

# AMERICAN BUILDER

THE WORLD'S GREATEST BUILDING PAPER

★ MAY 1954

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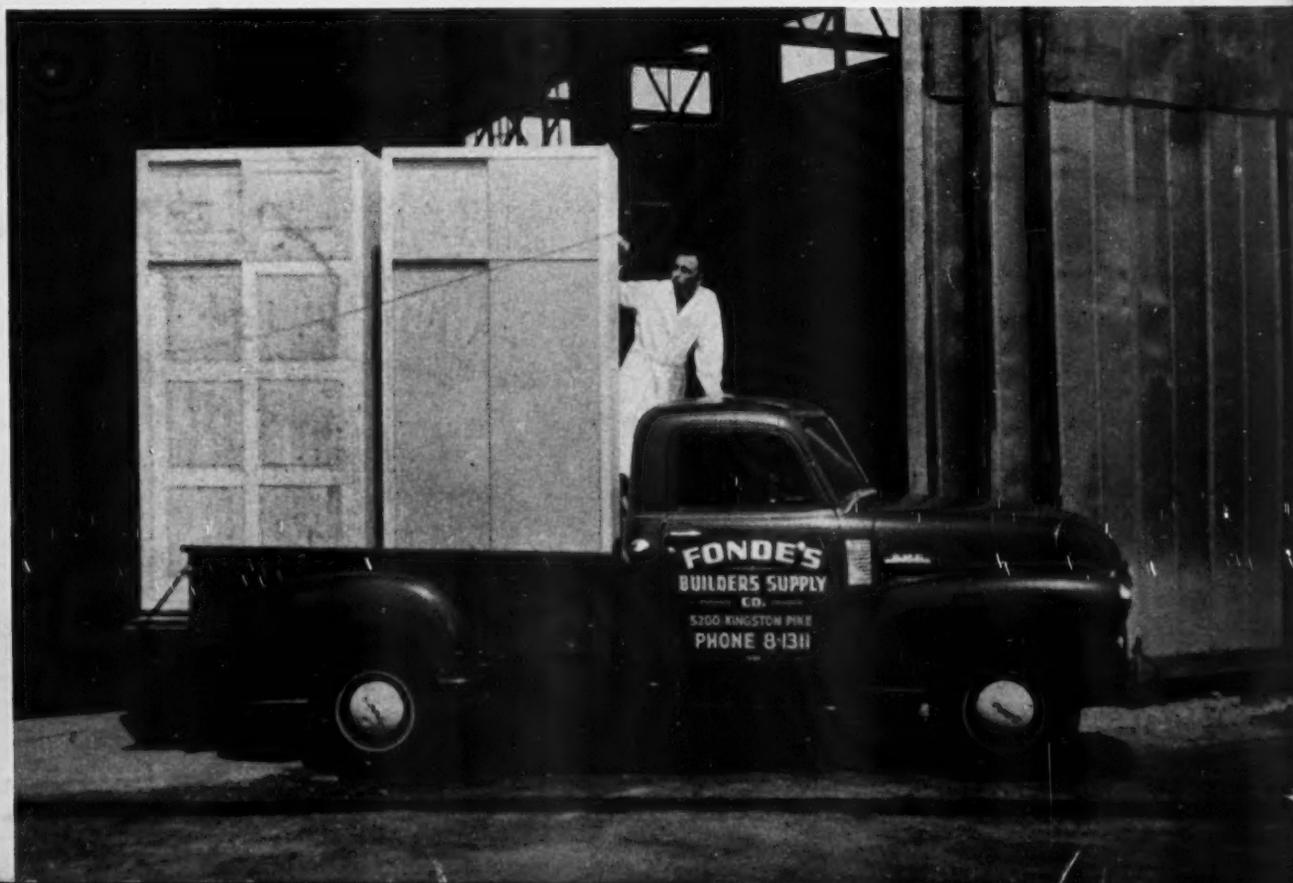
Six ways to vary a basic plan ▶

A subdivision of reconditioned houses

For rent or sale—these duplexes  
find a ready market

BLUEPRINT HOUSE—California builder  
blends styles to capture sales

Can dealers meet the challenge of  
direct buying? ▼



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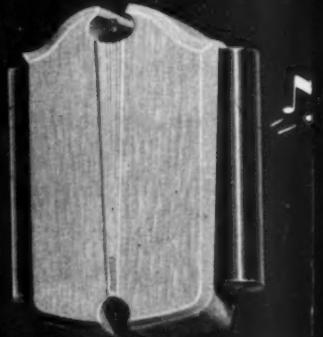
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NUTONE Door Chimes  
"Tone-Up"

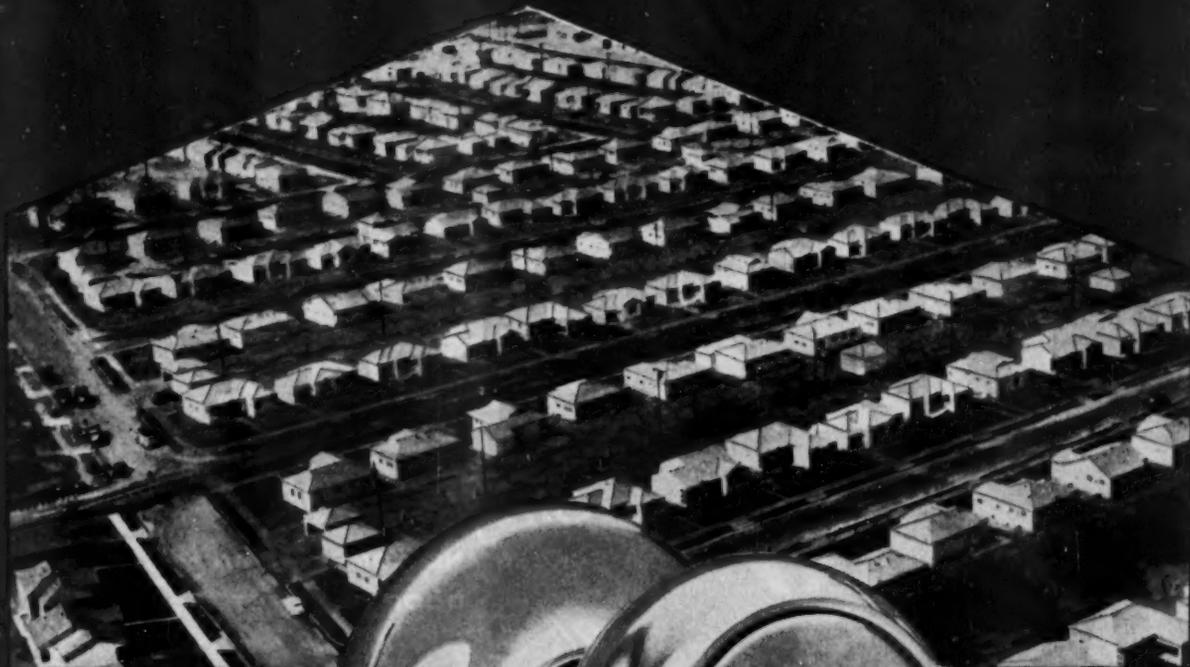


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"Warm-Up"



**Kitchen Fans**  
**Door Chimes**  
**Ceiling Heaters**

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*Kwikset* "400" line  
the quality lock for  
quantity building

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AND SERVICE COMPANY  
ANAHEIM, CALIFORNIA

"400" LINE

**MILLIONS IN USE**—The famous KWIKSET "400" line of economy locksets are installed on the doors of private residences and large-scale housing developments throughout the United States and the entire world.

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"Single Bore"

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DOOR LOCK SET



NO. 1100 LOCK SET

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Dexter's "Single Bore" screen and combination door lock set is famous Dexter quality through and through . . . exterior parts solid brass . . . interior parts steel, no die castings . . . locks safely, securely from inside at the touch of a fingertip . . . lock fits doors from  $\frac{5}{8}$ " to  $1\frac{3}{8}$ " thick . . . no adjustment necessary . . . ideal for use with door closer . . . costs less and is Dexter *Lifetime* Guaranteed.

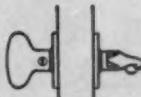
**Installs in minutes!**

You bore only one  $\frac{1}{4}$ " hole to install the Dexter "Single Bore." This means hours saved in door installations.



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yielding strike!

The Dexter "Soft Touch" yielding strike of the "Single Bore" requires no mortising, mounts on surface of door jamb. Metal lever yields when door closes, locks securely.



STRIKE FOR  
NO. 1100

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American Builder is published by the SIMMONS-BOARDMAN PUBLISHING CORPORATION, Emmett St., Bristol, Conn., with editorial and executive offices at 79 W. Monroe St., Chicago 3, Ill.; 30 Church St., New York 7, N.Y.; James G. Lyne, President; Samuel O. Dunn, Chairman Emeritus; C. J. Wageman, Vice President and Publisher; J. S. Crane, Vice President and Secretary; Fred A. Clark, Vice President and Business Manager; E. G. Gavin, Vice President and Editor; A. J. McGinnis, Executive Vice President and Treasurer; Bayne Sparks, Vice President; Robert G. Lewis, Vice President.

American Builder (originally "Carpentry and Buildings") with which are incorporated Building Age, National Builder, Permanent Builder, and the Builder's Journal, was founded Jan. 1, 1879. Names registered in U.S. patent office and Canadian registrar of trade mark.

Advertising Sales Offices: 79 W. Monroe St., Chicago 3, Ill.; Terminal Tower, Cleveland 13, Ohio; 2909 Maple Avenue, Dallas 4, Texas; 1127 Wilshire Blvd., Los Angeles 17, Calif.; 30 Church Street, New York 7, N.Y.; 514 Terminal Sales Bldg., Portland 5, Ore.; 244 California St., San Francisco 4, Calif.

Address all subscriptions and correspondence concerning them to: Subscription Department, American Builder, Emmett St., Bristol, Conn. Changes of address should reach us three weeks in advance of next issue date. Send old address with the new, enclosing if possible your address label. The Post Office will not forward copies unless you provide extra postage. Duplicate copies cannot be sent. Circulation Department: Robert G. Lewis, Director of Circulation; Lawrence L. Cope, Circulation Manager; Field Staff: C. L. Conley, John Simonson, M. A. Spector, Earl Spohn, Dick Whittington, Guy Hill.

Published monthly by Simmons-Boardman Publishing Corporation, Emmett St., Bristol, Connecticut. Editorial and Executive Offices, 79 W. Monroe St., Chicago 3, Illinois, and 30 Church Street, New York 7, New York. Subscription price: United States, Possessions and Canada, 1 year, \$3.50; 3 years, \$7.00. Foreign countries: 1 year, \$10.00; 3 years, \$29.00. Single copies, 75 cents; April issue, \$2.00. Entered as second-class matter July 20, 1950, at the Post Office of Bristol, Connecticut, under the act of March 3, 1879.

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# Now—a thermostat in every room\*

\*including bathrooms

WITH IRON FIREMAN SELECTEMP—A NEW TYPE OF CENTRAL HEATING SYSTEM



THE idea of an individual thermostat in *every room*—and the almost unbelievable improvement in home comfort inherent in such a system—is something that prospective home owners can understand at a glance. With SelectTemp heating they can have any temperature desired, in any room, at any time. Furthermore, SelectTemp is exceptionally responsive. The temperature level of any room can be changed in just a few minutes.

SelectTemp is a *central* heating system, with a revolutionary type of room heating unit. Each unit includes thermostat, heat exchanger, circulating fan and filter.

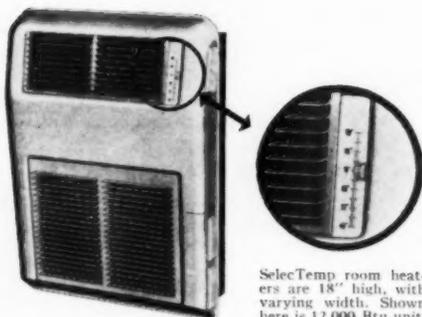
## Every room is an individual zone

Filtered warm air is circulated continuously by each room unit, which automatically modulates both the temperature and volume of the circulated air. If desired, any proportion of outside air can be introduced for ventilation. Another feature is that with heating units on outside walls, the thermostats sense drops in outdoor temperature before room air is affected,

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SelectTemp is not limited to two or three "zones." Every room—even the bathroom—is an individual zone, yet SelectTemp costs no more than many heating systems with only *one* thermostat in the whole house.

Mail coupon below for complete, detailed information.



SelectTemp room heaters are 18" high, with varying width. Shown here is 12,000 Btu unit.

## SelectTemp Highlights

**THERMOSTAT IN EVERY ROOM.** Temperatures can be varied in every room to fit the "activity plan" and personal preference of the occupants.

**MODULATED HEAT.** Air circulation is continuous. Both temperature and volume of air are automatically modulated, as required to offset heat loss from room.

**FILTERED, CIRCULATED AIR.** Individual room air circulation prevents transmission of odors or bacteria from other rooms. Air is cleaned by a spun glass filter in each room unit. Filtered outside air can be introduced if desired.

**BOILER LOCATION.** Does not require centrally located heating plant. Boiler can be placed in any desired location, with proper distribution of heat to every room.

**LOW POWER COST.** No electricity required to operate circulating fans. Nonelectric thermostats.

**LOW INITIAL COST.** No other system can be so easily installed in either new or old construction. Small soft copper tubing (1/4 inch I.D.) carries steam to individual room heater units. Return lines are 1/8 inch. Substantial savings in installation costs.

