compressor noise is eliminated.

The Coleman forced air system supplies heated or cooled conditioned air to each room through 26-gauge steel pipes which, in this basementless house, are carried over the ceiling to wall and ceiling blenders. Due to the small size of the pipe, air is forced through at higher than normal pressure. This is dissipated in the blenders, which pull in more air at room temperature and dispel the mixture to the same room at floor level.



Heating-cooling system fits as packaged unit into light delivery truck. At left of unpacked equipment are steel blenders which give Blend-Air System its name

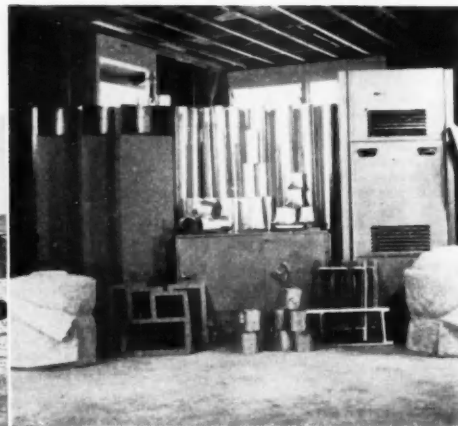


Only display sign on premises presents professional credits with a flourish

TREND HOME



Condenser and compressor are installed in outside housing, leaving much inside space for other uses. Surrounding planting area for shrubbery is intended for attractive landscape feature minimizing location of the box



BRAND NAME PRODUCTS USED IN COLEMAN TREND HOME

American-Standard sink
 Anaconda copper wiring
 Armstrong linoleum
 Bendix clothes washer and dryer
 Briggs bathroom fixtures
 Cabot stain
 Celatex sheathing
 Certain-teed roofing felt
 Chambers gas range
 Coleman Blend-Air forced warm air heat,
 Blend-Air cooling unit, water heater
 Derby asphalt
 Fabron window wall, storage wall units
 Federal circuit breakers and switches
 Fiat Cascade shower door
 Glidden paints
 Gustin-Bacon Ultralite insulation
 Hall-Mark Coronado bathroom accessories
 Hough Ro-Tax folding doors

KitchenAid dishwasher
 Kurt Verson electrical fixtures
 Lewin & Mathis copper tubing
 Libbey-Owens-Ford mirrors, crystal plate
 Marbleite Tile
 Mangel Plankweld interior wall surfacing
 Minneapolis-Honeywell controls
 Mosaic tile
 National door hardware
 Owens-Corning Fiberglas insulation
 Pryne Bla-Fan exhaust fan
 Rittenhouse door chimes
 Servel gas refrigerator
 Siskraft building paper
 U. S. Gypsum Sheetrock and Per-f-a-Tape
 Waste-King garbage disposal unit
 Westinghouse Micarta work surfaces
 Weyerhaeuser 4-Square lumber
 Win-Dor Jalousies



Duct sections of 3½-inch diameter are held together by attached clamps



Newest development of system is this ceiling blender. Workman at left is connecting insulated tube and blender box. Air from room is drawn up through long fins of V-shaped grille (right) to join forced heated or cooled air and the resultant mixture is sent back into the room toward large window area



Connecting heat tube to a wall blender before installing grille



Water heater, gas furnace, with cooling unit above, fit in small closet space

what do Mr. and Mrs. America want in the way of a new home?

Here are the latest trends in new home tastes, as established in a recent nation-wide survey conducted by the Coleman Company. Over 4,000 questionnaires were mailed to buyers of new homes and people planning to build. Answers were compiled and integrated with 16 other government, university and private surveys.

one-story construction

In 1940, 67 per cent of the homes built were one-story. In 1950, the figure was 71 per cent. Of those polled, 75 per cent reported they lived in one-story homes; 78.5 per cent preferred them.

ranch-type architecture

Ranch-style house has become a favorite in recent years; preference still growing. In contrast to 1941 survey showing 43 per cent Cape Cod and 26 per cent Colonial design among new homes, 44.3 per cent of new buyers polled have ranch-style. Asked what they wanted, 58.2 per cent of all polled said ranch-type; 11 per cent had Cape Cods but only 6.3 per cent wanted them; 4.3 per cent had Colonials but only 4.3 per cent wanted them.

3-bedroom houses

Always popular, three-bedroom unit becoming more so. Survey of homes built in 1949 showed 36 per cent were three-bedroom structures. Poll disclosed 41.4 per cent with this type home; 57.1 per cent wanted it.

expandable home

A total of 67.1 per cent of people polled said that if they were to build a new house today they would like it planned so that an extra room could be added later at minimum cost.

picture windows

Increasing in popularity; becoming less a window opening the living room to the street and more a large glass area in back or side facing an enclosed yard. In contrast to 69 per cent of new owners found in 1949 survey to have picture windows, 76 per cent of those polled had such windows; 84.2 per cent wanted them.

outdoor living

Yard is an increasing design problem because of growing interest in outdoor living and growing tendency to place large glass areas in back or side facing enclosed section. Only 32.9 per cent in poll had screened-off or fenced-off space for patio, play-yard or work-yard, but 77.3 per cent wanted such space. Only 27 per cent had a back or side porch, but 48 per cent wanted one.

open planning

Space-gaining ideas through well-planned use of single large area for combined functions of several small room areas have reached high degree of acceptance. Whereas a 1941 survey showed 11 per cent of new owners had combination living-dining rooms, 46 per cent of those polled wanted them. Of the latter, 88.3 per cent had combination kitchen-eating space; 91.1 per cent wanted that arrangement.

heating system

Trend toward pronounced rise in popularity of forced warm air heating continues. Government figures on heating equipment installed in first half of 1940 showed 19 per cent forced warm air, 23 per cent gravity warm air and 21 per cent "wet heat" (steam and hot water). By 1950, from the same source, forced warm air was up to 31 per cent, gravity was 18 per cent and "wet heat" had dropped to 14 per cent. Poll found 72.2 per cent wanting forced warm air, 1.7 per cent preferring gravity, 11 per cent favoring "wet heat."

summer cooling

No historical patterns to establish growth of a trend. Believed first comprehensive sampling in this field, the poll disclosed exceptionally high degree of interest in summer cooling; 45.3 per cent. Location had little to do with situation for 43.6 per cent of those polled in North said they wanted summer cooling.

bathrooms

Poll disclosed that while 23.5 per cent of the people had more than one bathroom in their homes, 55.5 per cent actually desired the second bathroom.

storage space

More well-organized and easily accessible storage space is wanted. Of all new owners polled, 36 per cent found features with which they were dissatisfied, the greatest percentage dealing with inadequate storage space. This fact was all the more interesting because 57.7 per cent of these people had homes with five or more closets.

utility room

Demand growing for laundry equipment in ground floor utility room. Poll showed that while 47.3 per cent of the people had such a room, 60.3 per cent wanted it in their homes.

carport

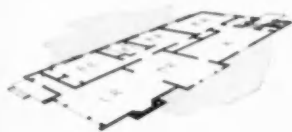
A relatively new idea, carport is gaining in popularity in North as well as South. In poll, 7.8 per cent expressed preference for carport with a new home. In North, twice as many people as had one said they wanted a carport.

exterior color

White house still the overwhelming favorite, but preference for colors is increasing. A total of 30.3 per cent of people surveyed lived in colored homes; 40 per cent said they wanted them.

roof style

Flat-top roof construction has aroused much attention but still has very limited acceptance. The overwhelming choice—91.9 per cent—is a gable roof with moderate pitch, functional attic.



12 circuits were used to fully equip this conventional dwelling for modern electrical living. The story of electricity was graphically covered in exhibit tent adjoining. 2,400 persons visited the house the first Sunday of National Home Week

it's the **ELECTRIC AGE** — are your houses wired to meet it?

One of the 500 homes currently being constructed in the Beverly Woods development of the Burnside Construction Company, Chicago, was exhibited as an All Electric Home during National Home Week. As designed by the builder, the house is an 8-circuit house. To efficiently operate the electrical outlets and appliances the electric house featured, four circuits were added to the basic eight. One for a built-in bathroom heater; one for an electric sink; one for a room air conditioner, and an additional spare.

The basic eight circuits are comprised of three lighting circuits, one 15 and one 20 ampere appliance circuit for the kitchen; one laundry

circuit; one heating plant circuit, and one spare.

The house, a six room, single story brick structure, with full basement and forced-air oil heat, was co-sponsored by the Commonwealth Edison Company, a utility, and the Burnside Construction Company. Its purpose was to show that the conventional dwelling of Mr. and Mrs. Average American must be adequately wired for the use of large and small appliances that are rapidly becoming part of every day living. Design features include a wood burning fireplace, picture windows, tile kitchen and bath.

Electrical equipment included a garbage disposer, a dishwasher, an electric range and refrigerator and

an exhaust fan in the kitchen; a sunlamp and built-in heater in the bathroom; a Calcinator (electrically operated garbage burner) and a water heater in the basement. Each room had an ample supply of triple electrical outlets located for convenience in use, and over the picture windows were valance lighting fixtures.

The Burnside Construction Company is headed by George Arquilla, veteran Chicago builder with 40 years experience behind him. The utility selected his firm to build the all electric house when it was learned eight circuits are standard specification in Burnside houses. This is accomplished, Arquilla estimates, for only \$250 per house.



Electrical appliances found in today's all electric kitchens consume more current than their predecessors; require adequate supply of electricity to operate efficiently

One of the latest electric products exhibited was the Calcinator, an electrically operated garbage burner



Photographs courtesy Commonwealth Edison Co., Chicago



the **CUTAWAY** idea what to do to make it produce sales

THE idea of leaving a house partially exposed, or cut away to show construction points, is not new as a promotion device. But neither is it as generally used by merchant builders as it deserves to be; and seldom has it been used as expertly as by John D. Harrison, Detroit builder and land developer presently operating in the Wing Lake section west of Birmingham, Mich.

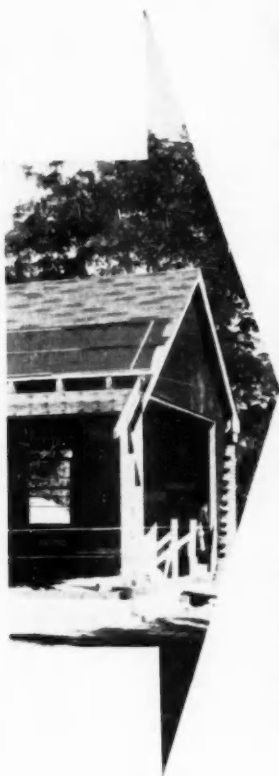
As part of NATIONAL HOME WEEK, both last year and this, Harrison built cutaway houses as the magnet for his sales program for the Week. Last year, the cutaway house sold quickly during Home Week, and stimulated so much interest in Harrison's product that he sold 17 jobs in the next two weeks.

This year, Harrison's cutaway again sold itself, right off. Further, during the two Home Week weekends, Harrison sold ten houses in the \$25,000 bracket, or better than an average of a house a day. Nearly all of these sales are traced to the cutaway's influence in persuading prospects to act.

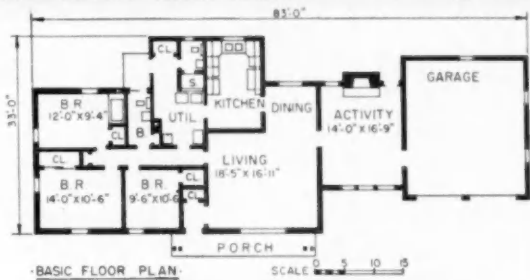
As Harrison himself puts it: "The public's reaction to the cutaway is that a builder who will show the construction in exposed form must be a good builder—one who does a workmanlike job. People get an impression of *quality* from a cutaway in a way which a completely finished house cannot convey. We participated in NATIONAL HOME WEEK for two years without featuring a

cutaway, but just using a model home, and had only a fraction of the crowds who came to see the cutaways last year and this.

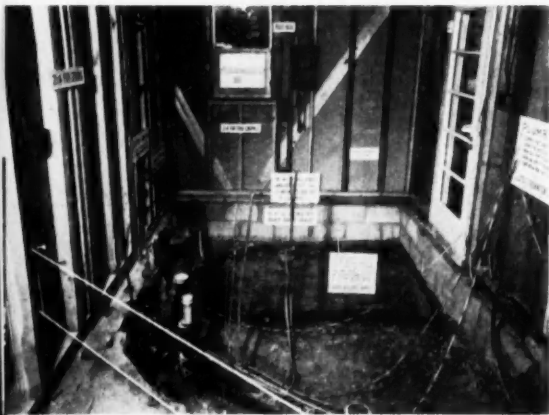
"So a cutaway is far more stimulating than the usual model home. But to make the most of the cutaway, you should have a completed house to go with it. We sell our houses before they are built, using a completed demonstration home at all times. Both last year and this, I built my cutaway next door to the demonstration house and connected the two with wooden walks five feet wide, to make the going easier in case of rainy weather. A fully equipped sales office is set up in the garage of the demonstration house, and here we display a plot plan of



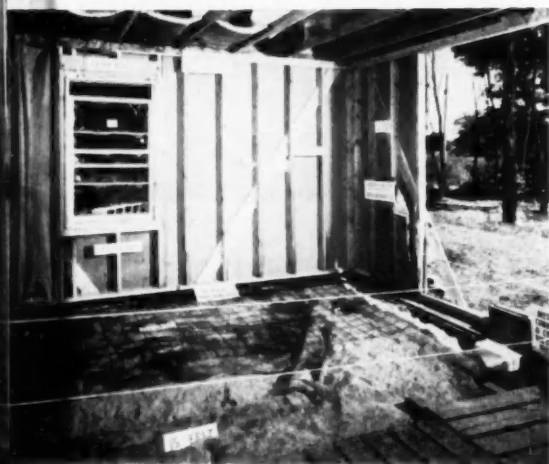
The cutaway house exhibited by John D. Harrison of Detroit during National Home Week. For exterior cutaway, it's best to use the bedroom end of the house. Show the living room finished. Truss roof construction makes it possible to expose entire end of house



For best results, a cutaway should be accompanied by a completed house. Visitors to Harrison's cutaway could walk next door to this completed job, which has the same basic plan and price—\$23,550. A sales office was set up in garage of finished house



Signs with ribbons running to various parts of the plumbing system tell a complicated story simply. Also shown in this exhibit is the poured concrete footing and cement block of foundation



In building a cutaway

DO THIS—

- (a) Build it on a main highway or adjacent to one.
- (b) Provide ample and easily accessible parking space.
- (c) Use newspaper advertising, including in the ad a perspective of the house in cutaway.
- (d) Provide plenty of exterior and interior signs to identify the house with the newspaper ads.
- (e) Be sure to have a sales representative on the premises at stated time for house to be open.
- (f) Build the same type of house you are currently selling.
- (g) Build the house in the subdivision in which you are operating.
- (h) Build a temporary catwalk through the cutaway sections of the house, with good "railings." This will keep people from wandering around and will protect your exhibits.
- (i) Be sure to complete some part of the house, and expose all major phases of the construction process to public inspection.
- (j) Persuade the suppliers to cooperate with you in advertising the house. This not only reduces your promotional expense, but stimulates their interest in the project and encourages them to do all they can to complete the cutaway on time.

DON'T DO THIS—

- (a) Don't use any type of material or construction technique which you do not intend to use as general procedure in your building program.
- (b) Don't build better than you do normally.
- (c) Don't build any less soundly than you do normally.
- (d) Don't do half a job; do a good job or not at all.
- (e) Don't fail to have the cutaway ready—prepared carefully down to the last label—on time for the advertised opening.
- (f) Don't "trap" the crowd in a dead-end portion of the cutaway; provide for a continuous flow of traffic from entrance to logical exit.

Foundation, side wall and insulation points are picked out here. Framing items are carefully labeled all over the cutaway, give prospects the pleasant feeling that they've become experts on carpentry

the tract, large renderings of the various elevations, variations on our basic plan, sales materials."

Harrison is offering a one-floor, brick veneer ranch-type house with three bedrooms, two bathrooms, activities room or large breezeway between house and two-car attached garage. The basic plan has a number of elevations and is sold with lot at \$20,450, \$23,550 and \$24,400.

What Should be Cut Away?

The first time he tried it, Harrison chose the living room section of the house for cutting away the side

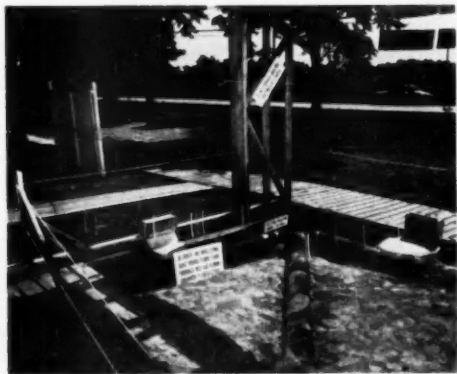
walls. But this year he used the bedroom end. This works out better from the sales viewpoint. A finished and decorated living room is a dramatic contrast in the midst of cutaway construction—much more so than a bedroom.

Harrison lists the following as indispensable to show in cutaway:

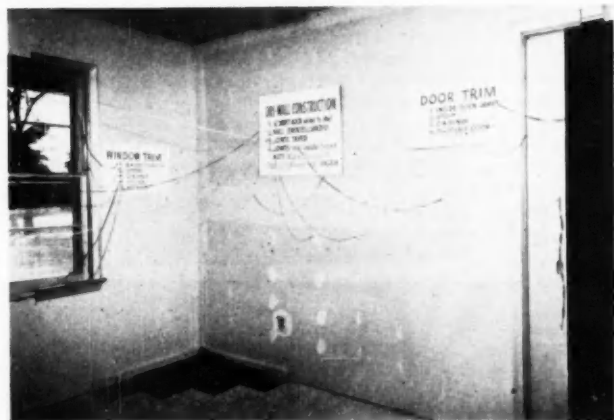
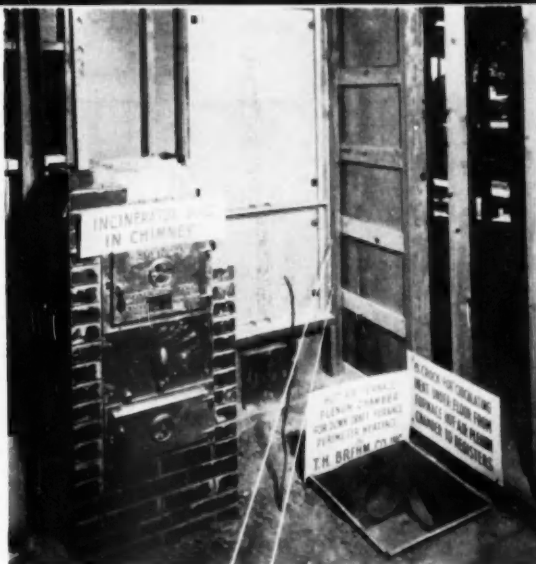
1. Foundation footings
2. Wire mesh and vapor barrier under the cement slab
3. Heating system
4. Plumbing system
5. Studs, sheathing, insulation
6. Diagonal bracing of 1 by 6's

notched into studs, and 2 by 4's bridged between studs

7. Door jambs, casings, etc.
8. Partitions (if dry wall show various stages)
9. Electrical wiring and receptacles
10. Cornice and rake treatment
11. Soffits
12. Plywood paneling where used to finish walls
13. Details of fireplace
14. Furnace chimney
15. Roof trusses
16. Roof boards, insulation and shingles



Details of the heating system draw top interest from the customers. The crock ducts used for circulating heat under the floor were new to most visitors



Details on windows, doors, floor, and the dry wall construction

Living room and dining area are shown completed and decorated, with points of interest clearly labeled. Planter boxes inside and outside are separated by a sliding aluminum window wall

In addition to these main points of the construction, Harrison's cut-aways have included many other items singled out for attention by labels explaining their place in the functioning of the house. The 1952 cutaway used 135 separate signs to explain the house. Harrison finds that customers show most interest in (1) the heating system details, (2) truss roof construction, (3) the technique of constructing a dry wall, and (4) framing items such as "cripple," "studs," "beam," "saddle," and the like. They get a real education in home building.



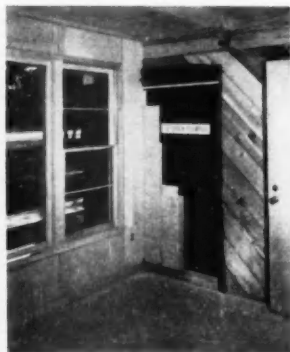
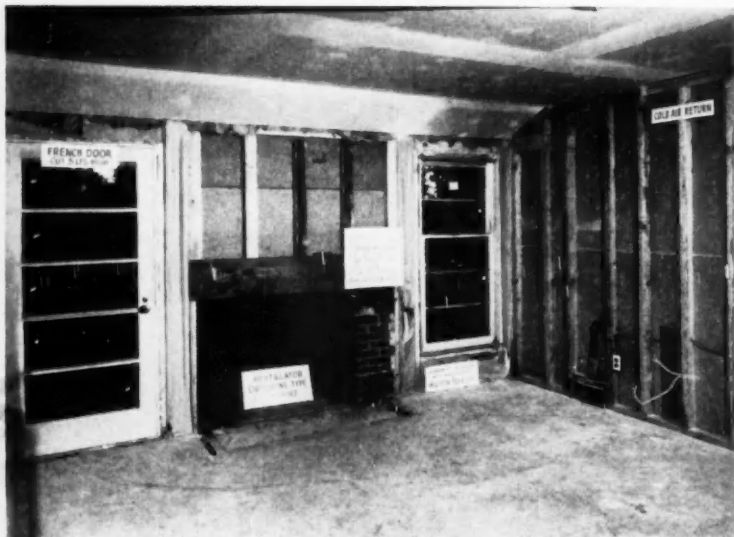


Exhibit showing how Activities Room is paneled

Fireplace construction in Activities Room was made a center of interest

Keeping the Cutaway Open

Harrison has kept his cutaways open from 1 to 9 p.m. daily during the ten days or so of their showing. One salesman is on duty during the day, and two handle evening visitors. The houses are floodlighted at night. On Saturdays and Sundays there are at least four sales people on duty throughout the open period.

The completed portion of a cutaway can, of course, be locked up for protection from vandalism, and the exterior cutaway section is little different from any other house under construction. The one exception is that some portion of the completely cutaway end is always partially finished, and this portion should be far enough inside the

house so that the weather can't harm it. Also, if possible, it is wise to cut away the end which is away from the prevailing wind.

Except for the fact that its construction is in two steps (virtually the same as building two houses), Harrison finds that a cutaway house does not present any special problems to produce or to complete.



Cutaway in garage shows roof construction, asbestos board fire wall, insulation

are these the
Finest

overhead type doors made?



Whether it's for a residential, commercial, or industrial installation, every Ro-Way overhead type door is designed, engineered and built to be the finest of its kind.

Finest in appearance—with clean, simple lines that blend well with any style of architecture, perfectly complementing the design of the structure.

Finest in construction—with mortise and tenon joints not only glued but *steel* doweled as well . . . muntins, rails and stiles squared up with precision . . . sections rabbeted to assure weather-tight joints . . . millwork both drum and hand sanded . . . heavy gauge steel hardware both Parkerized and painted *after* fabrication.

Finest in operation—with Taper-Tite track, Seal-A-Matic hinges, smooth-running ball bearing Double-Thick Tread rollers, and Power-Metered springs individually matched to the weight of each door.

No matter how you look at Ro-Way doors, you see that finest quality is engineered right into every detail. If that's what you want, specify Ro-Way on every job.

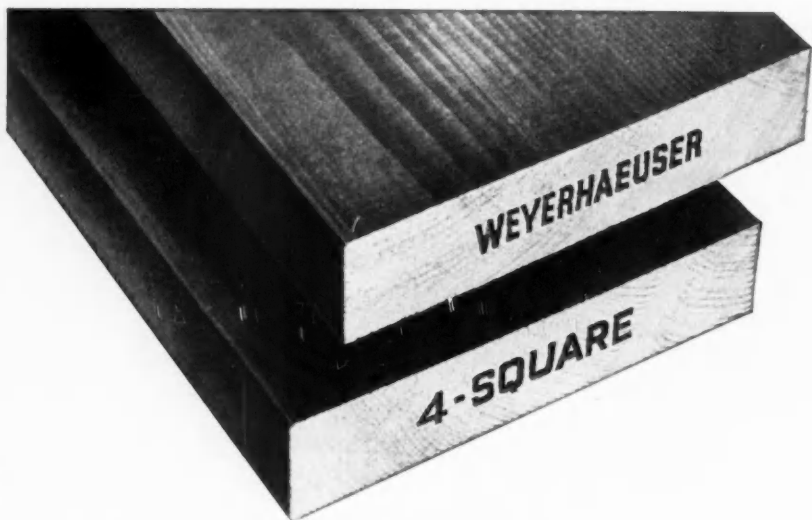


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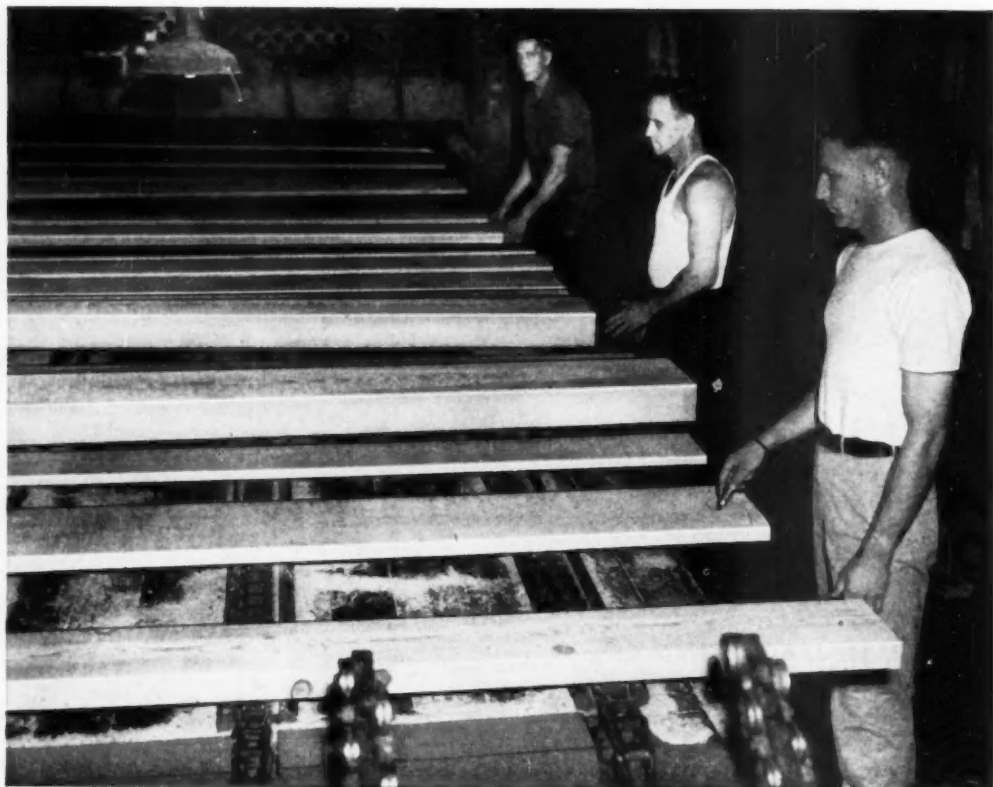


Nationwide sales and installation service. See your classified telephone directory for nearest Ro-Way distributor.

there's a Ro-Way for every Doorway!



THIS BRAND NAME ON LUMBER ALSO MEANS . . .





LUMBER GRADING CLASS. Here, and at other sessions, experienced graders take "refreshers" and new students, their training.



PROPER CAR LOADING is the concluding step in preparing good lumber, correctly manufactured, for satisfactory service in final use.

Reliability in Grading and Handling

When the last piece of a shipment of lumber is found to be as satisfactory as the first, uniform grading and careful handling are two important factors contributing toward the delivery of such value.

The modern manufacture of refined lumber is a complex process requiring precision machinery operated by able production people.

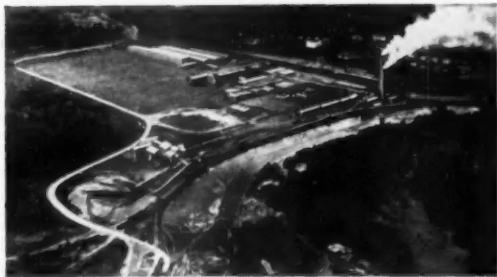
Grading begins at the headrig, where the experienced sawyer judges the grades and sizes that can best be cut from each log. In resawing, edging, trimming, sorting, finishing, equal skill and equal care must be exercised to insure accurate, uniform grading.

Throughout the Weyerhaeuser mills attention also prevails to insure care in handling. Thorough training prepares workers for each exacting task. In the operation of lumber handling equipment such as log turners, conveying machinery, grading tables and lumber carriers, the watchword is to protect finished lumber against damage to appearance.

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dling Weyerhaeuser 4-Square Lumber means extra value. When you're buying lumber, look for the brand name that stands for reliability... the name WEYERHAEUSER 4-SQUARE.

One of a series of advertisements defining the important factors contributing to the production of good lumber.



The Snoqualmie Falls, Washington, Mill

At mills located on the West Coast and Inland Empire, Weyerhaeuser 4-Square Lumber is produced in a range of products from Douglas Fir, Idaho White Pine, Ponderosa Pine, West Coast Hemlock, Western Red Cedar and related species.

Weyerhaeuser 4-Square Lumber and Services

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Build lasting value into a home with a **NEVAMAR**-surfaced kitchen



This is
NEVAMAR

A high pressure laminate surface designed for long life and lasting beauty. Nevamar is not affected by grease. Also, hot liquid spills, common stains, oil or similar substances, it will not create a crack or peel. Nevamar is resistant to cigarette burns and withstands boiling water. Nevamar may be cleaned with soap and water.

• To keep your Nevamar surface beautiful: Don't use abrasive cleaners. A protective coat should be used beneath hot vessels, electric heaters and similar appliances. Don't use your Nevamar surface as a cutting or chopping board.

Guaranteed by
Good Housekeeping

NATIONAL

NEVAMAR high-pressure laminates conform to NEMA specifications.



Prospective home-buyers are always fascinated by the beauty of a Nevamar-surfaced kitchen. It makes the selling job easier for a builder because of the extra value it builds into a home. Nevamar on any surface—on cabinets, work tops, sink tops—gives assurance of lasting beauty and ease of cleaning. It never

needs painting, never needs refinishing. For Nevamar is a hard, non-porous high-pressure laminate that's designed for a lifetime. It is available in a wide range of colors and lovely wood-grains that lend themselves to any decorative scheme. Write today and get all the facts about Nevamar.

DISTRIBUTOR: THE NEVAMAR COMPANY, BALTIMORE-30, MARYLAND

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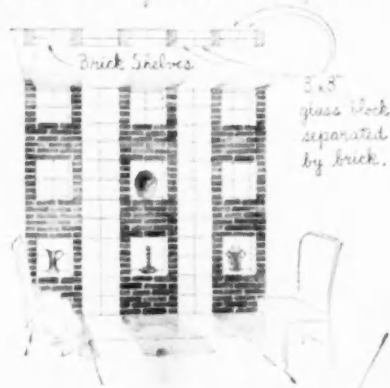
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AMERICAN BUILDER



Panel of random clear glass block adds to the colonial charm of the entranceway.



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sketch book



Two rows of 12x12 glass block in staggered plane with vertical brick fins.



Partial closing of opening with 6x8 glass block in rounded plaster wall. Wood base "project" around openings in glass blocks.

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WHAT OTHER MATERIAL offers you the opportunities to create such interesting, new architectural effects that are so decorative . . . so useful . . . yet so practical.

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KIMBLE GLASS COMPANY

Toledo 1, Ohio



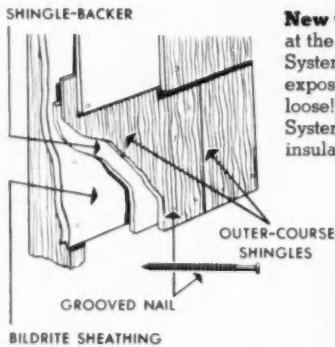
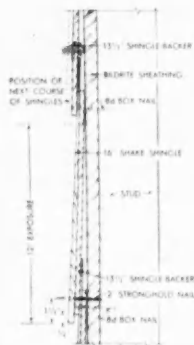
Subsidiary of Owens-Illinois Glass Company

"I can save \$141 on a with Insulite's new

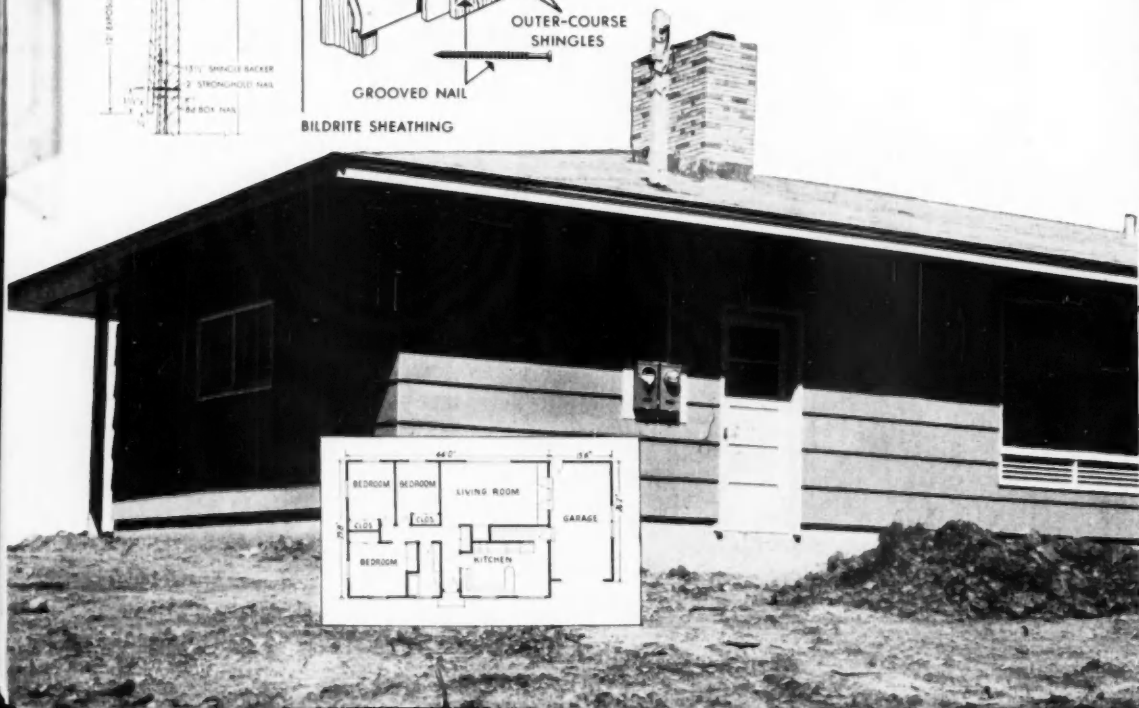
"You can cut sheathing and under-coursing time almost in half; eliminate corner-bracing and building paper, get greater insulation value and save the cost of matching loss and waste. That's why I'm sold on this new Insulite Shingle-Backer System."



George Hop, general contractor
Baldwin, Wisconsin



New tighter wall resists 250 M.P.H. winds. Tests at the University of Minnesota proved Shingle-Backer System's tremendous holding power. Test wall was exposed to 250 M.P.H. air blasts. Not a shingle came loose! Developed by Insulite, this new Shingle-Backer System gives you a stronger exterior sidewall with extra insulation value. (Write Insulite for actual test records.)



home like this Shingle-Backer System!"



First, apply Bildrite Sheathing—cut sheathing time as much as 43%. One carpenter can sheath 1,000 sq. ft. in 8 hours or less. Saves corner-bracing (4-foot Bildrite was the first insulating sheathing to be accepted by F.H.A. for use without corner-bracing). No need for building paper—Bildrite's waterproofed throughout. Saves material—no matching loss or waste.



Then, apply Insulite Shingle-Backer—new insulating under-course developed by Insulite. Handy, 4-foot panels go on faster, easier than wood under-course shingles. Produce smooth, deep shadow-line. Cut application time in half. Practically eliminate waste. Waterproofed throughout. Use it, store it anywhere in any weather. In easy-to-handle packages.

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Made of hardy Northern wood

FREE KIT FOR BUILDERS tells you in detail how Bildrite Sheathing and Insulite Shingle-Backer can help you save on every job. Contains Insulite's Cost-Comparison folder so you can figure your own actual savings. Write Insulite, Minneapolis 2, Minnesota.

INSULITE DIVISION
Minnesota and Ontario Paper Company,
Minneapolis 2, Minnesota

AMERICAN BUILDER BLUEPRINT HOUSE



typical HOME WEEK house for 1952

Characteristic of the many houses that were put on display by builders all across the country, is this contemporary styled flat roof house, which is setting the pace for this project builder. This is part of a 73 home development, but the first one to receive an all out modern exterior treatment.