**LOW FUEL COST.** Temperature easily reduced in unused rooms. Eliminates overheating.

**AUTOMATICALLY BALANCED.** No special adjustments of dampers, valves or orifices required to balance heating system. Each unit continuously regulates heat needed for each room. Automatically compensates for external heat sources such as fireplace or solar heat, without affecting temperatures of other rooms.

## Send for Full Information

IRON FIREMAN MANUFACTURING CO.  
3168 W. 106th Street, Cleveland 11, Ohio.

Please send literature on Iron Fireman SelectTemp heating.

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# SelectTemp

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## **Yes, the Dealer Will Stay**

**F**OR many months this magazine has been concerned about trends in the distribution of building materials. Our concern prompted an article in the issue of October, 1953, in which an emphatic no was given as an answer to the question, "Is the distribution system for building materials outmoded?"

In the months since October our editors have been asking questions of both dealers and builders in all parts of the country. These questions sought to determine whether builders prefer to buy direct or would rather do business through retail lumber and building material dealers. They also sought to determine from the dealers why they think their builder business is in jeopardy or has been lost.

Generally, the dealers who have lost their builder business think it is because there is nothing they can do to hold it. It will probably come as a surprise to most of these dealers to learn that the majority of the builders who were interviewed said that they prefer to purchase from dealers, but that poor service has forced many of them to deal directly with manufacturers. There are, of course, many dealers who have studied the needs and problems of operative builders, and then have restyled their own operations to conform to the needs of the builder. These dealers are having no trouble, losing no business. In fact, some of them have increased their builder business substantially.

And the dealers, through their Lumber Dealers Research Council, have developed a system of yard-fabricated structural panels which they believe will be mutually beneficial to themselves and the builders, and help to preserve their builder business. The Research Institute of NAHB has expressed itself as being deeply interested in the economic soundness of preserving dealer-builder relationships.

In this issue we are attacking the problem again, and have cited some cases in which builder-dealer relationships are firm. In each case, we have detailed precisely what both the dealer and the builder have done to realize maximum economy and better profits to each through the use of better design, better planning and ordering procedures on the part of the builder; and changed operation on the part of the dealer. We are more convinced than ever that with proper application and study on both sides, the normal channels of distribution are still the most economical ever devised for this industry.

*American Builder* is sponsoring a conference in Chicago which will bring together a score of distribution specialists from several segments of the industry. The purpose is to discuss the distribution problem and the trends in panelization and manufactured constituent structural parts. And, finally to establish a pattern for co-ordinated research, and the restoration of order to the distribution process. We believe it can be done with economy to all as the end result. In the meantime, we recommend careful reading of the article in this issue, and we invite comments.

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Editorial Office, 79 W. Monroe St., Chicago 3, Ill.

Every effort will be made to return material submitted for possible publication (if accompanied by stamped, addressed envelope), but the editors and the corporation will not be responsible for loss or damage.

### dollar volume of building increasing

#### DWELLING UNITS STARTED

For the eighth consecutive month, housing starts declined from the corresponding month in the previous year, according to estimates of non-farm housing started in the United States compiled by the Bureau of Labor Statistics.

A total of 73,000 dwelling units were started in February, 1954, as compared with 79,200 a year ago, a decrease of 6,200 units, or eight per cent. Since June, 1953, the decline has amounted to 50,000 units.

Home building is maintaining, nevertheless, an annual rate of more than a million units on a seasonally adjusted basis, according to the index maintained by the Bureau. The seasonally adjusted rate was 1,073,000 units in January, 1954, and 1,180,000 units in February.

#### DOLLAR VOLUME OF CONSTRUCTION

Expenditures for new construction for the first two months of 1954 advanced slightly over the previous year. Expenditures for new dwelling units were up seven per cent while commercial building was up 47 per cent and institutional, 18 per cent. Industrial building expenditures declined 12 per cent in the same period. Farm construction expenditures declined 10 per cent and public construction decreased four per cent in dollar volume.

The increase of seven per cent in dollar volume of residential construction, in the face of a decline of eight per cent in number of units, can be accounted for only by the fact that homes are more costly. It is probable that they are somewhat larger; labor costs have advanced, too.

According to the Commissioner of the Bureau of Labor Statistics,

"home building promises to be one of the most important factors in sustaining employment and consumer incomes during the coming year." Increases in the dollar volume of commercial and institutional building also have been very substantial.

#### PRICE CHANGES

The prices of building materials have remained relatively steady during the past year. Most materials show small increases. The composite price index of the Department of Commerce stands at 119.5 (1947-1949 = 100). Prices remained at a level substantially higher than they were prior to 1950.

#### LABOR COSTS

Union hourly wage rates of building trade workers have increased much more than the cost of materials. The union wage rate index now stands at 133.0 (1947-1949 = 100). During the year there was an advance of 11 per cent in this index.

#### CONSTRUCTION COST INDEXES

In accordance with slight increases in the cost of materials and greater increases in the cost of construction, labor, construction cost indexes of residences, apartment hotels and office buildings also have advanced slightly. The construction costs of residences is now 121.3 (1947-1949 = 100); apartments, hotels and office buildings, 127.3; and commercial and factory buildings, 127.8. The increase over last year is one per cent for residences, and three per cent for apartment hotels, office buildings, commercial and factory buildings.

HOW'S BUSINESS?		
Per Cent Change Compared With Last Year		
DWELLING UNITS STARTED	Per Cent Up	Per Cent Down
Month of February		- 8 %
January-February		- 8 %
<b>DOLLAR VOLUME OF CONSTRUCTION</b>		
Private Construction		
Dwelling Units	+ 7 %	
Residential Alterations	+ 7 %	
Industrial		-12 %
Commercial	+47 %	
Institutional	+18 %	
Farm Construction		-10 %
Public Construction		- 4 %
Total Construction	+ 1 %	
<b>PRICE CHANGES</b>		
Building Brick	+ 3 %	
Cement	+ 7 %	
Lumber		- 3 %
Paint	+ 2 %	
Plumbing Equipment	N. C.	
Heating Equipment	+ 2 %	
<b>LABOR COSTS</b>		
Average Hourly Earnings of Construction Labor	+11 %	
<b>CONSTRUCTION COST INDEXES</b>		
Residences		
Apartment Hotels and Office Buildings	+ 1 %	
Commercial and Factory Buildings	+ 3 %	
Commercial and Factory Buildings	+ 3 %	
N.C. = No change		



N. F. MOLNAR, Prominent Cleveland Builder



**"YOU DON'T HAVE TO SELL** today's value-hunting home buyer, if you build with the quality brand names he expects and demands in his new house. That's why we use at least 20 Post-advertised materials and appliances in the houses we build. Those names are a merchant builder's best salesmen." *(Manufacturers of building materials, equipment and fixtures place more advertising dollars in the Post than in any other consumer magazine.)*

The Saturday Evening  
**POST**

—gets to the heart of America

# Buildercast

- LOCAL NEWS
- FORECASTS
- NEW TRENDS

NORTHERN area



LATE FHA DEVELOPMENTS (original story on page 41). Acting FHA Commissioner Norman P. Mason, in one of his first official acts, announced the retirement of Deputy FHA Commissioner Walter L. Greene, effective April 15. With FHA from its beginning 20 years ago, Greene had served as its commissioner from July, 1952, to April, 1953.

Senator Homer Capehart said Senate Banking Committee would delay hearings on housing bill about two weeks, devote full time to conducting its own investigation rather than let FHA investigate itself. He said the committee had voted unanimously to request a \$250,000 appropriation to do a "full and complete" job.

Senator Harry F. Byrd said the Joint Committee on Reduction of Non-essential Federal Expenditures had conducted an investigation almost a year "without fanfare," would not abandon it now. He scheduled an open hearing for the following week and said HHFA Administrator Cole himself would be questioned "under oath."

In New York, at a Mortgage Bankers Association conference, W. A. Clarke, president, charged that the forced resignation of Guy T. O. Hollyday, a former president, was unjust and unwise. He speculated that the real motive behind the firing might have been inspired by Hollyday's opposition to an administration plan for HHFA to absorb FHA.

In another strong statement, NAHB President R. G. "Dick" Hughes, winding up an all-day conference of the Long Island Home Builders Institute, termed Hollyday's resignation "extremely unfortunate and detrimental to success of the new housing program and future of the building industry." It appears FHA is in a terrific struggle to continue to provide service to the house buying public. The time has come to unite and fight to save this great institution."

Later, Hughes criticized holding up passage of the housing bill while investigators probe alleged irregularities which for the most part occurred years ago under another administration.

It would be "a major tragedy for the American people and the administration's No. 1 political mistake," he said, "if it substituted headline hunting for passage of a housing bill which would benefit millions of people needing more adequate housing.

"While I realize there may be some publicity value inherent in investigations, the facts show that the FHA operations currently under question represent far less than 1 per cent of the agency's total operations. Let's not let a very small tail wag a very big dog."

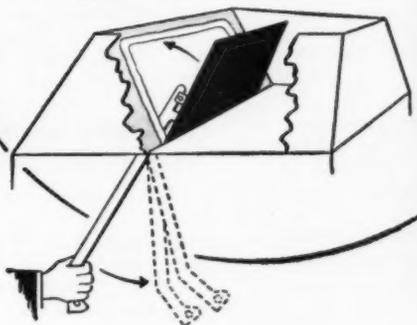
CLASSIFIED AD CAMPAIGN introduced by Chicago Metropolitan Home Builders Association serves two-fold purpose of helping members sell homes and adding prestige to the association. Ads are prepared in typical one-column classified-display style, drive home the thought to buyers that their down payment is protected by a \$100,000 fidelity bond if they deal with a member. Six ads were prepared on this theme; three are used among the classifieds each Sunday.

TEN CENTS AN HOUR MORE, from \$3.30 to \$3.40, is called for by carpenters union in Nassau County, N.Y., effective May 1. Long Island Home Builders Institute held special labor meeting, decided to hold the line against all proposed wage and other increases. They are advising subcontractors that "builders will not absorb increased costs from any contractors who may independently agree to increases at this time." The decision extends, it was emphasized even to the possible necessity of discontinuing operations.

# Now...

## the New 3-Star Heatilator Fireplace

with a  
**Pressure-Seal  
Damper**



### Here's a Great New Sales Feature...

—the new Pressure-Seal Damper—found only in the 3-Star Heatilator Fireplace. Actually seals the throat of the fireplace airtight when the fireplace is not in use. Stops loss of house heat up the chimney. Prevents chimney downdrafts from sending blasts of cold air into the room. In air-conditioned homes, seals chimney against loss of expensive summer cooling as well as winter warmth.

When the Pressure-Seal Damper is closed the damper blade rests snugly against a specially designed asbestos gasket. Then, a slight additional pressure on the damper handle firmly sets the blade against the gasket and locks in place. This provides a positive airtight seal until the damper is again opened by an easy pull on the control handle.

**Only the 3-Star  
Heatilator Unit  
Offers these 3 Sales Features!**

- ★ **Circulates Warm Air**
- ★ **Will Not Smoke**
- ★ **Damper Seals Air-Tight**

# HEATILATOR FIREPLACE

Write for complete information  
HEATILATOR INC.,  
925 E. Brighton Ave.,  
Syracuse 5, N. Y.



### No-Strike Law Urged to Settle Union Disputes

A law compelling unions to establish procedures for settlement of jurisdictional disputes without recourse to strikes was urged last month by Vernon L. Williams, representative of the Kansas legislature and member of the Kansas State Chamber of Commerce.



V. L. Williams

Such procedures, he advised at a meeting of the Wichita Association of Home Builders, are advocated by the chamber and "should be a legal requirement in all labor-management contracts."

Williams, who is wages and salaries administrator of the Coleman Company, said: "Almost every builder has seen or actually experienced the jurisdictional dispute. A jurisdictional strike may be precipitated by a plumbers' union and an electrical workers' union disagreeing on which is to install air conditioning in a project or even in a single building. It makes no difference that the builder has bought and paid for the equip-

### Mapping Convention Plans for Ohio



Leading builders of the state met in Columbus to discuss ideas for program of 11th annual Ohio Home Builders Association convention and exposition to be held Nov. 21-23 in Commodore Perry Hotel, Toledo. They are (clockwise): E. E. Kauffman and Hudson Force, Akron; A. B. Stanbery, Toledo, OHBA president; Melvin E. Kimmey, Ralph Sharp and Joseph B. Haverstick, Dayton; Joseph J. Roberts, Cincinnati; Fred Bostleman, E. H. Crowell (chairman) and Dale Mehring, Toledo; John L. Morley, Mansfield, A. J. Alexander, Akron

ment and he is ready and eager to pay a fair price for its installation. He cannot make the decision which will settle the dispute, even though he may be injured greatly."

The secondary boycott is another activity which should be prohibited by state law, Williams pointed out. Now, he said, a union representative can tell a builder that if he buys plumbing equipment, for example, from the XYZ Company he will be "unfair to organized labor" and that if he persists, his own employees will be "pulled off their jobs."

### Four-County Home Builder Group Formed in New York

Thirty home builders and suppliers from four upstate New York counties have organized the Duso Home Builders Association with the intention of becoming affiliated with the New York State Home Builders Association and the National Association of Home Builders. The name is a coined word which contains the first letter of each county represented: Dutchess, Ulster, Sullivan and Orange. Dominick Brancato, Poughkeepsie, is chairman.

### Confer on Housing Minority Groups



Charles F. Vatterott Jr. (left), NAHB minority housing chairman for Missouri, Kansas, Nebraska and Iowa, talking over the St. Louis problem with Ben Goldberg, president, Home Builders Association of Greater St. Louis; Dr. George W. Snowden, FHA minority group housing adviser; W. F. McKinney, FHA racial relations director, and Gene L. Vescovo

### Cuts GI Loan Processing Time



Joseph F. O'Hern, New Jersey manager, Veterans Administration, announcing acceptance of uniform real estate sales agreement submitted by New Jersey Home Builders Association. Looking on are (from left) Ralph Carletta, chairman of the association's VA committee; Richard D. Hudson, president, and Chester L. Brown, VA loan guarantee officer

THIS IS THE NEW



AMWELD<sup>®</sup>

DOOR



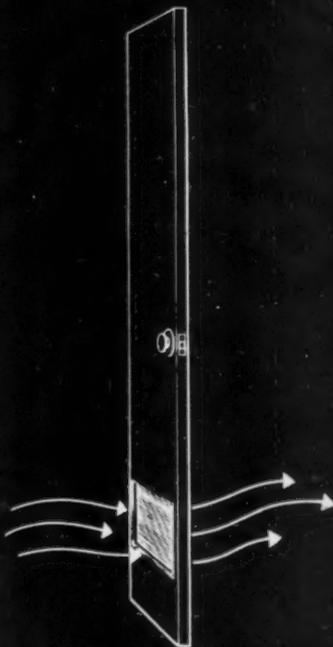
A new door designed for use with central air conditioning or perimeter warm air heating. Equipped with a neat grille at bottom of panel, it eliminates need for return ducts or unsightly gap at bottom of door. Since the door allows free circulation of air between rooms, it permits closed door privacy without upsetting the balance of the system.

All steel construction, prime finished, the new Amweld Air Conditioning Door compliments any style of interior. Designed for use with Amweld K-D Inter-Lok frames — both door and frame can be installed in 11 minutes.

Available in 2'0", 2'4", 2'6", 2'8" and 3'0" widths and for standard 6'8" openings. See your Amweld dealer today, or write to us for catalog.

**EFFECTIVE GRILLE AREA**

Grilles are of uniform height and vary according to door widths. Grille area adequate for normal residential applications.



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SAVE TIME, LABOR AND MATERIAL WITH

# Single-Unit CLAY MASONRY

ALL THE EXTRA SALES VALUES OF  
BRICK AND TILE AT FRAME COSTS

- ▶ Minimum Maintenance ▶ Fire Safety
- ▶ Permanence ▶ All-Weather Protection
- ▶ Flexibility of Color, Texture, Design



Furring with 2" x 2" forms air space for added weather protection, accommodates insulation and wiring.



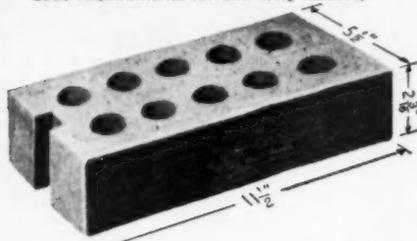
Unfurred hollow units may be plastered direct, left exposed or painted.

**Thru-the-Wall construction is flexible—**

May be furred or unfurred to meet local climatic conditions and building requirements

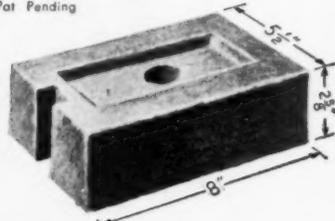
## Typical 6" Thru-the-Wall Burned Clay Units

(These meet FHA and all national building code requirements for one-story houses)



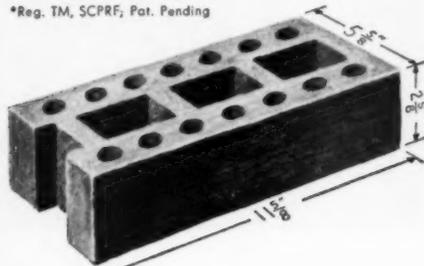
"SCR brick" is a solid, modular unit with coring not more than 25% of total volume. With furring strips, continuous base flashing and weep holes, this unit provides excellent weather protection in the most severe climates. Jamb slot accommodates metal or wood windows.

@Pat. Pending

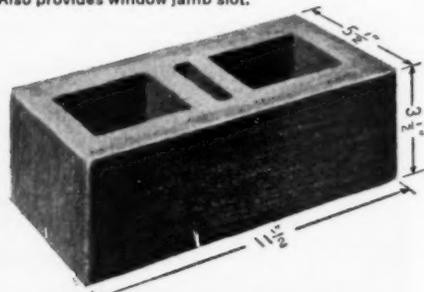


"SCR brick—Type SM" is 8" long and has one large core in the center. Available in New York City and vicinity.

\*Reg. TM, SCPRF; Pat. Pending



**12" Hollow Unit**—A modular clay tile unit, vertically cored with a void volume of about 40%, designed for use with or without furring. Furring is advisable where wind-driven rains occur or where insulation is necessary in cooler climates. Also provides window jamb slot.



**12" Hollow Unit**—A vertically cored clay tile unit with 6" x 4" x 12" nominal dimensions, designed for use with or without furring.

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## Rose Plans 1845 Homes In Detroit This Year

"When you find yourself in a position where you have a new type home that's popular with home seekers and an easy mortgage market, there's only one thing for a builder to do—and that's to build as many homes as possible."

Irving Rose, president of Edward Rose & Sons, made that statement immediately after announcing that his firm planned to erect 1,845 homes this year, a considerable increase over 1953 production. New units will be built in 12 individual developments spotted in seven Detroit suburbs. The popular house he had in mind was the Midwest Contemporary model which has been selling briskly since Rose introduced it last fall. *American Builder* featured it as its "blueprint house" last January.

### Roamin' the North—

Atlantic City's famed boardwalk has a new attraction this year. The Atlantic HBA has opened a permanent exhibit of home building equipment, materials and supplies in the Hotel Brighton. **Humbert C. Pontiere**, president, and Ocean City contractor, says the showing is intended primarily to keep builders informed on the latest materials and equipment, but will be open to the public. The 160-member organization has moved its office, headed by **Bert Wilson**, executive director, to



Bruce S. Blietz



Jess Newkirk

the hotel. . . . First chairman of NAHB's new Young Home Builders Council is **Bruce S. Blietz**, vice president of the Irvin A. Blietz Companies, developers in Chicago's northern suburbs. . . . Milwaukee HBA has moved forward the date of its Parade of Homes from National Home Week to the week starting August 8. . . .

### Plan Remodeling Center

St. Paul builders **George Donnay** and **Martin Reitz** have purchased a theater building, plan to convert it to a large studio or housing rehabilitation center from which they

## Michigan Hears the Trade-In Story



"Trade-in panel" held the spotlight at Grand Rapids convention of Michigan Association of Home Builders. Reading from left: **John Worthman**, Fort Wayne, Ind., builder; **Donald L. Cederlund**, Grand Rapids, new MAHB leader; **John F. McCarthy**, Chicago attorney and tax expert; **Wendell Edwards**, Detroit FHA director; **Edward G. Gavin**, *American Builder* editor, moderator; **J. L. Zar**, *American Builder* field editor; **William E. Trude**, Chicago builder; **Kenneth Draper**, president, Michigan Real Estate Association; **Robert A. Taggart**, president, Michigan Mortgage Bankers Association, and **William T. Boersma**, Grand Rapids appraiser

### With All Best Wishes



**LeRoy C. Lutz**, 1953 president of the Michigan Association of Home Builders, hands the gavel to his successor, **Donald L. Cederlund**

can operate a remodeling program. So that it can be developed into a real one-stop operation, they expect to take in about five firms in related lines, such as plumbing and heating, building materials, etc. New home construction will be continued; in fact, the firm anticipated some of the "re-done" houses will be the down payments on new units. . . . HBA of Mercer County (N.J.) now is called the Delaware Valley HBA since much of Burlington County was added to its territory. . . .

### Extend Training Course—

Long Island Home Builders Institute, finding great demand for its 150-hour home-builders training courses, has just begun another in Smithtown, L. I., a new territory, under supervision of **Morris L. Blücher**. . . . **Jess Newkirk** of the Kendall Lumber Co., Kendallville, Ind., was elected president of the Indiana Lumber & Builders' Supply Association. **Robert N. Jennings** of New Castle and **Philip P. Bash** of Huntington are vice presidents. . . . Western Fairfield County, Conn., one of the state's most active building areas but without organized home



**Kent D. Johnson**, 17-year-old Muskegon High student (right), receives Michigan Association award from **Al Borgman** for winning statewide model home contest

builder representation for years, has just been added to the territory of the Greater Bridgeport Builders Association, reports **Augustus J. Pace**, president. The change brought about a new name: Fairfield County HBA.

Three major lumber concerns of Cleveland are now one. The former Euclid Avenue Lumber Co., Harvard Lumber Co. and Cleveland Lumber & Door Co. have been merged into the Cleveland-Harvard Lumber & Door Co. **Don Beaumont** of Cleveland L&D heads the new corporation. . . . **R. F. Henrichs** has been appointed managing director of a newly created merchandizing-management clinic department of the Northwestern Lumbermen Assn. He will conduct three-day and one-day clinics in key cities. . . . Monthly inventory of unsold homes and new starts in Dayton survey, finds greatest proportion of "unsold" in \$15,000-\$18,000 bracket. Result, no such starts were planned in April, but builders were concentrating heavily in under-\$13,000 range and the \$18,000-\$22,000 bracket. . . .

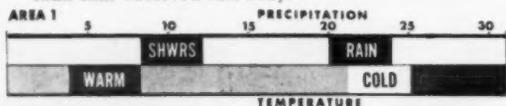
# building weather for May

An exclusive American Builder service prepared by Irving P. Krick, Ph.D., and Staff

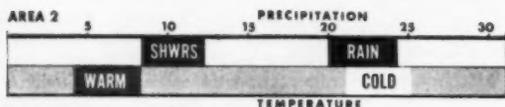


Special climatic studies were made for selected cities in each area to determine AVERAGE and LAST YEAR Operational Days. ESTIMATES are generally applicable to each area. Precipitation and temperatures extreme enough to stop outside work have been forecast as number of NON-operational days. Naturally, inside work may on occasion proceed even through the cold and wet spells shown.

**NORTH:** The North section of the United States may expect better working weather during the coming month than that observed last May.



The weather during May, 1954, in Area 1 is expected to be characterized by working conditions less favorable than usual. Considerable variation in both temperatures and precipitation is anticipated. In the eastern sectors, warm and dry weather is likely to occur while in the western portion, colder and wetter than normal weather is expected. In May of last year, colder and somewhat wetter conditions were recorded in Area 1.



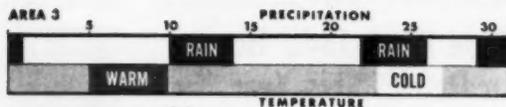
Last May, this central mid-western area experienced warmer than usual weather in the east and colder than usual weather in the west. Rainfall amounts generally were deficient as compared to the monthly normal. For May of this year, more favorable working weather is in prospect as warm and dry conditions are anticipated. The number of operational days, therefore, should exceed both last year's total and the long-term average.



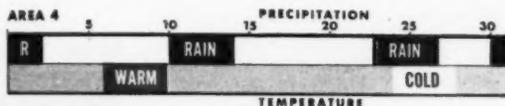
Krick

Thunderstorms occur with greatest frequency during the afternoons (usually, the period when it's the hottest). The highest number of storms occur in Florida, around Tampa, with the Rocky Mountains a close runner-up.

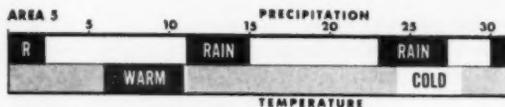
The mechanics of thunderstorms is simple. All you need is moist air that is forced upward. Most of the time moist air is given the needed lift by the sun's heating of the surface, hence thunderstorms occur with greatest frequency during the warmer months. Warm, moist air being forced aloft over mountains, is another way of getting the needed



Better than average working weather is anticipated in the Great Lakes area during May, 1954. Temperatures for the month are expected to average above normal over most of the area, and rainfall totals should range from near to below normal. Thus, the number of days free of restrictions due to the weather will be greater than the average. Last year in May, somewhat warmer and wetter weather was observed.



May, 1953 was warm and wet in this area of the northeastern United States. In spite of the wet conditions, the number of operational days equalled the long-term average. During May, 1954, warm weather again is expected to prevail. Rainfall amounts, however, are likely to be near normal for the month. Thus, operational conditions should be slightly better than normal during May, 1954.



Warm and slightly wet weather prevailed in Area 5 during May of last year. At scattered locations, however, very heavy rains occurred. For this coming May, New England will experience warmer than usual temperatures once again. Rainfall totals for the month are not likely to exceed normal in this area. Nevertheless, rainfall amounts in excess of the critical value are expected to account for several lost working days.