It contains 1,736 square feet of living area, with an additional 523 square feet for garage. Three bedrooms, living and dining room, kitchen and utility room, dual bath and garage are embraced within the over-all perimeter. Features of the plan are the large kitchen with adequate space for informal dining, and the patio adjoining the living, dining and bedrooms. Folding doors which can separate the hall from the dining room, can be left

DESIGNER:

Margaret Goudie, Aurora, Ill.

BUILDER:

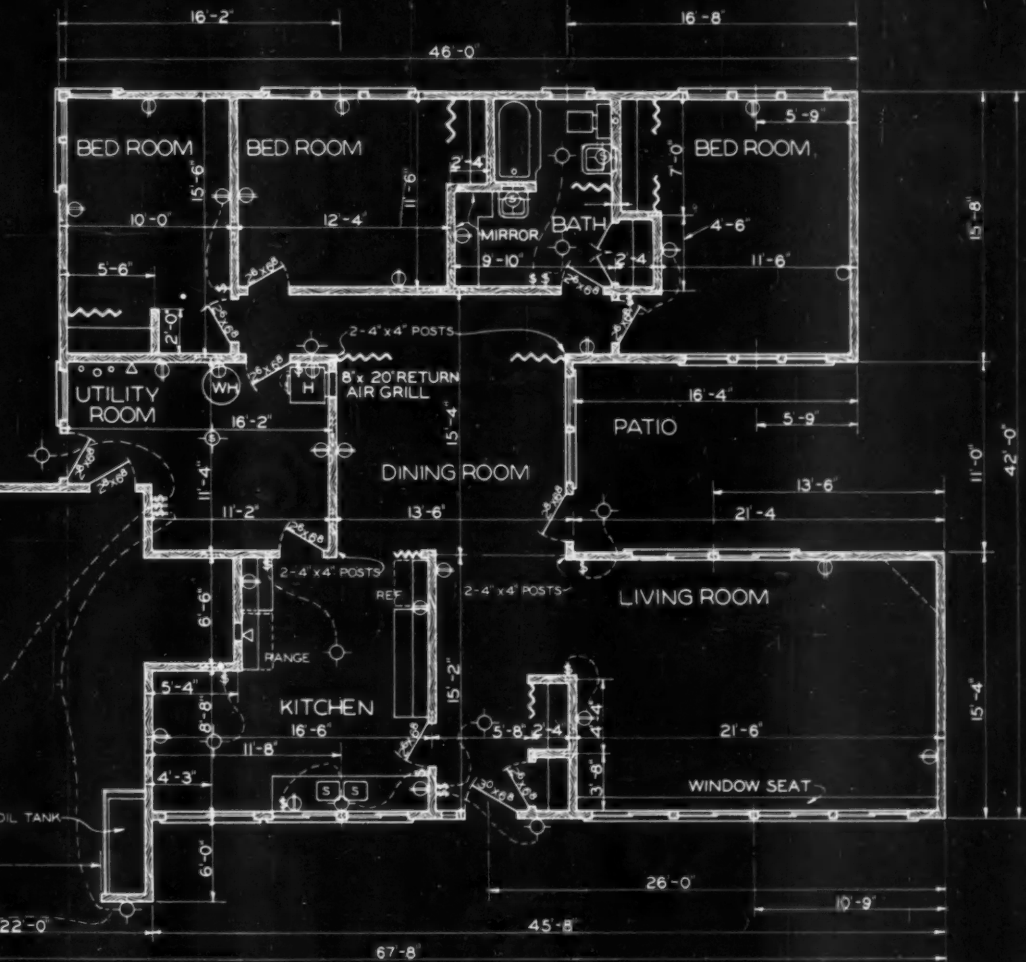
J. A. Miedema, Aurora, Ill.

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

open to give added length to dining room. When folding doors are drawn, the clerestory windows above provide this area with an abundance of natural light.

Exterior of house is faced with vertical redwood boards laid up in random widths, with Lannon stone facing on the front wall up to window sills. Windows on front wall are out-swinging casements and fixed sash. Balance are double hung. An open grille of wood extends across the front at roof line except over the garage. This shields the windows from the direct glare of the sun. A built-up roof extends over the entire roof surface.

Selling price of the house is \$26,000 including the 100 foot wide lot, cement drive and sidewalks, and complete landscaping.



PLAN

DESIGN NO. A.B. 186

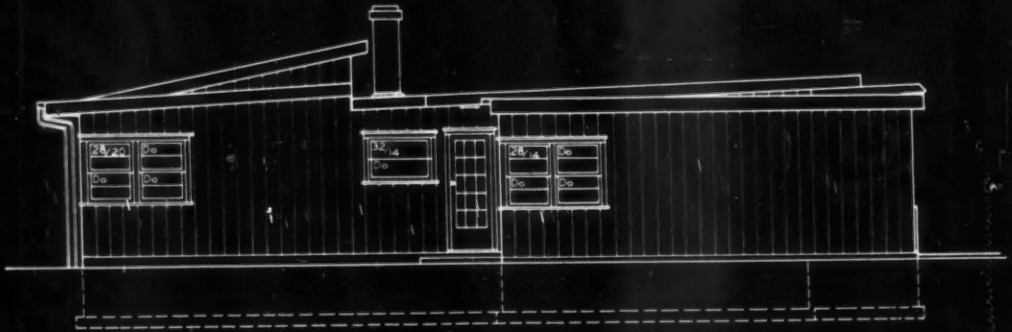
AMERICAN BUILDER BLUE PRINT SERIES

DESIGNED BY

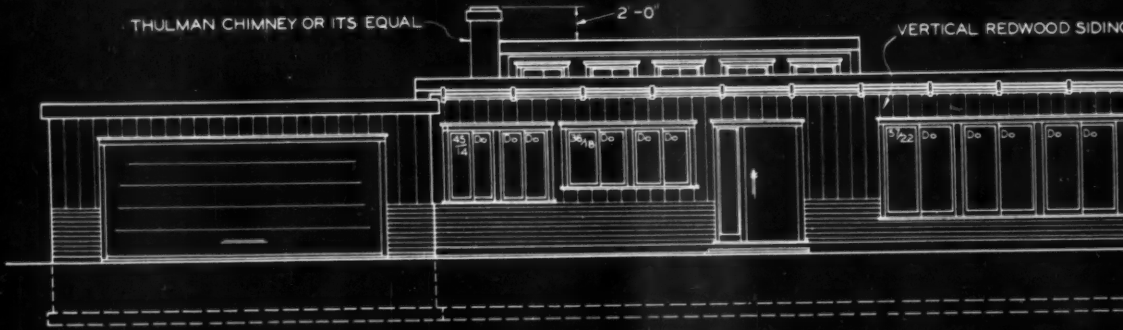
J.A. MIEDEMA
MARVIRAY MANOR

DESIGNER
AURORA, ILL.

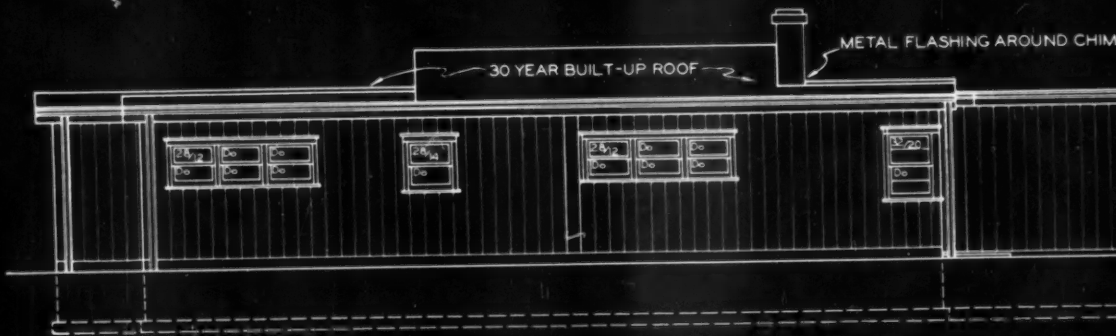
SIMMONS BOARDMAN PUB. CORP., 729 W. MONROE ST., CHICAGO, ILL.



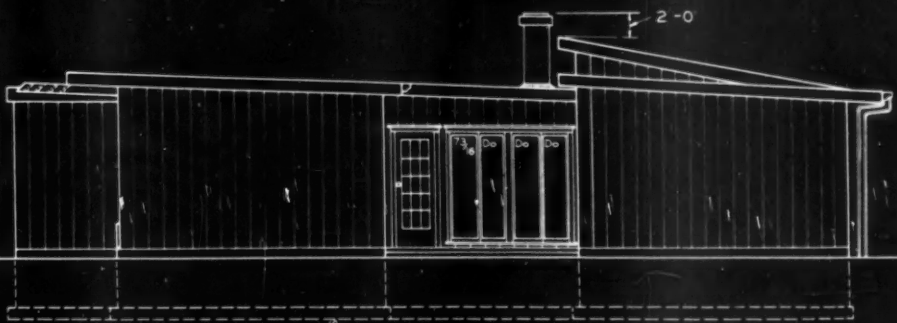
LEFT SIDE ELEVATION
SCALE $\frac{1}{8}'' = 1'-0''$



FRONT ELEVATION
SCALE $\frac{1}{8}'' = 1'-0''$

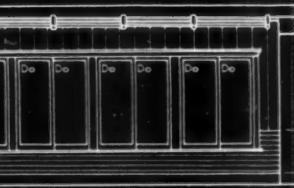


REAR ELEVATION
SCALE $\frac{1}{8}'' = 1'-0''$

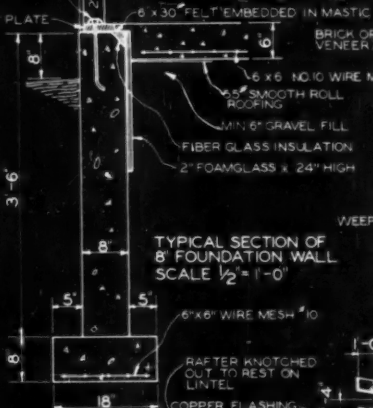


RIGHT SIDE ELEVATION
SCALE $\frac{1}{8}'' = 1'-0''$

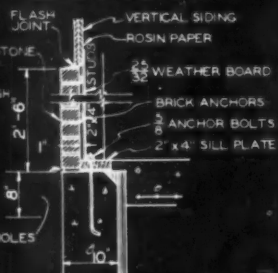
CALIFORNIA REDWOOD SIDING



WEATHER BOARD
ANCHOR BOLTS 8'-0" O.C.
2"x6" PLATE
2"x4" STUDS
2'-0" HEIGHT OF BRICK (OR STONE) FACING



TYPICAL SECTION OF 8" FOUNDATION WALL
SCALE $\frac{1}{2}'' = 1'-0''$



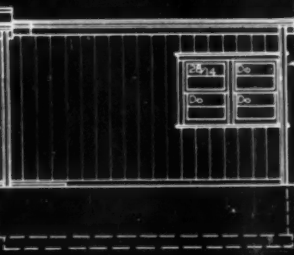
TYPICAL SECTION THRU BRICK (OR STONE) VENEER FRONT WALL WITH A 10" FOUNDATION WALL

2'-2"x4" FILLER PLATES

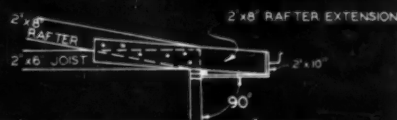


SECTION

FLASHING AROUND CHIMNEY



GALV. IRON GUTTERS & DOWN SPOUTS



ENLARGED SECTION AT EAVES

Quantity List of Materials

For American Builder Blueprint House No. AB 186

Margaret Goudie, Designer

J. A. Miedema, Architect

General Information

House — Type	Frame
Area	1,747 sq. ft.
Cube	17,470 cu. ft.
Height taken for cube was	10 feet
Garage — Area	528 sq. ft.
Cube	4,752 cu. ft.
Height taken for cube was	9 feet

Excavating

Trench for foundation	294 lin. ft.
Chimney and column footings	1 3/4 cu. yd.

Cement Work

Foundations	1,045 cu. ft.
Concrete Work	2,088 sq. ft.
Thickness	6 in.
Anchor Bolts	50 — 3/8" x 12"
Miscellaneous	6x6 No. 10 Wire Mesh throughout 6" Floor

Masonry

Stone	Veneer
Walls	144 sq. ft.
Chimney	14'6" Prefabricated

Millwork

Windows — Type	Fixed, Sliding, and Double Hung
Material	Wood
Windows Glazed including trim	4 Pr. 1 Lt. 57" x 22" 2 Pr. 1 Lt. 36" x 16" 2 Pr. 1 Lt. 45" x 14" 5 — 2 Lt. 28" x 14" 2 — 2 Lt. 28" x 20" 1 — 2 Lt. 32" x 20" 6 — 2 Lt. 28" x 12" 1 — 2 Lt. 32" x 14" 2 Pr. 1 Lt. 73/16 Casement 5 — 24" x 12" Fixed
Exterior Doors — Material	Wood
Exterior Doors	1 — 3'0" x 6'8" 2 — 15 Lt. 2'8" x 6'8" Fr. Dr. 1 — 16'0" x 7'0"
Garage Door	1 — 16'0" x 7'0"
Exterior Millwork	
Entrances Fascias	1 Sidelight Frame
Interior Doors — Including jambs and trim	8 Flush Panel Wood 2'6" x 6'8" 1 — Flush Panel wood 2'8" x 6'8"
Special Interior Doors	9 Folding — Various sizes
Special Interior Millwork	
Bathroom Cabinet	1 Window Seat
Kitchen Cabinet	1 Vanity Shelf

Carpentry

Beams and Girders	4 — 4x4 — 8'0"
Foundation Plates	260 Lin. Ft. 2x6
Studding and Plates	326 — 2" x 4" — 8' 35 — 2" x 4" — 10' 100 — 2" x 4" — 12' 55 — 2" x 6" — 12' 55 — 2" x 6" — 16' 76 — 2" x 8" — 18' 23 — 2" x 8" — 12' 20 — 2" x 10" — 22'
Ceiling Joist	3 — 2" x 6" — 14' 3 — 2" x 8" — 14' 2 — 2" x 10" — 18'
Roof Rafter	
Framing Lintels	
Roof Sheathing	3,100 Bd. Ft. Wood Sheathing
Side Wall Sheathing	2,000 Sq. Ft. Sheathing
Side Wall Materials	2,000 Bd. Ft. Vertical Redwood Siding
Furring	20 Squares Rosin Paper
Exterior Material	
Soffits	300 sq. ft. Plywood 120 Lin. Ft. 1" x 6" 350 Lin. Ft. 2" x 10" 44 — 1" x 8" — 4'0"
Eaves	
Insulation	425 Sq. Ft. Rigid Insulation 2,000 Sq. Ft. Ceiling Insulation

Sheet Metal

Gutters	92 Ft. of G. I.
Downspouts	48 Ft.
Flashing	21 Ft. Copper Flashing and 66 Ft. G. I.

Roofing

Type	30 Year Built-up Roof
Area	2,300 sq. ft.

Interior Walls

Area to be covered	5,500 Sq. Ft. Wall and Ceiling
--------------------	--------------------------------

● 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.



Visitors came early and waited in line to view model house on opening day

one house establishes national home week in Dubuque

A builder and a woodwork manufacturer joined forces to stage National Home Week in Dubuque, Iowa. Although theirs was the only house exhibited, the week beginning September 14 was officially proclaimed NATIONAL HOME WEEK by Mayor Raymond Kolb. More than 10,000 persons visited the house on the various days it was open: i.e. Sunday, Tuesday, Thursday, Saturday and Sunday. In this town of 50,000, this was sufficient public interest to awaken builders to the fact people are very much interested

in homes. Many plan to join the observance next year.

The lone exhibition house was the 1953 Bilt-Well Model Home, a two-bedroom ranch style dwelling. It was designed by the architects and engineers of the Carr, Adams & Collier Company, manufacturers of Bilt-Well Woodwork. The contractor was Vern Carris of Dubuque.

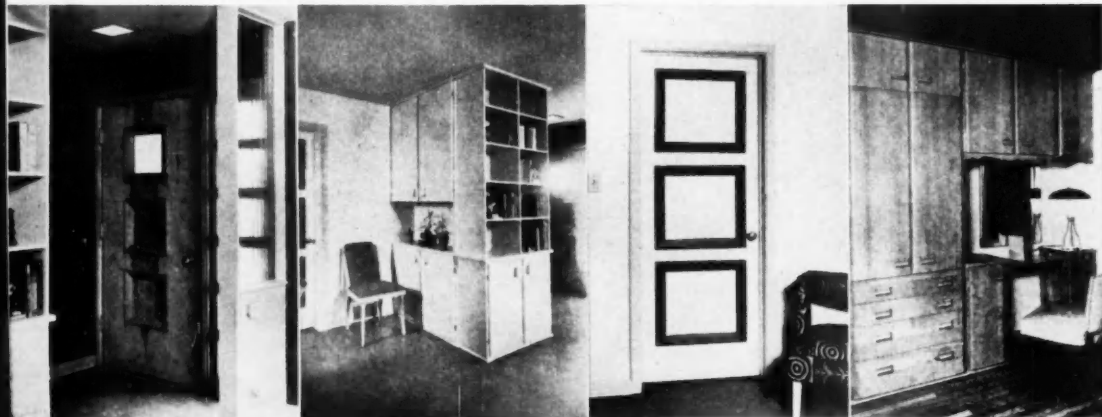
Purposely designed to point up the importance and prominence of woodwork, the house featured the manufacturer's complete line of woodwork products. Built-in cabinet

storage space was used throughout—from the front entrance to the bedrooms and bath. In some instances, built-ins served as room partitions; in others, as furnishings. The products and their utility were explained to visitors by company personnel. Newest product shown was a Fold-away kitchen table which, when not in use, is completely out of sight.

Interest in the home was created through newspaper advertisements, radio spot announcements, highway signs and newspaper publicity.

Patterned front door complements exterior lines of the house. Floor-to-ceiling multiple-use cabinets were used effectively as partition to create reception hall and give privacy to dining room

Interior doors painted same color as walls, with contrasting shade defining shadow lines, gave continuity to color scheme. Multiple-use cabinets in bedrooms provide varied storage space





Fold-away table (above) is completely out of way when not in use



Alternate of above plan provides for three bedrooms

Kitchen cabinets were arranged for easy accessibility and ready-use; accommodate every type of storage. Storage units in bedrooms can also be used in bathrooms. Garage door swings up

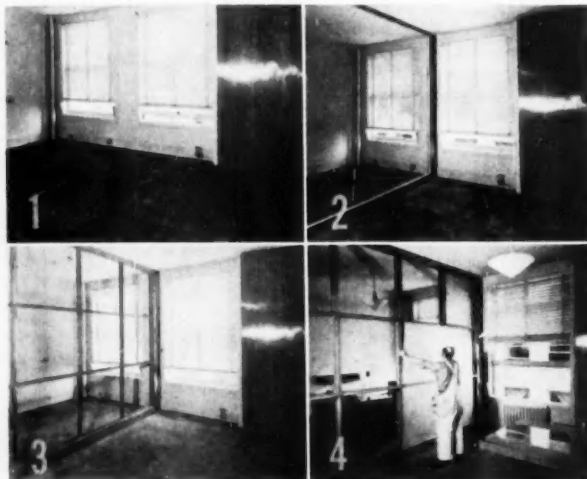




Pre-built to a 3-foot module, assembly would take about a day

IDEA of the month

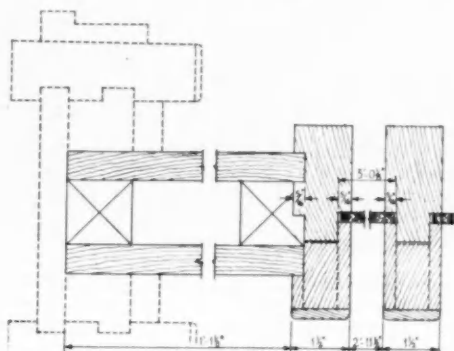
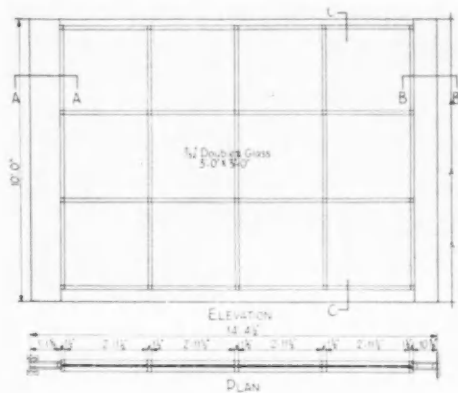
how to use a glass wall room divider



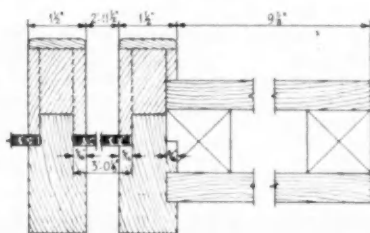
THIS ingenious method of constructing a dividing wall to make two rooms out of one was designed by H. Creston Doner of Libbey-Owens-Ford Glass Company, and is patented by the company. A frame is built, in walnut, as shown in the photographs. The large glass squares are inserted and held in place by a tapered peg member constructed on the mortise-and-tenon principle.

Screws, inserted in tapered blocks, hold the wall together. These screws can be quickly removed and the connecting ribs pulled outward. The glass used in this wall is Libbey-Owens-Ford's "Blue Ridge."

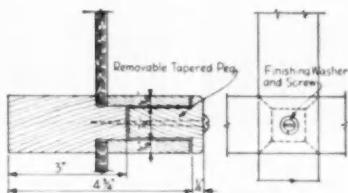
Setting the floor and ceiling plates accounts for most of the time (and cost) of erecting this handsome screen. Once these plates are in, the rest of the parts can be put together in a couple of hours



SECTION A-A



SECTION B-B



The glass squares are cleverly secured in place by screws inserted in tapered pegs which fit into the connecting ribs of the frame at their intersection. Screw and peg can be easily removed and the ribs pulled outward



Guest speakers and moderator discuss meeting with chairman and president of the Milwaukee Builders' Association. Left to right: Al Weter, President, Milwaukee Builders' Association; Sid Dwyer, chairman of the seminar; James R. Downs, Real Estate Research Corporation, dinner speaker; Edward G. Gavin, Editor, *American Builder* magazine, moderator; and John Dickerman, Asst. Ex Vice Pres. National Association of Home Builders, luncheon speaker

second annual seminar; Milwaukee builders' one day school

A one day seminar, second of an annual series, was held by the Milwaukee Builder's Association in October. The one day school for builders brought outstanding specialists in the fields of merchandising, construction, design, and research to Milwaukee. The all-day session included a sales clinic in the morning and a trade secrets panel in the afternoon. Guest speakers included John Dickerman, assistant executive vice-president of the National Association of Home Builders who spoke at the luncheon meeting, and James R. Downs of the Real Estate Research Corporation who spoke at the dinner meeting. Edward G. Gavin, editor of *American Builder*, moderated the full day session.

Dickerman told the Milwaukee builders how the government creates a defense area. He also spoke of the building outlook for 1953 and past and future legislation. James R. Downs painted an encouraging 1953 market picture. Buyers, according to Downs, will spend more next year if conditions remain the same. Downs went on to say that there was no cause for alarm.

Sales Clinic

Five panelists representing research, merchandising, architecture made up the morning session of the sales clinic. Planning for the future, better designing, and merchandising campaigns were a few of the pointers given the builders. Highlights of the panelists talks were:

Tom McGovern, Southwest Research Institute— Results show that builders obtaining the seal of approval of the Southwest Research Institute have a more saleable house.

(Continued on next page)



Sales Clinic panelists are: Tom McGovern, Sol Gellman, Carl F. Boester, Frank Nunlist, Gates Ferguson at microphone

Trade Secrets Panel



**Andy Place, Builder
South Bend, Ind.**

Build test houses, taxes allow it. . . You will be surprised how buyers will go for contemporary architecture. In our conservative area we are selling them.

**La Verne Burmeister,
Builder,
Janesville, Wis.**

Our policy is to put 2 per cent aside for research and development. . . . Modular panels for walls, ceilings, and floors speed production.



**Francis J. Schroedel,
Builder,
Milwaukee, Wis.**

Sixteen inch modules reduce costs. Layout work is easier. Length module is every two feet. . . . \$200 savings can result from a true lumber and cutting list.



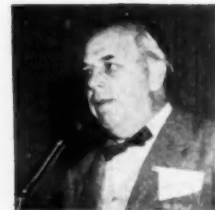
**Frank Robertson, Builder,
San Antonio, Tex.**

Flexibuilt houses change with family needs by moving storage walls, 1, 2, 3 or 4 bedroom or 2-bedroom with apartment units can be made in the 1,250 square foot size. Price nears \$15,000.



**Don Allen, Mobile Homes,
Milwaukee, Wis.**

Costs between Tucson and Milwaukee reflect higher subcontractor prices. Milwaukee's are higher. \$13,000 deal in Milwaukee is \$9,950 in Tucson.



Frank Nunlist, Sales Manager, L. J. Mueller Furnace Co.—Builders are installing mechanical equipment as an afterthought rather than planning for expansion . . . Air conditioning is growing even in the \$12,000 house . . . 100 Amp. electrical service will be needed and should be installed.

Carl Boester, Housing Consultant, Purdue University—Buyers are interested in low maintenance houses . . . There will be a greater use of automatic equipment . . . The building industry needs more education in the use of the manufacturer's equipment.

Sol Gellman, Architect, Milwaukee, Wis.—The architect is not a whip . . . A team must be formed between the manufacturer, researcher, architect, builder, and home owner . . . Builders many times will not use new products and if they do, they use them incorrectly . . . New subdivisions should have new designs.

Gates Ferguson, Sales Manager, Celotex Corporation—Plan your advertising and merchandising. It must tell the reader something. Never underestimate the power of a woman . . . Follow your ads through . . . Train salesmen to give answers . . . Good building starts on the drafting board.



**Ned Cole, Builder,
Austin, Texas**

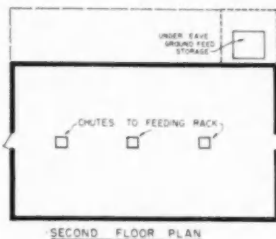
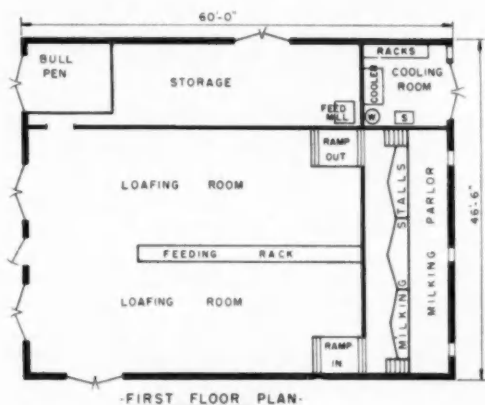
We plan on the one room theory, finish the large area, then move in storage walls. Buyers want the long low look, window walls, and storage walls.

**Lou Carey, Builder,
Denver, Colo.**

True cost picture needs complete check list. . . Cafeteria buying needs printed brochures. We have them covering all phases; merchandising and selling.

MILKING PARLOR BARNS

an open market for the small town builder



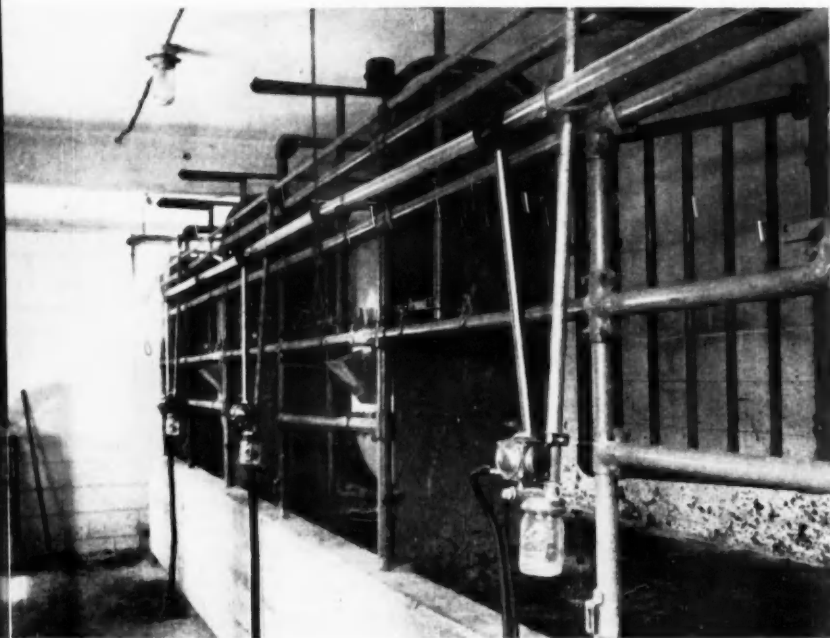
The 54 foot 6 inch by 80 foot barn is capable of handling dairy herds of 50 milking cows. Milking time for a herd of this size is one and one-half hours

Small town builder Otto Kuhn of Siedel, Illinois, recently completed this new milking parlor barn using concrete block and laminated trusses as his main construction materials. The 54 foot 6 inch by 60 foot barn includes a milking parlor, cooler room, loafing room, storage shed and bull pen. The 34 foot 6 inch by 60 foot second story is used to store baled hay.

The barn has a concrete foundation 14 inches wide and 36 inches deep. Thirteen courses of concrete block were laid on the foundation wall. Second floor joists are 2x12, placed 16 inches on center. The joists over the large loafing room are supported by lally columns and wood girders. Roof sheathing of 1x6 D&M was nailed to the laminated rafters.

A 12x60 foot shed for storage and cooling room was added to basic plan. Walls of the shed are concrete block. The shed roof is tied into the main structure by 2x6 rafters resting on ledger strips and bolted to the laminated rafter.

Over the cooling room is a ground feed storage bin with a gravity chute to the milking parlor. A feed mill located in the storage area grinds the feed and fills the overhead bin. Ground feed is used as the cows have a shorter time in the milking stalls.



Three elevated tandem type stalls make milking easier for the farmer. Milk is pumped through plastic tubing to the milk cooler. Ground feed from overhead storage bin is fed to cows during milking

milking parlor barns

The cooler room is adjacent to the milking parlor. Plastic tube carries milk from cow to cooler. Milk cans as seen in the cooler will be eliminated when a milk truck is available which will pump milk from cooler to truck. This storage method lowers airborne impurities

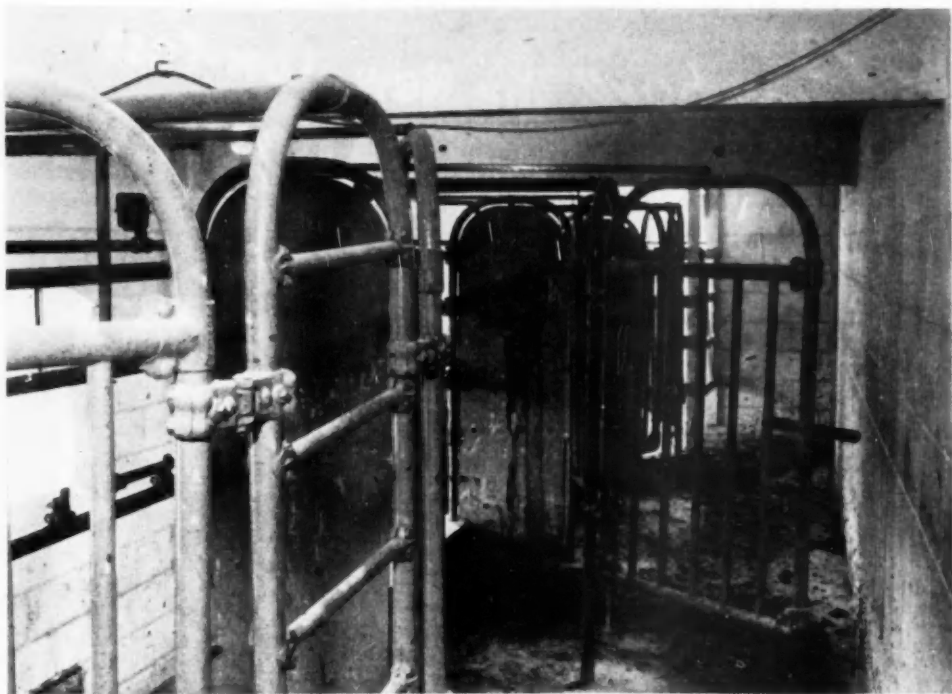


Laminated rafters are 16 inches on center. Ledger strip supports the 2x6 shed roof rafter. Shed rafter is bolted to the laminated rafter. Roof sheathing is 1x6 D&M



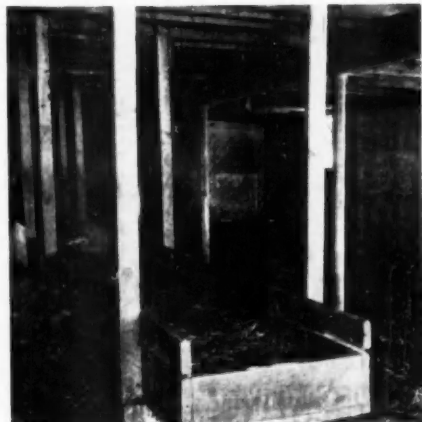
BRAND NAME PRODUCTS USED

- Elsinger louvers
- International Harvester milk cooler and milking machines
- Johns-Manville roofing
- Louden stanchions
- Rico laminated rafters
- Truscan steel windows
- Toastmaster hot water heater



Close-up view of the stalls shows how gates swing open to let cow either in or out. Cows enter from a doorway at the right rear. After milking they travel down the ramp and go out the other side

Loafing area is 34 feet 6 inches by 42 feet. Table in center is for dry feed. Cows enter milking parlor at right rear door. This area also has large eight foot sliding doors (not shown in the photograph) which enable mechanized equipment to clean barn



Openings in second floor permit hay to be dropped on the feeding table in the loafing area



Compare the New, Low-Cost HAR-VEY ^{ROLLING DOOR} HARDWARE CHALLENGER Series

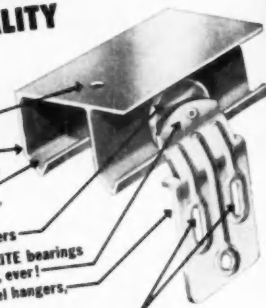
for



These features assure famous
HAR-VEY QUALITY

RUSTPROOF ALUMINUM Track
Top-mounted for easy installation — no mortising
Track serves as trim — no painting necessary
V-groove design prevents "chattering"
Low headroom, 1" — 1 1/4"

Durable **NYLON** rollers
Self-lubricating **OILITE** bearings — no maintenance, ever!
Sturdy, ribbed-steel hangers, cadmium-plated
ADJUSTABLE for quick, easy hanging



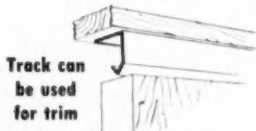
3 models meet all needs for doors up to 70 lbs.

- Top-mounted hanger for single pocket or bi-parting doors 3/4" — 1 1/4"
- Side-mounted adjustable hangers for 3/4" and for 1 3/4" by-passing closet doors — all with ALUMINUM extruded track (single and double)!

Look at this typical, low delivered price:

Complete packaged set for 2' pocket door, including track, 2 hangers, plastic flush door pull, and all screws. Only \$2.70 List, FOB Destination.

Exhaustive **PERFORMANCE TESTS** prove superiority of the Challenger in actual use — even at loads way beyond rated capacity!



Track can be used for trim

V-groove track design assures smoother rolling



Aluminum track is top-mounted

New Convenience in buying and handling!



COMPLETELY PACKAGED sets of hardware and track are available for standard size doors — contain everything you need for a complete installation! FREE plastic flush door pull included!

Just **COMPARE** this new Challenger Series on every count — quality, price, and performance — and see how it scores first every time!

Available NOW — see your supplier or write Dept. O

METAL PRODUCTS CORPORATION

West Div.: Calmetco, Inc., 609 S. Anderson, Los Angeles, Calif.

807 NW 20th St.
Miami, Fla.



**No shove,
No tug,
No complaints**



**...Pre-packaged, Ready-to-Install NOVOPLY* SLIDING DOOR UNITS
won't warp, won't swell, won't stick!**

The sliding doors you install should above all be flat and Novoply Sliding Door Units are made of the flattest paneling ever produced. Novoply is so dimensionally stable that doors made from this remarkable new all-wood paneling are *guaranteed* not to warp more than $\frac{1}{8}$ th of an inch if properly installed.

These Novoply Sliding Door Units come to you pre-packaged, ready to be installed with all necessary hardware as well as pre-cut jambs and header for easy installation and s-m-o-o-t-h sliding action.