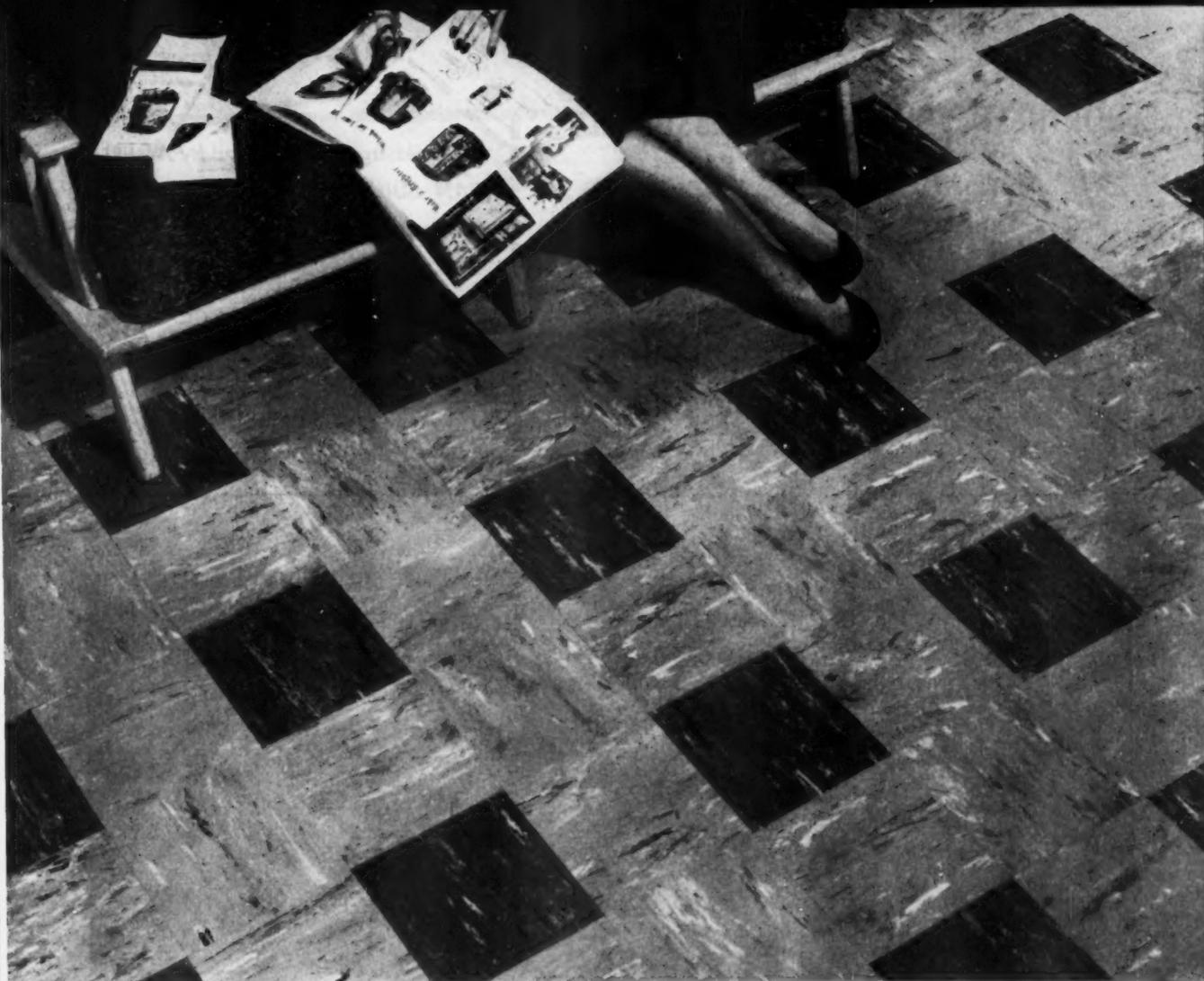
Timing of weather events is indicative of trends. Don't expect precipitation on every day of the period indicated.

## Thunderstorm...Cloud Gone Wild

lift. Still another—and this gives Florida the highest thunderstorm frequency of any state in the Union—is to have sea breezes come at each other from opposite directions, and be forced aloft along their line of collision.

When the air rises high enough, whatever the reason, it cools with elevation reaching its dew point or condensation level which causes the typically flat base of the thunderstorm cloud. Additional lift forces the cloud higher and higher until it reaches a level so cold that the water drops in the cloud freeze into ice crystals and form the "anvil top" common to the fully developed thunderstorm.





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SO NEW!  
THEY'LL  
BOOST SALES, TOO**

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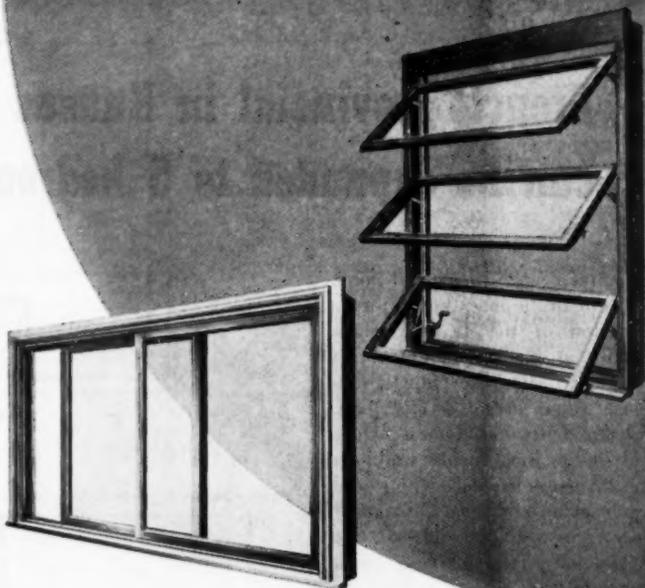
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**THESE TWO NEW R-O-W WINDOWS**



are designed to  
look better—  
work better—  
last longer!

If your dealer  
does not carry  
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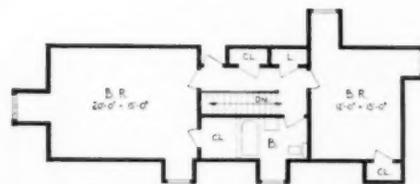


## French provincial in Kansas City can be expanded to 5 bedrooms

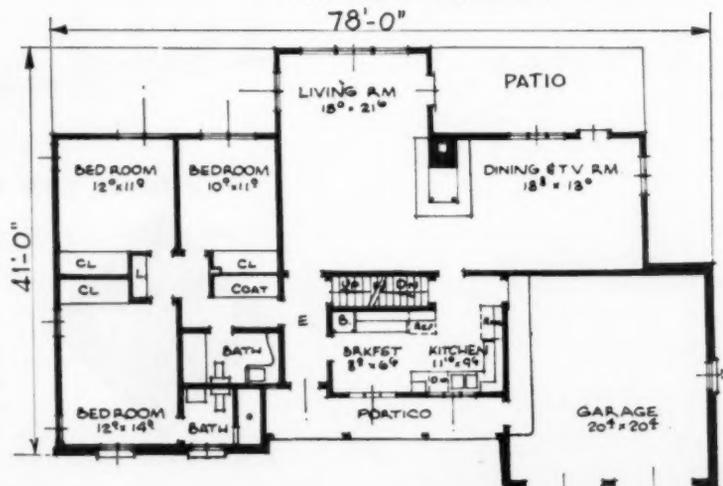
The first French provincial home to be built in the new Indian Fields subdivision of the J. C. Nichols Company at Kansas City features an unusual dining-television or all-purpose room over 18 feet long. Paneled in driftwood, it has a picture mural on its long inside wall. An open-three-sides fireplace with raised slump brick hearth capped by quarry tile serves as a divider between this area and the 15x21½ living room. Both rooms open onto an 8x21 green concrete patio in the rear.

Designed by Edward W. Tanner & Associates, the home occupies a plot approximately 115x145 and was priced at \$36,500. First floor living area totals 1,620 square feet. Space upstairs can be utilized, when needed, for fourth and fifth bedrooms and a third bathroom.

The exterior is of slump brick, also rough cedar boards and batten, with a cedar shingle roof. Andersen wood casement windows are used on the front.



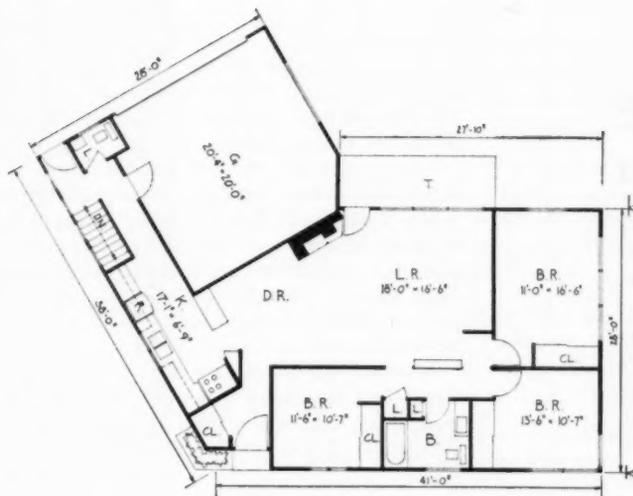
Suggested plan for second floor





North Syracuse, N. Y.—

## the V-shaped contemporary— a different design for a corner lot



Attractive appearance on both streets of a corner lot, while conforming to set-back rules and preserving rear privacy was the incentive for this V-shaped contemporary house in North Syracuse, New York. R. M. Catlin, Builder, Inc., built it in its Memory Lane tract where all other homes are erected to order.

Construction is frame conventional, with W truss roof and poured concrete foundation. All windows are Pella double-glazed and screened. Interior walls are half-inch drywall or red gum paneling; latter is also used for kitchen cabinets.

Other features include M-H Moduflow control of gas forced air heat, GE remote control wiring, 30 feet of valance lighting in living room, 16 feet of plug-in strip in kitchen, jalousie door to patio, built-in Chambers range and oven, built-in birch bookcases and writing desk.



*For Fine Woodwork  
within your cost budget*



*Specify*

## ARKANSAS SOFT PINE Satin-like Interior Trim

Crossett supplies this superior woodwork in A. I. A.—approved contours and standard patterns which, through quantity production, give you the advantage of fine quality at important cost saving over custom millwork. Arkansas Soft Pine's soft texture, light weight and freedom from pitch work easily to close detail, patterns matching exactly at mitres.

Seasoned to mandatory moisture content, it doesn't split, shrink or swell. Thus stabilized, the wood absorbs primers evenly, holding paint or enamel finishes uniformly smooth, free from raised grain ... qualities that safeguard lasting good appearance.



Typical of authentic patterns in satin-like interior trim. Appropriate to a wide variety of decorative schemes.

**FOR BUILT-INS AND STAIR WORK**  
Matching the guild-craft refinement of its satin-like trim and mouldings, are Crossett's related Arkansas Soft Pine products for interior built-ins, stair work and the like, all available at your local lumber dealer's, and identified by these trade-marks. For further information, address:



**CROSSETT**  
**LUMBER COMPANY**  
A DIVISION OF THE CROSSETT COMPANY  
CROSSETT, ARKANSAS

**Fridley, Minn.—**



## full equipment, extras go with this rambler

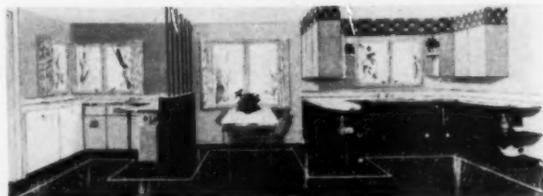
A generous complement of equipment and many luxury-type extras were built into this \$29,900 66-foot rambler at Fridley Village, Minn., by Carlson-LaVine, Inc., of Minneapolis.

Living room has 96 sq. ft. fireplace stone wall flooded by valance lighting. Dwarf partition between living and dining rooms is topped by planters. Kitchen has Formica on steel counter tops, two-tone cabinets and seven pieces of equipment. Bathroom has Roman brick wall, ceramic tile floor. Walnut-paneled study has built-in desk and shelves, plus acoustical ceiling.

A second large fireplace is in the basement, also a half-bath, shop space and large area for recreation room. Radio controls operate 16-foot garage door. Lot is fully landscaped.



Sketch of laundry-dining-kitchen area







**NOW**  
**"Century" NU-GRAIN**

**SIDING IS**  
**SILICONE-TREATED**

**the most weather-resistant, dirt-resistant  
asbestos-cement siding ever offered by K&M!**

The water resistance of the Siliconed surface of "Century" NU-GRAIN Shingles seems unbelievable. It causes water to "ball up" instantly and roll right off. Tests have shown its astounding resistance to sunlight, industrial fumes, ice and snow and below freezing temperatures.

Silicones are an invisible agent which cannot dissolve in water. They penetrate deeply and leave no surface film to peel off or wear away. Water-borne dirt, which can cause streaks under window sills and around other trim does not readily gain a foothold to mar the natural beauty of the shingles.

"Century" NU-GRAIN Shingles are as permanent as stone itself. They will not burn, rot or corrode and never need paint for protection. The distinctive NU-GRAIN shades—green, brown, gray and white-tone—and the realistic wood-grain pattern are designed for a lifetime.

"Century" Shingles are sold by more than 700 distributors. Ask the K&M distributor near you about new Silicone-treated "Century" siding or write to us for complete information.

There are six "Century" Shingles now Silicone-treated. In style # 58: (straight butt line) NU-GRAIN green, brown, whitetone and gray (illustrated); also Shell White with cypress graining. In style # 57: Shell White with cypress graining and wavy butt line.

**KEASBEY & MATTISON**

COMPANY • AMBLER • PENNSYLVANIA

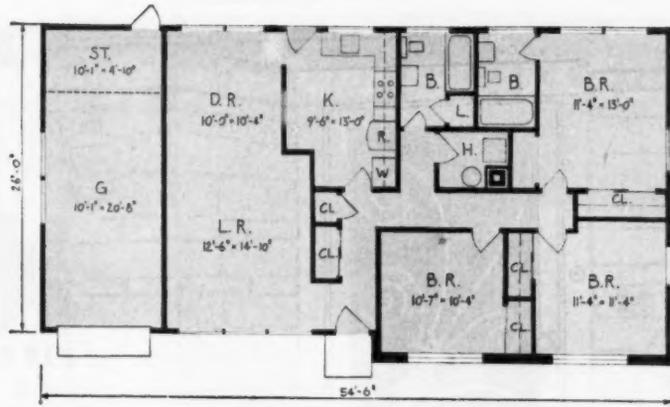
America's first maker of asbestos-cement shingles





**Haddonfield, N. J.—**

**two-bath rancher  
a popular style  
in south Jersey**



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- AllianceWare and Briggs plumbing fixtures
- Arctic and Serpentine roof shingles
- Alwintite windows
- Bendix clothes washer
- Bethlehem Steel nails
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- Bradford water heater
- Fiberglas insulation
- Kentile asphalt tile
- Kwikset locks
- Minneapolis-Honeywell thermostat
- Supradoor asphalt shingles
- Thatcher boiler
- US Gypsum and National Gypsum insulation
- Wincrest gas range
- Woodall Masonite sliding doors

In an endeavor to provide maximum space at minimum cost, the Goodwin Housing Corporation adopted this three-bedroom, two-bath house as one of three ranch styles for its large Kingston Estates development in Delaware Township, adjoining Haddonfield, N. J. At \$14,250, including a fully landscaped 75x125 plot, it became an immediate hit with buyers.

Designed by Dante J. D'Anastasio, Camden architect, the house has an L-shaped center hall providing direct private access to all rooms. Built on a concrete slab, its overall dimensions are 54½x26 feet, including attached garage and storage area. Living-dining area extends through house. A room-wide window wall at the front overlooks a wide planting area next to the entrance.

Kitchen, ceramic-tiled bathrooms and utility room are grouped in the rear. Space is left in utility room for future addition of air conditioning.



# M-D

MACKLANBURG-DUNCAN CO.

## FITS-ALL NO. 5

Gracefully designed, yet fully adjustable for nearly all wood or metal doors! Made of silvery-satin Alacrome that will not rust or tarnish. Patented holder makes installing easy! Surface clamps for fastening grille to outside of door included.

### Attractive Display Carton Shows 'em and Sells 'em!

Each grille packed in individual, colorful carton with complete instructions for installing and suggestions for arranging scrolls. Really an eye-catching display!



## Beautifies Screen Doors... PROTECTS THEM, TOO!..

**FITS-ALL NO. 1**—Instantly adjustable to all screen doors. Accordion-like action permits expansion from 16" to 30 $\frac{3}{4}$ " in width between stiles and from 40 $\frac{1}{2}$ " to 30 $\frac{3}{4}$ " high. Squared up size is 30 $\frac{3}{4}$ " x 30 $\frac{3}{4}$ ". Packed 12 to carton—screws furnished. Made of Alacrome—silvery-satin finish.

**FITS-ALL NO. 2**—For doors with divided sections. Each side adjusts from 13" wide and 19 $\frac{3}{4}$ " high to 14 $\frac{1}{2}$ " wide and 17 $\frac{1}{2}$ " high. Will not rust or tarnish. Packed 12 pairs to carton.

**FITS-ALL NO. 3**—For lower section of door with cross-bar. Fully adjustable from 14" wide and 32 $\frac{1}{2}$ " high between stiles to 25" wide and 25" high between stiles. Silvery-satin Alacrome finish. Packed 12 to carton.

**FITS-ALL NO. 4**—For upper section of doors. Adjusts from 19 $\frac{1}{2}$ " wide and 34" high between stiles to 33 $\frac{3}{8}$ " wide and 20 $\frac{3}{4}$ " high between stiles. Will not rust or tarnish. Packed 12 to carton.

**FITS-ALL NO. 7**—Adjusts from: 18" wide to 32" high between stiles to 24 $\frac{3}{4}$ " wide to 27" high. Squares up at 26" x 26". Packed 12 to carton.



RAT. No. 2,082,012



ORDER TODAY! Your order will be shipped same day received!

## MACKLANBURG-DUNCAN CO.

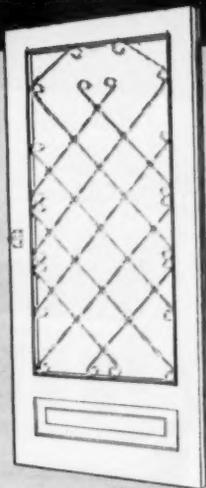
OKLAHOMA CITY, OKLAHOMA

# FITS-ALL Adjustable Screen Door GRILLES

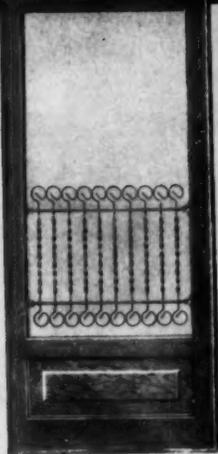
## America's Most Complete Line!



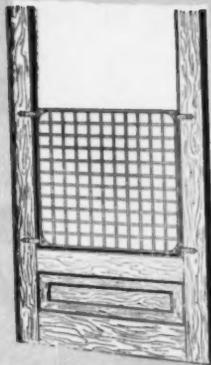
**FITS-ALL NO. 54**—Easily installed and fully adjustable. Made of Alacrome with silvery-satin finish—will not rust or tarnish. Packed in individual carton.



**FITS-ALL NO. 55**—Fits full-size panel. Adjustable from 22" to 30" wide and from 75" to 55" high between stiles. Packed 6 to carton.



**NU-WAY**—Comes in silvery-satin aluminum or steel with black enamel finish. Fits 30" and 32", 36", 42" doors. Easily installed on doors or as window guards.



**NU-GARD**—Interlaced ribs form strong protection for screen. 32" fits screen openings from 24" to 28 1/2" and 36" fits openings 28" to 31 1/2". Silvery-satin Alacrome will not rust or tarnish!



### NU-WAY

**NU-WAY PUSH GRILLE**—4" high, made of silvery-satin Alacrome. 32" fits openings from 24" to 26" wide and 36" fits between stiles from 28" to 30". Packed 12 to carton.



### NU-WAY

**NU-WAY DELUXE PUSH GRILLE**—For aluminum or wood doors. 6" high, made for 32" or 36" doors. Silvery-satin finish, will not rust or tarnish! Packed 12 to carton.



### NU-WAY

**NU-WAY SUPER PUSH GRILLE**—Made especially for combination doors—wood or metal—16" high for 21", 25", and 27" insert panels and for regular 32" or 36" doors. Silvery-satin finish. Packed 12 to carton.



**NU-ART ORNAMENTAL ALUMINUM**—Ideal for trellises and other decorative uses. Comes 16" wide and 7" high—easily sawed. Silvery-satin finish will not rust or tarnish. Packed in individual display carton.



### NU-ART GRILLE ORNAMENTS

Attaches to nearly all screen door grilles. Made of cast aluminum with colorful outlining. Comes in individual envelope with instructions, clamps and bolts.



MALLARD



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### Brand New! FITS-ALL GRILLE MONOGRAM

Customer chooses initial or numbers from your stock and mounts on black disc. Packed 2 discs to envelope with screws and fasteners. Attractive, yet inexpensive!

YOUR INITIAL  
GOES HERE  
LIKE THIS



MAILBOX



SCREEN DOOR GRILLE



GATES



## Ponderosa Pine's "Big Time"

# POST promotion

## is Your Opportunity in '54

This year, Ponderosa Pine Woodwork steps into the "big time" with *full-page* advertising in The SATURDAY EVENING POST.

Millions of families from coast to coast will learn why Ponderosa Pine doors, windows and cabinets are the mark of a better-built, distinctive home.

This giant promotional effort provides a substantial profit opportunity for merchant builders. First—because this nationwide acceptance of Ponderosa Pine as top-quality material can speed the sale of homes in which it is used. Second—because Ponderosa Pine stock woodwork, available in a wide range of styles and designs, enables the builder to avoid monotony in home design and to satisfy the home owners' demand for pleasing variety.

It will pay you to make Ponderosa Pine woodwork your partner in 1954!

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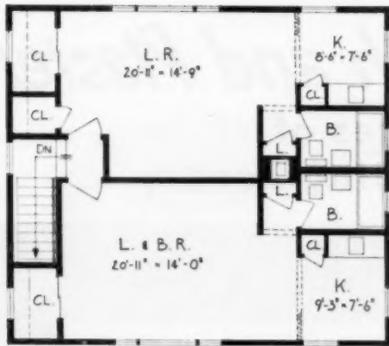
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Protection Products Manufacturing Co.

Western Pine Association









SECOND FLOOR PLAN

## Milwaukee tries a different approach to the 'three-flat'



Two views of an efficiency suite living room-bedroom. Position of several heavy furniture pieces emphasizes spaciousness



FIRST FLOOR PLAN

Second floor plan, at top of page, shows two efficiency apartments, almost identical except that short public hall and chimney take some space away from rear unit. First floor plan, directly above, indicates one front entrance serves all three suites which helps strengthen illusion that building is a one-family house

It looks like a private dwelling; it costs about the same as a duplex in the same area (around \$27,000 exclusive of land), but it brings in the rent of a three-family building, which it actually is.

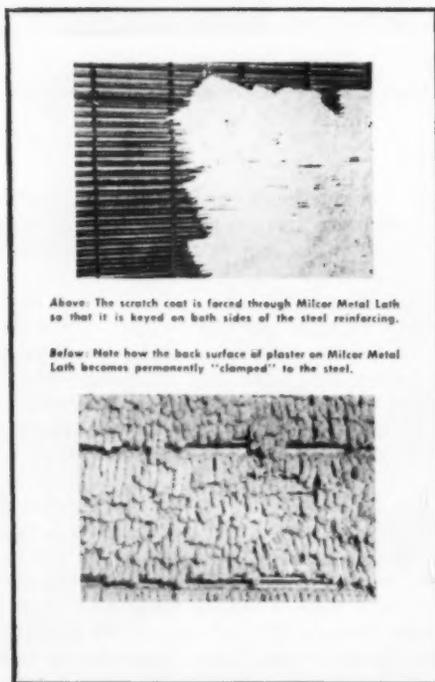
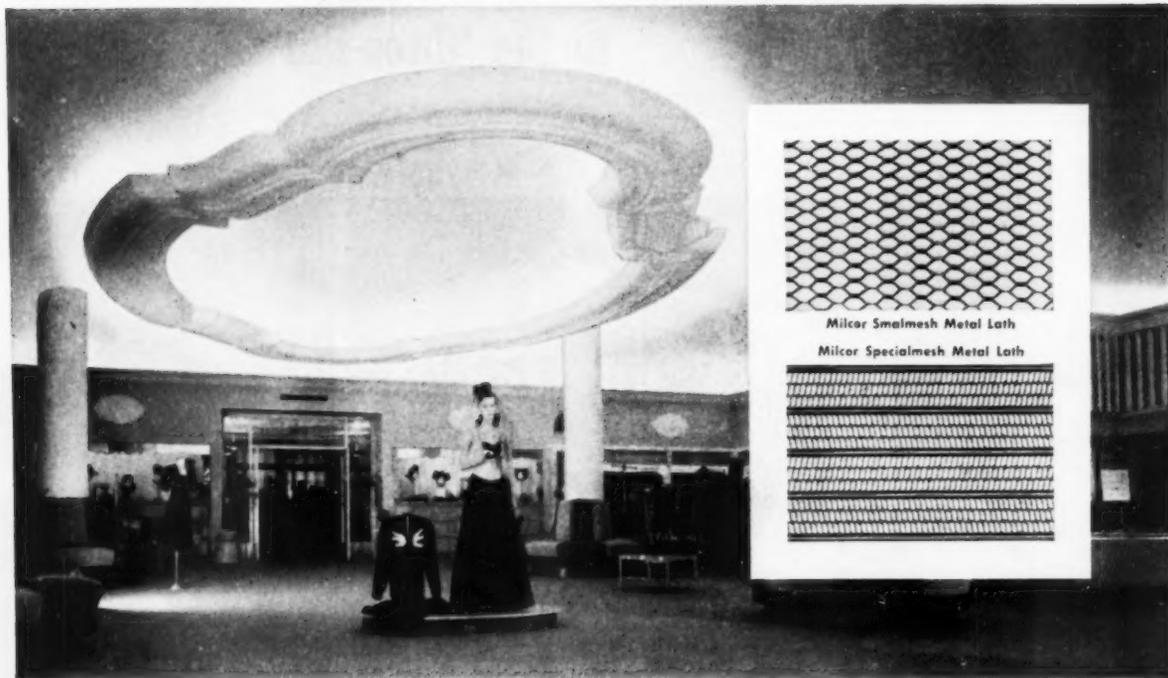
Leslie Markovich, secretary of Pioneer Builders, Inc., of Milwaukee, had an idea several months ago to build three-suite houses for income purposes, has just completed two like that shown on this page. A brick veneer two-story building, it has a conventional two-bedroom flat downstairs, designed for owner-occupancy. Two efficiency suites upstairs have Norge ranges, Frigidaire refrigerators and Waste-King disposers.

In the present Milwaukee market, Markovich points out that if the upper story were finished like the lower level, the second suite would bring about \$115 monthly rental. However, he reports the two efficiencies could be rented for about \$80 per month each. Cost of heating these units, based on heat loss estimate, is about \$120 per year or \$10 a month.

The building has three water heaters, three electric meters and one forced air oil heating system, so the owner must furnish only heat and water.

# MILCOR<sup>\*</sup> Metal Lath and Plaster

provide the advantages of  
fire-safety, permanence, lasting beauty



Above: The scratch coat is forced through Milcor Metal Lath so that it is keyed on both sides of the steel reinforcing.

Below: Note how the back surface of plaster on Milcor Metal Lath becomes permanently "clamped" to the steel.

## And you get the greatest flexibility to carry out the architect's design

There's just no substitute for the strength and beauty of metal lath and plaster. This unbeatable combination provides permanence, fire-resistance, lightweight and rigidity. That's why so many architects specify it.