No Cutting, No Fitting—These units are specifically designed to make installation simple. They are expertly constructed and engineered so that adjustments are easily made and proper performance assured. For example, top rollers are equipped with ball bearings and run smoothly on an overhead track. This means easy action and no binding.

You can install Novoply Sliding Door Units for closets and as storage wall units between

rooms. They cost less than conventional doors, save in floor space and installation time and provide long, trouble-free service.

Novoply can be painted or stained readily. The wood mosaic beauty of the paneling can also be given a simple wax finish.

Wherever the news about Novoply Sliding Doors has spread, a big demand has instantly sprung up. They are wanted for new and remodeled homes but their market also extends to apartment houses . . . office buildings . . . hospitals . . . schools . . . motels . . . trailers.

Make yourself the local headquarters for Novoply Sliding Door Units. Your Weldwood supplier carries these units in stock and will be glad to supply complete details. If you would prefer to fill in the coupon below we will see that information is sent to you.

* T. M. Reg., Patented / Other patents pending.



Novoply Sliding Door Units
UNITED STATES PLYWOOD CORPORATION

World's Largest Plywood Organization
Manufacturers and Distributors of Weldwood® Plywood,
Weldwood Doors, and other specialties

UNITED STATES PLYWOOD CORPORATION

55 West 44th Street, New York 36, N. Y.

AR-12-52

Please send me further information, dimensions, etc., on
Novoply Sliding Door Units.

Name

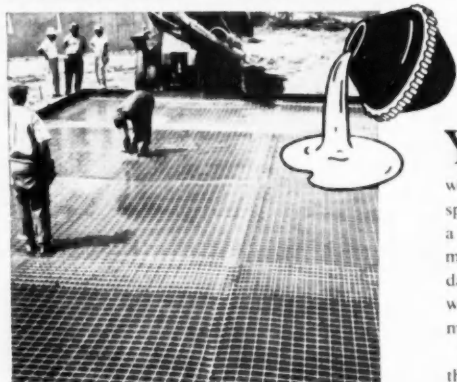
Address

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



**4000 new homes in
Fairless Hills Development
built stronger
to last longer with
AMERICAN WELDED
WIRE FABRIC**

● At Fairless Hills (midway between Philadelphia and Trenton) they are building 4000 fine, modern, medium-priced homes with concrete floors reinforced with American Welded Wire Fabric. Their extra dollar value and promise of longer-lasting beauty make these homes especially attractive to discriminating—but price-conscious—buyers.



THIS PICTURE SHOWS how American Welded Wire Fabric knits the floor of an entire home into one solid concrete slab. It distributes the strength of steel evenly throughout the slab, controls cracking, prevents heaving and spalling. Floor slabs like this insure long-lasting living comfort and rock bottom economy for home owners.

You, too, can build stronger sales appeal into your homes by making full use of concrete construction reinforced with U-S-S American Welded Wire Fabric. Its small, evenly spaced steel members bind foundations, walls and floors into a solid unit, thereby control cracking, warping and sagging, minimize seepage, dampness and other value-decreasing damage. Welded Wire Fabric reinforcement also keeps sidewalks, curbs and driveways looking their best, without undue maintenance expense, for years on end.

So you can build a lot of extra value into your homes and their surroundings with American Welded Wire Fabric. And that means quicker closings of profitable sales.

American Welded Wire Fabric is available from conveniently located jobbers' and dealers' stocks. Drop a line today for illustrated folders to our nearest sales office.

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COLUMBIA-GENEVA STEEL DIVISION, SAN FRANCISCO, PACIFIC COAST DISTRIBUTORS • TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA., SOUTHERN DISTRIBUTORS • UNITED STATES STEEL EXPORT COMPANY, NEW YORK

Every type of concrete construction needs

U-S-S AMERICAN WELDED WIRE FABRIC
reinforcement



UNITED STATES STEEL

specify **BILT-WELL**

SUPERIOR wood windows

...and you'll get the Finest Window Made

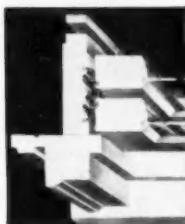
No other window offers more complete weathertightness and continual ease of operation, equal to that of Bilt-Well Superior Windows. Here's why . . . Superior's patented jamb-liner weatherstrip assures snug fitting, easy sliding windows the year 'round.

And, of course, Superior Windows are counter-balanced. And they are adjustable to wall thicknesses and adjustable to various types of construction—brick veneer, solid masonry and wood frame walls.

And, Bilt-Well Superior Windows are made of the best Ponderosa Pine, kiln dried and chemically treated in strict accordance with NWMA standards.

When you insist on Bilt-Well Superior Windows, you are getting the finest!

CARR. ADAMS & COLLIER CO. Dubuque
Iowa



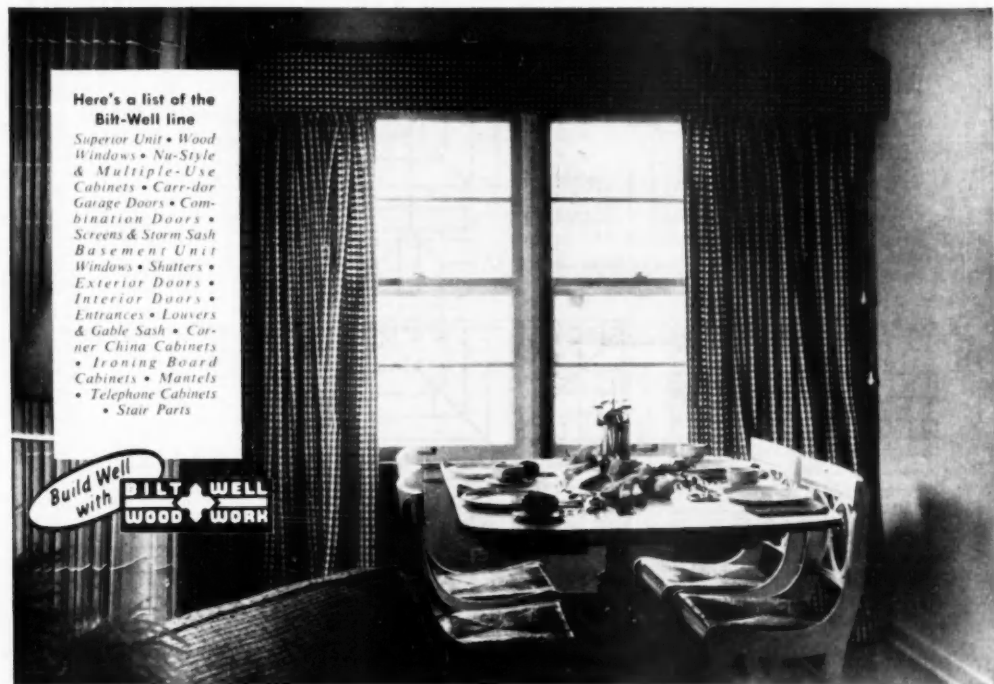
The Secret of Superiority

Here's a list of the Bilt-Well line

Superior Unit • Wood
Windows • Nu-Style
& Multiple-Use
Cabinets • Carr-dar
Garage Doors • Com-
bination Doors •
Screens & Storm Sash
Base ment Unit
Windows • Shutters •
Exterior Doors •
Interior Doors •
Entrances • Louvers
& Gable Sash • Cor-
ner China Cabinets
• Ironing Board
Cabinets • Mantels
• Telephone Cabinets
• Stair Parts

Build Well
with

BILT WELL
WOOD WORK



MODULAR PRINCIPLES

in roof construction

chapter 12 — typical roof framing plans and methods

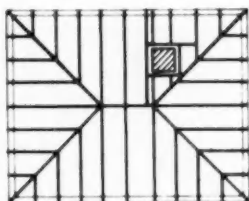
By Griffith S. Clark

Recently, the writer visited a large operator in one of the bigger southern cities and observed a roof condition which was worthy of criticism. It was caused by a shed rafter resting on the sheathing of the main roof. This is of necessity a long cut. The rafter did not fit and rested on the far end of the cut only. On inquiry, it became evident that no one in the organization knew how to precut this rafter.

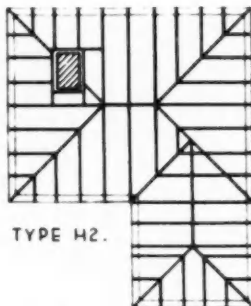
The discussions which followed convinced me that there is not as much knowledge available in average organizations concerning roofs as was originally thought to exist. It will therefore be the intent of this and several following articles to explain some of the existing mysteries of roof framing. The idea is to make precutting accurate and easy.

Instructions, sketches and tables to be presented throughout this roof

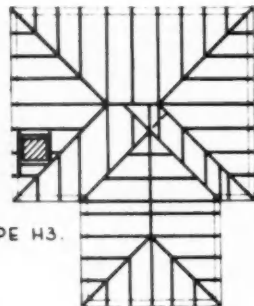
construction series have been compiled to aid the designer and fabricator in determining the lengths and details of roof framing members. This data is the result of many years of experience in designing and cutting precut roof framing. Good practice today requires all ordinary roof members to be precut so that the roof can be raised and covered as soon as possible. This condition is altered to a degree only when



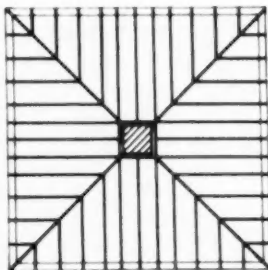
TYPE H1.



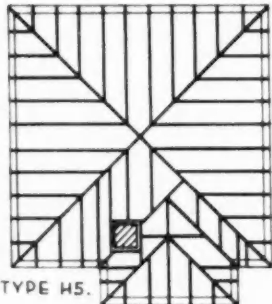
TYPE H2.



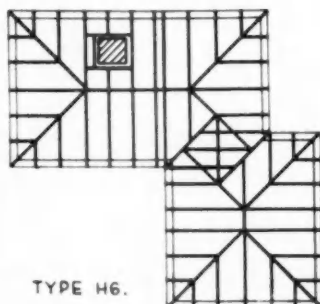
TYPE H3.



TYPE H4.

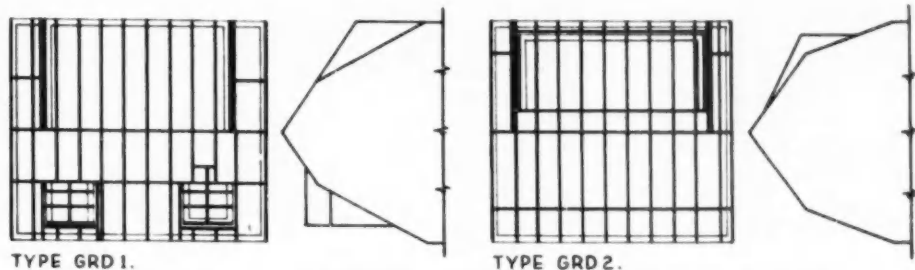


TYPE H5.



TYPE H6.

TYPICAL HIP ROOF CONDITIONS



DORMER CONDITIONS IN GAMBREL ROOFS

trusses are used. Angles and lengths of the top chord pieces of the trusses conform in principle to common rafter cuts without cornice treatment.

Figure 1 shows typical roof framing plans for several ordinary conditions for each of the three principal roof types: gable, hip and gambrel. Flat roofs should be framed similar to floors and therefore are not included in this analysis.

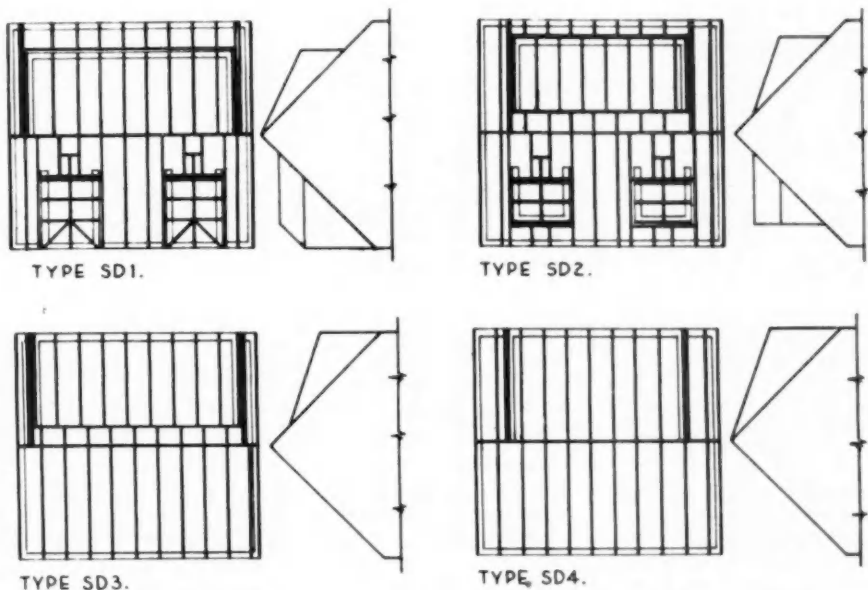
Mansard roofs are almost obsolete, but if necessary they could be designed with the information for hip and gambrel roofs.

In this series of outline sketches, types G1 through G6, inclusive, refer to typical conditions in simple gable roofs. They show chimney framing on the interior or exterior walls, valleys with and without an interfering chimney arrangement, two gables with parallel ridges, an L

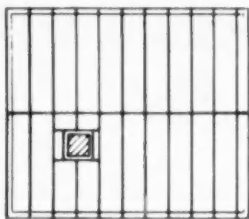
(ell) extension with ridges at right angle direction with the varying locations of opposing ridges.

Types H1 through H6 represent hip roof conditions which deal with varying chimney locations, ridges parallel and at right angles, ridges at various levels and hip dormer conditions.

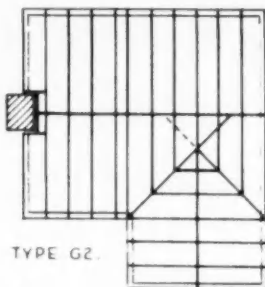
Types SD1 through SD4 represent dormer and shed dormer conditions as shown in the correspond-



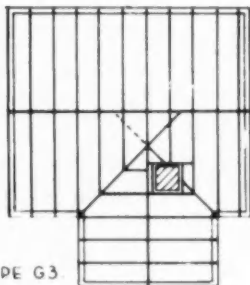
DORMER AND SHED-DORMER CONDITIONS IN GABLE ROOFS



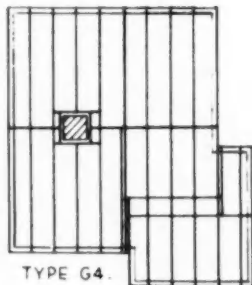
TYPE G1.



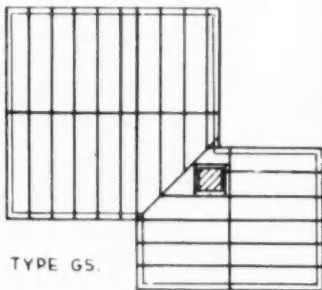
TYPE G2.



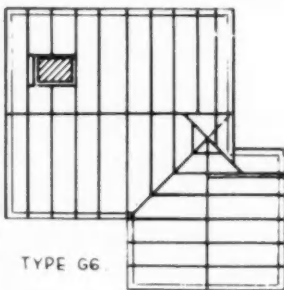
TYPE G3.



TYPE G4.



TYPE G5.



TYPE G6.

TYPICAL GABLE ROOF CONDITIONS

ing elevation at the side of each drawing.

Type GR1 is a straight gambrel roof, while types GRD1 and GRD2 represent dormer conditions as shown in the side elevations.

Valleys should be framed continuously from plate to ridge, or from plate to valley or hip. Valley members carry a considerable load and, therefore, their depth should be of the next two-by dimension in depth, and their ends must be properly supported with accurately fit common rafters. If for any reason valleys cannot be continuous, the

ends that are cut must be supported. Dotted lines on the plans show alternate positions for the through valley members.

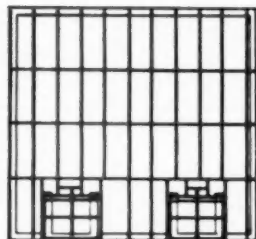
General Rules for Design

The following general rules suggest an orderly method of laying out roof framing:

1. Two-inch framing members should be represented on the drawings by two lines drawn 2 inches apart. This is essential in determining the proper detail for precut roof framing.
2. All ridges, hips and valleys

NOTE:

1. Diagrams on these drawings illustrate recommended spacing of rafters for raised plate detail. For dropped plate detail, spacing becomes less regular because of ceiling joist locations, but should resemble spacing shown on these diagrams as nearly as possible.
2. For dropped plate detail, roof framing must be designed in conjunction with ceiling framing to avoid fouling of members.
3. All dormer valleys should be formed on the job with the roof boarding.
4. Dotted lines shown on Types G2, G3, etc., indicate optional designs of members.
5. Rafters of opposite slopes meeting the same ridge should be lined up as nearly as possible to facilitate setting of collar beams.



TYPE GR1.

GAMBREL ROOFS

AMERICAN BUILDER

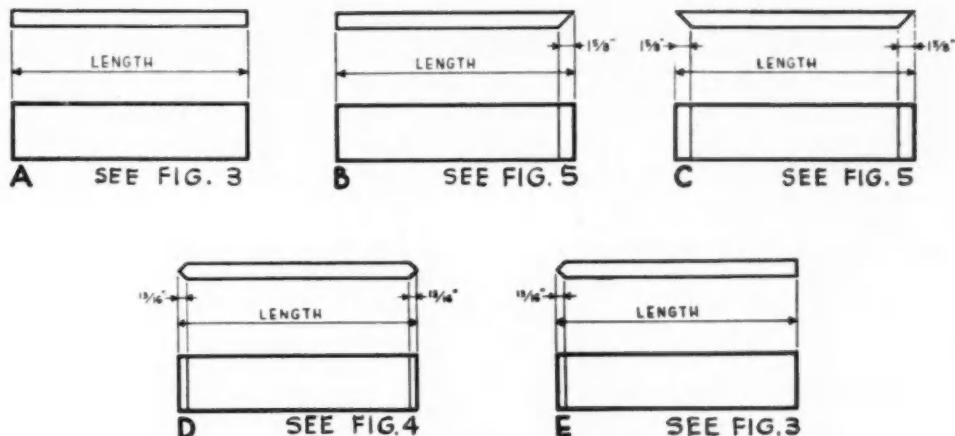
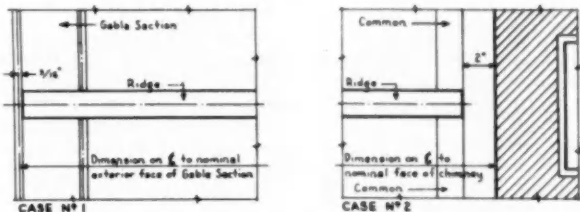


FIG. 2—Ridge and header members

should be of 2-inch deeper stock than the common and jack rafters.

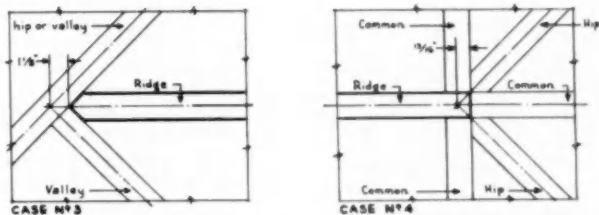
3. Sizes of common rafters and their spacing should be as required by code regulations.
4. Trimmer rafters should be doubled at the sides of shed dormers with headers. Single trimmers are sufficient at the sides of shed dormers without headers and at the sides of small roof dormers when the dormer side walls, identified as dormer cheek sections, seat upon the floor below and, therefore, do not load the roof.
5. Locate opposite rafters directly opposite wherever possible in order to enable collar beams to be attached to them.

Raised plate and dropped plate conditions were defined last month in the half-story construction article



Ridge Running to Gable Section. Solution: Center line dimension minus $3/16$ inch

Ridge Running to Chimney Face. Solution: Center line dimension minus two inches

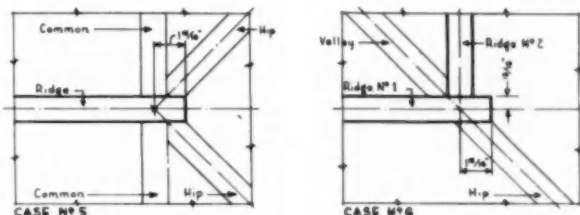


Ridge Running to intersection of members. Solution: Center line dimension minus $1\ 1/8$ inches

Common Rafter Abutting End of Ridge. Solution: Center line dimension plus $13/16$ inch

FIG. 3—Computing the ridge length—six different conditions

NOTE: Ridges terminate in conditions shown above. Both ends may be the same case or the two ends may differ. Ridge lengths are based upon center lines and constants must be added to or subtracted from center line lengths for each case. Thus if Case No. 1 occurs at both ends, subtract ($3/16$ inch plus $3/16$ inch); if Case No. 1 occurs at one end and Case No. 5 at the other, add ($1\ 15/16$ minus $3/16$ inch)



Same Framing as Case No. 4 without Common Rafter. Solution: Center line dimension plus $1\ 15/16$ inches

Intersecting Ridges. Solution Ridge No. 1: Center line dimension plus $1\ 15/16$ inches. Solution Ridge No. 2: Center line dimension minus $13/16$ inch

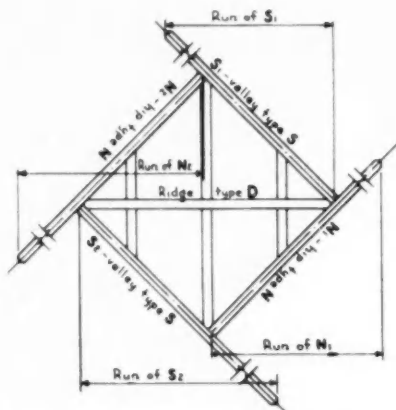


FIG. 4—Detailed sketches of roof type H6 in Fig. 1. Length of ridge and members created at intersection of two hip roofs within the perimeter of roof framing can be determined through use of the formulae given below

FORMULAS FOR RUNS AND LENGTHS OF MEMBERS

$$\begin{aligned} \text{Run } N_1 &= \frac{C}{2} - 1\frac{3}{8}'' \\ \text{Run } N_2 &= \frac{A+C-B}{2} - 1\frac{3}{8}'' \\ \text{Length } D &= A+C-B-W-2\frac{1}{4}'' \\ \text{Run } S_1 &= \frac{A+W}{2} - 1\frac{3}{8}'' \\ \text{and Run } S_2 &= \text{Run } S_1 \end{aligned}$$

of this series. They must now be reconsidered for design purposes.

Raised Plate Condition Rules

1. Lay out main roof plate or perimeter bearing.
2. Lay out ridges, hips and valleys.
3. Lay out all dormer trimmers.
4. Lay out common rafters, including shed dormer rafters.
5. Lay out jack rafters.
6. Lay out chimney framing.

Dropped Plate Condition Rules

When a dropped plate condition is used, the roof framing plan must be traced over the ceiling framing plan in order that the rafters will not interfere with ceiling joists but will frame against the sides of the joists wherever possible. It is important that as many pairs of rafters as possible frame against the sides of the ceiling joists so that these joists will act as ties for the roof framing. This is a particularly important requirement in areas where heavy snow loads or high velocity wind conditions may be encountered.

1. Lay out main roof plate or perimeter bearing.
2. Lay out ridges, hips and valleys.
3. Lay out all dormer trimmers.
4. Lay out common rafters so that they rest next to ceiling joists whenever possible.
5. Lay out jack rafters to avoid ceiling joists.
6. Lay out chimney framing.

Ridge and Header Members

Figure 2 shows five details of ridge and header members. These details have been classified under six conditions, shown in Figure 3.

1. Ridge running to gable section.
2. Ridge running to chimney face.
3. Ridge running to intersection of members.
4. Ridge with end abutted by common rafter.
5. Ridge ending without common rafter abutment.
6. Intersecting ridges.

These details refer to all possible types of ridge members.

Special Hip Roof Problem

The hip roof condition designated as type H6 in Figure 1 sets up a special problem: computing the length of the ridge between two hip and valley intersections. Formulae to determine this ridge, marked D, as well as the runs for hip and valley rafters are given for this condition in Figure 4. The following example shows how to transpose the formulae, assuming that the architect has assigned dimensions of 20

feet for A, 13 feet for B, 12 feet for C and 3 feet for W:

$$\begin{aligned} N1 &= \frac{C-1\frac{3}{8}''}{2} \\ N1 &= \frac{12-1\frac{3}{8}''}{2} = 5' 10\frac{3}{8}'' \\ N2 &= \frac{A+C-B-1\frac{3}{8}''}{2} \\ N2 &= \frac{20+12-13-1\frac{3}{8}''}{2} = 6' 10\frac{3}{8}'' \\ D &= A+C-B-W-2\frac{1}{4}'' \\ D &= 20+12-13-3-2\frac{1}{4}'' = 10' 9\frac{3}{4}'' \\ S1 &= \frac{A+W-1\frac{3}{8}''}{2} \\ S1 &= \frac{20-3-1\frac{3}{8}''}{2} = 8' 5\frac{1}{4}'' \\ S2 &= \text{same as } S1 \end{aligned}$$

From the above detail, the following is evident:

- Length of ridge D is 10 feet 9 3/4 inches.
- Run for hip rafter N1 is 5 feet 10 3/8 inches.
- Run for hip rafter N2 is 6 feet 10 3/8 inches.
- Runs for valley rafters S1 and S2 are 8 feet 5 1/4 inches.

Lengths of these hip and valley members will be determined by the pitch of the roof as assigned by the architect. The method of computing the lengths will appear in a subsequent issue of *American Builder*.

Chimney Positions

Figure 5 presents the roof problems incurred by chimney positions, along with the necessary formulae needed in each instance to determine the length of various framing mem-

NEXT MONTH'S ARTICLE will feature common rafter problems and new methods of computation.

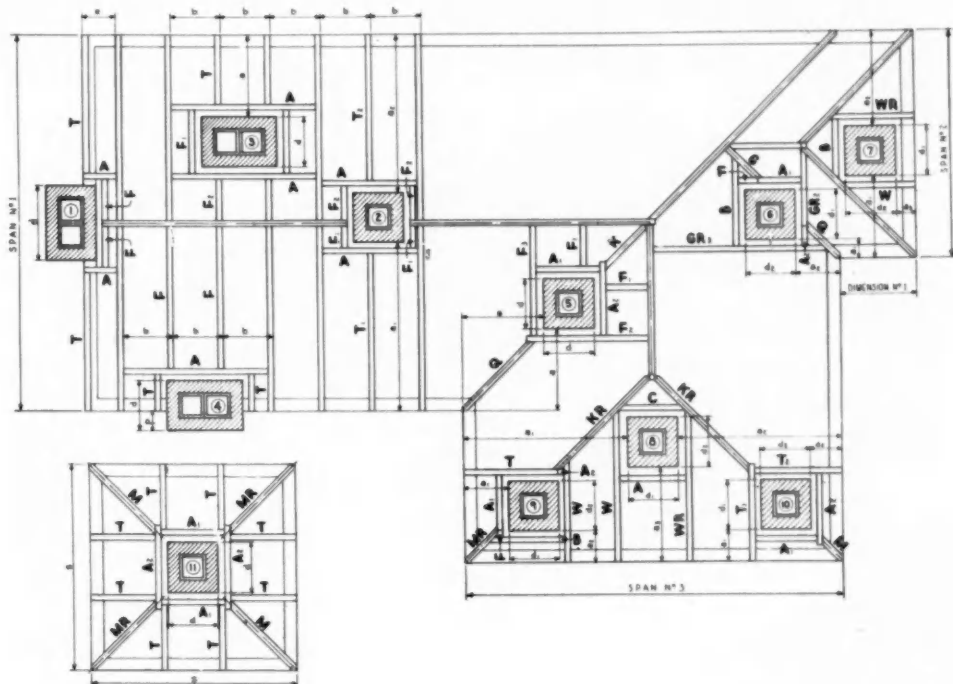


FIG. 5—Diagrammatic roof plans illustrating framing methods and member calculations for typical chimney positions. Note: Figures substituted for a, d, e and s in calculations must be

nominal 4 or 2-inch dimensions. Member letters A, B, C refer to details appearing in Fig. 2 Other member letters refer to details to be illustrated in future modular articles

Chimney No 1. Length A = $a - 1/8"$
 Run T = $\frac{2 \text{Span No. 1}}{2} - [a + 3/16"]$
 Run Q = $\frac{a}{2} + 1/16"$

Run F₂ = $2 \text{Span No. 1} - a + 1/16"$
 Run K = $\frac{2 \text{Span No. 1}}{2} - [a + d + 4/16"]$
 Run Q = $a - 3/16"$

Chimney No 9. Length A₁ = $a_2 + d_2 - a_1 + 5/8"$
 Length A₂ = $a_1 - a_2 + d_1 - d_2 - 1/8"$
 Length D = $a_1 + d_1 - a_2 + 4/16"$
 Run F = $a_1 - a_2 - 1/8"$
 Run MR = $\frac{2 \text{Span No. 9}}{2} - [a_2 + d_2 + 4/16"]$
 Run T = $a_2 + d_2 + 3/16"$
 Run W = $a_1 + d_1 + 2/16"$

Chimney No 2. Length A = $2b - 1/8"$
 Run F₁ = $\frac{2 \text{Span No. 2}}{2} - a_1 + 1/16"$
 Run F₂ = $\frac{2 \text{Span No. 2}}{2} - a_2 + 1/16"$
 Run T = $a_1 - 3/16"$
 Run T₂ = $a_2 - 3/16"$

Chimney No 6 Length A₁ = $a_1 + d_1 - a_2 + 5/8"$
 Length A₂ = $a_2 - a_1 - 1/8"$
 Length D = $a_1 + a_2 + d_1 + 4/16"$
 Run F = $d_2 - 4"$ Length A₁

Chimney No 10. Length A₁ = $d_2 + 4"$
 Length A₂ = $d_1 + 6/8"$
 Run MR = $\frac{2 \text{Span No. 10}}{2} - [a_2 + d_2 + 4/16"]$
 Run M = $a_2 - 3/16"$
 Run T = $a_1 + d_1 + 4/16"$
 Run T₂ = $a_2 + d_2 + 1/16"$

Chimney No 3. Length A = $3b - 1/8"$
 Run F = $d + 4"$
 Run F₂ = $\frac{2 \text{Span No. 3}}{2} - [a + d + 4/16"]$
 Run T = $a - 3/16"$

Run G = $\frac{2 \text{Span No. 3}}{2} - [a + d + 3/16"]$
 Run GR₂ = Dimension No 1 + 1/8"
 Run GR₃ = $\frac{2 \text{Span No. 3}}{2} - [a - 1/16"]$
 Run Q = $a_2 - 3/16"$

Chimney No 4. Length A = $3b - 1/8"$
 Run F = $\frac{2 \text{Span No. 4}}{2} - [d + p + 4/16"]$
 Run T = $d - p + 1/16"$

Chimney No 7. Length B = $\text{Span No. 2} - a_1 - d_1 + 1/8"$
 Run W = $a_1 - 3/16"$
 Run WR = $a_2 - 3/16"$

Chimney No 11. Length A₁ = $d + 4"$
 Length A₂ = $d + 9/16"$
 Run M = $\frac{2 \text{Span No. 11}}{2} - 3/16"$
 Run MR = $\frac{2 \text{Span No. 11}}{2} - 3/16"$
 Run T = $\frac{2 \text{Span No. 11}}{2} - 3/16"$

Chimney No 5. Length A₁ = $d + 4"$
 Length A₂ = $d + 7"$
 Run F = $\frac{2 \text{Span No. 5}}{2} - [a + d + 4/16"]$
 Run F₂ = $\frac{2 \text{Span No. 5}}{2} - a + 4"$

Chimney No 8. Length A = $d + 4"$
 Length C = $\text{Span No. 3} - 2 [a_2 + d_2 + 3/16"]$
 Run W = $a_1 - 3/16"$
 Run WR = $a_2 - 3/16"$

bers. Using Chimney No. 1 as an example, assume the architect has designated span No. 1 as 24 feet, d as 2 feet 8 inches and e as 1 foot 4 inches. What are the lengths of A and of runs T and F?

Length A = $C - 3/16"$
 $A = 1' 4" - 3/16" = 1' 3-13/16"$
 $\text{Run T} = \frac{\text{Span No. 1} - (d + 3-13/16")}{2}$
 $T = \frac{24 - (2' 8" + 3-13/16")}{2} = 10' 4-3/16"$

$\text{Run F} = \frac{d + 1-13/16"}{2}$
 $\text{Run F} = \frac{2' 8" + 1-13/16"}{2} = 1' 5-13/16"$

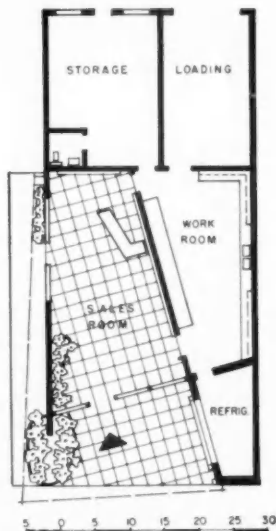
Length of rafters at T and F will depend upon pitch assigned.



this design stops traffic



Workroom gets sufficient natural lighting through clerestory windows, uses artificial lighting only on dark days. This room is planned with easy access to refrigerator, sales room and loading entry



Gas furnace is suspended from ceiling of the storage room, heats the whole building. Front plant box curves through glass wall into sales room

◀ The usual refrigerated storage space is unusually placed to serve as a street show window. Glazing is triple Thermopane to prevent condensation on the glass. Note accent lighting from the exterior

Many materials skillfully combined, plus careful lighting, provide a background of contrasting textures which helps sell the merchandise. Ceiling is Nuwood, a wood fiber board. Finish floor is green Colorundum cement ▶

Angled wall which separates sales room and workroom is finished in corrugated Transite left gray in color. Movable counter is faced with same material, has yellow Formica top. Lacquer-finished cottonwood and birch plywood add warmth in tones of wall panels. Shelves can be arranged in various ways. They rest on copper tubes inserted into holes in a wood fiber board back



LIGHTING CHART

Front display table	60 F.C.
Plant box under eyeball light ...	80 F.C.
Over-all lighting on floor	10 F.C.
Over-all lighting at sales counter level	30 F.C.
Adjustable shelf display	60 F.C.
Rear wall display	60 F.C.

This eye-catching flower shop is in Elma, Washington, located on the main highway connecting the Seattle-Tacoma area with ocean resort beaches. A great deal of traffic goes by.

The owner's requirement was that the shop should not only appeal to

customers living in Elma but also stop vacationers and visitors passing through.

Charles A. Baylon, architect in Aberdeen, Washington, took the problem and produced this building, remarkably effective for the way in which it opens up the shop

to passers-by and draws attention from street traffic.

An unusual combination of materials is one secret of its success. Another is the artificial lighting arrangements, which won for the building an International Lighting Exposition merit award.



Exterior walls are expanded shale block and brick. Roof construction is wood frame with hot asphalt built-up roof. This side

elevation shows angled wall covered with Transite, with clerestory windows which light workroom

Why did 47 people rush out to



In his first project, Mr. Smithson sold Mrs. J. W. McLeane a house with



"I'm so glad this G-E Dish-washer was included in the original cost of the house, Mr. Smithson. I probably would have felt that I could not afford it at the time!"



"Getting a G-E Disposall® that automatically flushes away garbage certainly appealed to me when we bought the house! I'd never want to be without it from now on!"



"Of all the refrigerator brands you could have picked, the G-E is my favorite! It's so good-looking, so quiet, and never has given me a minute's trouble from the time we moved in!"



"It's so nice to have these frozen foods right on hand . . . not to wait in line at the grocer's every other day! This G-E Freezer is such a convenience and a money-saver, too!"

say... "I'll take it!"

THIS photograph was snapped one Sunday afternoon in April of this year in R. O. Smithson Jr.'s new Conant Village development in Beverly, Massachusetts.

The people in these cars were not just snooping. They came out to look at houses and to buy houses. Within the next few days, a total of 47 people said, "I'll take it!"

What makes this success story even more interesting is the fact that new houses near by—which had been on the market for several months—were NOT selling!

Why did everybody prefer Mr. Smithson's houses?

Let Mr. Smithson tell you. His experience may help you to sell houses faster, too.

"Anybody with two eyes in his head," says Mr. Smithson, "can see that the place a woman starts for almost as soon as she sets foot into a house is the kitchen."

"Our prospects are delighted not only to see the fine array of General Electric Appliances in our \$14,500 home, but to know that the monthly outlay for them is no more than a typical telephone bill!"

"You see, the cost of these G-E Appliances is figured over a long-term mortgage, and the actual cost to the homeowner is less than \$5.00 a month, a sum they can easily afford!"

calls back, too!

"Furthermore," says Mr. Smithson, "I've been calling back on the people who bought my houses to find out whether they are completely happy with their new G-E All-Electric Kitchens."

"These call-backs convince me, more than ever, that not only is it good business to include G-E Appliances in my new homes, but for the long-range outlook it's one of the smartest things a builder can do today!"

"I wouldn't think of putting up houses today without a G-E Kitchen."

a suggestion for you

We would like to work hand-in-hand with you to achieve similar results for you in your area. We can help you pre-sell your houses just as we have for so many other builders throughout the United States.

Get complete facts about the G-E Kitchen-Laundry through your local G-E distributor, or write to the Home Bureau, General Electric Company, Louisville 2, Kentucky.

GENERAL  ELECTRIC

a G-E Kitchen. Here you see him calling back to get her reactions.



"So easy just to sit here and watch this G-E Rotary Ironer do the clothes in a fraction of the time it used to take. Most all my friends want G-E Appliances, too!"



"This G-E Range is so much cooler than the old stove I had to pamper! So easy to use, and so easy to keep clean, too. You couldn't have picked a better range, Mr. Smithson!"



"It was nice to know when we signed up for the house that we wouldn't have to spend a lot of money for an automatic washer or other necessary labor-saving appliances!"



Mr. Smithson knows that when he sees a G-E emblem on a water heater, refrigerator, or any other appliance, he can rest assured that it's reliable. G.E. is famous for its dependability.

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The Minute
You Need It-**

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And of equal, if not greater importance . . . with a Homelite your power supply is right next to your tools. You eliminate the hazards of long cables.

You eliminate the loss of power caused by long cables . . . a loss of power that reduces the efficiency of your tools and causes excessive repair and sharpening expense.

Built for rugged use, a Homelite will operate in all types of weather. It will stand up under hard continuous operation. It will pay for itself many times over in a very short period of time.

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with **free sunlight and fresh air**

Truscon Series 138 Double-Hung Steel Windows serve an efficient three-fold purpose in this handsome New York City Structure:

1. The simplicity, safety and operating convenience of the time-proven, double-hung design provides a trouble-free window on lot-lines, verandas and street elevations.
2. Expansive window areas assure generous daylighting through all apartments.
3. Freedom from air leakage in upper floor openings exposed to high winds is assured by complete stainless steel weatherstripping.

4. Finger-tip operation of window permits adequate and simple control of ventilation.

Additional features of the Truscon 138 Double-Hung Steel Window include welded tubular sash members; full counterbalancing of sash; solid bronze hardware; freedom from warping, shrinking, swelling or rotting. Convenient low-cost standard screens also available.

See SWEET'S for complete specifications, and write for catalog describing the entire line of Truscon Steel Windows for every need.



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- High-strength!
- A better product at no extra cost to you.

In today's market, people want low-priced houses . . . but they won't buy when details like trim hardware look "cheap". Don't risk losing sales when—for the same price as "cheap-looking" hardware—you can get sash lifts, sash fasteners, coat hooks, door stops and stair rail brackets with superior finish, superior strength, superior quality. Tell your hardware supplier that *you* want Corbin Pressure-Cast Aluminum! He has all these items in stock now, or he can get them for you quickly.

But—remember this—be sure to ask for CORBIN PRESSURE-CAST ALUMINUM! It's another new Corbin product to help you build better low-cost houses . . . and sell them faster!



Corbin Advertising is Working for You!

Frequent advertisements in *Better Homes & Gardens*, *The Saturday Evening Post*, *Small Homes Guide*, *House Beautiful's Building & Maintenance Manual*, *House & Garden's Book of Building* are telling homebuyers about the advantages of Corbin Hardware! Point out to your prospects that you use Corbin Hardware! It's the world's most widely-used builders' hardware—a mark of quality construction!

GOOD BUILDINGS DESERVE GOOD HARDWARE



P. & F. Corbin Division

The American Hardware Corporation
New Britain, Connecticut, U. S. A.



®

transforms any wall
into a **WORKING WALL**



decorative, functional, versatile!



PEG-BOARD presents a **brand new** concept in wall paneling — a combination of perforated hardboard matched with over 60 hanging fixtures (magazine racks, towel bars, shelf brackets, hooks, etc.) all instantly interchangeable without screws, nails or tools of any kind. Take a new look at those plans you're working on now — you'll find dozens of places to save space and add beauty and efficiency with PEG-BOARD.



PEG-BOARD is ideal for tools
— in garage or workshop



PEG-BOARD is a perfect Room Divider Gives new utility to closet space

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NEW YORK • PEG-BOARD OF NEW YORK, 131 E. 64th St., New York 21, N. Y.
CLEVELAND • DAVIS PLYWOOD CORP., 12555 Berea Rd., Cleveland 11, Ohio
MIAMI • A. H. RAMSEY & SONS, INC., 71 N.W. 11th Terrace, Miami, Fla.
LOS ANGELES • PEG-BOARD OF CALIF., 717 East Gage Ave., Los Angeles 1, Calif.
MINNEAPOLIS • L. E. HIER DISPLAY EQUIP. CO., 23 N. 6th St., Minneapolis, Minn.
CHICAGO • Mfg. by B. B. BUTLER MFG. CO., INC., 3146 Randolph, Bellwood, Ill.

No. G-37 entrance door and show window

Several old one story structures were combined and remodeled into a modern automobile showroom by completely re-surfacing the front and renovating the interior.

This building follows the pattern of cutting back the front wall from the sidewalk line to provide a natural planting area in front of large plate glass windows. This planting area serves several purposes other than decorative. (1) It provides a buffer area between edge of sidewalk and windows which gives a measure of protection to the glass. (2) It permits an extended feature at the entrance, such as the angular pylons which support the canopy above, without encroachment upon public property.

The front of the building above the canopy is faced with Bedford stone. Plate glass extends from the underside of the canopy to the floor line of showroom. The metal canopy at the entrance extends outward for a distance of two feet and then tapers back at each end of the front of the building. Downspout for drainage of the canopy is enclosed within the vertical pylon. Spotlights recessed in the soffit of canopy provide exterior light.

nailing in the hard places



In those hard-to-reach places where it is difficult to hold a nail with one hand and use the hammer with the other, use a thin strip of wood or lath, with a saw cut in one end. This saw cut to be sufficiently small to hold the nail until you get the first "whack" at it.—Geo. A. Heffelfinger, Lehighton, Pa.

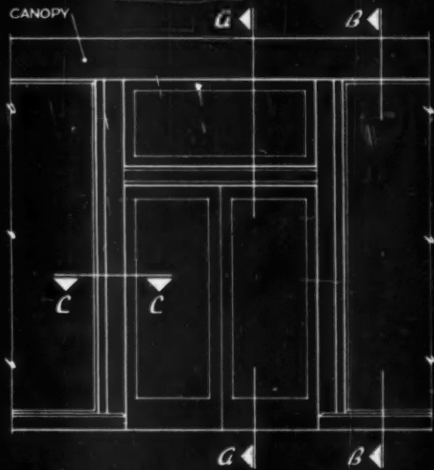
AMERICAN BUILDER

AMERICAN BUILDER'S STORE FRONT DETAILS

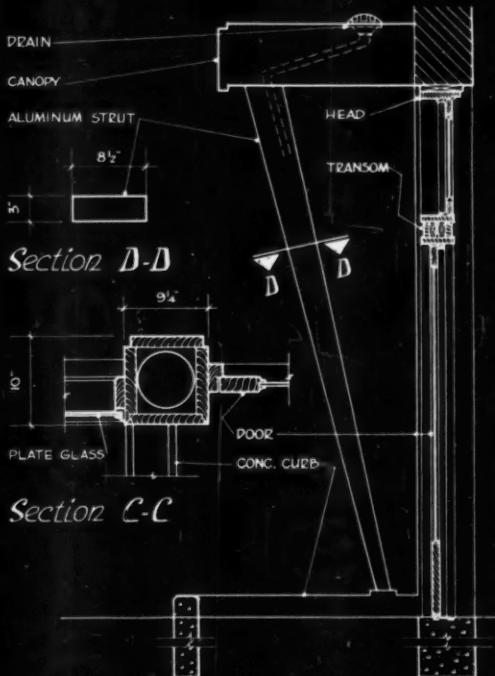
Designed by Sidney C. Finck, A.I.A., Chicago, Ill.

Detailed by E. Roderick O'Neil, A.I.A. for American Builder

NO. G-37 ENTRANCE DOOR & SHOW WINDOW . . .



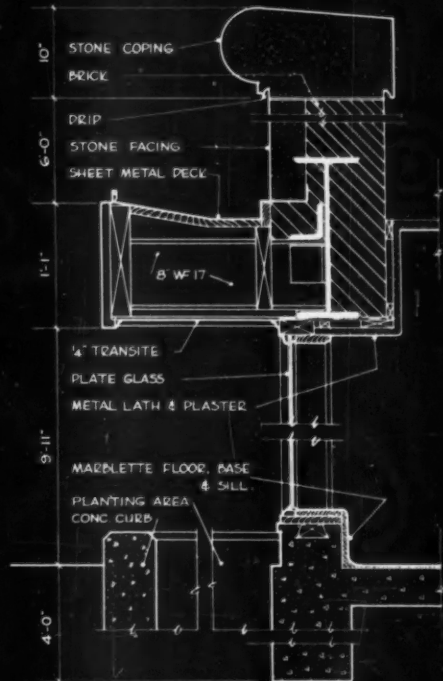
Elevation



Section D-D

Section C-C

Section A-A



Section B-B

Redwood in the News

California Redwood is a particularly important wood for the farmer because its resistance to decay and weathering, even when unpainted, provides long-term operating economy.

Barns, fences, silos, animal feeders and shelters, are but a few of the variety of agricultural structures in which redwood is used to good advantage. Construction Heart is one of the most versatile grades of Redwood for farm use.

Where highest durability is required, Select Heart and Irrigation Heart are used. Sap Common and Number 3 Common also are important in lower cost structures.

Data sheets on the use of redwood on the farm, including specifications for numerous utility structures with diagrams and cutting lists, may be obtained from the California Redwood Association, 576 Sacramento Street, San Francisco 11, California.



The Redwood you
can count on

**CRA
REDWOOD**

You can count on CRA Redwood for top performance on the job—for durability, stability and paintability. You can count on CRA Redwood for uniform quality—for accurate grading, uniform milling, proper seasoning. And you can count on CRA Redwood for sure, profitable sales. That's why it pays to feature only CRA Redwood—the grade-marked, trade-marked Certified Dry Redwood, processed by the reputable member firms of the

CALIFORNIA REDWOOD ASSOCIATION

Union Lumber Co. • Eureka Redwood Lumber Co. • Arcata Redwood Co. • Coastal Plywood & Timber Co. • Hammond Lumber Co. • Holmes Eureka Lumber Co. • Northern Redwood Lumber Co. • The Pacific Lumber Co. • Rockport Redwood Co. • Simpson Logging Co. • Warm Springs Redwood Co. • Willits Redwood Products Co.

No. D-97 fireplace and barbeque

The fireplace shown in photograph and drawings on the opposite page typifies the advance styling prevalent in today's homes.

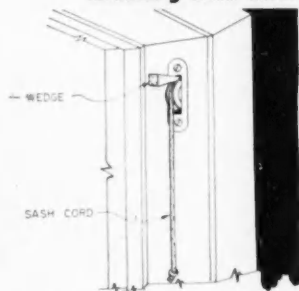
The elongated opening created by the angular position of the fireplace walls in relation to the adjoining walls of the house, provides an effective mass of masonry which is left exposed on the interior of the living room.

Two 12x12-inch smoke flues and the ash dump are located in the corner of the fireplace opening where the depth is greatest. Balance of the opening together with the extended raised hearth, which is all covered with a stone facing, provides an area that can be used for burning long logs, for serving an informal snack, and a number of other purposes.

Entire fireplace wall is faced with Crab Orchard stone laid up in a random pattern in variegated shades. Three stone shelves, placed in a staggered position, project about six inches from the face of the over-mantel. These are used for the display of plants. The area directly under the fire bed of the raised hearth is used for storage of firewood.

Adjoining the fireplace is a barbecue extending into the open porch, which is built integral with fireplace but served by a separate flue. Majestic fireplace unit is built into barbecue.

installing sash cords



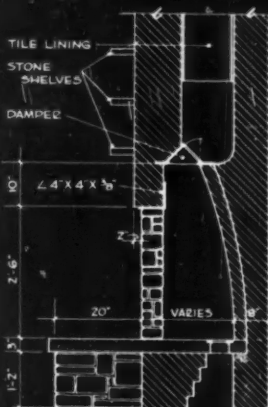
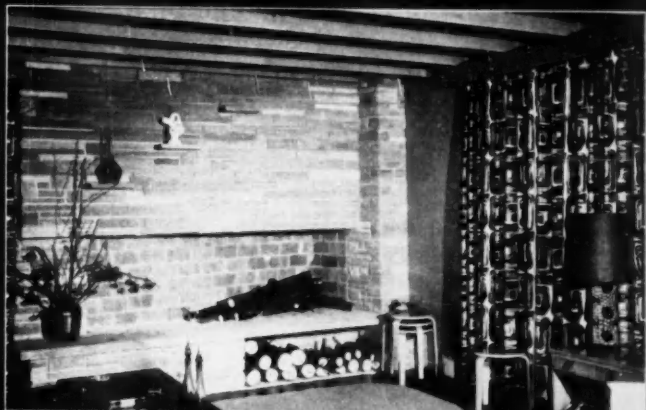
When installing sash weight cords, place a wood wedge at pulley to hold cord in place while installation is in progress. Pull sash cord down before inserting wedge.
—L. E. Myles, Beggs, Okla.

AMERICAN BUILDER'S BETTER DETAIL PLATE

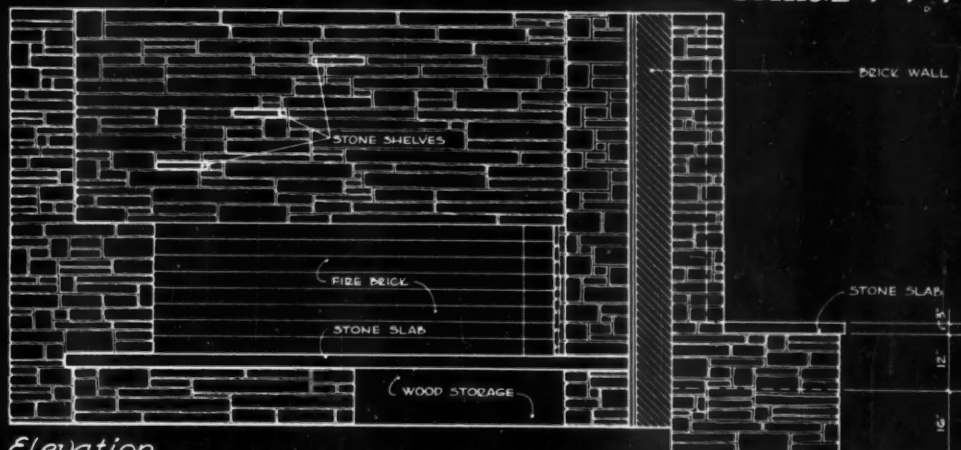
Designed by Laurence Schwall A.I.A. & Associates

Detailed by K. Roderick O'Neal A.I.A. for American Builder

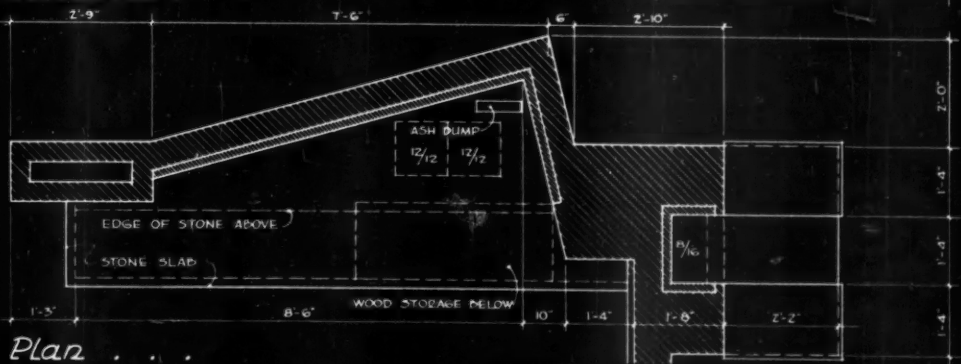
NO. D-97 FIREPLACE & BARBEQUE



Section . . .



Elevation . . .



Plan . . .

DURAPLASTIC Aids Proper Concrete Placement in World's Biggest Bus Terminal

- To get a more uniform, more workable mix for New York City's new \$24,000,000 bus terminal, Turner Construction Company used Duraplastic® air-entraining portland cement—31,000 barrels in all. Duraplastic requires less mixing water for a given slump. It gives a more plastic mix. Such mixes aid proper placement... result in an improved surface appearance.

The greater plasticity of Duraplastic concrete is due to billions of tiny air bubbles entrained in the mix. They minimize water gain and segregation. As a result, finished concrete made with Duraplastic is also fortified against the effects of freezing-thawing weather.



General Contractor: Turner Construction Co., New York, N. Y. Ready-mixed concrete supplied by Metropolitan Sand & Gravel Co. New York, N. Y.

YET DURAPLASTIC* COSTS NO MORE

OFFICES: Albany, Birmingham, Boston, Chicago, Dayton, Kansas City, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, Waco.

It sells at the same price as regular cement. Complies with ASTM and Federal Specifications. For free booklet telling how Duraplastic can help you on your next job 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

ATLAS®

DURAPLASTIC

AIR-ENTRAINING PORTLAND CEMENT

Makes Better Concrete at No Extra Cost



AB-D-131B

"THE THEATRE GUILD ON THE AIR"—Sponsored by U. S. Steel Subsidiaries—Sunday Evenings—NBC Network



Todd Estates
 GLEN HEAD, LONG ISLAND

Architect . . . Rudolph A. Matern, A.I.A. Plasterer Century Plastering, Inc.
 Builder Watkins & Richter, Inc. Paint Contractor Nu-Art Decorators

In this "Hotpoint House of the Fifties" it's Gold Bond across the board!

WHEN Gold Bond building materials were specified 100% for this "Hotpoint House of the Fifties" (and 73 other homes in the exclusive Todd Estates development), everybody involved got an important advantage. The responsibility for performance, durability and firesafe qualities of these building products was placed on one reputable manufacturer...National Gypsum Company.

It's an important advantage because the Gold Bond Products that went into these homes—Gold Bond Gypsum Sheathing, Gypsum Lath, Rock Wool, Plaster, Finish Lime, Casein and Masonry Paints—are made to work together, speed construction, cut costs and assure you of satisfied customers.

Use Gold Bond Products 100% on your next job and profit by this policy of undivided responsibility.

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Fireproof Wallboards, Decorative Insulation Boards, Lath, Plaster, Lime, Sheathing, Masonry Paints, Wall Paints, Textures, Rock Wool Insulation, Gold Bond Twinsulation, Metal Lath and Sound Control Products.

You'll build or
 remodel better with
Gold Bond



Shingles are applied over fireproof Gold Bond Gypsum Sheathing.



Fireproof Gold Bond Rock Wool Blanket Insulation in the exterior walls and ceilings keeps heating costs low in winter, assures extra summer comfort.



Fireproof Gold Bond Gypsum Lath is finished with Gold Bond Plaster and Finish Lime.

Hazelwood Plankweld...

a new, low-cost pre-finished
Weldwood® paneling is now
ready to help you sell
your houses fast



Backed by Heavy Consumer Magazine Advertising

This sensational new addition to the Plankweld Line – Hazelwood Plankweld – is the perfect way to economically add greatly increased sales appeal to the homes you build.

This newest, high-style Plankweld Panel is so low-priced that you can easily afford to install one or more wood-paneled rooms in every house you build!

A package of 10 panels – costing only \$47.50 – permits you to panel a 13½-foot wall, 8 feet high ... or an even larger wall if there are doors or windows.

Hazelwood will make an instant hit with all your prospects and customers. It is a pre-finished honey-colored panel with great uniformity of color ... made of beautifully grained hardwood veneers throughout.

Easy to Install

Like all Plankweld Panels, Hazelwood Plankweld is easy and quick to install. It goes right over old or new walls ... without furring or framing.

Panels are ¼" thick, 16¼" wide ... 6', 7' and 8' long. They are edge-grooved to provide a neat lap joint ... designed with a simple, concealed metal clip that holds Hazelwood Plankweld firmly to the wall.

Durable, Factory-Applied Finish

Outside of its beauty, Hazelwood Plankweld has many advantages that your prospects will appreciate.

It comes already finished. The factory-applied finish will retain all of its original rich lustre ... with only occasional waxing. No paint, no stain, no redecorating will ever be needed.

Advertised ... and How!

Readers of the largest homemaker magazines are getting the story about this factory-finished, Plankweld plank-type panel.

Look at the magazines that are carrying the first, full-page, full-color announcements:

AMERICAN HOME
BETTER HOMES & GARDENS
HOUSE BEAUTIFUL
LIVING FOR YOUNG HOMEMAKERS
SMALL HOMES GUIDE
SUNSET

plus
HOUSEHOLD (2 P)
COUNTRY GENTLEMAN (1½ P)
POPULAR MECHANICS (B & W)

See this wonderful new Plankweld Panel and other Weldwood products at any of our 60 distributing units from coast to coast. Or visit your Weldwood supplier today.

In addition to the Plankweld package, pre-finished Hazelwood is also available in 4'x8' panels.



WELDWOOD® Plywood

a product of
UNITED STATES PLYWOOD CORPORATION

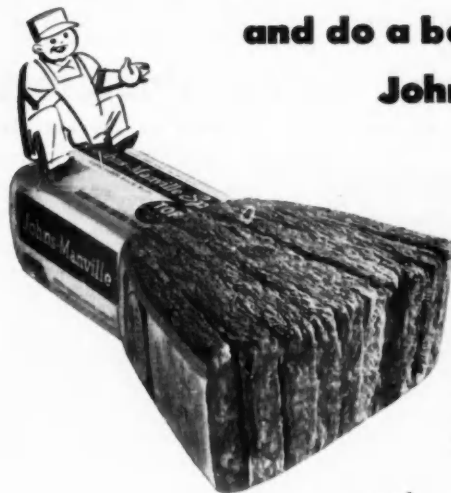
World's Largest Plywood Organization

Branches in Principal Cities • Warehouses in Chief Trading Areas • Dealers Everywhere

SAVE TIME . . . SAVE MONEY . . .

and do a better insulating job with

Johns-Manville *Spintex*



*Fewer packages
to handle!*

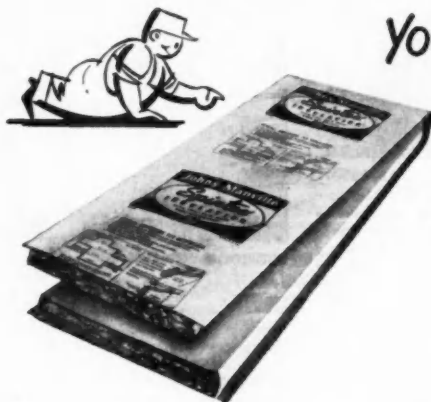
• When you open a package of Spintex Insulation you'll find 25% more Batts or Blankets than in the same size package of ordinary insulations. That's because Spintex is so resilient it can be compressed for packaging yet springs to designated thickness when packages are opened. When you use Spintex you save money on each job because of fewer packages to handle.

Easier to Install!

• You can install Spintex faster and do a better job of insulation because the batts and blankets are far more firmly felted than ordinary types. They are rigid and strong, hold together, don't "flop" or sag when you handle and apply them. And their remarkable resilience makes them grip the studs or rafters when pressed in place. This saves time and money on every job.



*Your choice
of Batts and Blankets!*



• Spintex Insulation is available in fully wrapped blankets or open faced batts in thicknesses to meet every job budget. Each has a heavy vapor seal backing with projecting flanges for easy fastening. Easy-to-follow instructions for application are printed on each batt or blanket.

Johns-Manville—22 E. 40th Street, New York 16
In Canada—199 Bay St., Toronto 1, Ont.

Johns-Manville

THE FIRST NAME IN INSULATION



new products

offered by manufacturers



ENAMELED LAUNDRY TRAY AB125211

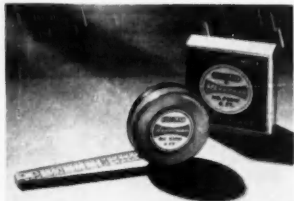
With the increasing number of ranch type homes, where all laundry and utility facilities are located on one floor, the type of laundry tray which was satisfactory for the basement might be out of place in a first-floor laundry. With this in mind, company designers have introduced their attractive and convenient Glen Falls enameled iron laundry tray for building into cabinets and counters. The sink is coated with smooth, easy-to-clean enamel. The corners are rounded to protect fabrics, and the roomy basin, 13 inches deep by 21½ inches long and 15¼ inches wide, can accommodate large quantities of clothes at a time. A convenient shelf is 3½ inches wide. The unit is also equipped with a chromium plated water faucet. Kohler Co., Dept. AB, 44 High St., Kohler, Wis.



LOCK HAS 3/8-INCH LATCH AB125221

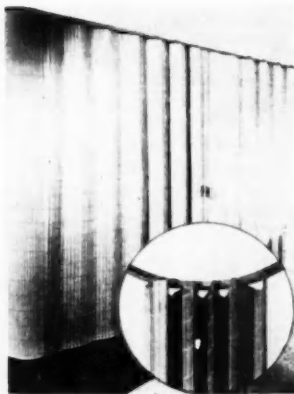
A new design for the manufacturer's Unit line of lock sets is introduced in its new Model 904. It is available in 11 functions for use on exterior and interior doors. The lock's latch has a 3/8 inch throw. All models fit universal cut-out in the edge of the door. Unit locks and latches are also available with round knob and escutcheon. The American Hardware Corp., P. & F. Corbin Division, Dept. AB, 102 Washington St., New Britain, Conn.

140



PULL-PUSH RULE AB125217

A lightweight "Pull-Push" rule with a 3/8-inch white blade in a red and black plastic case has been designed for use by every member of the household. The rule, No. 636W, weighs only 1½ ounces and is as compact as a pocket watch—1¾ inches in diameter. The blade is of flexible-rigid spring steel with baked-on white enamel face, large easy-to-read black numbers. Stanley Tools, Div. Stanley Works, Dept. AB, New Britain, Conn.



FOLDING DOOR TRACK AB125209

A curved wood track, for use in the installation of folding doors, makes possible such arrangements as a full dinette enclosure along a wall or a full corner wardrobe enclosure, using only the manufacturer's folding door or room divider. The new track is available in both 12 and 18 inch radii, in one-quarter circle sections for 90 degree turns. Ends of each section are finished to make a smooth butt joint with the regular straight track section. Hanger glides carrying the folding door move freely through all curves along the track. The complete line provides all standard door and room divider sizes, as well as special sizes. A complete color range gives a wide selection for decorating purposes. The Hough Shade Corp., Dept. AB, 1044 Jackson St., Jonesville, Wis.



1,000-POUND CAPACITY LOADER

AB125222

A tractor-operated industrial loader has a lifting capacity of one-half ton and a lifting height of nearly 11 feet. The loader is designed to be operated on the Ford Tractor. Two levers give the operator finger tip control. The loader's hydraulic pump is mounted on the tractor rather than the loader itself, resulting in smoother, more positive drive, and enabling the tractor to get closer to trucks for dumping the loader bucket. It also leaves the tractor's hydraulic mechanism free to operate additional rear-attached tools. The loader can be mounted on the front and a blade or angle dozer can be attached to the tractor's hydraulic mechanism on the back, for double duty operation. Dearborn Motors Corp., Dept. AB, Birmingham, Mich.



BATHROOM MEDICINE CABINET

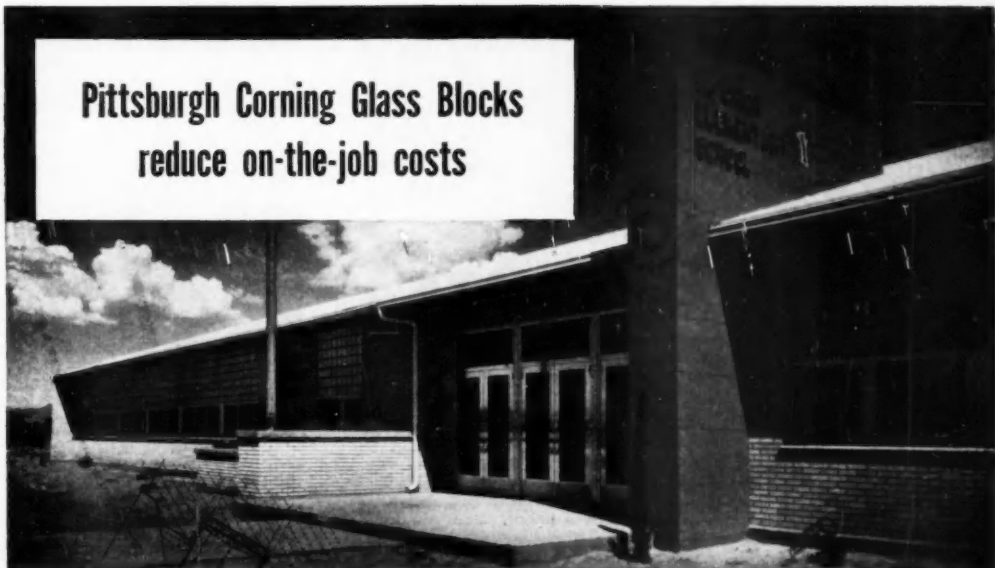
AB125207

The new "Bannockburn" medicine cabinet, has been designed for beauty and practical utility, its manufacturers state. The cabinet includes two 8x22-inch plate glass side mirrors, in addition to the plate glass center mirror which measures 16x22 inches. Full length chrome plated piano hinges on side mirrors give full view mirror use. All mirrored surfaces have full stainless steel rims. The Ideal Cabinet Corp., Dept. AB, 7722 Joy Road, Detroit 4, Mich.

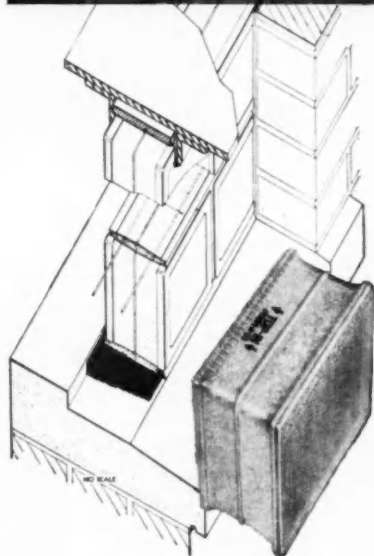
New Products continued on page 142

AMERICAN BUILDER

Pittsburgh Corning Glass Blocks reduce on-the-job costs



Architect: Truman J. Mathews, Santa Fe, New Mexico. Consulting Engineers: Davis and Foster, El Paso, Texas.



PC Functional Glass Blocks can be set in one position only. As an aid to the builder, each block—as shown above—has a marking stamped on the top mortar edge of the inside half. For additional identification, certain patterns have a series of small ribs pressed in the glass next to this marking. When the block is laid correctly, the exterior flutes will be vertical.

A modular product, having standard co-ordinated dimensions, PC Glass Blocks combine effectively with other building materials. They are adaptable to a wide variety of building uses—from small decorative panels to entire walls. Small panels—up to an area of 25 sq. ft.—may be installed at an actual saving in time, labor and material . . . for no wall ties, wall anchors or expansion strips are needed.

Moreover, the "Clean-Easy Face Finish" on PC Functional Glass Blocks cuts on-the-job cleaning costs in half! That's because this finish, which is applied to the surface of these glass blocks during manufacture, repels water, prevents splashes of mortar from sticking to the blocks, eliminates accumulation of installation scum. And Pittsburgh Corning's brightly colored markings and "finger-feel" ridges, assuring correct positioning of the blocks, further save installation time and money. Involving no critical materials, PC Glass Blocks are immediately available; there's no need for construction delays.

You'll find it worth-while to know more about PC Glass Blocks for new construction and remodeling. They're much in demand in homes, schools and other buildings of all types. For they admit abundant daylight, assure complete privacy, reduce heating and air-conditioning costs, seldom need repairs, do not require periodic painting and puttying, there's no sash to rot, decay, rust or corrode, no need for storm sash. Fill in and return the coupon for complete information.

PITTSBURGH CORNING CORPORATION • PITTSBURGH 22, PA.



GLASS BLOCKS

The mark of a modern building

Distributed by Pittsburgh Plate Glass Company; W. P. Fuller & Co. on the Pacific Coast;
Canadian Pittsburgh Industries Ltd., Hobbs Glass Div., in Canada;
and by leading distributors of building materials everywhere.

Pittsburgh Corning Corporation
Dept. B-122, 307 Fourth Avenue
Pittsburgh 22, Pa.

Without obligation on my part, please send me your
FREE booklets on the use of PC Glass Blocks for Homes
Industrial, Commercial and Public Structures .

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

New!

Plyron

proved uses for NEW PLYRON

Assembly tables, cutting tables, wrapping tables, counters, chutes . . . bins, shelves . . . signs, displays, cabinets, fixtures.

Base for decorative laminates for restaurant counters and bars . . . wainscoting, booths, banquet tables . . . truck bodies, boat decks and superstructures.

Exterior siding, floor construction, partitions . . . cabinet doors, wardrobes, built-ins . . . re-usable concrete forms for extremely smooth concrete surfaces.

Farm structures: bins, cribs, hoppers, chutes, stalls. Toys and novelties, patterns, templates . . . railroad car siding, lining, floors.

✱ Only Plywood Brings You
Two-Way Strength.



Wood's natural along-the-grain strength works both ways in plywood — makes it strong, rigid, splinterproof, puncture-proof, dimensionally stable . . . gives it large size, high strength-weight ratio.

combines the advantages of plywood and hardboard!

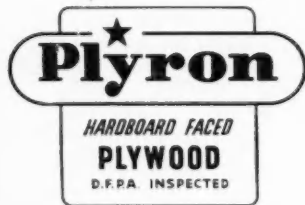
IN PLYRON, you get the best features of two proved panel materials. For Plyron is plywood with permanently bonded faces of smooth, uniform, durable hardboard.

Plywood gives Plyron strength*, rigidity and lightness. It won't split, puncture, shatter or crack. It's dimensionally stable, easy to handle, requires only standard woodworking tools.

Plyron has the surface smoothness of hardboard. It resists wear, won't dent. It's hard, dense, tough. Pleasing in color. An excellent base, too, for super-smooth paint or enamel jobs.

Plyron comes in standard plywood panel sizes, in thicknesses of 1/2", 5/8", 3/4" and heavier. Produced in two types: moisture-resistant Interior, waterproof Exterior. Glue bond meets performance requirements of U.S. CS45-48.

Plyron is your choice for jobs requiring both strength and surface quality. See your regular plywood supply source, or mail the coupon below.



A Product of the Plywood Industry

DOUGLAS FIR PLYWOOD ASSOCIATION
Dept. 3012A, Tacoma, 2 Washington

Good USA Only

Please send me more information concerning NEW PLYRON panels. I'm interested in the following uses:

Name

Firm

Address

City

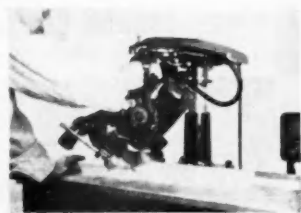
Zone

State



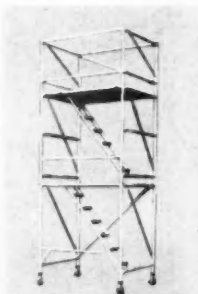
new products

(Continued from page 140)



RECEDING ARM SAW AB125219

A receding arm saw which features a specially designed direct drive motor is reported to offer a minimum of motor housing interference, permitting maximum depth of cut up to 4 1/2 inches with a 14 inch blade. This is achieved by squaring the bottom of the motor housing, thus adding inches to the effective blade diameter. The new saw, Model R-2, is stated to combine the flexibility and rugged construction of the manufacturer's previous receding arm model with the added cutting depth of the low dead rise motor. DeWalt, Inc., Dept. AB, Box 540, Lancaster, Pa.



ALUMINUM SCAFFOLD AB125218

A folding aluminum rolling scaffold has been designed for easy erection and carrying. It is made up of tubular frames, with the end frames hinged so that the scaffold opens sideways with no member swinging more than 90 degrees. This permits one man to erect or dismantle the base section while standing within the base area, and prevents danger of collapse during erection. One man can erect the base section in less than a minute. The base, intermediate and top sections are all preassembled, have no loose parts, and unfold as described. The scaffold includes an internal stairway for ascension and adjustable locked legs on the base section for use on uneven flooring. A simple lever control locks both the wheels and swivel securely. Coped joints are welded for strength, and adequate bracing is used to insure rigidity. Scaffolds are available in base sections, full and half intermediate sections and guard-rail top sections, permitting them to be built up to required heights. Patent Scaffolding Co., Inc., Dept. AB, 38-21 12th St., Long Island City 1, New York.