Milcor Metal Lath can be formed to the most complex contours and faithfully expresses the modern architect's conception of interior design. Where plans call for enclosed heating, ventilating, plumbing or air conditioning equipment, or for indirect lighting, you can't beat Milcor Metal Lath and plaster.

Today, there's a renewed appreciation of plaster interiors — and an increasing demand for them. That's why it pays to use Milcor Metal Lath in the homes you build.

Give home and building owners the finest type of wall surface there is — give them *plaster on a network of steel*. And in letting sub-contracts for plastering, specify Milcor Metal Lath, from the industry's most complete line.

For further information on Milcor Metal Lath, write for a copy of Catalog 253.

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M-135D

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*...and we're Proud of it*

Here at TEMCO, INC., we have a one-track mind. We eat, sleep and think and live in terms of gas fuel exclusively. Our total manufacturing and research facilities are devoted without reservation to the improvement of our gas appliances and to the progress of the industry as a whole.

We are completely happy in this single-mindedness. We had faith in the gas industry over thirty years ago. We retain that faith, even in the face of requests to manufacture appliances using other fuels. We are gas specialists now. We expect to remain gas specialists, to continue our undivided loyalty to the gas industry. But loyalty is a two-way street. If the gas industry is to hold its own and continue to grow consumer-wise, it must take steps to inject new vigor and hard-hitting, doorbell ringing salesmanship into the business of selling gas appliances. It must, furthermore, go all out to encourage and present a united front with those manufacturers, like TEMCO, INC., who believe strongly enough in the future of the industry to invest their total corporate energies and capital in it.

**Gas HAS GOT IT! Temco BUILDS IT... Best**

GAS WALL HEATER



GAS FLOOR FURNACE



GAS CLOTHES DRYER



GAS HEATERS



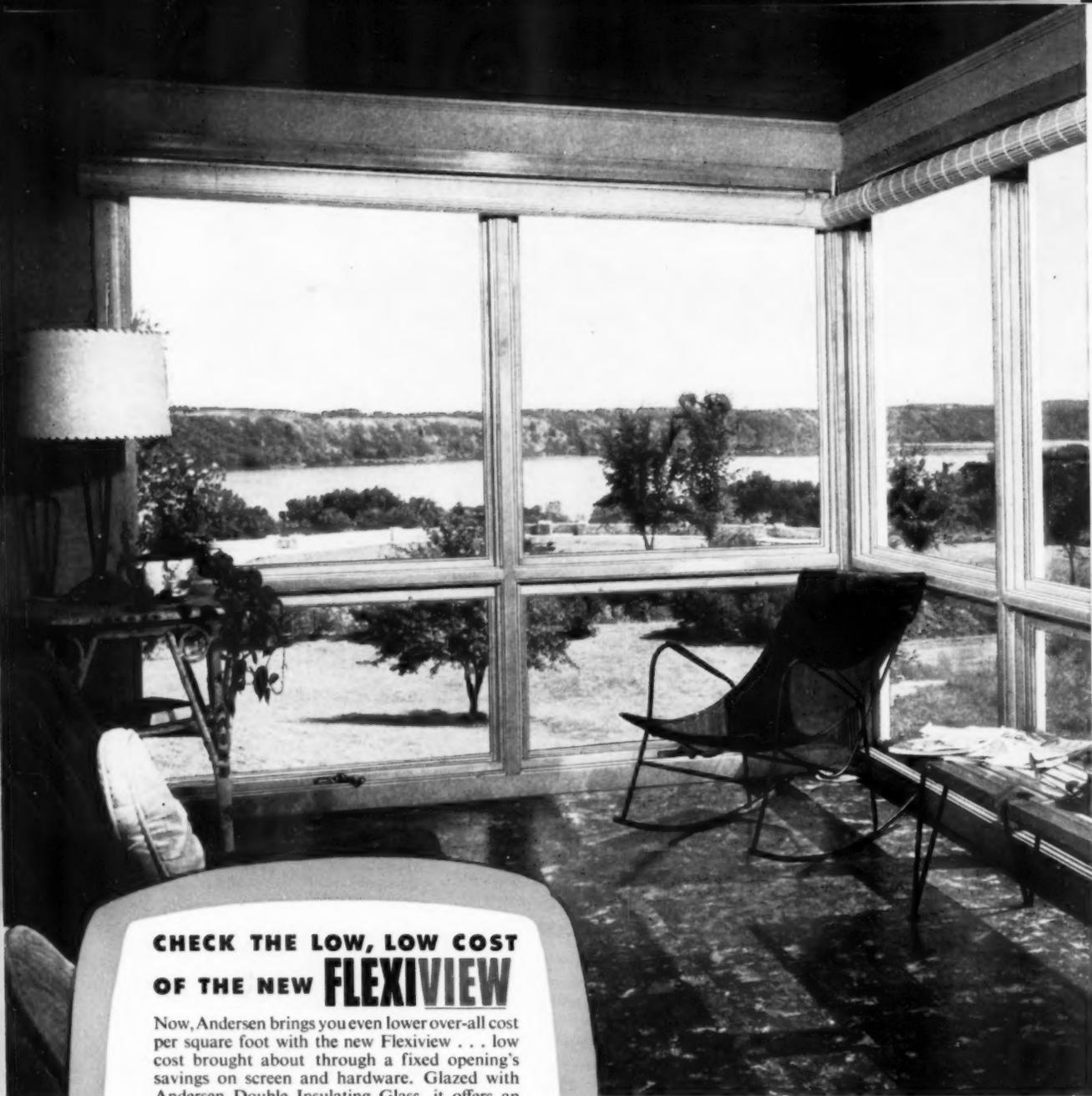
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NASHVILLE 9, TENNESSEE

**BUILDER OF OVER 1,250,000 GAS APPLIANCES**

*We've still got a one track mind*

This is an advertisement which we ran over a year ago. Since that time we have had much favorable comment from builders who agree with our theory of specialization. We are reprinting this ad by way of calling attention to the fact that our total manufacturing and research facilities continue to be devoted to the improvement of Temco gas wall heaters, floor furnaces, heaters and clothes dryers which go into the houses you build.



**CHECK THE LOW, LOW COST  
OF THE NEW FLEXIVIEW**

Now, Andersen brings you even lower over-all cost per square foot with the new Flexiview . . . low cost brought about through a fixed opening's savings on screen and hardware. Glazed with Andersen Double Insulating Glass, it offers an economical solution to the double glazing problem.

Flexiview units combine with either fixed or ventilating Flexivent windows to form WINDOWWALLS in endless variety. They make possible the picture window combinations that complete the versatile Flexivent line.

The Flexivent line, already a builder favorite for its low installation cost coupled with high quality, is now even more versatile, an even greater window value!

For specification data see your millwork dealer, Sweet's Light Construction File, or write Andersen Corporation. WINDOWWALLS sold by established millwork dealers throughout the United States including the West Coast.



Andersen Corporation

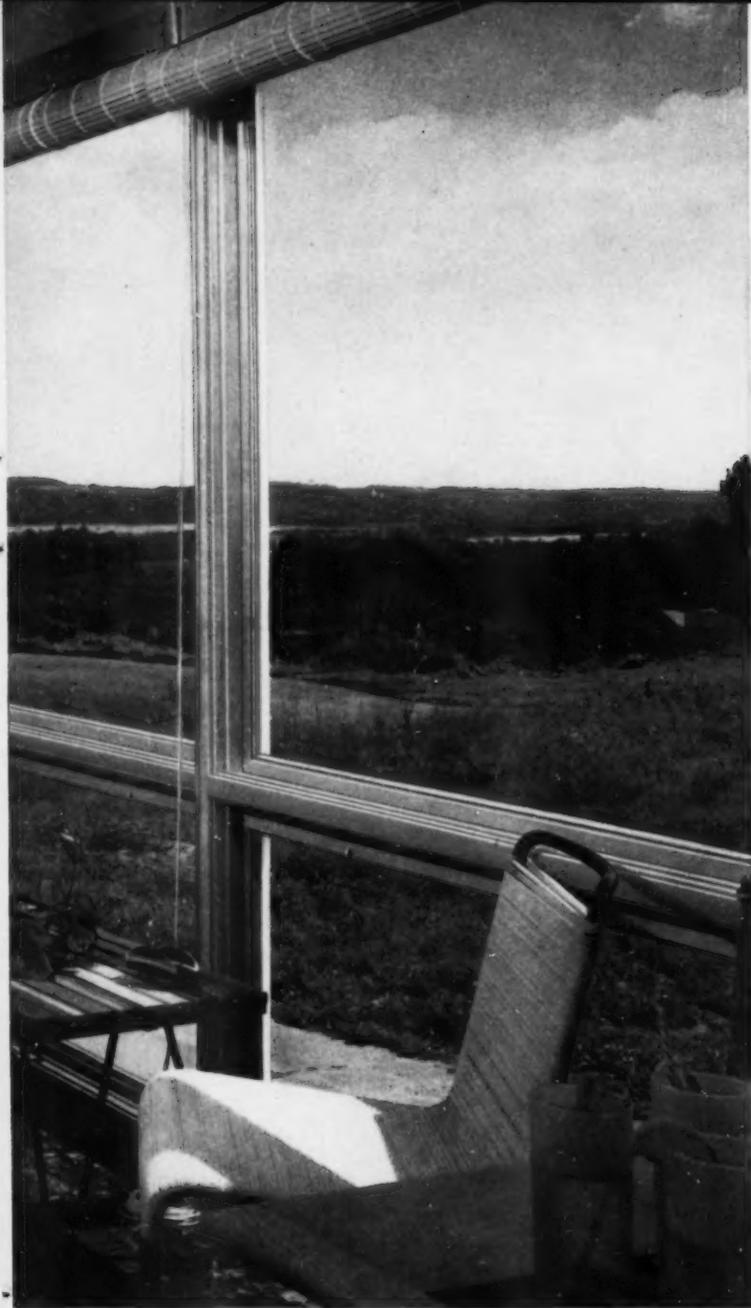
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window

PICTURE WINDOW PARTNER TO THE *FLEXIVENT*

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**BUILDERS HAIL FLEXIVENTS  
FOR ECONOMY, FLEXIBILITY**



"Flexivents are without a doubt more popular than any other window we have seen," says William Pearce, executive vice president of Pearce & Pearce Co., builders of Green Acres Village near Buffalo, N.Y. Workmen install group of Flexivents in Green Acres home.



"With Flexivents we can provide more window area at no extra cost," says William Coffman, president of W. D. Coffman Co., builders of 175-unit Prairie Village in suburban Minneapolis, Minn. Picture shows effective use of Flexivents in Prairie Village home.



"No better window for an easier assembly and installation," says Joseph Komreich, president of Chestnut Hill Homes, Inc., builders of 450 homes in Hill Estates (above) near Newark, N.J.

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The new Andersen Roto Lock Underscreen Operator is designed for use with awning or casement installation. The centrally located roto-gear, dual-arm operator provides positive control, tight corner closing, self locking. Can be easily installed on existing Flexivents. Special pine stop furnished with each operator. Special screen available in aluminum frame only.

Andersen Corporation BAYPORT, MINNESOTA

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**94.9% of Lockheed's 50,000  
employees are enrolled  
in the Payroll Savings Plan**



**ROBERT E. GROSS**

*President, Lockheed Aircraft Corporation*

National Chairman, 1953 Aircraft  
Industry Payroll Savings Drive

***"A man's personal economic security is the sum of his own diligent effort, a financially sound government and a systematic savings plan. He has the earnings and he has the government that can protect the individual. However, human nature being what it is, not everyone maintains a systematic plan of savings. So here is a plan designed to help the employee—the Payroll Savings Plan, whereby his company will regularly invest a part of his earnings (he specifies the amount) in United States Savings Bonds, America's safest form of investment. We at Lockheed have endorsed and encouraged this plan because we know what it does to assure security—both individual and national."***

Lockheed Aircraft Corporation recently conducted a person-to-person canvass that put a Payroll Savings Application Blank in the hands of every employee of Lockheed's eleven plants in Southern California. At the conclusion of this one-week campaign, 36,419 of the 38,037 employees—95.7%—had signed up on the Payroll Savings Plan. Three of the eleven plants achieved 100% enrollment.

Lockheed's 95.7% in the Southern California plants is the highest employee participation of any company or group of this size this year. The previous national record in the aviation industry—92%—was set by Lockheed's Georgia Division in April, 1953. Of Lockheed's total payroll—50,000 men and women—94.9% are building "... security—both individual and national" by systematic investment in U.S. Savings Bonds.

45,000 companies operate Payroll Savings Plans. In many of these companies employee participation ranges from 60% to 80%; in some, it is even higher. On the basis of Payroll

Savings Records, it is safe to estimate that 60% or more of the personnel of a company will join the Payroll Savings Plan—

- if the many personal benefits of the Payroll Savings Plan are properly presented to them by management.
- if they are shown how their monthly investment in Savings Bonds contributes to national stability by adding to our reservoir of future purchasing power—\$35.5 billion—the cash value of outstanding Series E Bonds—the kind purchased by Payroll Savers.

Your State Director, U.S. Treasury Department, is ready to help you build a 60%, 70% or 80% Payroll Savings Plan. He'll explain how easy it is to conduct a simple person-to-person canvass and will furnish all the printed matter, posters, etc. Phone, wire or write today to Savings Bond Division, U.S. Treasury Department, Suite 700, Washington Building, Washington, D. C.

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This is a typical Swanson kitchen. He furnishes the wiring for Electric Ranges, allowing his clients to make their own choice of range. In all but two of the last 37 homes Mr. Swanson has built, they chose to be modern . . . cook electrically!

## The secret that really sells houses

When customers look for a house that's a *home*, they examine its features most carefully.