SCHOOL WINDOW

AB125220

A window designed specifically for schools, and said to answer all the requirements for a "perfect" school window, features a push-out vent operation which makes it particularly practical for institutions. A rigid bar is used to open the window instead of the standard roto-type operator. The opening principle is patterned after the bar-door or fire door type. The new window can be opened to any position up to nearly 90 degrees, and the opening is made positive by sliding shoes that are lightly but firmly engaged on the frame, thereby eliminating the possibility of the window unexpectedly slamming shut. With this shoe-grip principle, projection bars or arm supports become unnecessary. No pales are needed to open the top vents. The bottom vent, with the push bar, controls the opening of all vents. When the window is closed, all vents are automatically locked, and the bottom vent has a patented center locking latch, providing extra protection and weather tightness. Ludman Corporation, Dept. AB, Box 4541, Miami, Fla.



TERMITE SHIELD

AB125212

A ready-made termite shield designed either for F.H.A. or V.A. construction is made of galvanized metal, with an expanded metal edge which bonds to the beam with cement mortar. This makes the shield an integral part of the beam and a permanent installation. It is impossible for a termite to pass between the beam and the shield, due to the shield pulling away from the beam. The termite shield consists of ready-cut corner miterers for inside and outside corner, runner strips in 8-foot lengths, joint clips, and pier shields. The shield is fitted and nailed to the beam which holds it in place until the mortar is applied. The components join together with metal clips. Average installation time is less than two hours, according to the manufacturer. Blue Diamond Co., Dept. AB, 2722 Logan St., Dallas 15, Texas.

New Products continued on page 144

FOR '53 AND EVERY YEAR!

Better Floors... Bigger Profits with American

Make your floors 5 ways better
... increase profits with up-to-date American machines and materials in *all five steps* in floor finishing! This assures finest floors... saves time... saves labor... on wood, cork, concrete, terrazzo, asphalt, rubber, linoleum or plastic. Send for free catalog.

... FROM START TO FINISH!



1.

SAND WITH AMERICAN SUPER 8...
nearly twice as fast as any other 8" machine!



2.

DO EDGES WITH AMERICAN SPINNER
... also closets, small halls, stairs. Saves time!

3.

DISC SAND WITH AMERICAN DELUXE
as final cut. Makes finest finish—a flatter surface—easier to clean.



4.

USE QUALITY SEALS.
American Finishes are finest quality—complete line for all floors...seals, finishes, waxes and cleaners.



5.

NEW IMPROVED AMERICAN ABRASIVE PAPERS.
American Black Demon and American Combination high quality papers have been improved to give longer life and faster cutting.

The American Floor Surfacing Machine Co., 519 So. St. Clair St., Toledo, Ohio

Please send latest catalog on the following, without obligation:

- Floor Sanders
- Floor Edgers
- Floor Maintenance Machines
- Floor Finishes
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AMERICAN
FLOOR MACHINES • PORTABLE TOOLS

TWO SEATTLE CONTRACTORS SPEAK ABOUT

KAY-TITE

Alco Waterproofing Co.
SEATTLE, WASHINGTON

February 27th, 1952
Gentlemen:
After many years of specializing in masonry water proofing, using various products we found Kay-Tite by far the most outstanding. Results on every satisfactory.

Our contracts cover all kinds of buildings, residential, government and commercial. We do work on all types of masonry, inside, out, side and above and below grade. All work is covered by bond and guaranteed.

We always recommend Kay-Tite and are most happy to attest to the dependable quality of your product as it has enabled us to give a long term guarantee on all jobs.

Very sincerely yours,
Alco Waterproofing Co.

Seattle Waterproofing Co.
ALL TYPES OF WATERPROOFING
411-4TH AVENUE, N.W.
SEATTLE 5, WASH.

February 20, 1952
Gentlemen:
We have been using Kay-Tite for over five (5) years now with the utmost success. We have used it in conditions of extreme hydrostatic pressure and we find that it does a better job than any other product of its type that we know of.

We guarantee and stand behind our work as the choice of the proper material is quite important to us.

The pleasant experience we have had with Kay-Tite the past five years enables us to highly recommend its use either below or above grade and under any type of climatic conditions.

Yours truly,
R. W. Lyman

KAY-TITE

PROTECTS MASONRY
AGAINST
WATER SEEPAGE

FOR
BRICK
STUCCO
CINDER BLOCK
ROUGH MASONRY
UNGLAZED TILE

WHITE
and
GREEN
CREAM
BLUE
BURN
GRAY
YELLOW
BLACK
SPARK BURN
BLACK BURN
COLORS

KAY-TITE COMPANY

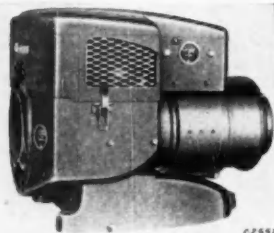
WEST ORANGE NEW JERSEY

ELEVEN FAR WESTERN STATES CONTACT KAY-TITE COMPANY
1717 WESTLAKE AVENUE, NORTH, SEATTLE 9, WASHINGTON

More than 20 years of satisfactory performance

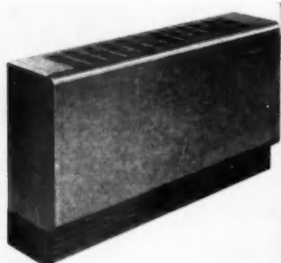
new products

(Continued from page 143)



3,500 WATT A.C. PLANT AB125210

A new 3,500 watt a.c. electric generating plant is conservatively rated at a 4,000 watt peak overload capacity for periods of up to two hours' operation for "borderline" emergency power applications. The Model 305CK is designed to meet the demand for higher capacity in small-sized electric plants. It is powered by a two cylinder, four cycle, air cooled gasoline engine. The voltage regulation is plus or minus 3 per cent, sufficient to satisfy the requirements of virtually any application where regulation is an important factor. The generator is available in manual or remote starting models. The latter units are electrically cranked with the generator acting as the cranking motor. Start-stop stations make starting from remote areas away from the plant possible. Fully automatic and line transfer controls are available for remote starting units. D. W. Onan & Sons, Inc., Dept. AB, 43 Royalston Ave., Minneapolis 5, Minn.



CABINET VENTILATOR AB125205

To meet the demand for economical heating, cooling and ventilating equipment where the use of unit ventilators or air conditioners is not warranted, a new line of cabinet units is offered. Combined in a single unit, this equipment provides rapid and quiet distribution of heated or cooled air. These cabinet units are supplied in models designed for heating with steam or hot water, and cooling with chilled water. Cooling models are also suitable for heating with water, providing the advantage of year-round service. Units intended for heating only are available with a choice of three types of coils for use with either steam or hot water, steam only, or hot water only. Units can be supplied with fresh air plenums equipped with built-in, manually operated mixing dampers and air filters. Madine Manufacturing Co., Dept. AB, 1300 DeKoven Ave., Racine, Wis.

New Products continued on page 146

AMERICAN BUILDER



Your Hardware Engineer is at home here

Like the engineers you consult for professional advice and assistance on your building plans, "The Hardware Consultant" (certified) is fully qualified to advise and cooperate with you in the selection, detailing, supervision of installation, and maintenance of builders' hardware.

This *hardware engineer* has complete facilities for specification-writing and furnishing price-data (relieving you of a mass of tedious detail). He has, moreover, the specialized knowledge and training required to service the job.

When you deal with a Hardware Consultant, you may be sure that the hardware he recommends will meet the requirements of the struc-

ture you are planning—from the point of view of design, function, and performance. For that's his specialty.

Take full advantage of the valuable services this hardware specialist in your area is prepared to render to builders. If you do not know his name, a letter to Stanley will put you in touch with him promptly.

The Stanley Works, New Britain, Conn.

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL



CALL YOUR **Ramset** DEALER TRU-SET FASTENING SYSTEM FOR ON-THE-JOB SERVICE

For almost any fastening job into steel or concrete, your **RAMSET Dealer** can probably help you do it faster, easier, at lower cost.

That's because he is skilled in adapting the high-speed **RAMSET Tools**, **Tru-Set Fasteners** and other products into an integrated service to meet the specific requirements of the work. He is no "long-distance, white-collar operator"—but will put on his working clothes, and help your men, right on the job, to apply instantaneous **RAMSET Fastening** to save you time and money.

From the 54 sizes and types of **RAMSET Tru-Set Fasteners**, he will help select the right ones for the job . . . show you how to use **RAMSET** fixtures and accessories for unusual work—and get fast help from headquarters, if needed, for special applications.



For high-speed, low-cost, easy-to-make fastenings into steel and concrete—call your **RAMSET Dealer**.

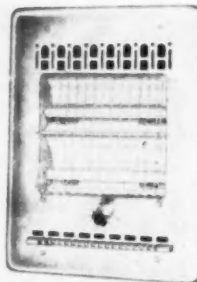
Ramset Fasteners, INC.

Ramset Division, Olin Industries, Inc. • 12117 BEREA ROAD • CLEVELAND 11, OHIO



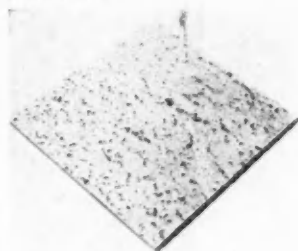
new products

(Continued from page 144)



WALL HEATER CONTROLS AB125223

Automatic thermostatic control has been added to the 1,000-1,500 watt, 240 series Wall-Insert heaters which produce instant infra-red rays directing radiant heat throughout the room automatically. The thermostatic control dial is set at the temperature wanted, and the heater automatically produces and maintains any desired temperature between 40 and 85 degrees F. Since the built-in thermostat turns the control on and off as needed, it is economical, not using unneeded electric current. The heaters are also available with manual control. The 240 series heaters have chromium plated reflectors and are available in Nuchrome, ivory enamel or brown enamel finish. Market Electric Products, Dept. AB, Buffalo 3, N.Y.

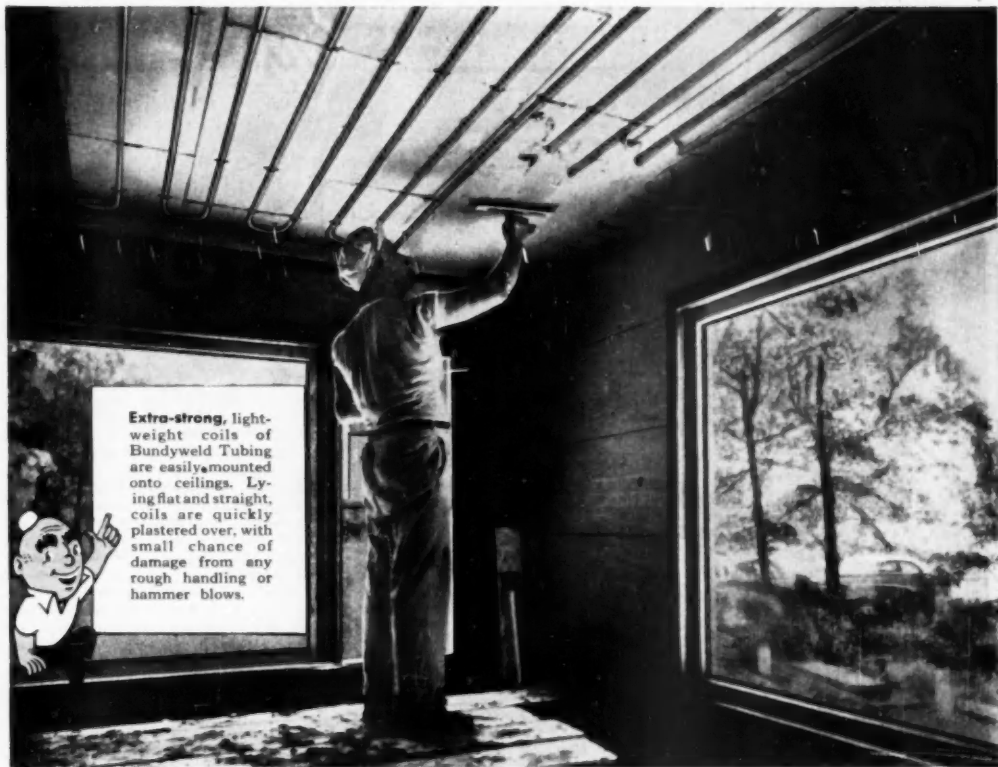


ACOUSTICAL TILE AB125213

An incombustible acoustical product called Celotex tile is molded from mineral fibres and special binders. It has deep, irregularly shaped and spaced fissures that provide a texture similar to that of travertine marble. Shadow patterns created by the fissures cause the appearance of the surface to vary when viewed from different angles. Applied on ceiling or wall, this tile is stated to produce an unusual effect which is appropriate to traditional as well as modern architecture. The tile provides a high degree of sound absorption, the manufacturers claim. In the 1 1/16 inch thickness, its noise reduction coefficient is .70, according to Acoustical Materials Association tests. The factory-applied white finish is washable and has a light reflection factor of .80. The product is manufactured in thicknesses of 1 1/16, 1 3/16, and 1 5/16 inch, and in 12x12 and 12x24 inch sizes, with square or bevelled edges. The Celotex Corporation, Dept. AB, 120 So. La Salle St., Chicago 3, Ill.

New Products continued on page 148

AMERICAN BUILDER



Extra-strong, lightweight coils of Bundyweld Tubing are easily mounted onto ceilings. Lying flat and straight, coils are quickly plastered over, with small chance of damage from any rough handling or hammer blows.



SIZES UP TO 1/2" O.D.

Key to Low Cost

Bundyweld is the only tubing double-walled from a single strip, copper-brazed through 360° of wall contact. It's leak-proof, thinner walled, yet stronger. It transmits heat quickly, has high bursting strength. It saves on material costs and installation time.

Standard 20' or 24' lengths of Bundyweld are easily formed into coils in shop or on job site. Expanded ends (furnished when specified) are quickly soldered into leakproof union. Joined, lightweight coils are easily mounted onto ceiling, quickly plastered over.

Now—the new sales feature your houses need...Bundyweld Ceiling Radiant Heating

Today, every house features sleek, shining kitchens and bathrooms. Buyers demand them.

But here, in Bundyweld Ceiling Radiant Heating, is the exciting new sales feature that will put your houses years ahead of competition.

This is heating that outmodes all other heating systems. It's the cleanest, most comfortable, economical and convenient of all. Imagine offering your prospects heating that will cut housekeeping chores by hours, that will reduce fuel bills sharply, that will postpone their wall washing, redecorating and cleaning of furnishings for years.

Chances are that your prospects have already heard about this wonderful new heating system. Enthusiastic users are spreading the good news among their friends. Millions are reading Bundy ads in *Better Homes & Gardens* and *American Home*. They're rushing coupons through the mail to request literature. They're writing for the names of builders and architects handling Bundyweld Ceiling Radiant Heating in their areas. Send for your free literature, too.

Radiant Heating Division

BUNDY TUBING COMPANY
Detroit 14, Michigan

SEND FOR
FREE 
LITERATURE!



Bundyweld
Ceiling Radiant Heating

Radiant Heating Division, Dept. AB-1252
Bundy Tubing Company, Detroit 14, Mich.

- Send free 20-page nontechnical brochure explaining Bundyweld Ceiling Radiant Heating.
- Send Bundy technical radiant heating pamphlet.

Name Title

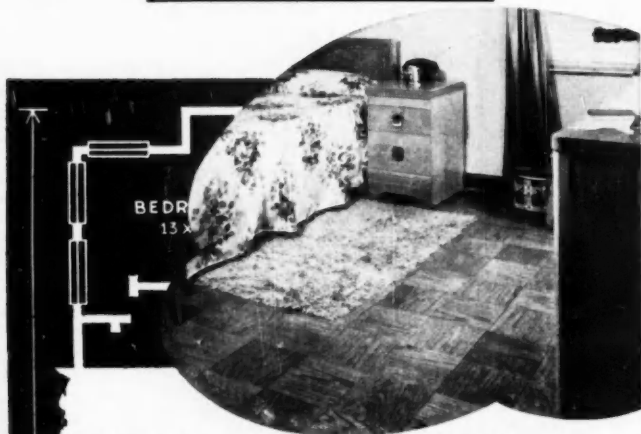
Company

Address

City Zone State

Smart "FLOOR" PLANS

FEATURE PARKAY



The Genuine Hardwood Flooring 3/16" Thick for Economy — Factory Finished for Beauty

Parkay gives you smart styling at substantial savings. This genuine hardwood flooring is only 3/16" thick — conserving costly material without sacrificing wearing surface; permitting use with other resilient floor materials, without changing floor levels.

Parkay is factory finished, assuring a lasting lustre and richness that would be difficult and costly to duplicate on the job. It is applied with Parkay Adhesive over any smooth, sound subsurface—wood or cement. Once down, it's ready for immediate use—a beautiful and enduring hardwood floor that costs little or no more than ordinary strip finished on the job.

Parkay flooring of choice American Oak is offered in 9" x 9" Tiles and 9" wide Broadboard in random lengths. Both may also be used to produce attractive paneled walls. See Sweet's Architectural File or write direct for free literature and sample. Parkay, Incorporated, Dept. B, Louisville 9, Ky.



PARKAY

READY-FINISHED HARDWOOD
FOR FLOORS AND WALLS

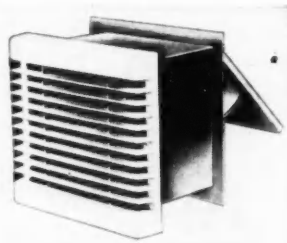
new products

(Continued from page 146)



LAUNDRY CHUTE BIN AB125214

Klothes-Katch is the name of a new article for basement laundry chutes. Fastened to a basement ceiling under the clothes chute, the device collects the week's laundry as it accumulates. A means of keeping basements neat by eliminating a scattered pile of laundry, the article also serves to keep clothing off damp basement floors. Each unit is individually packaged, with everything included for easy assembly of the prefabricated sections, including four flexible metal hangers adjustable to any position for suspending the container from ceiling joists. Size of the device is 20x30x36 inches deep. Klothes-Katch Co., Dept. AB, 3413 Boone Ave., Minneapolis 16, Minn.



KITCHEN VENTILATING FAN AB125202

This ventilating fan removes steam and smoke as well as unpleasant odors from the kitchen. Called the Aeropel, it keeps the atmosphere clean and fresh. It is manually controlled by a pendant on a switch chain. A slight pull opens the weather door and automatically starts the fan in operation; another pull closes the weather door and stops the fan. A silent a.c. enclosed motor drives the fan at a constant rate of speed. It has a CCR rating of 400 cubic feet per minute in accordance with the standard test adopted by the National Association of Fan Manufacturers and the American Society of Heating and Ventilating Engineers. The fan's fabricated steel wall box is rust-proof and impervious to weather conditions. The unit can be installed in either a horizontal or vertical position. American Radiator & Standard Sanitary Corp., Dept. AB, P.O. Box 1226, Pittsburgh 30, Pa.



DISHWASHER AB125203

A 27-inch undercounter automatic dishwasher that meets all plumbing codes is said to reduce installation costs up to 50 per cent. The "QuiKonect" model uses a simplified drain arrangement that can be plumbed out either side of the appliance base; this makes it possible to hook a new dishwasher to water and drain lines above the kitchen floor level without major disarrangement of existing plumbing. The new unit is particularly suited for installation in older homes where modernization of the present kitchen is desired by the addition of a dishwasher. The simplified drain assembly also lowers installation costs for builders installing dishwashers in new construction, as part of electric kitchen "packages." All standard features, including front opening, electric drying, single dial control, top power spray, and double wash and rinse cycles are incorporated in the new model. Hotpoint, Inc., Dept. AB, 5600 W. Taylor St., Chicago 44, Ill.



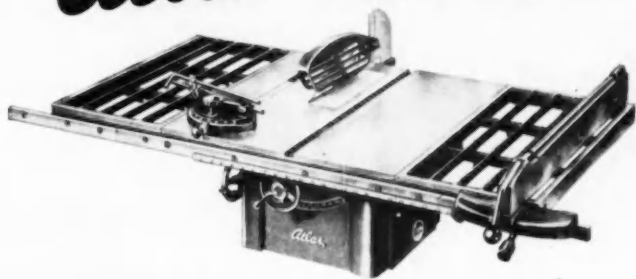
OIL FIRED BOILER AB125201

A new oil-fired cast iron boiler, designated as Type 35, is a sectional, wet nipple type with vertical flues. It is furnished in sizes between 240,000 and 560,000 B.T.U. input, and is designed for medium heating insulations such as large homes, apartment houses, etc. The unit is available as a steam or hot water boiler, or for hot water supply installations. Streamlined fins are staggered in the flue-ways to swirl the rising gases for greater heat transfer. Each section makes a metal-to-metal, gas-tight fit when assembled. Four types of sections are used: right and left-hand sections, regular intermediate sections, and a special intermediate section which is adaptable for a tankless heater. Each end section has two 2-inch flow-tappings to provide versatility of piping and elimination of air pockets in the system. L. J. Mueller Furnace Co., Dept. AB, 2005 W. Oklahama St., Milwaukee 15, Wis.

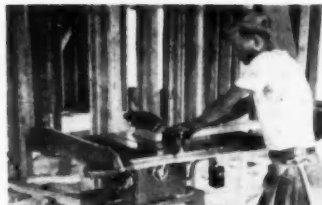
New Products continued on page 150

BIG Money-Maker!

Atlas 10" SAW



Saves Costly Minutes Every Day!

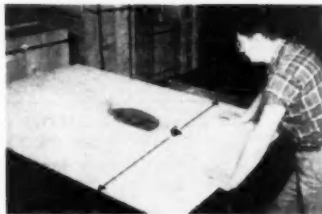


Every feature for years of dependable accuracy is built into the Atlas—rugged construction throughout, big sealed-for-life ball bearings, tilting arbor, dual V-belt drive, and exclusive patented Atlas rip fence.

For all around sawing—roughing in *and* outside and inside finishing—you can't beat an Atlas 10" saw. It saves time, money and material on ripping, cross-cutting, dadoing, shaping, and moulding operations.

2 Men Can Carry It!

The Atlas is *big*—to handle large boards and panels—yet it's extremely portable. Two men can easily take it into the job.



No other saw of comparable price has as big work capacity! Precision-ground table and extensions measure 45½" x 25"! There's 12¾" ahead of the blade, and 24½" between the blade and fence.

Exclusive ATLAS Features Really Pay Off!

Features like the exclusive patented Atlas fence are great time savers in your work! The fence *lifts off instantly* to change from rip to cross-cutting . . . *slides* to new positions . . . *extends clear across* the table . . . *locks rigidly* at both ends. Has *Vernier control* for fine adjustment!

See all the extra features of this unusual low-cost saw. Send for latest catalog.

ATLAS PRESS COMPANY
1201 N. PITCHER ST. • KALAMAZOO, MICH.



DEPENDABLE QUALITY TOOLS SINCE 1911

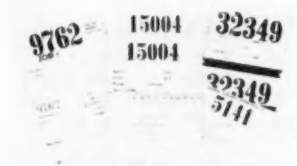
new products

(Continued from page 149)



NON-ELECTRIC DOOR CHIME AB125208

A two-note non-electric door chime is provided with a solid brass nameplate mounted on the outside of the door, with a brass turn knob which operates the chime. The chime itself is mounted on the inside of the door, directly behind the nameplate. The unusual style of the chime housing will blend with any room style, the manufacturer states. The chime can be installed in a few minutes on wood, metal or screen doors. It gives out two loud, musical tones when the knob of the unit is turned. The brass nameplate has space for name or house number. Chime is 2 1/4 inches wide by 5 1/2 inches high. NuTone, Inc., Dept. AB, Red Bank & Madison Roads, Cincinnati 21, Ohio.



LUMBER STOCK CONTROL CARDS

AB125206

Tally cards designed to expedite checking operations in lumber yards have the further feature of being adaptable for milling, re-manufacturing and kiln operations. The tally card is a two-section perforated card which shows a tally record by kind, size, grade and footage of lumber. The top section is stapled to the lumber unit for storage in the yard, and the lower section is used for office records, shipping information, as an inventory control and is also practical for labor and production costing. Cards are printed in a variety of sizes and styles on weather-proof card stock with non-fading inks, as well as in a range of color stocks to identify various operations around yards, or to identify different species of lumber. When a shipping order is made out, the cards are pulled from the inventory to make up the order; the part of the card with the large numbers stapled to the lumber unit enables the driver to select the lumber by number without getting off his truck. Eastman Tag & Label Co., Dept. AB, 548 Fourth St., San Francisco 7, Calif.

FAST DRYING PAINT AB125216

A new sealer-coater paint makes possible the application of two coats a day on the same surface. An average size room can be painted continuously until the job is completed, since the sealer will be dry for the top-coat by the time the painter has brushed his way around the interior. The paint, which dries in 30 minutes to two hours, is designed for application to plaster, old painted surfaces, or wallboard. It is odor-free and will fill fine cracks, saving patching time. It is also suitable over interior masonry, concrete block, cement, brick, etc., as well as wallpaper and water-mixed paints. Brush, spray, or roller-coating may be used. The sealer-coater was subjected to four years' field testing. E. I. Du Pont de Nemours & Co., Dept. AB, Wilmington 98, Del.



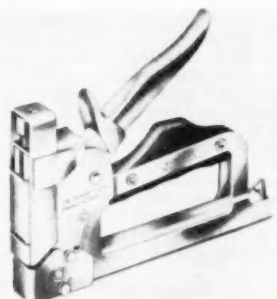
MIXER SHELF HARDWARE AB125215

New mixer shelf hardware is designed specifically to swing a small appliance storage shelf up out of the cabinet and lock it securely at a convenient working height. The hardware was designed primarily for use as an electric mixer shelf, but because of its adjustable spring tension and adjustable shelf width, it may also be used as a typewriter table, snack bar, bread board or radio table. It is said to be smooth in operation, sturdy in construction, and will not stick or wobble when in motion. A gentle pull on the shelf swings it to the "up" position for handy use. A slight pull on the trigger release and the shelf swings down for convenient storage. Washington Steel Products, Inc., Dept. AB, E. 11th St., Tacoma 2, Wash.



CYLINDRICAL LOCK AB125224

A cylindrical lock, called the "Reddi-Mount," assures easier, faster installation, according to its makers. Of modern design, the lock is always in absolute alignment because of its single unit construction; it also features "free-wheeling," which prevents the freely spinning knob from being forced when locked. The device is also provided with a locking push button in the knob, automatic unlocking, a 5-pin cylinder, brass latch and solid brass trim with concealed screws. J. Chesler & Sons, Inc., Dept. AB, 41 Varick Ave., Brooklyn 6, N. Y.



CEILING TILE TACKER AB125204

The development of this device was necessitated by the increase in thickness of the nailing flanges on their tiles by ceiling tile manufacturers. This in turn required the use of a 9/16 inch length staple, the size driven by the new tacker. It is provided with a special, elongated driving spring to supply the added power required. It also is equipped with a hand stop on the handle for the operator's comfort. The tacker is finished in rust-proof, satin chrome finish, and is designed for one hand operation. Fastener Corp., Dept. AB, 860 Fletcher St., Chicago 14, Ill.

USE THIS COUPON FOR MORE INFORMATION ON NEW PRODUCTS IN THIS ISSUE

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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

RESIDENCES



CHURCHES



PUBLIC BUILDINGS



SCHOOLS



FARM BUILDINGS



Build with VIBRAPAC
Concrete Masonry!



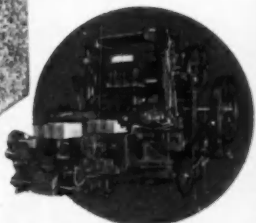
Today — leading architects and discriminating builders use Vibrapac Concrete Masonry for Beauty and Architectural Design. The cozy livability, both summer and winter, plus the economy, lifetime durability, fire safety, insulation value, and low upkeep cost of Vibrapac Concrete Masonry, makes it today's popular building material.

Besser has developed new units, such as floor filler block, pilaster block, window sill block, bond beam block, control joint block and many other accessory units, which have done much to increase the use of concrete masonry construction.

FREE BULLETIN — Soffit Block used as a filler for floors and roof construction has many advantages. Vibrapac plants report greatly increased demand for these units. The fire safety, economy and many other advantages of this type of floor and roof construction are explained in Bulletin No. 77. Write for your copy today.



VIBRAPAC BLOCK
— Specified by Leading Architects — Used by Leading Contractors — Sold by Leading Concrete Products Plants



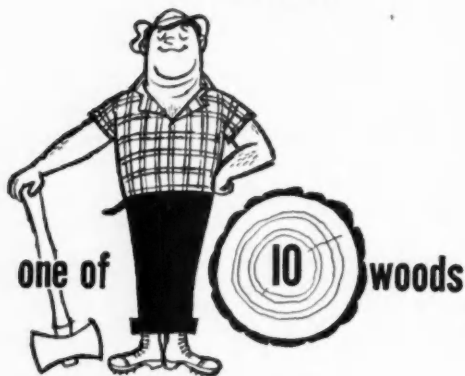
SUPER VIBRAPAC — The modern high production block machine. Produces high quality units in all styles and sizes on Plain Pallets. Fully automatic — no machine operator required — uninterrupted high production — Front Feeding of Pallets.

BESSER

Complete Equipment for Concrete Products Plants

BESSER MANUFACTURING COMPANY • ALPENA, MICHIGAN, U. S. A.

ENGELMANN SPRUCE



from the **WESTERN
PINE
REGION**



Because of its light weight, pale color, even grain and small tight knots, this softwood has a particularly wide range of uses, from rough construction to interior finish and fine cabinet-work. Easy to work, nails without splitting, and holds nails and glue firmly.

This is but one of ten fine softwoods from member mills of the Western Pine Association. All are manufactured, seasoned and graded to exacting Association standards. Lumber dealers, builders, architects and wood users have found them dependable and best for many construction uses.



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



Write for free illustrated
Facts Folder
about Engelmann Spruce.
Address:
Western Pine Association,
Yeon Building,
Portland 4, Oregon.

Catalogs —

and Manufacturers Literature

310—ALUMINUM WINDOWS—standard uses of all types of aluminum windows are described in this 12 page catalog. Detailed line drawings of standard ribbon windows for glass block construction, as well as aluminum windows for general construction, including church, industrial, casement, and residential picture windows, are included. Adequate descriptions, specifications, required material, method of construction, and necessary hardware and screens are included. Marmet Corporation, Dept. AB, Wausau, Wis.



311—PLEXIGLAS—a 16 page booklet gives detailed information in text and illustration on glazing industrial and other buildings with flat panels of this acrylic plastic. It contains properties and behavior, and gives detailed data on installation and cleaning methods. Drawings show how to install this plastic sheet in wood or metal sash. Tables list percentages of solar heat and visible light transmitted, with recommended thicknesses for lights of various sizes. Rohm & Haas Co., Plastics Dept., Dept. AB, Washington Sq., Philadelphia 5, Pa.



312—CONCRETE FORMS

—a 44 page catalog on wall form construction contains recent information and improvements on the firm's concrete forming system. Detailed illustrations show how the system operates. On-the-job photographs give examples of the forms in use, as well as completed jobs. Blueprint illustrations and complete specifications, the material and equipment necessary, time required, and cost figures on actual jobs are included. Catalog also contains information on safety shores and column clamps. Symons Clamp and Manufacturing Co., Dept AB, 4249 Diversey, Chicago 39, Ill.

(Continued on page 154)



ANNOUNCING

A new Dodge truck parade of power!



NEW! More powerful engines!

A parade of power! See the new Dodge "Job-Rated" trucks at your Dodge dealer's today. A total of 7 big, rarin'-to-go engines, including 3 brand-new power plants with high compression ratios and higher horsepower, greater cooling capacity, increased displacement, twin carburetion available on larger models. Plus famous features like 4-ring pistons with chrome-plated top ring, exhaust valve seat inserts.

In addition, the new Dodge trucks offer outstanding new brakes, new no-shift transmission, and over 50 other new features. See your Dodge dealer for the biggest truck buy on record!

For a truck, ½-ton through 4-ton
that fits the job, see the NEW...



NEW! Extra-powerful brakes!

Stop easily on steep grades, fully loaded. Super-safe brakes give silky-smooth braking, reduced driver fatigue, greater load protection . . . new increased stopping ability on 1- through 2½-ton trucks! PLUS Dodge's oversize braking surface with Cyclebond linings.



NEW! Truck-o-matic transmission!

New Truck-o-matic transmission . . . available on ½- and ¾-ton models of Dodge "Job-Rated" trucks . . . saves shifting, cuts driver fatigue, lets you rock out of snow, mud, sand. Only Dodge offers shift-free Truck-o-matic! PLUS famous gyrol Fluid Drive, to lengthen truck life, protect your load.



NEW! Over 50 features!

50 ways new! Reinforced cab construction, improved exhaust system, extra-capacity radiators. Tinted glass, heaters with stepped-up heat output available. PLUS moistureproof ignition, high-torque capacity starting motors, and other dependability features. See your Dodge dealer.

DODGE "Job-Rated" TRUCKS

At your dealer's,
Thursday Dec. 4th

**FEWER PARTS
EASIER TO INSTALL!**

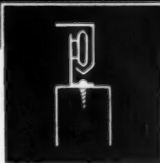
WASHINGTON LINE

**RESIDENTIAL
ROLLING DOOR HARDWARE**



NOTE THE FEW PARTS
REQUIRED FOR A
WASHINGTON INSTALLATION

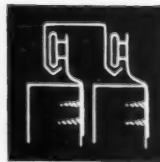
SHOWN BELOW ARE THE
3 TYPES OF INSTALLATIONS



FOR SINGLE DOORS
NO. 600 TRACK
IN COMBINATION
WITH NO. 660 HANGERS



FOR 1/4" BY-PASSING DOORS
NO. 604 TRACK IN
COMBINATION WITH NO. 662
AND NO. 664 HANGERS



FOR 1" TO 1 1/4"
BY-PASSING DOORS
NO. 605 TRACK
IN COMBINATION
WITH NO. 670 HANGERS

3 TYPES OF WHEELS AVAILABLE
ON ALL HANGERS: BALL BEARING
NYLON, BALL BEARING STEEL,
OR AXLE BEARING NYLON



See us at the NAB Show in Chicago, Jan. 1953.

WASHINGTON STEEL PRODUCTS, INC.
1840 EAST 11TH STREET, TACOMA 2, WASHINGTON

Catalogs

(Continued from page 152)

313 — CONTRACTORS PUMPS—a 16 page, two color brochure on their complete line of diaphragm, self-priming, centrifugal, dewatering type, auxiliary-primed straight centrifugal, base mounted, wheel mounted and pneumatic tire mounted pumps is available. Cutaway drawings, complete specifications of all models, illustrations of the various types, with descriptions, make this catalog a useful aid. Marlow Pumps, Dept. AB, 563 Greenwood Ave., Ridgewood, N. J.



Marlow Pumps
Just the way that a pump of a century

314—GLASS INSULATION

—a 16 page booklet, "Specifications for the Application of Foamglas, the Cellular Glass Insulation, in low temperature space installations (minus 35 degrees to 50 degrees F.)," contains information about the many application methods for this material on ceilings, walls, floors, columns and beams. It lists finishes, adhesives, sealers, suggested thicknesses, paints and properties of Foamglas. Illustrative drawings aid in the presentation of the material. Pittsburgh Corning Corp., Dept. AB, 307 Fourth Ave., Pittsburgh 22, Pa.



315 — DISAPPEARING STAIRWAYS

—a four page folder illustrates and describes the seven models in the company's complete line, adaptable to both new and old homes. These units permit easy access to upper areas that otherwise might not be used in homes, garages, etc. Many exclusive features will prove of benefit to the home designer and builder in selling the structure. Bessler Disappearing Stairway Co., Dept. AB, 1900 E. Market St., Akron 5, Ohio.



316—UNDERGROUND CABLE—a new four page bulletin contains complete information on Parause Type RR Cable, manufactured for direct underground installation as well as aerial use. The bulletin also gives technical information on the selection of the proper size conductors for certain purposes, the method of installation and similar data. Parante Wire & Cable Division, Essex Wire Corp., Dept. AB, Fort Wayne 6, Ind.

(Continued on page 156)

WOMEN buy homes...

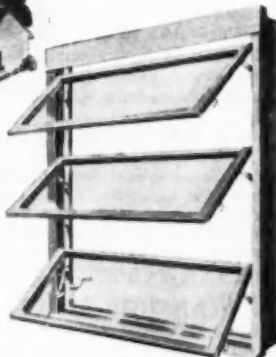


sell homes to women because



AUTO-LOK is the first and only window to give women everything they've ever wanted in a window ...WITH NONE OF THE DISADVANTAGES THEY'VE PUT UP WITH IN THE PAST

New HOMES AREN'T NEW without **Auto-lok**



Why choose windows with any disadvantage, with the ready sale of a home at stake? Why choose ordinary windows when you can equip your homes with the first and only window specifically engineered and built to combine the best features of all window types?