That's why the kind of range in the kitchen is so important. It tends to be a key to quality for the house as a whole. When home buyers see an *Electric Range*, they realize that here is cooking equipment at its best, that it means economy and ease of operation, a clean kitchen as well as a cool one. Instinctively they feel that the rest of the house must also have the best of everything. They're well on the way to being sold!

Builders of homes in every price bracket, in all parts of the country, are taking advantage of the *Electric Range* as a selling feature. Are you?



Mr. C. Harry Swanson, builder of this South Bend, Indiana house says, "Every single house I build is wired for an *Electric Range*. That is my own preference, and experience has proved that by and large my clientele agrees with me. If a client is doubtful, I urge him to go electric. Then I know he'll be satisfied. It's the safe way."

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for old New York**

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1 Eljer is constantly working in the design and development of fixtures for public buildings, hospitals, hotels, schools and prisons. Eljer has a great record in these demanding fields.

2 Eljer manufactures a comprehensive line of cast-iron, formed steel and vitreous china plumbing fixtures plus top-quality brass fittings. Eljer can serve all your needs for all four.

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*Typical Eljer fixtures in use  
at 380 Madison Avenue.*

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Enameled cast-iron  
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# Hollyday Out; White House Announces Probe of FHA

**Mason Named Acting Head; Cole Charges 'Serious Irregularities'; Congress Holds Up Housing Bill**

Resignation of Commissioner Guy T. O. Hollyday and seizure of all Federal Housing Administration files, both in Washington and in the field offices, has marked the beginning of an open investigation into Title I and Section 608 activities of the FHA.

The surprise move was announced April 12 at the White House. According to Housing and Home Finance Administrator Albert M. Cole, home owners and the government have been fleeced of millions of dollars by "serious irregularities and abuses."

The following day, the White House announced that Norman P. Mason of North Chelmsford, Mass., had been appointed FHA acting commissioner. Mason, a former president of the National Retail Lumber Dealers Association, is a director of the United States Chamber of Commerce.

A two-pronged investigation, by the Department of Justice and the HHFA, will be conducted. William F. McKenna, Los Angeles attorney, and Lester Condon, former chief investi-

gator of the House government operations committee, will direct the HHFA activity.

At press time, there were strong indications that the administration's housing bill would be delayed for months. Senator Homer Capehart, chairman of the Senate Banking Committee, said his group would hold up action until the investigation is completed. The committee, he added, might conduct its own investigation.

The Title I investigation arose from "widespread and numerous" cases in which home owners have been cheated by high pressure home improvement and repair salesmen. These "dynamiters," Cole said, worked in bands and moved from city to city.

Investigation of large-scale rental housing projects (Section 608) has revealed 251 cases, according to Cole, where FHA insured mortgages greatly exceeded the cost of such projects. This permitted sponsors of the work, he said, to pocket "windfalls" of more than \$75,000,000.

Cole ordered withdrawal of an acceptance of resignation submitted by Clyde L. Powell, assistant FHA commissioner for rental housing, adding that he wanted to retain Powell until the inquiry determines "whether he is personally responsible for what I deem very negligent operation of the program." Powell, who has headed the rental housing division since it was organized in 1936, had announced he would leave the agency in mid-April to become associated with a large-scale New York City housing developer.

Other top FHA officials will be affected by the sweeping investigation.

Cole said FHA "has obviously suffered from a progressive laxity which is incompatible with good government."

Regarding the prompt resignation of Hollyday, a former president of the Mortgage Bankers Association of America, Cole termed it a move to step aside so others could investigate. He said Hollyday might be responsible for some of the FHA troubles because "he was aware of the situation and did not act."

Department of Justice entry into the case, through the Federal Bureau of Investigation, will be to make an intensive search of "possible criminal violations and the initiation of criminal prosecutions where necessary." Cole said the inquiry was begun after several weeks of conferences with Department of Justice officials. He declined to predict what prosecutions may result.

Only a month ago, Hollyday had announced FHA had cost the government nothing, having repaid all \$65,500,000 advanced to set up insurance programs, plus \$20,350,000 in interest at 2¼ per cent.

### Appointed



Norman P. Mason

### Resigned



Guy T. O. Hollyday

# IMPORTANT NEWS!

## FOR BUILDERS

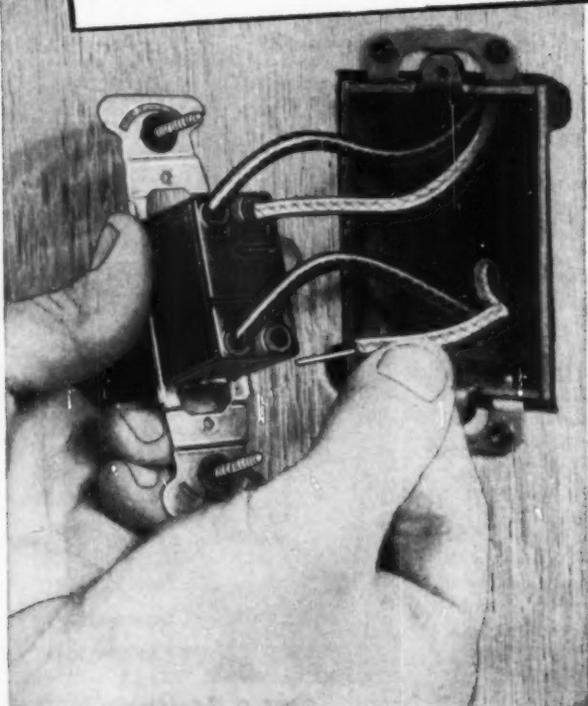


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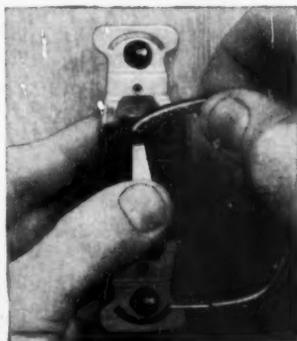
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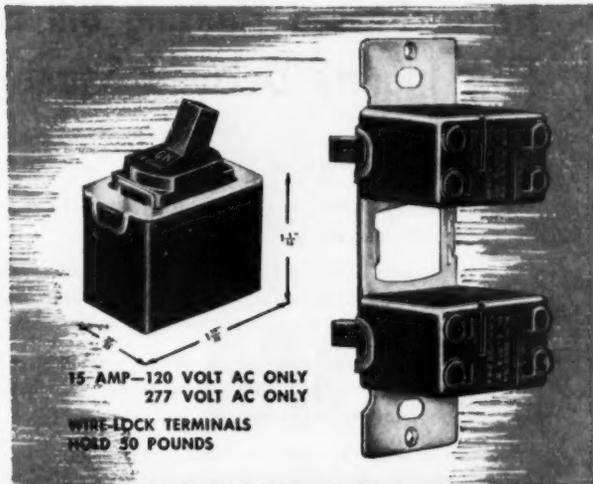
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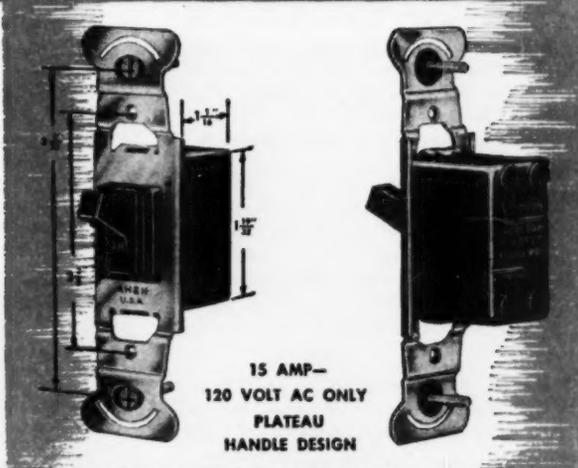
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## House Passed Housing Bill Before FHA Inquiry Delayed Senate Action

The 1954 omnibus housing bill moved closer to final approval last month. This was its status when the FHA "blow-up" delayed Senate action:

1. The House passed its version of the legislation on April 2 by a vote of 352 to 36.
2. The Senate Banking Committee completed hearings on a similar bill in mid-April, and began readying the measure for Senate action. Debate on the bill was expected to begin around May 15.
3. Amendments tacked on by the House seemed sure to be changed in the Senate. This would throw the legislation into a joint conference later on, delaying its final passage.

One major change made by the House in approving the housing bill was to strike out all of "Title II"—the title which would have bestowed upon the President discretionary powers to control interest rates, down payments and mortgage terms.

The change was applauded by home builders. NAHB President Richard G. Hughes, when he testified on the legislation, urged that proposed changes in down payments and mortgage terms be made effective at once "instead of being left to the President's discretion."

### **FHA Terms out of Date**

Credit terms now available on homes insured by FHA are "10 years out of date," Hughes declared. He said many families that need three and four-bedroom homes can't get them, even though the home building industry stands ready to produce 2,000,000 new and "new-conditioned" homes annually.

An attempt was made on the House floor to add authority to contract for 35,000 new public housing units next year, but the move was defeated. This may be changed in the Senate, which in the past has been more favorably disposed toward public housing.

### **Lower Down Payments**

Other sections of the House-approved bill provide for lower FHA down payments. The House adopted an amendment to establish down payments at the rate of 95 per cent of \$10,000, plus 75 per cent of the excess, instead of 95 per cent of \$8,000, and 75 per cent of the excess.

On this basis, the possible down payment on a \$10,000 FHA loan would be \$500; \$1,000 on a \$12,000 loan, and \$2,500 on an \$18,000 loan. A \$3,000 down payment would apply on the maximum loan of \$20,000.

### **One-Year Warranty**

The House rejected a proposal for

continuing the present one-for-one plan of FNMA. In another move, an amendment was adopted which would impose, after July 1, a one-year mandatory warranty on one and two-family houses built with FHA and VA assistance.

House action on the housing bill still is not final because the Senate may make numerous changes. In that case, a conference committee representing the House and Senate will have to be appointed to iron out differences.

### **'Don't Jump the Gun!'**

Meanwhile, NAHB has advised its members that they should not make plans to use the more liberal down payment and other provisions of the legislation "until we know that they will actually go into effect."

During Senate Banking Committee hearings, Senator Homer Capehart of Indiana, chairman, said he might call a special conference of housing, banking and other groups with conflicting views in an effort at compromise.

### **'Most Comprehensive and Imaginative'**



J. E. Drew, chairman of judges, awarding the American Public Relations Association's silver anvil trophy in New York to Conrad "Pat" Harness (right), public relations director of the National Association of Home Builders. NAHB was cited for having "developed by far the most comprehensive and imaginative public relations program in the trade association field"

## Bowser Succeeds Mack As FHA 'Underwriter'

Charles A. Bowser, a home builder in Lansing, Mich., for the past eight years, has been named director of underwriting for FHA. He succeeds Curt C. Mack, who resigned in March to enter private industry.

Bowser, 44, is past president of the Michigan Association of Home Build-



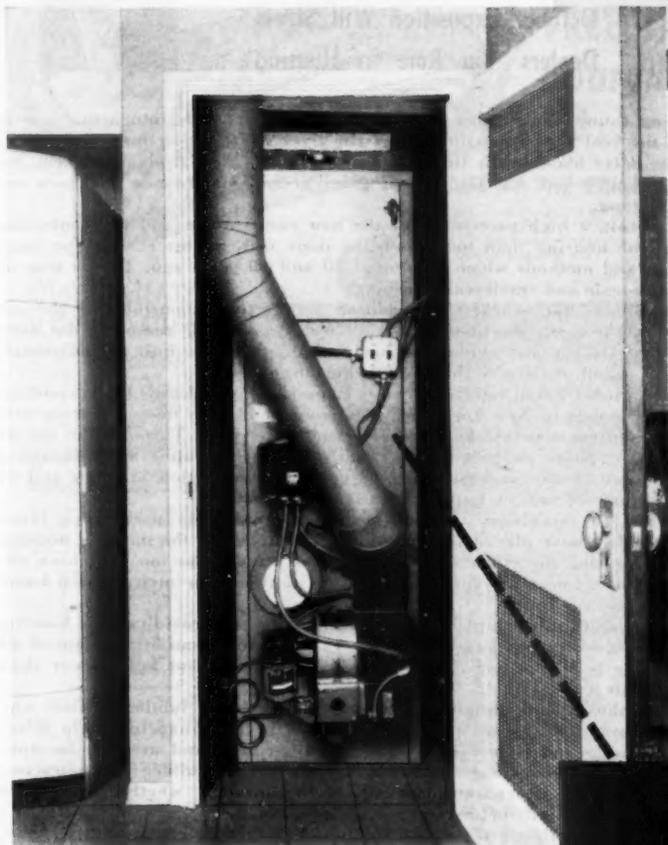
**Charles A. Bowser**

ers and past president of the Lansing Home Builders Association. He has worked with Michigan State College in setting up educational programs for the light construction industry and has been a member of an advisory committee at the college for five years.

The new director of underwriting was to begin his duties with FHA on April 26.

Mack, who served as assistant FHA commissioner in charge of underwriting, began his work with the agency in 1938. He directed all mortgage insurance underwriting activities of FHA.

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# Veterans Buying More Costly Houses, Says VA

Fewer low-price homes are being purchased by veterans, according to figures contained in the Veterans' Administration annual report, made public recently.

In the fiscal year 1953, about 40 per cent of the homes purchased were under \$10,000. Only two years earlier, 70 per cent of the homes purchased were in this price bracket. Inflation no doubt caused some of the change.