Actually, you can't afford NOT to get the facts about Ludman AUTO-LOK Windows. For, AUTO-LOK homes are newer, more modern and you can guarantee these windows for a lifetime of easy operation and trouble-free service!

TIGHTEST CLOSING WINDOW EVER MADE
...seals shut like your refrigerator!

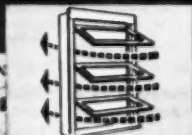


FRESH AIR WHILE IT'S RAINING
No more running to close windows... rain can't enter through slanting sash!



WARMER IN WINTER
Closes ten times tighter than any ordinary window... keeps heat in... saves on fuel bills!

THE WINDOW THAT MAKES ITS OWN weather



COOLER IN SUMMER
Opens widest...scoops air inward and upward... luxurious ventilation, but no drafts!

IT'S THE WINDOW *Women Want Most...*
LET US SHOW YOU HOW TO MAKE MORE PROFITS WITH **Auto-lok**
Mail this Coupon to day!

LUDMAN *Corporation* Dept. AB-11 P.O. Box 4541, Miami, Florida
Please send me complete information regarding the () Ludman AUTO-LOK Aluminum Window, () Ludman AUTO-LOK Wood Window.

Name _____
Company _____
Address _____
City _____ State _____

LUDMAN LEADS THE WORLD IN WINDOW ENGINEERING

**BEHIND THESE BEAUTIFUL WALLS
AND THOUSANDS OF OTHERS**

Throughout the Country . . .



**YOU'LL FIND GEMCO PRODUCTS
That Saved Many Man-Hours
and Cut Building Costs!**

Because labor time is such a vital factor today, more and more builders are using Gemco products . . . eliminating the slow, hazardous jobs of drilling for anchorage to brick, tile, concrete, and steel. You, too, can save many man-hours and cut costs on residential, commercial and industrial buildings the Gemco way.

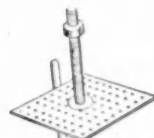
GEMCO ANCHOR NAILS

. . . for installing furring strips, plaster grounds, carpet strips, etc. Fastened to surface with approved adhesive, they have ample strength to hold sidewall loads in place securely. Easy to install; anchoring is sure, safe, permanent.



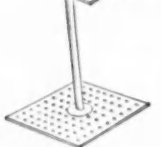
GEMCO ANCHOR BOLTS

. . . for quick, easy installation of metal cabinets, outlet boxes, dispensers, mailboxes, etc., on concrete, brick, steel, hollow tile, gypsum tile. No drilling or welding.



GEMCO Insulation Hangers

. . . ideal for installing batt-type insulation on concrete, brick, or metal. Many man-hours are saved over welding of wires or installing mechanical fasteners.



Other Goodloe E. Moore, Incorporated, products: **TUFF-BOND** outstanding adhesives . . . super-strength . . . waterproof . . . sticks almost anything to anything. **TUFF-TRED** Safety Stair Nosing . . . for protecting any type stair steps from wear, improving the safety factor, maintaining and restoring stairway beauty. Write, 'phone, wire . . .

GOODLOE E. MOORE

INCORPORATED
DANVILLE, ILLINOIS

In Canada: W. D. ELMSLIE, Ltd.
409 Notre Dame St., West, Montreal 11, Quebec

Catalogs

(Continued from page 154)

317—ASPHALT ROOFING AND SIDING—this catalog covers the manufacturer's complete line, and is illustrated with 90 full color pictures which reproduce the color and pastel blends, two-tone colors and solid colors. The catalog also contains a flow chart showing how asphalt shingles and siding are manufactured and a description of the company's process for saturating the base felt with asphalt. Certain-Teed Products Corp., Dept. AB, 120 E. Lancaster Ave., Ardmore, Pa.



318—FIRESCREENS—an attractive 36 page catalog of modern firescreens contains listings of the manufacturer's complete line, with full descriptions of frame sizes, various finishes, all specifications and prices. Large illustrations in color enhance the catalog's utility. Other sections are devoted to attached and corner type firescreens, spark arresters, hearth fenders, andirons, firesets and curtains. Portland-Willamette Co., Dept. AB, 308 S.E. Alder St., Portland 14, Ore.



319 — CONVECTORS — a new, easy-to-use, 16 page catalog contains all necessary information for calculation and roughing-in of convector installations, including ratings, dimensions and technical data. Each type of convector is fully illustrated, including exploded views to show the interior construction. United States Radiator Corporation, Dept. AB, 300 Buhl Bldg., Detroit 26, Mich.



SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department
American Builder
79 W. Monroe St., Chicago 3, Ill.

December, 1952

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

Numbers

Name

Street

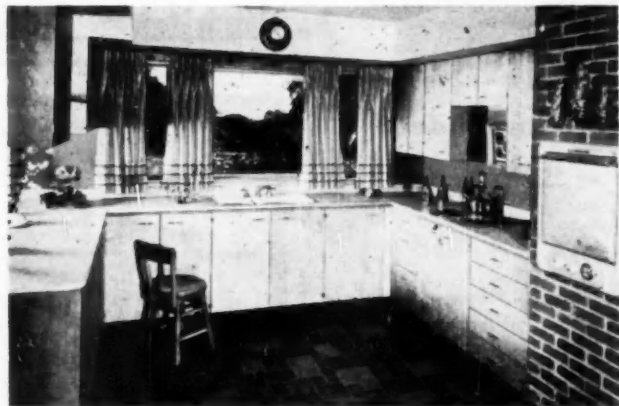
City

State

OCCUPATION*

*Please note that occupation must be stated if full service is given.

AMERICAN BUILDER



Women have had a major part in the styling and design recommendations for the new Curtis line of kitchens

CONVENIENCE stressed in kitchen units

Four outstanding advantages are offered in the new line of sectional kitchens introduced by Curtis Companies, Inc., Clinton, Iowa. The firm has consulted prominent women stylists and home economists in order to learn what kind of kitchen appeals most to women. The results of this intensive survey embrace the characteristics of the new line:

1. *Attractive appearance*
2. *Greater convenience*
3. *Improved arrangement*
4. *Economical installation*

Beauty is inherent in these wood cabinets and shelf units. Simple modern decor has not been overlooked; the flush surface of cabinets and shelves is enhanced by exclusive pattern door and drawer pulls. The drawer fronts and cabinet doors are furnished in either natural birch with white enameled gloss cases or complete cabinets in white gloss enamel to which the housewife can add individually selected color schemes. Semi-concealed hinges set off the natural appearance of the wood, adding to the over-all appearance of the kitchen. Counter tops of the owner's choice can be easily applied.

With all accessories located within easy reach, convenience is an outstanding attribute of the new

line. The arrangement of basic units, as well as the utilization of waste space, reduces superfluous steps. Less stooping and bending is required, since sliding trays now bring formerly hard-to-reach space within easy reach. Swing shelves in square corner cupboards now provide use of the entire storage area. An ingenious device is the Lazy Susan revolving shelf which occupies heretofore little used space in base and wall corner units; with rotating shelves, there is no longer any back shelf storage problem, since with a slight push, any shelf section can now be brought to the front.

The new island units give accessibility to trays and shelves from both sides, saving many steps. Hardwood runs for drawers and trays permit them to slide in and out with complete freedom from sticking or binding, as well as offering greater ease in removing them for cleaning. Adequate safety rests are provided to avoid the danger of falling shelves.

Cabinets are uniform, made to standard counter-top height, facilitating kitchen work, eliminating unnecessary work to reach them. A useful 4-inch built-in toe space, painted black, is located at the base

(Continued on page 158)

9 REASONS

why Architects,
and Builders
Prefer



**ELECTRIC WALL
INSERT HEATERS
and
VENTILATING
Exhaust FANS**

1. *Lower Cost*
2. *Finest Quality*
3. *Easy to Install*
4. *"Tailored" Fit*
5. *More Efficient*
6. *Add "Eye-Appeal"*
7. *Choice of Styles*
8. *All-year Utility*
9. *Better Design*

*** DISTRIBUTORS ATTENTION**

For PROFITABLE additions to your present lines get the facts on Shepler Ventilating Fans and Heaters. Write for full information.

COMPLETE
CATALOG
ON REQUEST

QUALITY
SINCE
1921

RADIA automatic
CEILING TYPE FAN
Also wall, dual, fan and
chimney models for living
rooms, baths, dorms, etc.

SHEPLER
Manufacturing Company
1229 GOEBEL STREET
PITTSBURGH 23, PA.

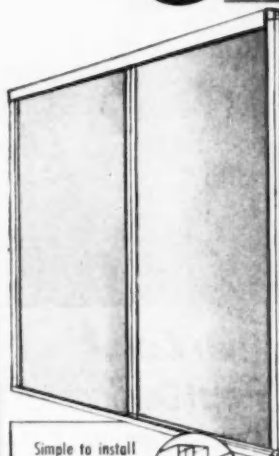
in small homes...in large apartments...stores or hotels

You Save 3 Ways...

when you use beautiful, modern

GLIDE-ALL Sliding Doors

In Standard 6' 8" Height or
8' Floor-to-Ceiling Height



Simple to install as A B C

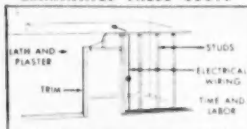
A
Top track is easily mounted on ceiling with screws.

B
Aluminum bottom track is screwed to floor.

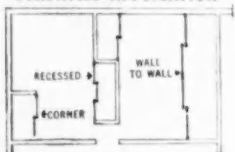
C
Doors are mounted in tracks by pushing doors into upper track to compress top roller springs. Then engaging lower rollers with floor track.



ELIMINATES THESE COSTS



VERSATILE APPLICATION



HAVE YOU SEEN LAMIDALL?

It's the new 1/8" thick genuine plastic laminate—ideal for walls and top surfaces—write for Folder!

1 You Save on INITIAL COST

In spite of the beauty and durability of Glide-All Sliding Doors, they are actually low in cost because they are produced in large quantities by special manufacturing methods developed by Woodall Industries, Inc. Hundreds of thousands of Glide-All Doors are in use in homes, apartments and commercial buildings from coast-to-coast.

2 You Save on INSTALLATION

We sincerely believe there never was a sliding door made easier to install than Glide-All Sliding Doors. The simple, 3-step installation shown here, the elimination of costly framing and construction, plus the floor-to-ceiling heights, effect a considerable savings in installation cost.

3 You Save on MAINTENANCE

The simplicity of construction and the elimination of complicated moving parts make Glide-All Doors practically trouble-free. The smooth, tough Presdwood panels may be painted, papered or decorated to match any room decor. Write for all of the facts—ask for A.I.A. Bulletin No. 17-D.

Glide-All Sliding Doors are a product of
WOODALL INDUSTRIES INC.
DETROIT 34, MICHIGAN

and are manufactured in the following Woodall Plants:
Chicago, 3304 Oakton St., Skokie, Ill.
Laurel, Miss., P.O. Box 673—New York, Glen Cove Rd., Mineola, N.Y.
San Francisco, 1970 Carroll Ave.
Address requests to plant nearest you

kitchen units



Waste space is eliminated by swing shelves in both wall and base units

(Continued from page 137)

of all cabinet units. Another feature which will find enthusiastic acceptance among housewives is a vertical filing storage space for such flat objects as plates and platters. Removable tray dividers eliminate the problem of smaller utensils becoming mixed together.

The conveniences built into this kitchen line are augmented by the



Suspended units save steps by making shelves accessible from both sides

improved arrangement of storage space, so often a major problem in both small and large kitchens. This has been anticipated by the use of a 3-inch unit of width variation which will fit any space, permitting abundant storage for a variety of kitchen purposes. By the elimination of dead storage space in corner units, by providing room for such cumbersome objects as roasters and large utensils, by the provision of large containers with sliding covers, by such innovations as hanging pan units for the vertical filing of uten-

kitchen units

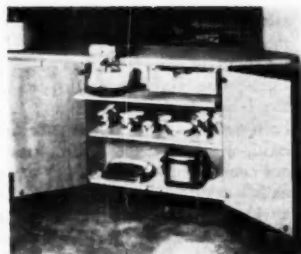
sils in a small area to take advantage of every available square inch, and still avoid the bugbear of crowding—all these factors add to the kitchen's utility.

Since all units are completely built and assembled at the factory, proper alignment of components is assured, permitting rapid, economical installation. Such features as reversible right or left hand doors and adjustable hinges are provided.



Revolving shelves in wall and floor corner units permit front row storage

Two years of research have gone into the development of the new Curtis kitchens; this has included the hundreds of hours spent recording the viewpoints and reactions of thousands of women homemakers. When the general public, in the person of the American housewife, has the opportunity of viewing these



Island unit has pass-through drawers, shelf and large utensil space

units at first hand, the time and effort which have gone into their design should create a new "kitchen revolution."

HETTINGER'S

Triple Seal

® PATENT NO. 2,472,580

COMBINATION SASH BALANCES and METAL WEATHERSTRIPPING

101
SPRING
SASH BALANCE

106

106

106

NOW!
ORDER
TRIPLE SEAL
IN
ALUMINUM METAL

AVAILABLE
AT YOUR LOCAL
LUMBER DEALER.
YOU'LL
LIKE IT!

THE WEATHERPROOF PRODUCTS CORPORATION

Waldo Station, P. O. Box 8498 Kansas City 5, Mo.

Today's Best Buy!

FOR ROOF SHEATHING

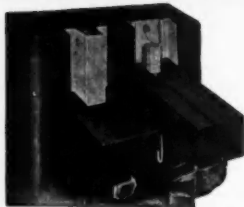
Add up *all* the costs! Inexpensive PlyScord® grade Douglas fir plywood actually *saves* you money. Means better construction, too. FHA now accepts 3/4" plywood for 24" rafter span. Big panels cut application costs by 25% and more. Plywood reduces waste, requires fewer nails. Easy to cut, fit, fasten. Fir plywood is the perfect base for finish roofing. Dollar for dollar, practical plywood out-values them all.

® Douglas Fir Plywood Assn., Tacoma, Wash.

Douglas Fir Plywood

AMERICA'S BUSIEST BUILDING MATERIAL

The Milwaukee
Combination
SASH BALANCE
and
WEATHERSTRIP



Available with or without bronze covers that completely hide spring, as shown above.

PERMITS REMOVAL OF SASH WEIGHTS, INSULATION OF MULLIONS.

Slash Labor Costs

Simple installation allows one man to easily install 30 or more windows in 8 hours. No high-priced skilled labor needed. This means you can get more satisfied customers at lower cost . . . higher profit!

Tops in Operation!

Smooth, positive action; accurate balance, finger-tip control plus the perfect seal against draft, dust, moisture. No wood-to-wood contact. Prevents sticking windows and window rattle.

EFFICIENT **FOR OLD**
LOW **OR NEW**
COST **BUILDING**

**TESTED...
APPROVED...
ACCEPTED!**

ATTENTION MILLS AND LUMBER YARDS
IDEAL FOR PRE-FIT WINDOWS

Can Also Be Sold in Single Unit Packages

Mail this coupon today!

Milwaukee Strip Service, Inc.
4621-23 W. Lisbon Ave.
Milwaukee 8, Wisconsin

Please rush me folder A-10 and price list of Milwaukee Combination Sash Balance Weatherstrip.

Name
Address
City Zone State

I am (please check) Building Contractor
Lumber Yard Installer



A duplex arrangement. The apron area below first and second floor windows is finished in dark red spatter dash stucco.

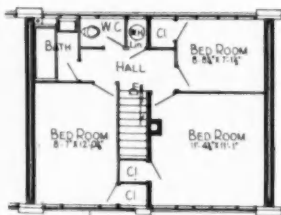
new house construction methods from England

Efforts to meet the severe housing shortage in Great Britain have produced many new ideas featuring non-traditional methods in construction. In the houses built by the rural council (public housing agency) at Highworth in Wiltshire, the semi-detached type is featured. The aim has been to produce economy and speed of erection without sacrificing space and comfort.

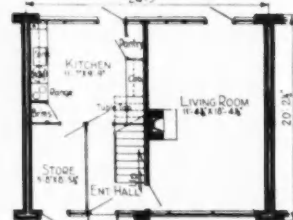
With this type of structure the construction of end walls, party walls, and cross walls is traditional load bearing brick. The front and rear walls of the semi-detached units are non-load-bearing. They have been kept as simple as possible by concentrating windows and doors into one large frame with full length wood jambs and a head formed by the soffit and fascia. The frames are assembled on the floor slab by bolting the ground floor and first floor window units to the jambs. These form jigs for the load-bearing walls.

Under this system there has been developed and patented a method whereby any suitable sheet material may be used to form a wall merely by standing it in place and passing light-gauge reinforcing wires across the faces. A new type of nail has been designed with a slot under the head, which is the only non-standard component required. With these nails a wall can be formed to serve a wide variety of uses ranging from a simple partition to a highly insulated external wall.

In the case of the house shown, sheets of 3/8-inch plasterboard are placed in position and secured by the hook nails driven into the door frames or abutting structural walls. Light gauge reinforcing wire is then passed over the hook nail and across the face of the plasterboard in con-

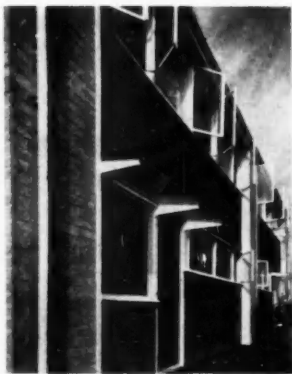


SECOND FLOOR PLAN



GROUND FLOOR PLAN

Plan of a single unit



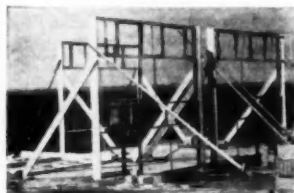
Entrance detail. The canopy over door and window is of obscure glass supported by cantilevered timbers

tinuous length. When the reinforcing wire is in position the hook nails are driven further in to tension the wire, which is then stapled through the plasterboard. The ends of the staples are then clenched over the reinforcing on the opposite face. The wall at this stage is like a thin skin stretched across the space being filled. When plastered it becomes rigid.

The designer considers that the finished wall compares favorably for strength and solidity with walls built of other partition slabs. The cost per yard is less than the cheapest alternative.

An important feature of this new type of wall is the way in which door and window frames become an

(Continued on page 162)



Window units are shown bolted to vertical struts. These are used as jigs for the load bearing walls



Duplex units under construction

DECEMBER 1952

Park Forest

the privately-developed
\$25 million dollar Illinois
housing project—



USED THE TIME AND MONEY SAVING SONOAIRDUCT

PAT. APP. FOR

Laminated FIBRE Duct

In Park Forest, the largest community ever planned by private enterprise in the U.S., the architect for the 800 homes in which SONOAIRDUCT is being used is Mr. Joseph Goldman, Director of Construction, American Community Builders, Inc.

For
Perimeter
Heating

Servaire, Inc., of Oak Park, Illinois, and Krider & Barnes Heating and Sheet Metal Company, Chicago Heights, Illinois, were the progressive heating contractors who installed SONOAIRDUCT in these Park Forest homes...



and here's why! SONOAIRDUCT is a job-tested, improved duct for perimeter heating systems. It is F.H.A. approved, low in cost, easy to handle and level, and can be sawed to exact lengths on the job. When compared to expensive metal or clay pipe, SONO-

AIRDUCT effects considerable savings in time, money and labor. Sizes 3" to 24" I.D., up to 24' long. Complete technical data available upon request.

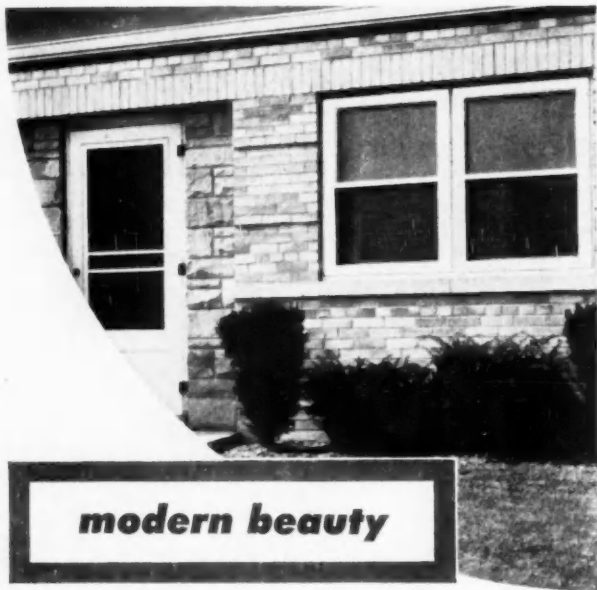
Write for Complete Information and Prices

SONOCO PRODUCTS COMPANY

Construction Products Division
GARWOOD, N. J. HARTSVILLE, N. C. MYSTIC, CONN. BRANTFORD, ONT.

DISTRIBUTORS WANTED—Write for complete details.





modern beauty

With either masonry or frame construction, fine wood windows complement architectural lines. Like good carpeting and quality furniture, they create an impression of warmth and hospitality.

Among modern windows, R·O·Ws are outstanding. Snug-glide construction insures a pressurized fit during all seasons. And—only R·O·Ws have the patented R·O·W lift-out feature—allowing safe and convenient washing—inside the house.



R·O·W SALES COMPANY 1344-66 ACADEMY AVENUE • FERDALE 20, MICHIGAN

**construction methods
from England**



New type hook nail 2 inches long, the only non-standard component required



Partitions before plastering. The $\frac{3}{8}$ -inch thick plaster-board rests on a wood bottom rail, which acts as a skirting for both sides of partition. Reinforcing wires are held by hook nails driven into the surrounding frame

(Continued from page 161)
integral part of the wall. Openings do not require casings or cover strips. This effective joining of woodwork and wall, besides saving money, leads to much cleaner detailing.

For external walls or any walls where a high insulation value is required, the sheet material may be insulation board, or any other of a wide variety of materials available, or a combination in layers of any of these.

The designer believes that this method of forming walls should give architects or builders much more freedom in design, as the walls, being reinforced throughout and firmly fixed at the ends, will carry over very wide openings, need no foundations, or with the partitions no extra support in or under floor.

The simple manner in which the hook nails enable a pattern of reinforcing wire to be woven and tensioned across an opening, and with the possibility of forming an additional lattice, could lead to the new system being used structurally to form laminated reinforced concrete members.

AMERICAN BUILDER

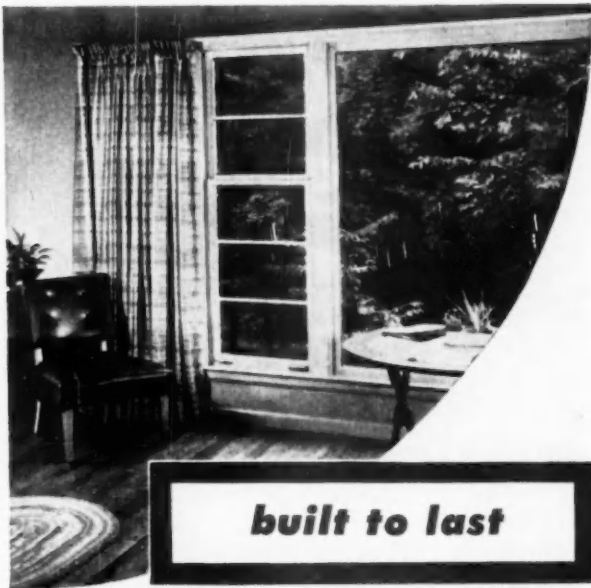
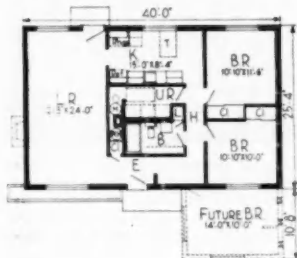
POPULAR PLAN for single-lot fill-ins



This well-organized plan can be built with two or three bedrooms, or sold as a two bedroom expandable house, with the third bedroom to be added at the front of the house later on. It is being used successfully by Solar Builders in Spokane, Wash. They sell the two bedroom version (1,200 sq. ft.) for \$8,950 on the owner's lot, with slab foundation and radiant heat in the floor.

Note that the house is a rectangle divided into three parts.

Front entry and service core run through the center, separating living and sleeping areas. There is access to any room from the front entrance. The bathroom can be reached through the kitchen without going through the living room. Visitors can reach the garden at rear without going through the kitchen. The inside bathroom and utility core frees valuable wall space for more important rooms and concentrates plumbing in a central stack. Additional storage is provided by a 10x27-foot floored attic space reached by folding stairs.



built to last

Wood windows usually outlast the very walls in which they are placed. House-wrecking companies conduct "sidewalk sales" of doors and windows. Original windows still function in historical Mt. Vernon. As the old structure settled, wood sash and frames were adjusted.

With modern R·O·Ws, sturdy springs behind the guides automatically compensate for the settling which may occur, even with new construction.



R·O·W SALES COMPANY 1344-66 ACADEMY AVENUE • FERDALE 20, MICHIGAN

Today's Best Buy!

FOR BUILT-INS

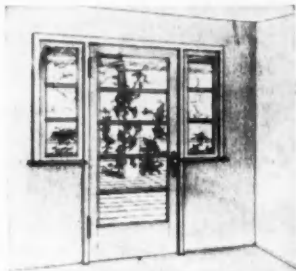
The "sold" sign goes up faster when you feature plywood built-ins in your homes. Big, low-cost real wood panels give you complete flexibility of design, size and color. No bothersome juggling of "stock" units... no complicated framing. Plywood saves time and labor. Ideal for modern color treatments that feature real wood texture. It's splitproof, puncture-proof. Best for any built-in. And remember, when you add up *all* the costs, practical plywood out-values them all.

Douglas Fir Plywood Assn., Tacoma, Wash.

Douglas Fir Plywood

AMERICA'S BUSIEST BUILDING MATERIAL

HOW to bring a porch inside without losing the outside



A new 2x12-inch header was installed over the opening made by taking out this wall, at a height of 8 feet 4 inches

The "loggia" of this house in San Marino, Calif., consisted originally of a small porch opening off an extra room used as a playroom or guest room. Access to it was through an uninviting door. Clever remodeling removed the wall of the old room and enclosed the loggia in sliding glass doors, thus creating one of the most used rooms in the house.



Original studding was removed to make way for Arcadia sliding glass doors, but plates were retained, and corner pillar for support. Fixed crystal was installed above sliding glass at end. Floor is 9 by 9-in. brick tile

MONEY MAKER!



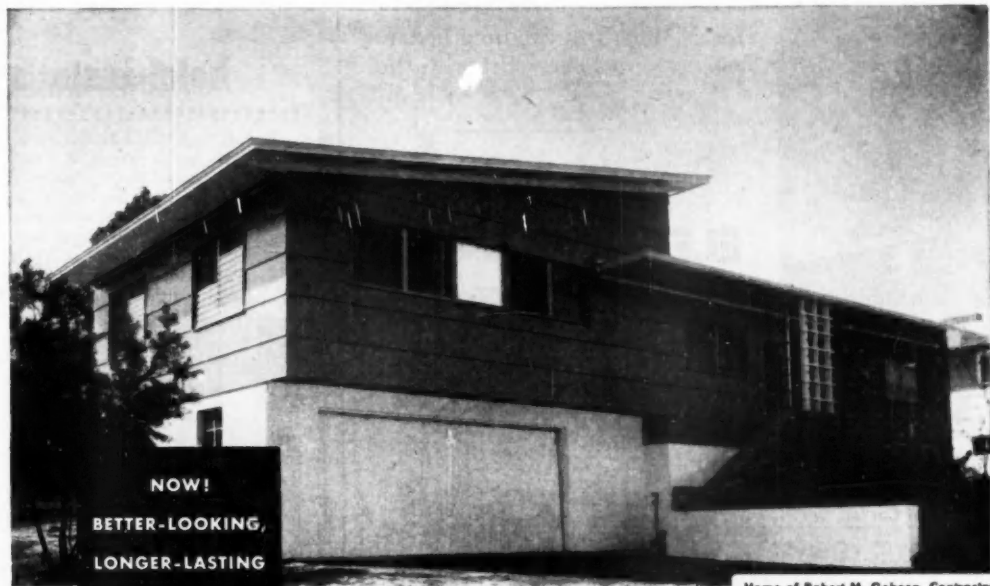
Build More Saleable Area into Homes with BESSLER Disappearing Stairways

1. The ORIGINAL disappearing stairway—made for over 40 years.
2. A real stairway—not a ladder.
3. Seven well-engineered models—for every need.
4. Safely-designed in every detail for your protection.
5. Suitable for the finest homes—old and new.
6. Operates from above and below.
7. Full width treads—SAFE for everyone.
8. ALL steps are of equal height.
9. Treads and stringers are made of Sitka Spruce.
10. Full door width provides ample access for large objects.
11. Full length SAFE hand rail.
12. Accurate architectural design assures easy and SAFE ascending and descending.
13. All metal parts are made of strong, SAFE pressed steel.
14. Repairs always available on quick notice for all models—no "orphans."
15. Doors made of White Pine and Fir in two-panel type; Flush doors in hardwood only.
16. Tailor-made for all heights—no short or long steps.
17. Proved in performance—hundreds of thousands in constant daily use.
18. IMMEDIATE DELIVERY!
19. Meets all building codes.

FREE! New Catalog!

Illustrates and describes complete line of seven Bessler Disappearing Stairway Models to meet all your needs. This new catalog should be in your files for ready reference—write for your copy now!

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BESSLER—best for over 40 years!



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BETTER-LOOKING,
LONGER-LASTING
EXTERIORS!**

Home of Robert M. Gohsen, Contractor
St. Petersburg, Florida

New! MASONITE SIDING

A PACKAGED PREDWOOD PRODUCT

Here it is! The siding that meets every requirement: good looks, ease of application, paintability and economy. It's the newest member of the famous Masonite Predwood® family. Masonite Siding increases the value of every home... new or old.

Holds paint better, longer... takes less to cover.



Uniform lengths... saves time and money.

Out-weatheres the weather... gives permanent protection



Deeper shadow! Shadowline wood strips, specially designed for use with Masonite Siding, produce a deep shadow. Permit smaller overlap—put more of the width to work.

Smoother! Forms a perfect, smooth base that won't check and crack the finish. Takes less paint to cover, holds it better and longer. Repainting is *extra* years away.

Stronger! Tough—resists dents, bumps, scrapes and other surface hazards. Won't split, splinter or crack. Won't push nails out.

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Saves money! No short lengths. Packaged in convenient 8', 10' and 12' lengths in conventional 12", wide 16" and extra-wide 24" widths. 1/4" and 3/8" thicknesses.

TESTED FOR YEARS!

Exhaustive tests have proved this superior product, both in the laboratory and in actual application on homes built and lived in. You cannot recommend a finer, more durable siding for any of your homes...large or small!

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- the new Masonite Siding and other uses of
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Here's Why You can do a better,
faster job at lower cost with the

SYNTRON

Dual V-Belt Drive
Portable
ELECTRIC SAW

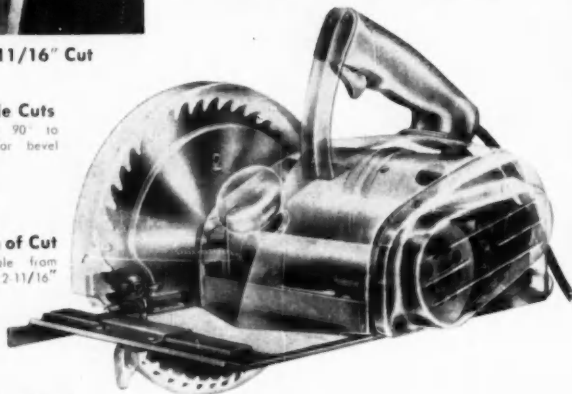
2-11/16" Cut

Angle Cuts

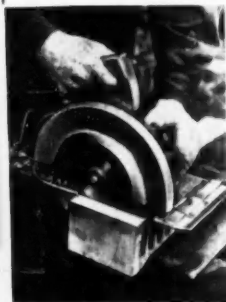
—from 90° to
45° for bevel
cuts

Depth of Cut

Adjustable from
3/4" to 2 11/16"



8 1/2" Blade



Here is the saw that offers you the benefits of "Velvet-Smooth" Dual V-Belt Drive. The use of Dual V-Belt Drive eliminates gears—there are no gears to strip or wear and require costly repair and replacement. It allows for velvet-smooth operation without gadgets—there is no 'bucking' or 'jerk-ing' that damages work. Provides 'cushion' action that adds extra life to the motor.

The Dual V-Belt Drive permits a faster drive for smoother, cleaner cutting of wood, brick, tile, etc. Its high speed, 6000

RPM Full Load Blade Speed, feeds the blade in—no need to push or ram—gives ease in handling that means less fatigue. There's no need to 'work' a Syntron Saw—it works for you.

Here is the saw that is built for hard service—made of tough aluminum and steel stampings, it weighs 19 lbs.—just the right weight to handle its high speed. The powerful motor is full ball-bearing and develops up to 1 1/2 H.P. The handle is "feather-balanced" at the center of gravity for easier handling and truer cutting.

Get the full facts—write today for your free copy of our illustrated catalog folder . . . then ask for the saw with the Dual V-Belt Drive, the Syntron Portable Electric Saw—that saves time and money and does a better, faster job at lower cost.

SYNTRON COMPANY

618 Lexington Avenue

Homer City, Penna.

Penna.

hotel installs

One of the nation's largest snow-melters has been installed at a cost of approximately \$80,000 around the William Penn Hotel in Pittsburgh, Pa. Between 9,500 and 10,000 square feet of sidewalk are involved, since the hotel occupies an entire block. The work was done by The Trimble Co., general contractors of that city.



Installing waterproof paper under radiant heat coils

The first step was to remove the old sidewalk down to the structural slab that forms the sidewalk vaults. Then new curbing, two feet high and eight inches wide, was put in. Two plies of roofing felt, water-proofed with pitch, were placed for a vapor barrier in the sidewalk area.

Next is a slab of 1:4 mix vermiculite insulating concrete, about 1 1/2-inches thick, to retard heat loss to the ground and into the building. This slab is covered with building



Screeding vermiculite insulating concrete base for the snowmelter which protects the sidewalks around Pittsburgh's William Penn Hotel

paper, on which the piping is laid. Steel and wrought iron piping were used. Each type of pipe is 1-inch in diameter and was spaced about 12-inches o.c., for the sidewalks are not of uniform width.

AMERICAN BUILDER

snow melter

Over the pipes is a 4x6-inch wire mesh, then four inches of regular concrete, 1:3:6 mix. One-inch mastic expansion joints were placed every 50 feet in the sidewalk, and about every 20 feet in the curb.

The sidewalk is finished with 1 1/4-inches of a special, non-skid topping. Colorandum, mixed with the sand and shot gravel, gives this finish in both sidewalk and curb an attractive gunmetal color.

Special trowels were made to obtain the checkerboard scoring for the main areas of the William Penn sidewalk, and for the three-panel chevron design at the Grant and Wm. Penn Way entrances. At each corner of the hotel, a large brass compass has been set into the sidewalk for additional ornamentation.

The heating system was designed by Theo. F. Rockwell, consulting engineer of Pittsburgh, to furnish 120 B.T.U.'s per square foot per hour. The system will start auto-



Finished non-skid sidewalk. When its temperature falls to 37 degrees F., the snowmelting system automatically starts working

matically when the sidewalk temperature falls to 37 degrees F. There are eleven separate coils, or sections, to reduce the problem of thermal expansion and the total friction of water flowing through the pipes.

Steam for the system is furnished by the Allegheny County Steam Heating Company to two converters in the hotel basement, which will heat water for the coils. Anti-freeze in the system will protect the pipes to 20 degrees below zero.

Besides saving labor for snow removal, the hotel will benefit from public good will, since the sidewalks will always be clear, dry, and ice-free. Entrance corridors and lobbies will stay cleaner on slushy days.



"YEAH!"

"You bet! I'm putting Master No-Draft Sash Balances like this in every window. They give the windows smooth metal tracks to run on, and their counter-balancing springs make windows easy to raise and lower. Think what a selling point this gives me, Joe: windows that always work right . . . windows with no ropes to break, no pulleys to rust. But that isn't all! These Master No-Draft Sash Balances weatherstrip the windows, too. That means they keep out dust, dirt, wind and water . . . and cold, besides. What's more, they cost less to install, because they don't need pulleys, cords, weights or box-frames. And MAN . . . you ought to see how easy they are to put in!"

MASTER NO-DRAFT SASH BALANCES ARE PRECISION-MADE of the finest, highly-tempered non-corrosive metal. They can't rust. Springs are correctly-tensioned to give perfect balance of the upper and lower sash . . . and easy, fingertip operation. These sash balances are made in a factory that's recognized by the industry as outstanding for its efficiency and the craftsmanship of its workers.

SMOOTH OPERATION IS ASSURED by Master No-Draft Sash Balances, because they automatically adjust for shrinkage and expansion in the wood. Runways are completely metal-covered and require no painting. (Of course, cross-members should be installed). Double contact prevents rattle when windows are open.

USED BY THE U.S. GOVERNMENT AND PROMINENT BUILDERS all over the country, Master No-Draft Sash Balances are tested to mechanical perfection. They make windows neat and weathertight—and there's nothing to cause trouble. You can forget maintenance!

See Our Catalog in Sweet's 7/2

NOTE:
The Master No-Draft Sash Balance is the original patented combination sash balance and weatherstrip—and still the best!

MASTER METAL STRIP SERVICE, INC.
1720 N. Kilbourn Avenue, Chicago 39, Illinois

Please send me, without obligation, complete information about Master No-Draft Sash Balance.

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Title

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FOR SUBFLOORING



Look beyond the bill of materials for the full story on subfloor costs. It's the *applied* costs that count. Inexpensive PlyScord® grade fir plywood cuts labor costs in half... saves on nailing... cuts expensive waste... speeds application of finish flooring. Plywood subfloors are firm, solid! Won't cup or squeak. Ideal for underlayment, too. Remember, dollar for dollar, practical plywood out-values them all.

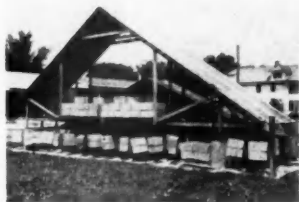
©Douglas Fir Plywood Assn., Tacoma, Wash.

Douglas Fir Plywood

AMERICA'S BUSIEST BUILDING MATERIAL

cost savings of roof trusses being studied

A truss especially designed for story-and-one-half homes has been built by the Small Homes Council of the University of Illinois as part of a research study. It is now under-



Roof truss designed for 1½-story houses undergoes a long-term strength and rigidity test at the University of Illinois Small Homes Council's experimental plot

going a long-term test for rigidity and strength. On a 24-foot roof span, it will provide a second-floor room 12 feet wide, with a ceiling height of 7½ feet. This living area can extend the full length of the house and can be divided into rooms.

The new truss now under test provides a protective overhang on both sides of the house. The roof pitch is held to 8/12. The concrete-block load test which the truss is now undergoing provides a load equivalent to approximately five feet of snow per square foot, while additional blocks representing a normal occupancy load of 30 pounds per square foot have been placed on the bottom chord which supports the floor of the upper story. The test will run for several months. Upon its completion, findings will be submitted to the head of the HHFA Division of the Housing Research, and through it will be made available to the public. No publication will be made before 1953.

The new truss design is part of a study on roof construction and wood framing practices being made to find which methods best take advantage of the physical characteristics of lumber without waste in materials or labor.



the **EZ-WAY** folding stairway

it's like adding **another ROOM**

Converting that waste space in the attic into usable, livable space is like adding another room... it's easy and economical too with an EZ-WAY folding stairway. EZ-WAY folding stairways are completely assembled, jamb included, panel attached for easy installation.

- Touch controlled—balanced spring action
- No counterweights
- Safety-walk strips on each step
- Sturdily built, modern in appearance

Substitutes are not just as good!

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Our national advertising is currently producing thousands of customer inquiries which are turned over to our dealers for follow-up. This interest in cedar closet lining represents a growing and active market. Brown's Super-Cedar is a fast-moving, profitable item as produced by the largest and oldest experts in the business. Sold only through leading jobbers and millwork distributors.

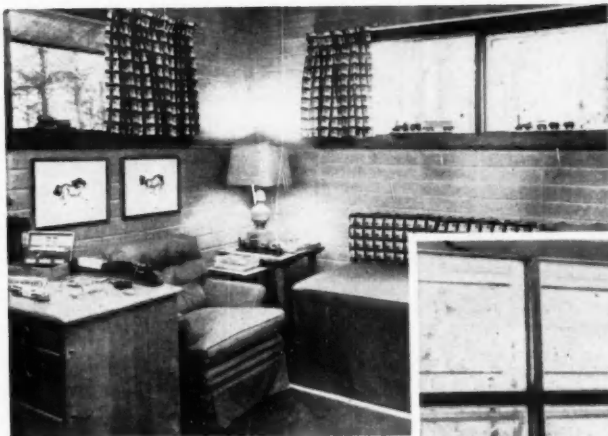
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LARGEST MANUFACTURERS OF
AROMATIC RED CEDAR IN THE WORLD



**ANOTHER SUCCESS
WITH *Thermopane*
INSULATING GLASS
IN EVERY WINDOW**

Designer: William A. Sloan, Jr.

It's one of 28 houses featuring *Thermopane** insulating glass throughout, completed or under construction by Fonde & Bartling, Knoxville, Tennessee. The panel window system with *Thermopane* is the big, new selling feature of these low-cost homes.

They Sell for \$11,500 to \$12,500!

These houses have two bedrooms, combination living-din-guest bedroom, large 3/4-acre lots, many built-in, time-saving, step-saving features, electric ceiling heat, aluminum ventilating sash, complete insulation, carport or garage—and *Thermopane* in every window, fixed or ventilating. What an attractive package for home buyers!

They Sell Faster than Other Homes!

Fonde & Bartling report: "More than 4,000 people visited our first four homes when opened for public in-

spection. These four and four others under construction at the time were sold at once. We immediately started 20 more.

"The panel window system with *Thermopane* throughout is the big selling feature. We have found the cost to be only slightly more than similar houses with conventional windows.

"That's why we are specifying the panel window system with *Thermopane* insulating glass in all homes we are planning to build this year."

Mail the Coupon for Facts and Detail Sheets!

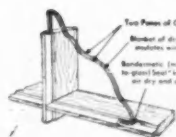
We'll send you full information on the panel window system, standard types and sizes of many kinds of sash for *Thermopane*, and a list of *Thermopane* sizes for economical double glazing. Mail the coupon.

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Two Panes of Glass

Number of air or insulating material

Randomly located

to glass "Seal" keeps air dry and clean

Libbey-Owens-Ford Glass Company
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Please send me complete information on low-cost windows of *Thermopane*.

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Now... a revolutionary new chuck that holds the router bit or cutter with a vise-like grip—keeps it accurately aligned and concentric—prevents slippage and galling of the shank—eliminates work-ruining “ride up” and “dive”!

Porter-Cable's radically different *Kamgrip Chuck* has no threads. Instead, three inclined cams on the collet wedge against three mating cams on the chuck. Since the rise of the cams is very gradual, they exert tremendous pressure and provide holding power never before possible in router collets. Surprisingly, this powerful grip is accomplished with less than one-quarter turn of the collet!

In addition, the dovetail effect of the cams assures accurate collet alignment and provides extreme rigidity—bits can't run out, cuts are smoother, chatter and kick are banished, tool life is greatly extended.

More Power!

You'll notice the difference on both new Routers (Models 511 & 514). Motors now deliver 24% more power—increased RPM provides 36% faster cutting.

See Your Porter-Cable Dealer

Or mail coupon today for full information.

New Low Prices!

Both models feature new Kamgrip Chuck, more powerful universal motor, oversized sealed bearings and Dialomatic Depth Adjustment.

Model 511 — 22,000 RPM, 8 amps., 8¾ lbs. **\$119.00**

Model 514 — 20,000 RPM, 12 amps., 18 lbs. **\$199.00**

Porter-Cable MACHINE CO. • 7112 N. Salina St., Syracuse 8, N.Y.

Please send your free Router Operating Manual—full information on the new Kamgrip Chuck—and name of my nearest dealer.



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Manufacturers of Speedmatic and Guild Electric Tools
 In Canada write: Strongridge, Ltd., London, Ont.



All-electric model home in Detroit built by The Electrocraft Guild is heated by Electrigras baseboard, wall and ceiling panels in the various rooms

ELECTRIC HEATING a feature

Electric heating is the final touch to this “all-electric” home in Detroit. The home was recently given away by the Electrocraft Guild during their annual national convention. The brick and frame tri-level house is heated throughout by Electrigras Radiant Heat panels.

The glass panels are heated directly with infra-red rays. Temperatures are uniform throughout the rooms, with only a two degree variation from floor to ceiling.

The system provides a simplified means of heat control by means of the installation of a thermostat in each room. Each person in the house can set the dial for the exact temperature desired for the room he is in. The nursery can be kept as warm as desired without discomfort to other rooms of the house. During fall and spring heating seasons, the heat can be turned on where and at the time it is needed, without the necessity of heating the entire house. Electrigras Radiant Heat panels are stated to require virtually no care after their installation, since no maintenance is necessary.

The living room-dining room combination of the “all-electric” house is equipped with recessed Electrigras baseboard panels, as is the master bedroom. The other bedroom, kitchen and recreation room are equipped with wall panels, while the garage is heated by a suspended ceiling panel.

AMERICAN BUILDER

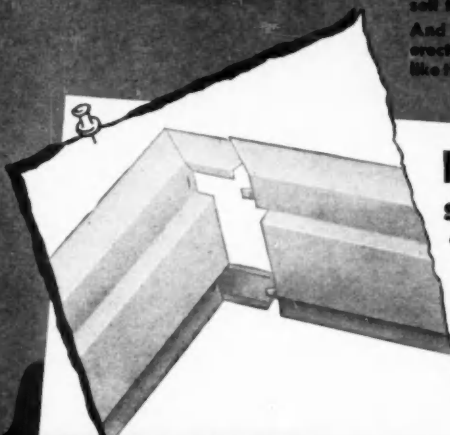
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AMWELD® KNOCK-DOWNS!

Check for yourself the engineered details that practically sell themselves to your customers.

And while you make satisfied customers, you also reduce erection time and save on storage space. There's no time like the present to get these AMWELD K-D's to work for you.

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INTER-LOK steel door frame

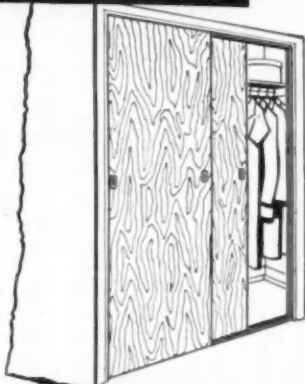
- Takes one man only 11 minutes to erect—only 5 easy steps.
- Saves storage and freight.
- No screws or bolts needed. Only assembly tool required is a hammer.
- Reinforced header provides sturdy assembly—no twisting or buckling.
- Spreaders snap on to keep frame in alignment during erection.
- Corners are mitred—open corners not required to fasten assembly together.
- Supplied for 4-1/4", 5-1/4", 6-1/4" jamb thickness . . . door widths—2'0", 2'4", 2'6", 2'8" and 3'0".

designed to cut costs and give lasting beauty

birch finish* "K-D" sliding closet doors

- Sturdy welded steel construction . . . no warp or sag.
- Natural birch finish.
- Easy to install—instructions included in kit.
- All hardware snaps in place.
- Lifetime nylon rollers make operation of doors easy, silent. Self-adjusting keepers prevent sway and derailing.
- Four widths to choose from—3, 4, 5 and 6 ft. openings.

*(Patent Applied For)

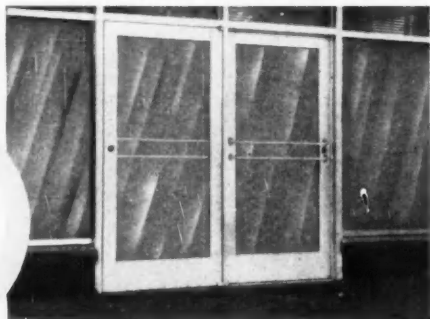


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MARMET ALUMINUM COVERED DOORS satisfy the demand for sturdy, neat appearing, quality and economically priced metal, wood core doors for use in commercial and institutional buildings . . . packaged complete with butts, pivots, locks, push bars, metal frame covering. Ask for specifications and complete details.

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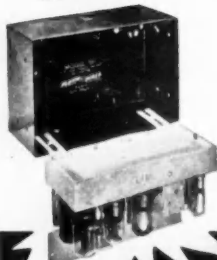
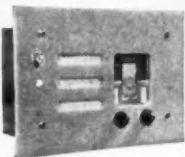


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FLUSH-WALL appeals to prospective home buyers—it's novel and saves valuable space.

Easy for builders and electricians to install—fits in standard 4" partition. As easy to install as any electrical receptacle outlet.

Radio is 5-tube AC-DC Superhetrodyne. Panels to match color scheme of room.

LOW COST! Retail price only \$34.95 plus installation. Special trade prices on request. Panels extra: Masonite \$2.45. Plastic colors \$4.45.

Write for descriptive folder and specifications.

Territory franchises available to qualified jobbers and dealers.

FLUSH-WALL
RADIO COMPANY

Dept. AD, 1012 Cleveland Street, Clearwater, Florida



Contemporary Design

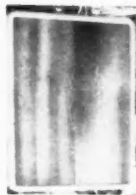
colorful plastic cabinets complement surroundings

Designed in durable one-piece molded plastic, these new bathroom cabinets are furnished in four attractive patterns that will harmonize with any decorative scheme, according to their manufacturer. The Philip Carey Mfg. Co., Miami Cabinet Division, Lockland, Cincinnati 15, Ohio.

The designs were created by A. B. Cianfarani, leading American sculptor. In addition to period and contemporary designs, there are a sea horse and wave pattern and a



Period Style

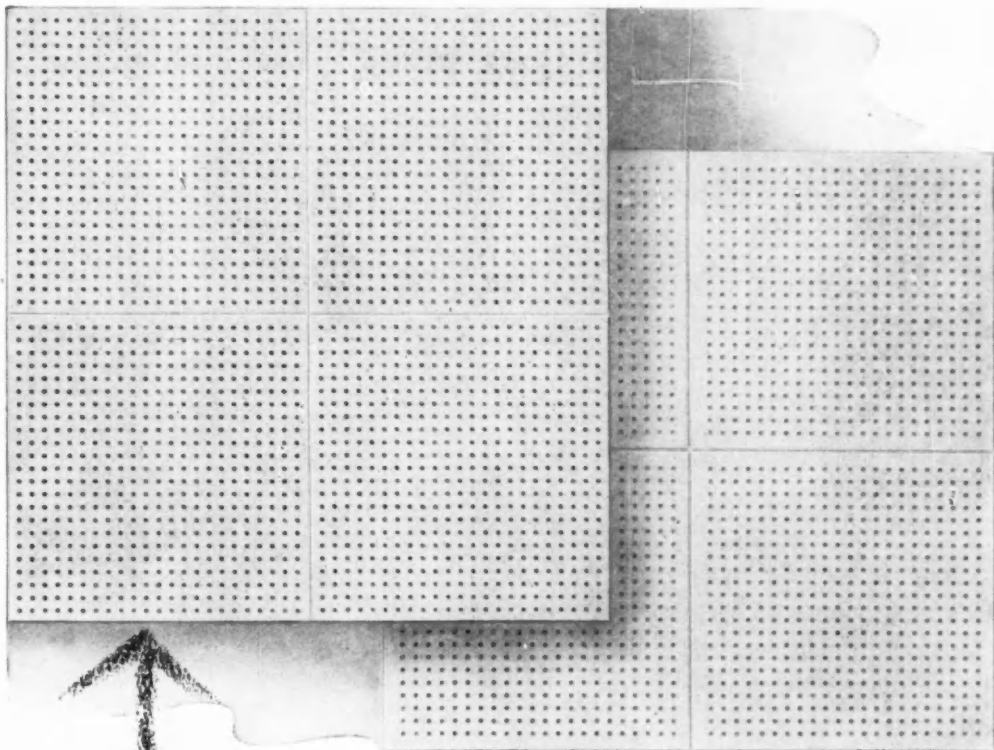


Lily Pad Motif

lily pad motif which harmonize with shower curtains and throw rugs. A selection of six colors includes green, yellow, peach and blue pastels, as well as gray and dubonnet.

The durable molded plastic cabinets are strong enough to support the weight of an average man. For longer life, stainless steel piano-type hinges are used. All mirrors are No. 1 quality plate glass, copper protected, and carry a five-year guarantee against silver spoilage. No painting is necessary, since the non-chip and non-rust plastic eliminates the danger of unsanitary flaking, and is also resistant to mild acids; iodine and mercurochrome wipe off quickly with soap and water.

AMERICAN BUILDER




a new design . . . for better appearance

ARMSTRONG'S "23-R" CUSHIONTONE

The new Armstrong's 23-R Cushiontone is proof that a few small design changes can make a big difference in the appearance of a product. Here's how Armstrong's design engineers have changed Cushiontone:

Two rows of perforations—one row in each direction—have been added to Cushiontone's surface. The perforations now are closer to the bevelled edges. Also, the bevels themselves are narrower.

As a result, the installed Cushiontone ceiling presents a more pleasing, continuous effect without noticeable tile lines. Cushiontone's high noise absorption as well as its outstanding new appearance will help build demand for this popular fiberboard acoustical material. Its smoothly finished face and bevels, its light weight, and ease of installation are all important points with people who buy acoustical materials.

This is just one more example of Armstrong's continuing effort to improve its products and help build business for you. For full details on the new 23-R Cushiontone, see your Armstrong lumber dealer or write to Armstrong Cork Company, 1612 Ocean Avenue, Lancaster, Pa. 

less "tile" effect

smaller bevels

narrower borders

more perforations

ARMSTRONG'S BUILDING MATERIALS

Temlock® • M-67 Monowall® • Cushiontone® • Insulating Wool • Hardboards



**NEW
FULL OCTAGON
"100 PLUS" HAMMER**

No. OH1 1/2 Nail Hammer—Power Balanced—Distinctive Octagon Head—Perfectly Proportioned Octagon Handle.

From the moment you grip it, swing it, you can tell that this is the finest hammer that money can buy.

In the Stanley Full Octagon Hammer you get a forged alloy steel head, perfectly heat-treated and tempered. You get Stanley's famous "Evertite" processed, triple-wedged handle—comfortable and beautiful in a lacquer finish that reveals its straight-grained wood. These Stanley hammers are part of a complete line of Stanley Tools—found in the kits of better builders everywhere. Look for the famous Trade Mark (STANLEY) at your dealer's. Stanley Tools, New Britain, Connecticut.

**No. 11 1/2
Nail
Hammer**



"100 Plus" Aristocrat for those who prefer the regular handle. All of the fine Stanley features.

THE TOOL BOX OF THE WORLD



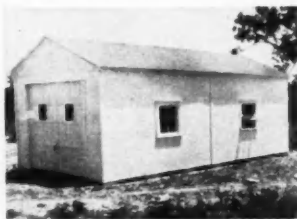
Reg. U.S. Pat. Off.

**HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL**

WOOD FIBRE PANEL GARAGE

Measuring 12x24 feet, this structure can be used as a garage or storage house; it can also be used as a two-room resort cabin with the addition of one inner partition.

Built of Strong-Bilt full-wall laminated wood fibre panels manufactured by The Upson Company, Lockport, N.Y., the structure was designed by Bankhead Builders



Garage, storage house or resort cabin, this 12x24 structure can be erected in a few hours out of laminated wood fibre panels with upward-acting doors and four windows

Supply, Atlanta, Ga. It is complete with upward-acting doors and four windows and sells for \$565. The footings are poured one day and two men can erect the building on the following day. The wood fibre panels can be painted any color, since the pebbled surface is pre-zinc at the factory to provide a smooth painting surface.



"SURE, I LIKE HEATING IN THE FLOOR BUT MUST YOU KEEP IT SO HOT?"

GET HIGH EARLY STRENGTH CONCRETE with Standard Cement plus Solvay Calcium Chloride

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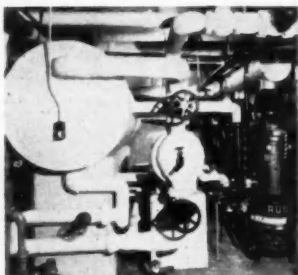


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Columbus apartment cuts hot water supply costs

Two cents a day per family is now the fuel cost for operating a domestic hot water supply system in the Riverside Apartments Project, Columbus, Ohio.

The 252 families in this development previously had an adequate supply of hot water. However, the expense of heating water during summer months was considered excessive by officials of the Metropolitan Housing Authority, operators of the project, who were concerned about the year-round use of a 100 h.p. boiler with stoker, and four licensed firemen, to supply the domestic hot water during the months when building heat was not required. The salaries of the firemen constituted a major part of the cost of meeting the hot water demand. A study indicated a three-hour peak demand of 1,350 gallons per hour, with incoming water temperature averaging 55 degrees, F.

The solution to the problem was to install automatic gas-fired water heaters. Three Ruud multi-coil heaters were installed in April, 1952. Each heater is separately fused and piped for individual maintenance without hindering the operation of the other units. Control is obtained from an aquastat in the 350 gallon insulated storage tank. This control, set for 135 degrees F., is wired through a relay to individual water heater controls.

From May through August, the bill for natural gas consumed by the water heaters averaged \$164 per month; divided among 252 families, the monthly fuel cost for hot water is 65 cents per family.



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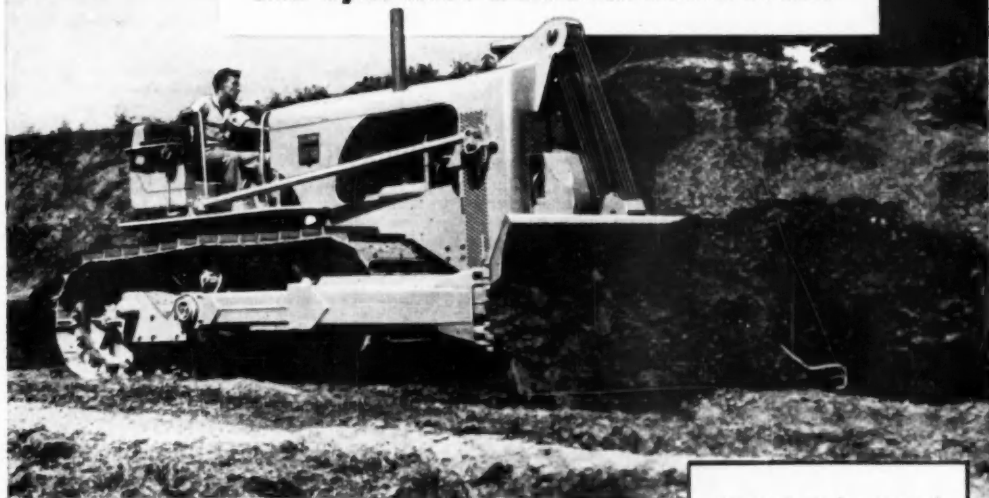
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8. Comfortable, Two-Man Seat . . . plenty of room for two men in this upholstered seat.

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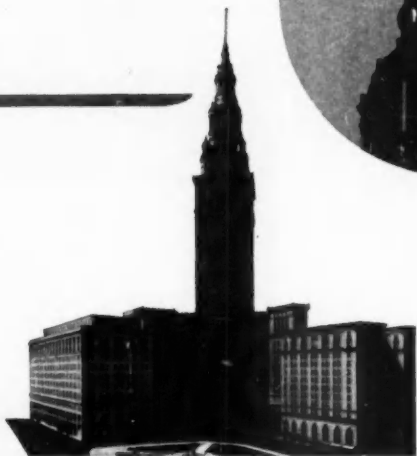
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where
the
elements

are
at
their
worst



The dome of the Terminal Tower, Cleveland, Ohio, 614 feet above the sidewalk, takes a beating from wind, rain, boiling sun and subzero temperatures. The exposure to elements, beyond the endurance of most building materials, is protected with Thoroseal, as shown in above photograph.



Photograph on left shows how Bob Reynolds, of H. Reynolds Company, of Cleveland, Ohio, stands on extreme edge of hanging scaffold, 614 feet above sidewalk.

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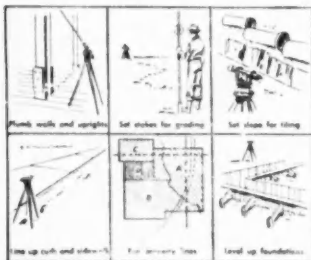
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attractive wardrobe with fluorescent lighting

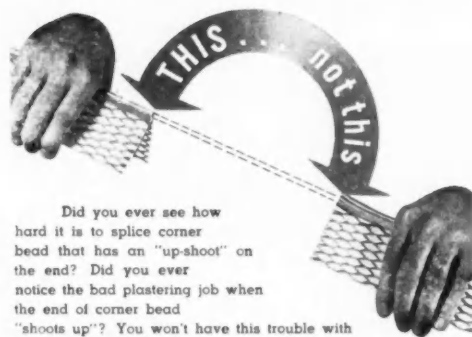


Rotary grain fir plywood, 1/4-inch, is used in this design by Leo L. Hall of Portland, Oregon. The 4 inch wide stiles and rails have an inward splayed surface and are 1 1/4 inches thick at one side, 3/8 inch at the other. This gives pleasing detail and also helps to keep the doors from

warping. Roller catches are used. The wood was given a coat of gray stain, then shellac, then a coat of dull varnish. The white rectangles are glass, behind which are fluorescent tubes which light the closets when the doors are opened. Shoes and hats have special compartments.

The good word gets around

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Did you ever see how hard it is to splice corner bead that has an "up-shoot" on the end? Did you ever notice the bad plastering job when the end of corner bead "shoots up"? You won't have this trouble with Bostwick expanded wing corner bead. The straight bead (no bumps) saves time and plenty of it. Ask your dealer for Bostwick. Want a sample and catalog? Write today.

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These two kitchens occupy the same floor space. Both are equipped with modern appliances. What makes one more attractive and appealing than the other?

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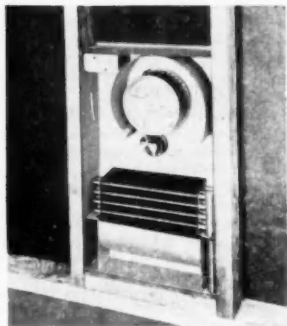
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room-by-room temperature control with new low cost radiator

Room-by-room zone control permits users to vary the temperature of a room or a group of rooms while adjusting only a single thermostat setting. The new radiator has special appeal in both residential and motel markets.

Low temperatures can be maintained in vacant rooms while higher temperatures can be maintained in rooms occupied by guests. As each room is rented, temperatures are raised from economy-level to comfort-level with full heat output in 25 seconds.

"Air-rads" are sized to fit in the wall between standard studding. Tubing savings can be realized as installation is through the radiators and not through a main and tributary system. The units can be installed with copper tubing, steel tubing, or iron pipe. Only four sweat joints are required.

The units are available in both single or dual models in either 9,000 or 13,000 B.T.U. capacities. Rough-in for the smaller capacity unit is 14 inches; for the larger 29½ inches are needed. Both models are installed flush to the wall and save floor space.

The manufacturer has a display truck touring the country showing the new radiators. Information can be secured from the Penn Boiler and Burner Manufacturing Corp., Dept. AB, Fruitville Road, Lancaster, Pa.



Install the glamorous *Cascade* BATH ENCLOSURE

A low cost feature that adds "sell" to any home you build!

The Cascade is made of lustrous, jewel-like Plexiglas, successor to glass where appearance and safety are paramount . . . artistically fluted by FIAT to add sparkling splendor to any bathroom. The two rigid panels glide smoothly in aluminum track at the touch of a fingertip. Comes in Crystal Clear, Petal Pink, and Glamour Gold; fits any 5- or 5½-foot recessed tub. Every home planned for a tub shower needs this beautiful bathroom improvement. Every woman will welcome the Cascade because it eliminates the old fashioned, floppy wet curtain and really keeps water off the floor.

See Sweet's $\frac{24c}{ft}$ in Architect's, $\frac{6b}{ft}$ in Builder's—or write for literature and new low prices.



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Three Complete Plants: Franklin Park, Ill. (Chicago suburb)
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... says a typical glass block dealer

"When our customers ask us what to do about old-fashioned basement sash that need replacing or windows that continually seem to be broken, we always recommend a panel of Insulux Glass Block®.

"It's easy to see why. Glass block makes a sound, weathertight, insulating panel that's extremely hard to break. We know it can't rust nor rot and never needs painting. And, glass block lets in all the light yet blocks out sight."

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KIMBLE GLASS COMPANY

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ADVANTAGES OF ALL-ON-ONE-FLOOR HOUSE

Here is a list of convincing reasons for the ease-of-living features which are to be found only in the house which is expertly planned without a basement and second floor. These reasons are used successfully by John R. Worthman, custom builder of Fort Wayne, Ind. Worthman predicts that by 1954, the percentage of all-on-one-floor houses will reach 85 per cent of all houses built in this country.

IT SAVES

- Space occupied by basement stairs.
- One foot of exterior wall height (by eliminating wood floor joist through use of lower, well-insulated concrete subfloor).
- Outside steps at entrances. (Only one easy step needed).
- Time and materials in construction.
- Extra heights for chimneys and fireplaces.
- Basement and other pertinent savings are sufficient to have an added room one-third the size of the would-be basement. This extra room is more livable, usable and adds massiveness to the exterior appearance.

IT ELIMINATES

- Stair climbing—(often doctor's orders).
- Fear of basement dampness and flooding.
- Firetraps and accidents from stairways—the home's No. 1 hazard.
- Need for deep sewers and utilities.
- Settling of loose ground at outside walls.

- Floor sags, dry rot and termites.
- Unsorted excavated dirt as topsoil.
- Floor squeaks and floor nailing.
- Falling hazard from exterior second story.
- That "two-story need" for extra first-story lavatory.

IT PERMITS

- Extra convenience of laundry, ironing, mending, hobbies, and other chores.
- Extra convenience for day and night care of children and sickness.
- Concrete subfloor that gives reduction in noises, vibrations and fire hazards; furthermore, offers a better base to adhere tile, wood blocks, asphalt, rubber, cork, plastic, linoleum, slate, ceramic, terrazzo and carpets.
- Exterior painting and window chores from stepladder.
- Ideal combination of radiant-forced air heating.
- All spaces easily converted to other use any time.
- More choice in floor planning and exterior.
- Bedrooms that open onto porches and gardens.
- That wide, low, rambling appearance.
- Sleeping area farther away from noisy kitchen.
- A larger attic area—only one flight up.
- Above-ground tool and workshop in large garage.
- Better re-sale to wheel-chair users and the elderly.
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away from noise and congestion

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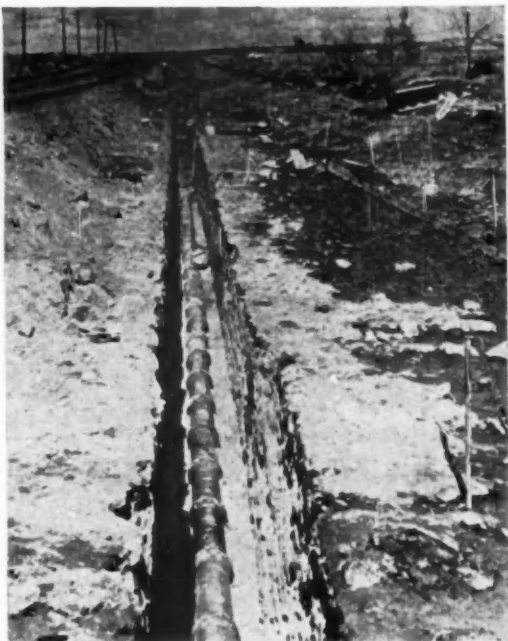
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ROOM \$3.00 BATH

BUILDERS KEEP AHEAD OF DEADLINES WITH PLENTIFUL CLAY PIPE

Defense expansion at Bakersfield puts added emphasis on housing. And the first material to go into the new developments is dependable Vitrified Clay Pipe. It's *universally* preferred for residential sanitary sewerage and drainage.

Make sure your construction gets off to a flying start with readily available Vitrified Clay Pipe. You keep your jobs on schedule—and you're sure of protecting your reputation for lasting work. You can rely on Clay Pipe to outlast the building. *It never wears out!*



Installation of Vitrified Clay Pipe marks the beginning of a 76-unit housing development at Bakersfield, California, where aircraft and electrical assembly plants are engaged in defense work.

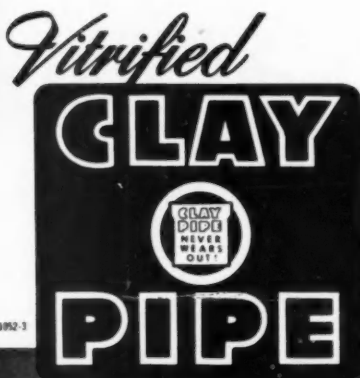
NATIONAL CLAY PIPE MANUFACTURERS, INC.

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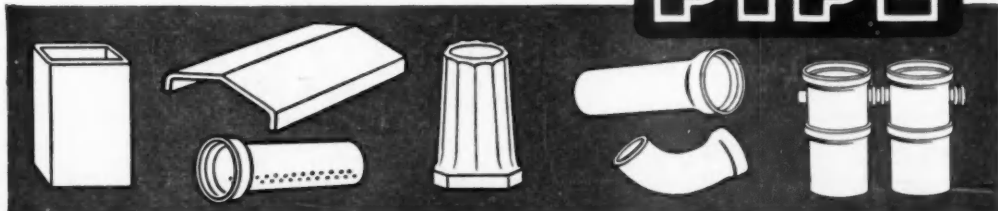
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C-1952-1



CLAY PIPE — ESSENTIAL * ECONOMICAL * EVERLASTING

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Simonds, sawmakers for woodworkers since 1832, now offers this complete new line of high quality saws at new popular prices... 13 types of blades up to 12" diameter (including Dado Heads and Carbide-Tipped Saws)... all made of Simonds Steel and fully guaranteed. Get them at your hardware dealer or local saw shop.



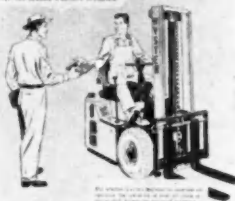
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A comprehensive manual for use in training lift truck operators is now available. Titled "How to Operate A Lift Truck," the 24-page booklet was prepared and published by Hyster Company, Portland, Ore., in the interests of safe and efficient lift truck operation.

Combining a two color cartoon procedure with a detailed manual

approach, the book contains much useful information not only about the actual operation of a lift truck, but also includes preventive maintenance, explanation of safety rules and basic materials handling. Drawings for setting up an obstacle course are also included.

Designed to be used as part of an operator training school, this useful manual is slanted both for the beginner and the experienced lift truck operator. It can be studied individually by the operator himself or used as a guide by instructors. The booklet is available free upon request.



CUT COST of steel reinforced masonry walls with custom designed Dur-O-wal. Builders, contractors and architects who have used it all agree it's now wise to give every masonry wall this backbone of steel.

DUR-O-WAL

TRUSSED

A Word for *Design* the Wise...

Dur-O-wal... the patented steel reinforcing for all sizes and types of masonry walls... brings high quality construction into the low-cost field. Don't delay. Learn the facts. Write...

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Dur-O-wal Products, Inc.
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AMERICAN BUILDER

CONNOR LAYTITE MAPLE FIRST AGAIN

Laytite 25/32x2 1/4" Maple as laid in the new Elizabeth Waters Grade School, Fond du Lac, Wisconsin. Laytite is made under Maple Flooring Manufacturers Association specifications and is famous for uniform quality. Write for prices.

Laytite MFMA Northern Maple, Birch and Oak Flooring, T&G or square edge, in bundles or cartons. Also 3rd grade Maple Flooring 2" and longer. Also Block and continuous strip.



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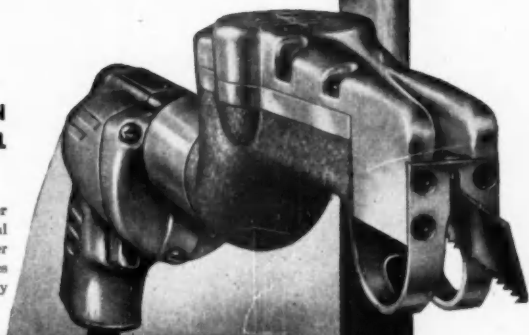
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R.C.S. SUPER SAW

SAVES YOU MORE TIME, RIGHT ON THE JOB, THAN ANY OTHER TOOL IN YOUR KIT!

A Journeyman's tool, built to stand up under constant, on-the-job Contractor or industrial use. Needs no starting hole—has built-in blower—fits any heavy duty 3/4" or 1/2" drill—blades to cut all materials—listed on Federal Supply Schedules, Class 40 Materials.



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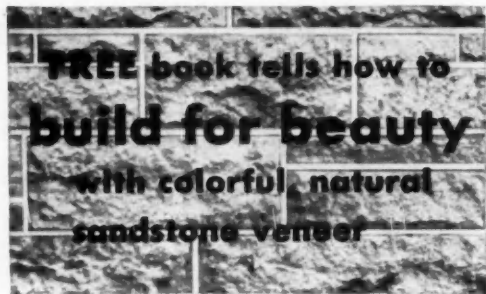
Bulletin L-12

Name _____

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- ★ Illustrates 20 modern homes built with stone
- ★ Shows full-color pictures of attractive stone patterns and tone combinations
- ★ Sparks your ideas for fireplaces, chimneys, patios and barbecue pits
- ★ Helps your planning of home, church, school, public or commercial building

This book provides you with Briar Hill Golden Tone Sandstone patterns and styles in full color, useful when discussing plans with clients. It shows the use of natural stone on all types of buildings, plus ideas for fireplaces, chimneys, walls, etc.

Complete specifications in this book help to calculate wall coverage, and include setting techniques, sizes, weights and full technical data. Send coupon for your copy today, absolutely free.



THE BRIAR HILL STONE COMPANY
Dept. F, Glenmont, Ohio

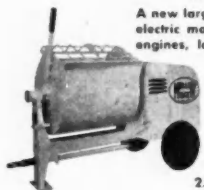
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These NEW MULLER PLASTER and MORTAR MIXERS "have everything"!

These new Muller Mixers, with new money-saving features, live up to the well known Muller tradition for high quality with low price and low upkeep. All sizes now have the Muller Paddle Shaft Seal (Pat. Pdg.) for positive bearing protection, guaranteed for the life of the mixer!

THE 3½' MODEL—



A new larger drum for light materials... choice of electric motor or either of the two best air-cooled engines, large enough to stand plenty of overload... power throw-out... hinged engine housing... self-lubricating self-aligning bearings... ball thrust on paddle shaft... new safety grid.

PRICES F.O.B. FACTORY

1 H.P. Electric Motor	\$312.00
2.7 H.P. Briggs & Stratton Engine	330.00
3.1 H.P. Wisconsin Engine	360.00

THE 6' MODEL—

Large heavy duty drum... double V belt drive from engine to countershaft with simple power throw-out (on gasoline models), avoiding all need for clutch adjustments... drive from countershaft to paddle shaft through machine cut gears... narrow trucks optional for indoor use.

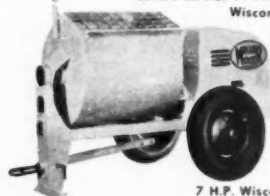


PRICES F.O.B. FACTORY

3 H.P. Electric Motor	220/440 3 Ph.	\$580.00	4.6 H.P. Wisconsin Engine	530.00
			7.7 H.P. Briggs & Stratton Engine	540.00

THE 6' TO 8' HEAVY DUTY MODEL—

This size for large jobs requiring extra capacity, or where mixer encounters extra severe service... regularly equipped with 7 H.P.



Wisconsin Air-Cooled Engine with built-in disc type clutch running in oil... drive from engine to countershaft is heavy duty roller chain and machine cut gears to paddle shaft.

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7 H.P. Wisconsin Engine	\$650.00
5 H.P. Electric Motor 220/440 V	680.00

(Standard 9 Cubic Foot 3 Bagger also available)



MULLER MACHINERY COMPANY, Inc.

Mail coupon for descriptive folders

Muller Machinery Co., Inc., Matuchen 4, New Jersey

Please send me descriptive folder(s) checked below.

- 3½' Plaster and Mortar Mixer _____
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Hoe-Boy

3-4 CUBIC FOOT
PLASTER-MORTAR
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**MIGHTY
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**HOE TYPE
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**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

**LOOK AT THESE
Extras YOU GET
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Godfrey Carlson, Contractor

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\$279⁷⁵**

... for Hope's Steel Windows in this home, but they add much more to its value. House hunters acknowledge their longer life and saving in upkeep as well as their neater, more finished appearance. Such homes attract buyers immediately. Write for HOPE'S Bulletin No. 102L.

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burns 20 hours without refueling!
square bottom prevents tipping!
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rugged construction! quick delivery! priced right!
13 stock sizes! 3 weights! treated!

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EASY
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21 SQ. IN.
SANDING
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**MODEL 2000
PRICE INCLUDES—**
this all-steel carrying
case—also 25 ass't.
abrasive sheets and a
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190

Association News, cont'd

1953 NAHB Convention to Include 150 St. Louis Bildors

Clinton R. Schattgen, president of the Home Builders Association of Greater St. Louis, has announced that the St. Louis builders will participate in the 1953 NAHB Convention and Exposition in Chicago, January 18-22, 1953. A local Bildor delegation in excess of 150 persons will attend the convention.

College Courses in Home Building Sought by NAHB

A drive toward providing college degree and extension courses both for established builders and for young men anxious to enter the field has been launched by the home building industry, sparked by NAHB.

With 25,000 members located in all 48 states, the NAHB has long been aware of the fact that there was no reservoir in which home building knowledge could be organized and disseminated to students so that they could enter the field with suitable educational background.

The strides made by the residential construction industry since World War II can only be consolidated and maintained by creating a back-log of trained personnel who can succeed retiring builders without having to struggle through the period of trial and error, as has been the case heretofore.

To meet this problem, the professional training committee, under the chairmanship of Joseph P. Haverstick, Dayton builder, was created. The committee has consulted with educators throughout the country, with the result that courses are now being offered by an increasing number of colleges and universities. Latest available figures disclose that there are now available 44 degree courses, 28 short and 27 night courses in various aspects of home building and merchandising.

A list of 70 educational institutions throughout the country which offer degree, night or short courses in home building, has been compiled. The NAHB, through its professional training committee, will continue to devote its energies and experience toward the promotion of a wider acceptance of the new idea of college-trained builders.

See you in Chicago in January

AMERICAN BUILDER

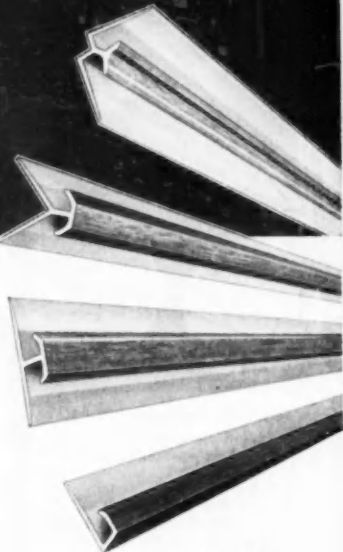


for beautiful, maintenance-free interiors use Marlite Woodpanel and Matched Mouldings

Include appealing Woodpanel interiors with Matched Mouldings in your building and remodeling plans and give your customers beauty, permanence, and low maintenance . . . quickly and economically. Both Marlite Woodpanel and Marsh Matched Aluminum Mouldings, in seven distinctive wood patterns, feature the high-heat-baked finish which is unharmed by alcohol, fruit juices, and boiling water. And Marsh Matched Mouldings give wall and ceiling areas a smooth, unbroken appearance . . . add the perfect finishing touch to every Woodpanel installation.

Plan on Marlite Woodpanel with Matched Mouldings for dens, recreation rooms, libraries, living rooms, offices, corridors, waiting rooms, bars, lounges, and other areas where distinctive, economical interiors are desired. Matched Mouldings are available for all Marlite colors and Marble Panels. See your lumber and building materials dealer or write for full-color Catalog and Woodpanel Folder.

MARSH WALL PRODUCTS, INC., Dept. 1203 Dover, Ohio.
Subsidiary of Masonite Corporation.

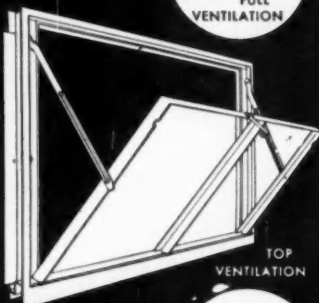


Marlite
plastic-finished
WALL and CEILING PANELS

**ADVANTAGES
THAT SELL**

VENTO

*Steel Basement
Windows*



• **Adjustable Ventilation**

Effortless operation gives any of three openings, or removable sash.

• **Weathertight Construction**

Double contact with leak-proof waterproof 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.

Association News, cont'd

California Contractors Dedicate State Headquarters Building

The new state headquarters building of the Building Contractors Association of California, Inc., is located at 1571 Beverly Blvd., Los Angeles. The modern two-story structure contains 7,400 square feet on the two floors. It was designed by Lucille Raport, architect; Vern R. Huck, past president of BCA, was the contractor. The building was erected under the direction of the BCA Building Committee, headed by C. J. Wm. Millerburg, chairman, who is also president of the state organization.

The lower floor will be occupied by the state headquarters of the BCA, except a portion which is leased to the Los Angeles chapter. The Earl W. McGary Co., insurance counselors,



Modern state headquarters building of the Building Contractors Association of California, Inc., recently opened in Los Angeles

have leased the second floor from the BCA. The structure is fully insulated and equipped with a heating and ventilating system. All floors are covered with asphalt tile. The kitchen and rest rooms are provided with a specially designed decorative tile. Over thirty local firms supplied the materials and service for the building's construction.

The Building Contractors Association of California, Inc., is a non-profit association of general contractors, sub-contractors and allied building industry members. It consists of 16 chapters located throughout the state, with a membership of more than 2,000. It is the largest single affiliate of the National Association of Home Builders. It is estimated that the BCA members build approximately 85 per cent of the homes in Southern California, as well as much of the commercial construction.

FAGEOL heat machines

give you heat instantly
where you need it!



189,000 B.t.u. per hr.
(no chimney or flue)

Can be converted to fresh air circulator for summer use. Also available in 168,000 B.t.u. model with vent optional.

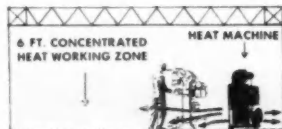
HEAT MEN AT WORK—NOT EMPTY SPACES

Just snap the switch!

Your Fageol Heat Machine will instantly pour out heat for keeping men warm at work, thawing materials and equipment, drying, treating, curing, heating buildings. It solves loading dock heating problems!

By blowing warm air out along the floor or ground, each Heat Machine creates a 6 ft. high heat blanket over areas from 1,600 to 3,000 sq. ft. Unlike ordinary space heaters, they heat where men work. Consequently, operating on No. 1 or 2 fuel oil, kerosene, or diesel oil, they save greatly on fuel costs.

Write today for Bulletin L-5391. A 6004



HEAT THE WORK ZONE



FAGEOL HEAT MACHINE CO.

5725 Mt. Elliott Ave. • Detroit 11, Mich.

TRY THIS BEAUTY TREATMENT ... ON THE HOMES YOU BUILD

Colorful,
glamour-roofs
of

FOLLANSBEE TERNE METAL



Here's a beauty treatment that works every time! A colorful modern Follansbee Terne Metal Roof helps add new sales appeal to any home, large or small.

That's because Follansbee Terne Metal roofing adapts so beautifully to any architectural style. Ideal for today's flat or low-pitch roof designs, the dignified lines of Follansbee Terne Roofs are equally exciting on traditional homes.

No other roofing material offers so many attractive sales features. Take color harmony for instance. With Follansbee Terne Metal a home owner can change the color of his roof any time. Imagine

the sales appeal of an entirely new exterior color scheme whenever the home owner wants it!

Or take protection. Follansbee Terne Metal is permanently durable . . . snugly weathertight . . . wind and fire proof. Once installed, it's on to stay.

Follansbee Terne Metal offers *maximum roofing protection*, plus these features:

- Ductile . . . easily installed.
- Resists electrolysis . . . can be flashed with other metals.
- Meets all roofing requirements—for residential, industrial or institutional buildings.

Write for the Terne Metal Roofing specification and installation file folder.

YOUR CUSTOMERS LIKE TERNE!

Ads such as this have appeared in *Better Homes & Gardens* and *Successful Farming* this year. Already we have received more than 10,000 inquiries from interested home owners—or prospective home owners. The market is ripe. Get on the Terne bandwagon!

SEE OUR EXHIBIT AT THE N.A.H.B. SHOW

Room 664-A Conrad Hilton Hotel
Chicago, Jan. 18-22, 1953

Come in and discuss your roofing problems with us. Let us show you how Terne Metal Roofing helps sell houses for you.

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COLD ROLLED STRIP • SEAMLESS TERNE ROLL ROOFING
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Pittsburgh, Pa. Rochester, N. Y. FairHeld, Conn.



A New Economy Framing

...of engineered timber construction for permanent, low-cost clear span buildings

At the right is a sturdy, long lasting building erected quickly and at low cost with Tim-Frame, a new rigid frame of Timber Structures, Inc. Functional in design and application and fabricated to engineering detail, Tim-Frame fills the long-felt need for permanent, low-cost buildings. It is

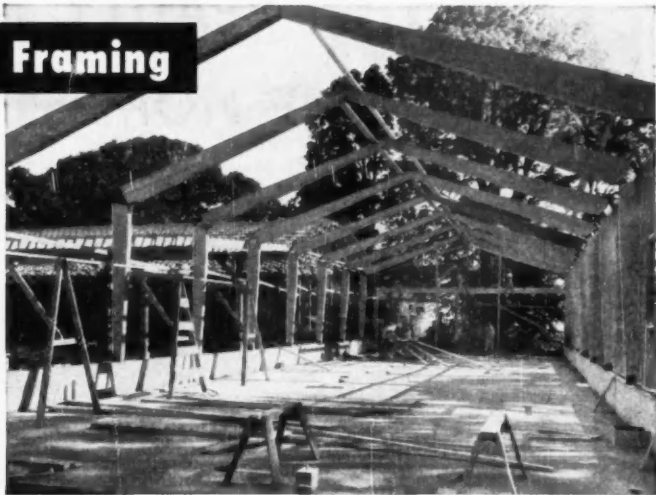
Engineered for permanent strength.

Adaptable for any use requiring unobstructed floor space.

Available in spans up to 60 feet or more.

Delivered complete with anchorage hardware, ready for fast, easy erection.

When fine appearance is required, timbers may be "glulam". These are dimensionally stable and free from seasoning action.



DETAILED DATA UPON REQUEST

Write for details of Tim-Frame today, and give yourself a strong competitive advantage on your next commercial or industrial building project. We'll also send you a copy of the new illustrated booklet, "Modern Construction".



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DEWALT "3 adjustment action"



**speeds
production

cuts
costs!**

With a De Walt you can make 15 set-ups, 15 different cuts in less than 15 minutes!

Where most machines require 4 adjustments, De Walt's "3 adjustment action" allows you to position the saw for any cut in seconds!

De Walt offers you flawless precision and an amazing versatility! You rip, miter, tenon, dado, plough, rabbet, mould, shape and make many other cuts—a total of 15—in far less time than it takes ordinary saws.

Find out for yourself how De Walt's "3 adjustment action" saves you time... saves you money. Come in for a demonstration today.

DeWalt Inc.

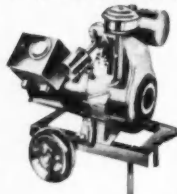


Lancaster, Pa.

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3,000 Watt - DC

A portable generating plant (on wheels) for 110 volt lighting circuits and all AC/DC tools!

SAVES • Using temporary power.
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• Costly repairs in burned out tools caused by long runs resulting in too low voltages!

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Write for free catalog on smaller and larger sizes.

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Catalog-Directory Issue

American Builder

April 1953

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RESERVATIONS EARLY
FOR THIS GIANT ISSUE.**



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By featuring the NEW ABC PLAN you screen out the alibis immediately. You can quote your material and services at no down payment and give 36 months to pay. On this EASY SELLING LEVEL you screen out the alibis from the prospects who are really interested . . . and you close more business right on the spot.



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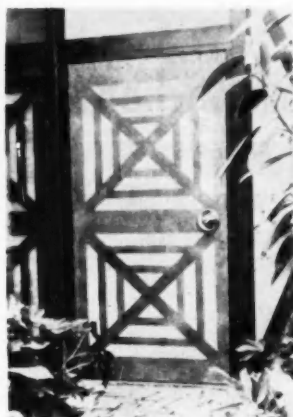
men
over
45

More than six times as many men of your age will die of lung cancer this year as died in 1933. Our research scientists still don't know why.

They do know, however, that over half of those who will develop lung cancer can be saved . . . if they get proper treatment while the disease is still in the silent, symptomless stage. That's why we urge you to have a chest X-ray every six months no matter how well you may feel.

For more information call us or write to "Cancer", care of your local Post Office.

American Cancer Society



New door is made by laminating a piece of translucent fiber glass to each side of a plasticized pine panel

translucent fiber glass exterior door

A new type of door, featuring translucent fiber glass with decorative shadow designs, has been introduced by a Danville, Calif., firm, the Cover-Lite Co.

The door is made by laminating a piece of translucent fiber glass to each side of a pine panel of standard door size, built to a cutout design. Light passes through the cutout areas in the pine core, leaving the wood pattern in shadows. During the day, the shadow is seen from the inside; at night, when the interior of the house is illuminated, the shadow pattern is visible from the outside only.

Five different core patterns are produced by the company as standard items; individual designs are made on request. Seven fiber glass colors are used: rose, maize, leaf green,

light green, aquamarine, opalescent and opaque off-white called moon glow.

The core frame is made from porous pine which is impregnated with a special plastic to make it impervious to moisture. A permanent resin binder is used to laminate the flat sheets of lightweight fiber glass to both sides of the core.

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- Minimizes swelling and Shrinking of doors and floors
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- Dries quickly and takes Paint or varnish perfectly
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- Carried by Lumber Dealers

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PERFECTLY ACCURATE ONE-MAN LEVEL

UP TO 50 FEET OR MORE

LEVELL

Made in the U.S.A. — Accuracy Guaranteed

\$7.45

FASTER THAN \$100 ENGINEER INSTRUMENTS!

Now and improved! The most inexpensive water level giving perfect level with easy one-man operation. Ideal for footings, foundation forms, walls, floors, road gradings. Arrange all general construction normally needing \$100 instruments. Simple, accurate, foolproof! Fast, weather bands, sturdy! 50-foot best quality transparent vinyl polyethylene tube, filled with red level file liquid. 2 heavy steel brackets for easy 1-man use. Heavily carrying case.

THE DELUXE LEVELL is also offered with 75' of tubing — an extra supply of Level File fluid — and a Handmade Deluxe Carrying Case.

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83 Webster St., Rockland, Mass.
Mail us — Levelll instruments at \$7.45.
Mail me — Deluxe Levelll at \$12.45.
You guarantee satisfaction or money back upon return of Levelll within ten days.

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ADDRESS _____
CITY _____ ZONE STATE _____

Send C.O.D. I will pay postage full purchase price plus delivery charge on arrival.

Full purchase price is enclosed. Send postpaid.

What's Cooking in the Kitchen?

WE HARDBOARD TWINS STIR THINGS UP

Turn us loose in a kitchen . . . that's the recipe for pleased customers.

We back cabinets, partition drawers, fill in corners and serve in dozens of helpful ways that any good builder knows and understands.

STAN is the Weldwood® Standard Hardboard twin . . . and TEMP, the Weldwood Tempered Hardboard member of the team, treated with oil and plastic so it's permanently weather-resistant.

Both Weldwood Hardboards can be cut, sawed, drilled, bored, planed or worked by any standard or ordinary hand tool. Both, being lighter than average in color, can be painted, even with pastel pigments. Both serve builders in any room in the house. Order today from your Weldwood supplier.

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Manufactured by Abitibi Power and Paper Company
Distributed Exclusively By

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World's Largest Plywood Organization

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To meet all your requirements: both Standard and Tempered Grades of Weldwood Hardboard come in three popular thicknesses: 1/8", 3/16" and 1/4". In sizes: 4'x6', 4'x8', 4'x10', 4'x12' and 4'x16'. Panels up to 4'x12' are wrapped six to a package. Weldwood Tempered Tile Board is available only in 1/8" thickness and sizes 4'x4', 4'x8', 4'x12'.

Call your Weldwood salesman for Weldwood Hardboard or Tile Board today.

TRINITY WHITE



PORTLAND CEMENT

A whiter white cement that gives greater beauty wherever used. It is a true portland cement. General Portland Cement Co., 111 W. Monroe St., Chicago; Republic Bank Bldg., Dallas; 816 W. 5th St., Los Angeles; 305 Morgan St., Tampa; Volunteer Bldg., Chattanooga.

as white

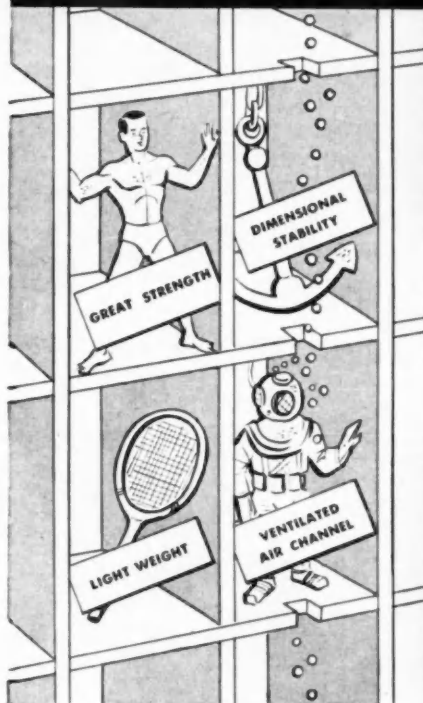


as snow



You can SEE the *Engineered Strength in* **PAINE REZO DOORS**

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IT'S SO EASY to fit the strongest — and best — flush door into your building plans, for the structural superiority is plainly evident . . . and the cost is fully in line with the market price for commonplace doors. Paine Rezo offers you exclusively: the ventilated air-cell principle that maintains the same atmospheric conditions inside the door as exists outside; the interlocked, interwoven all-wood core that provides unmatched stability.

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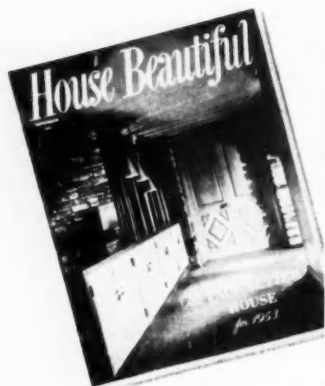
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wood wedges aid in eliminating floor squeaks

After a few years, some new homes begin to develop floor squeaks. These annoying conditions may be due to a variety of causes—from the house having been built of green lumber, from rooms being located directly over the heating unit, or occasionally from hastily laid floors.

Tightening the floors by inserting wood screws directly through the floor boards is not always successful and is certainly not recommended. If there are no squeaks in floors other than in rooms over the furnace, the cause may be from shrinkage of the wood, due to the heat from the furnace. The squeaking can be eliminated by driving wood wedges between the subflooring and the joists. To locate the squeaks, it is necessary for one person to walk across the floor; by standing over the loose boards, wedges can be driven into the exact areas where the noise occurs.

If you missed the article entitled "How A Kansas Builder Won Success By Using Modular Materials", on pages 172-3 and 4 of the October American Builder, you may be passing up the opportunity of a lifetime. A limited number of reprints are available.

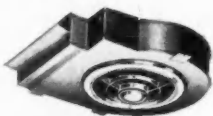
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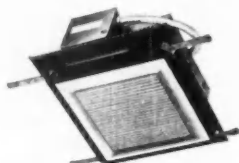
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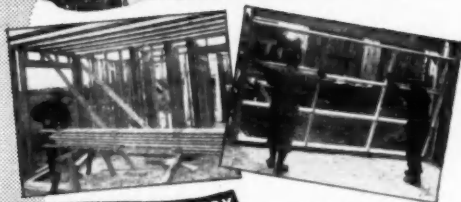
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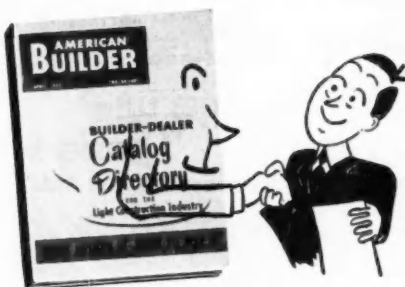
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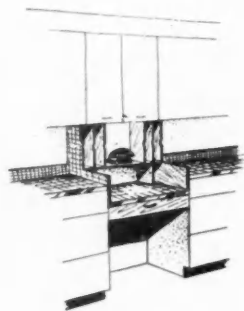
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how to construct a desk in the kitchen

Utilizing the space between base cabinets in the kitchen or dining alcove as a planning desk often makes an efficient addition to the room, while improving its appearance. Here are two methods for using this waste space to good advantage:

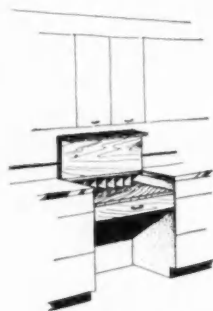
Assuming the cabinets to be of the same height, a drawer can be installed six inches below the level of the cabinet tops. Above the drawer, a piece of plywood forms the desk work top. At the wall forming the desk's back, a piece of $\frac{3}{8}$ -inch plywood flush with the cabinet tops provides a sturdy anchorage for the desk top hinges. When closed, the L-shaped desk top will form a flat surface



PLANNING DESK
BETWEEN BASE CABINETS

Planning desk with high pigeon holes and telephone stand absorbs unused space, makes handy domestic utility

Wall cabinets and the shelf, useful pigeon holes will result. The space between the two inner panels leaves sufficient room to make a convenient telephone niche.



PLANNING DESK WITH FOLDING
TOP BETWEEN CABINETS

Planning desk with hinged top placed between base cabinets achieves useful purpose, improves room's appearance

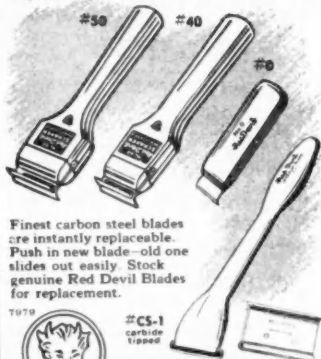
flush with the tops and fronts of the base cabinets, and when open will appear as in the sketch. Small strips of plywood placed vertically at intervals beneath the plywood forming the hinge support make useful desk pigeon holes.

The second type of planning desk also utilizes a drawer six inches below the level of the cabinet tops. Again, a plywood panel can be placed above the drawer. Surfacing this panel with material corresponding to that which covers the base cabinet tops adds to the room's appearance.

Wood wings can be placed vertically at the sides of the two base cabinets, extending two inches above the cabinet tops to form the sides of the desk. A piece of plywood can be fastened between the two upright wings, forming a shelf. By placing the panels between the bottom of the

Red Devil WOOD SCRAPERS

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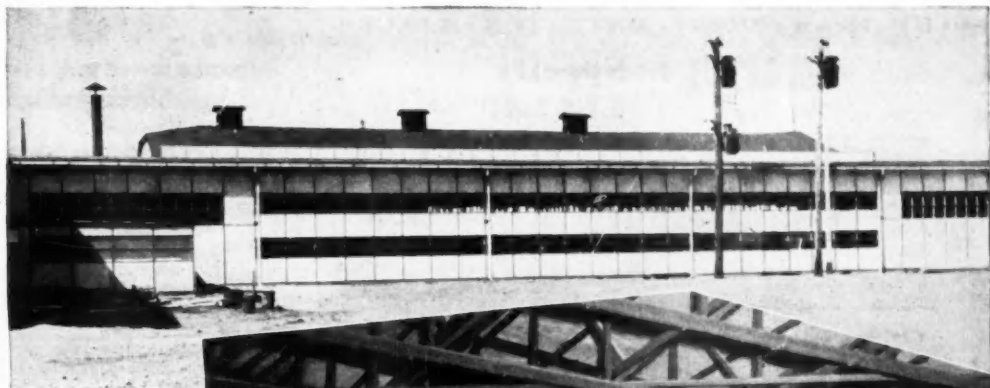
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"CENTURY" APAC asbestos-cement sheets

slide into channels quickly and give lasting, economical walls and lining

The men in the picture above are using a unique method of fabricating a ceiling with $\frac{3}{8}$ " "Century" APAC: the strong, durable Asbestos-Cement Sheets are being secured in steel channels without the use of fasteners. As can be seen, the Unistrut Corporation building, inside and out, was erected this way, even to a lining under the built-up roof.

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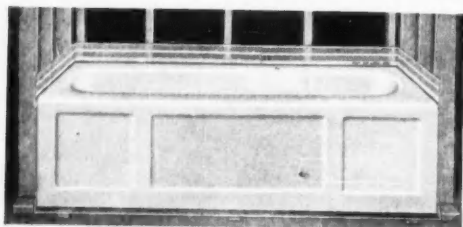
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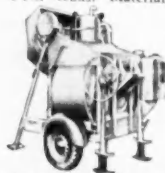
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inspection bureau adds new lumber stress gradings

A basis has been provided under Southern Pine grading rules for the stress grading of No. 2 small timbers, utility timbers, and heavy joists, according to a recent announcement by A. S. Boisfontaine, secretary-manager of the Southern Pine Inspection Bureau of the Southern Pine Association, New Orleans.

A new special grade of No. 2 1050F has been established which is applicable to all sizes three inches and thicker. If specified to be dense or long-leaf, the new grade is entitled to higher stress ratings and is designated as No. 2 Dense 1200F or No. 2 Long-leaf 1200F. These provisions became effective on September 1, 1952.

"While the present grade of No. 2 small timbers has been in effect for a long time and has satisfactorily served many purposes," Boisfontaine said "there has recently been a demand in small timbers, as well as utility timbers and heavy joists, for a quality somewhat better than that afforded by the No. 2 rule . . . Our Board of Governors decided that it would not be advisable at this time to revise the No. 2 grade and that it would be preferable to include special provisions in the rules under which a better quality of No. 2 in all sizes three inches and thicker could be specified."

The establishment of this special grade does not affect the everyday grading practices of the industry, because No. 2 small timbers will be graded as before. It is only when the stress grade of No. 2 1050F is specifically ordered that the mills need to concern themselves with the special provisions.



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UTILITY CABINETS
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... Plus exclusive convertibility feature

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Attractive, work-saving American-Standard cabinets have the features prospective home buyers want. So include popular American-Standard sinks and cabinets in the houses you build—and let them help you sell.

The complete kitchen products line also includes a ventilator, disposer and many cabinet accessories. The American-Standard sales office serving you will be happy to give you a copy of our catalogue, Form No. KP 52.

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Ten safety rules in conveyor operation were presented at the recent National Safety Congress and Exposition in Chicago by Jervis C. Webb, executive vice president and general manager, Jervis B. Webb Co., Detroit.

Speaking for the Conveyor Equipment Manufacturers Association, Webb based his remarks on these points:

1. Never put a conveyor system into operation until it has been officially turned over by the manufacturer.
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4. Provide adequate clearances for maximum loads.
5. Consider visibility in locating controls and in loading.
6. Confine conveyor operation to authorized employees.
7. Leave conveyor repairs to maintenance employees.
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10. Instruct employees in loading to consider clearances, visibility protruding hazards, and danger of falling.

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19 tips on making cornices and porches; 54 ideas for interior wall covering and trim; 27 helps on stair construction; 37 window suggestions; 54 ideas for installing doors; 29 tips on closets, shelves and built-in equipment; 24 flooring pointers; 35 aids in installing sanitary equipment; 44 short-cuts in laying out work; etc., etc. More than 700 illustrations show you exactly "how-to-do-it." All items indexed so that any particular idea or short-cut you want can be located instantly.

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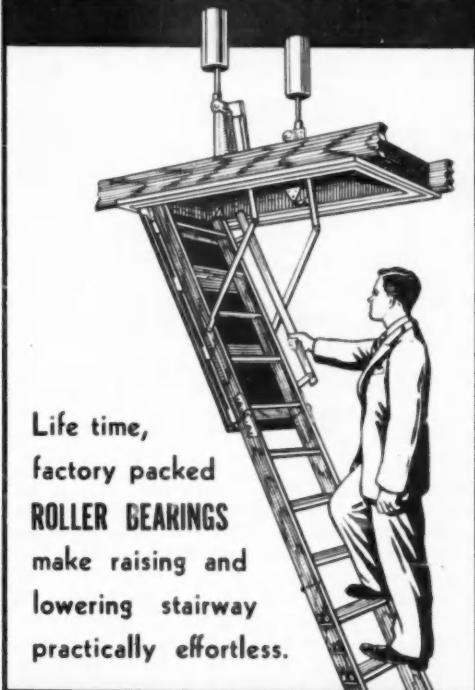
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The extent to which you meet this responsibility determines to a large degree the satisfaction and enjoyment which some family will find in making this house their home.

Careless work or damaged materials (even though minor and not actually constituting a structural defect) may still cause unhappiness to the man and woman who will be the future owners.

Home owners like to take pride in their home and we know that you like to take pride in your work.

In the interest of these future home owners and in the interest of the trade to which you belong, and in the interest of helping us build a product with which families will be happy, we ask your cooperation."

— FAIRVIEW HOMES —



"WE GOT OUT SCISSOR AND GLUE
POT AND MADE A FEW MINOR CHANGES"

AMERICAN BUILDER

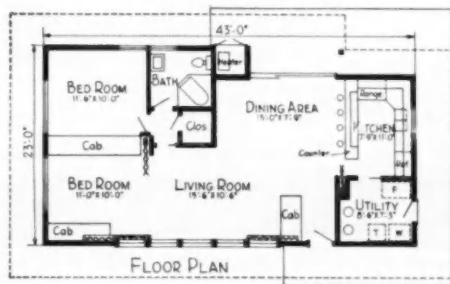


week-end house takes kitchen into living area

JEWETT BROS., home builders in Fullerton, Calif., are using this plan for a 1,000 square foot country house of the week-end variety. The kitchen, den and living-dining area can be linked together into one room if desired. Curtin folding doors do the trick. The effect of spaciousness is heightened also by an open-beamed ceiling and extensive use of glass in panel windows.

Unity between living area and kitchen is achieved by making the ceiling of both rooms the same and by using steel cabinets in color to match the decorative scheme. Cabinets are white units from Youngstown, with color baked on by the Stantony Corp. The range has a Stantony ventilating hood, a fan, and a patented removable grease trap. Counter has Formica top. There are drawers in the counter on the kitchen side.

This plan is by McFarland, Bonsall and Thomas, architects in Los Angeles.



DECEMBER 1952

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—designed to reduce the cost of building



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... there could be a clothes closet, specialized storage space, motion picture equipment, a complete bar, a hobbyist's exhibit, television, high-fidelity or tape recording sets

Nova Roller Doors embody four years of intensive research, laboratory tests and in-use tests. Here are doors that are trouble-free—serviceable all year 'round in every climate. These are hollow core flush doors—closet doors and passageway doors—1-1/16" thick; available in finest plywood and lumber, from birch and gum to imported mahogany.

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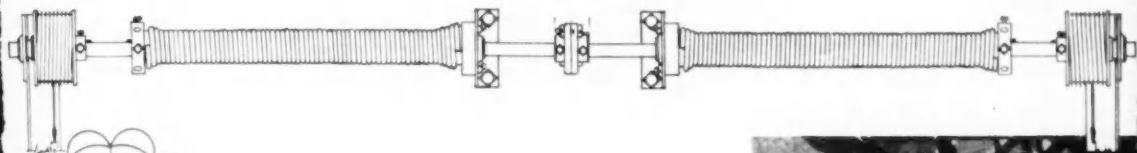
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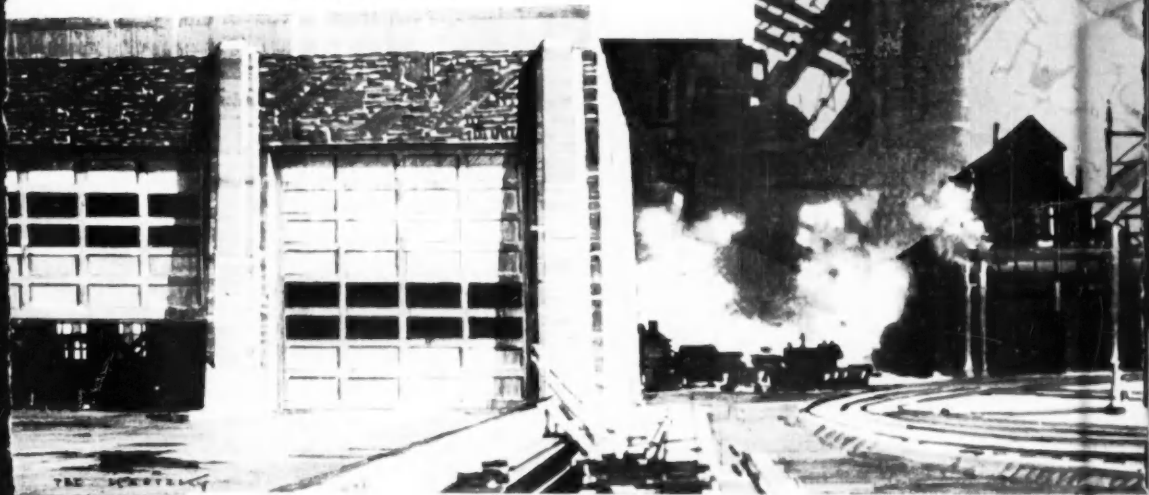
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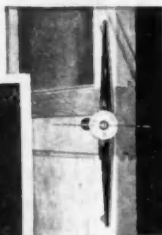
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