Figures contained in the VA report gave this breakdown on prices which veterans paid for housing over the past three years:

Range	Per-cent of total closed during fiscal year—		
	1953	1952	1951
Less than \$8,000	16.6	18.6	32.8
\$8,000 to \$9,999	23.6	30.3	37.2
\$10,000 to \$11,999	31.0	27.8	17.6
\$12,000 and over	28.8	23.3	12.4

More recent figures confirm the trend. In February of this year, only about 30 per cent of homes purchased by veterans were under \$10,000. About 40 per cent were in the above-\$12,000 class.

Meanwhile, the extent to which Korea veterans are entering the housing market is shown by VA. Since mid-1952, when the VA loan-guarantee program was extended to include them, about 45,000 have obtained VA-guaranteed home loans.

## Law Changes

Congress again has entered the VA's direct home loan program. The House passed and sent to the Senate a bill to extend the direct loan authority for another year—to June 30, 1955. Senate approval is expected. The new measure authorizes VA to use \$25,000,000 per quarter for direct housing loans. The agency, which has made about 45,000 such loans since 1950, limits them to veterans in "outlying areas."

Elsewhere in the legislative picture, T. B. King, the VA loan guaranty officer, has recommended that Congress approve a plan to help veterans finance improvements and alterations in their homes. His proposal would permit veterans who have used only a portion of their total loan guarantee privileges to employ the remainder as needed for changes and repairs.

## Dealer's Viewpoint

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



### October Exposition Will Stress Dealers' Big Role in Housing

Getting sound new construction methods and materials into actual use is one of the real problems confronting the light construction industry. In the past, the delay between the time a new method or a new product has been introduced and tested and the time it gains general acceptance has been entirely too long.

As a result, a high percentage of the new construction and modernization work in the housing field today is being done with almost exactly the same materials and methods which were used 20 and 30 years ago. This is true of both large-scale and small-scale building.

Lethargy and the shackles of tradition are partly responsible for the adherence to the costly methods of the 1920's, but another reason is the difficulty of presenting and explaining new techniques to the host of individuals who put up and modernize the nation's housing supply.

The "National Retail Lumber Dealers Exposition" which NRLDA is conducting next October in New York City is an important step toward getting new ideas in light construction better known and understood. Through the use of action-type exhibits, dealers, builders, and the general public will be given a clear-cut, step-by-step understanding of modern construction methods and of the varied uses of today's improved building products.

The NRLDA exposition is ideal for this purpose. The part which retail lumber dealers have played in expanding and improving the nation's housing and in increasing the efficiency of the smaller builder has too long been obscured by the numerically spectacular output of the larger metropolitan home builder.

The outstanding part which lumber dealers play in providing new housing is shown by government figures which reveal that more than 50 per cent of all new housing is constructed by individuals or concerns that build fewer than ten new units a year.

Most of those homes originate in the offices of retail lumber dealers who provide plans or advice on planning, arrange for the financing, help select materials, advise on economical construction methods and arrange for construction services. In many instances, dealers act as builder or contractor, sometimes through a separate construction organization, whether the homes are being custom built or are put up on speculation.

Moreover, virtually all of the vast volume of residential repair and modernization work originates with the dealer and, in a rapidly growing percentage of instances, is performed by him or under his supervision and control.

Thus, as the largest factor in the home building and modernizing industry, the retail lumber industry is in position to exercise a tremendous influence on the kind and number of new homes built and on home improvements.

By featuring the latest techniques in construction and modernization, NRLDA's exposition will enable dealers to give the public even better service.

## Parking Industry Joins Rush to Key City Sites

As increased traffic congestion requires passenger automobile owners to leave their cars farther from their downtown destinations, the area from which a parking lot will pull patronage faces expansion, according to a recent study made by Hendon & Co., Birmingham, Ala.

Providing parking facilities for downtown workers and shoppers has built up to a \$3 billion industry, competing with other businesses for key locations in central business districts, states the Urban Land Institute, Washington, D.C., in a new study just published.

Changing patterns of downtown

street traffic, including the increasing number of one-way streets, and the competition of municipal governments, are problems confronting those who plan new facilities.

## Plan Changing Procedure Streamlined by FHA

Local FHA officers now have a working basis to establish valuations on "extras," which means builders will no longer have to "re-work" their applications if a buyer insists on changing a basic plan.

In its letter No. 1416 entitled "structural and equipment changes to basic plans," issued late in March, FHA provided local officers with a firm understanding of its value on extra items without reprocessing.



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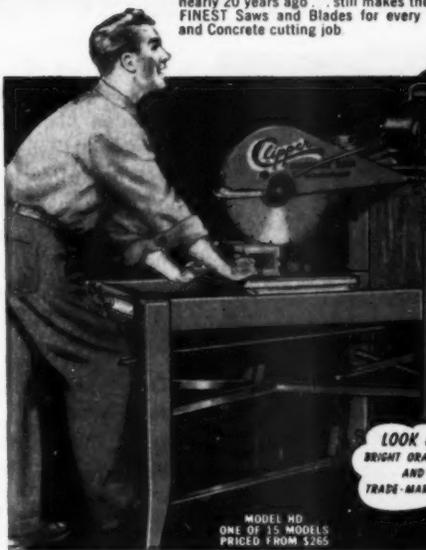
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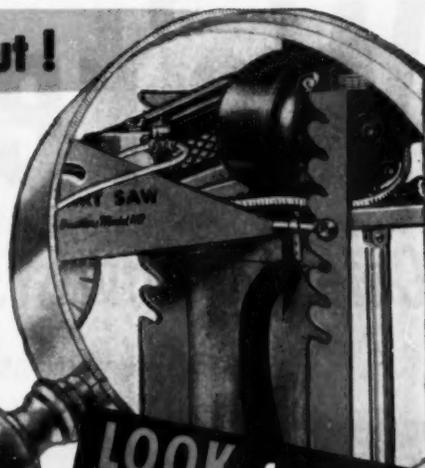
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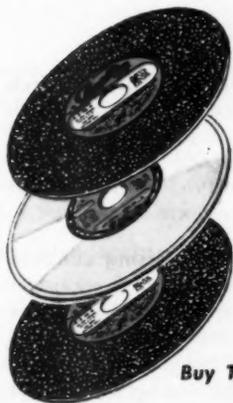
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**Coleman engineering improves each product.** Top talent in design and application gives Coleman products top billing in customer acceptance. Coleman's continuous program of Product Improvement means Profit Improvement for you.

**Strong national advertising clinches home-buyer acceptance.** A consistent year-round program in national magazines and other media pre-conditions home-buyer acceptance of Coleman in your area. A Coleman Blend-Air in a home you build is a plus with your prospects!

*Coleman stands behind its line—stands behind you—with a program to help you sell homes faster. Remember, only Coleman guarantees your prospects satisfaction with a \$1000 Comfort Bond. See your Coleman distributor today—write us if you need his name and address.*

*Sheldon Coleman*  
President,

The Coleman Company, Inc. Dept. 152-AB, Wichita 1, Kans.

AMERICAN BUILDER

# on Your Future

*Coleman Blend-Air® is 5 years and 150,000 homes old!*  
**NOW** year-round air conditioning with exclusive features!

**New improvements! Low 1954 prices!**

**A new standard in cooling and heating!**

GREATER FLEXIBILITY TO FIT ANY SPECIFICATIONS

**Now 14 year-round heating-cooling systems!** For residential and commercial application, cooling capacities from 2 to 5 tons. 3 new self-contained units, including the most compact 5-ton unit on the market. Give twice as much positive humidity removal as ordinary systems. Quieter in operation because condensing unit may be installed in remote location.

**Now 3 models Water Misers (compressor-condenser)!** Two, 3 and 5 ton capacities. They install anywhere—in garage, for instance. Coleman Water Misers cut cooling water costs 97%, electricity 25%, eliminate cooling tower problems. Water Misers operate more economically, with less noise, and are more accessible for service.

**Three new horizontal furnaces!** A total of 18 furnace models now in the Coleman line. Horizontals are designed for space-saving applications, and are rated at 85,000, 100,000 and 140,000 BTU input. Greater flexibility of manifold and control locations for ease of installation. All Coleman furnaces have long-life burners and combustion chambers.

**New Blenders!** Ceiling Blenders direct air flow to outside walls and windows for better perimeter cooling and heating. Ideal for kitchens, bathrooms, etc., or to supplement outlets in large rooms. Install with minimum cutting, eliminate re-decorating expense in old homes. They install quickly, easily. Adjustable Concealed Blenders fit neatly in standard walls, behind studs. Cabinet Blenders are ideal for installations in existing homes.

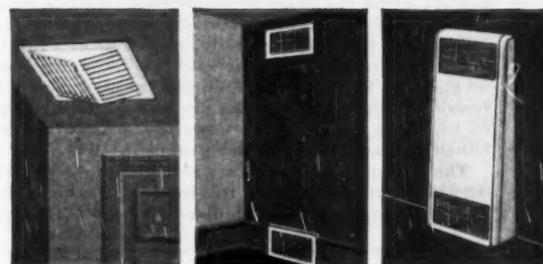
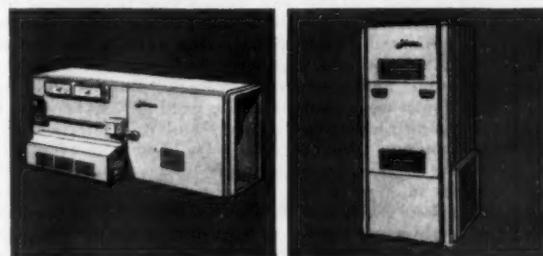
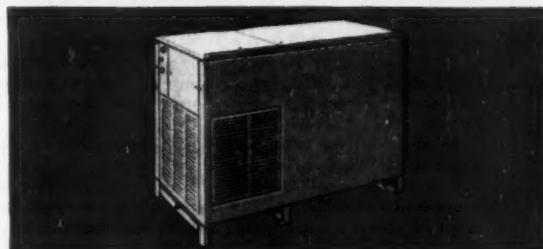
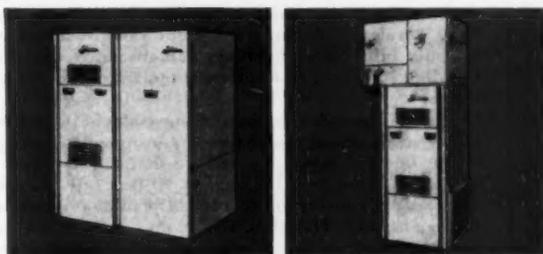
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Comfort Costs So Little  
with

**Coleman**®

*Blend-Air*®

America's Leader in Home Heating and Air Conditioning



CEILING BLENDER

CONCEALED BLENDER

CABINET BLENDER

## Dickerman's Column

John M. Dickerman, Executive Director, National Association of Home Builders of the United States



### Forecast Need for 2,000,000 New and Reconditioned Homes Annually

The popular notion that 1,000,000 new homes per year are about all that the American economy can absorb has been overthrown by some hard facts developed during the recent Congressional hearings on the 1954 housing bill. Those hearings demonstrated convincingly that the home building industry, including the mortgage lenders, must begin raising its sights.

Statistics presented to the Congressional committees, covering population growth, family formations, consumer spending power and the state of our housing inventory, showed that the so-called "norm" of 1,000,000 new units annually is far too low. At that rate, we could not even maintain our present housing standards; instead of progressing, we would fall still farther behind. The plain fact is that for the next ten years our industry must produce an annual average of 1,400,000 new homes and must recondition 600,000 existing homes each year if it is to be ready to meet the housing emergency that will develop in the 1960's when new family formations are expected to reach record heights.

There are three basic reasons for setting our sights on this target of 2,000,000 new and "new-conditioned" homes: people need more housing; they want to own their own homes, and they have the *earning power* to pay for them.

In spite of the record-breaking production of the post-war years, the actual need for housing is still on the rise. To begin with, there is a bed-rock need for close to 800,000 units annually just to keep pace with new household formations. Another 300,000 are required for normal replacement of obsolescent housing and homes that are lost through natural disasters, and to maintain a reasonable vacancy rate. Finally, there is a need for at least 300,000 new units a year to raise our over-all housing standards at least as rapidly as our general living standards are rising. Since an estimated 24,000,000 housing units in the United States today are at least 30 years old, compared with only 11,000,000 in 1930, a figure of 600,000 "new-conditioned" homes annually would seem a minimum level.

Almost as important as the need is the fact that recent improvements in the attractiveness, comfort and value of new housing have stirred a tremendous popular desire for home ownership and have created a strong urge in owners of older homes to buy new ones. For the first time in our modern history, home owners in America outnumber families who rent their living quarters, and this mass shift is certain to be a big factor in the housing market at least during the next decade.

As to the public's ability to pay for better housing, Government statistics show that the share of the average family's spending on housing, in relation to other expenditures, has dropped more than 21 per cent since 1929. Cash income per family, measured in 1953 dollars, has risen 40 per cent since 1929, but the value per occupied housing unit has fallen 30 per cent. In all, the Government figures indicate that some 11,000,000 families in the middle incomes brackets—having disposable cash incomes of \$4,000 to \$7,500 a year—are living below the housing standards attained by comparable income groups in 1929.

The industry's new goals are essential to the progress and well-being of the entire nation. And they are clearly attainable if the hoped-for cooperation of Government, home builders and mortgage lenders is forthcoming.

### October Conventions

The National Hardwood Lumber Association has announced its 57th annual convention will be held October 5-7 at the Rice Hotel, Houston, Texas.

Shortly after, on October 15-16, the Architectural Woodwork Institute, trade association for millwork manufacturers, will hold its second annual meeting at the LaSalle Hotel, Chicago.

## New Work Sets \$7.3 Billion Peak For First Quarter

Value of new construction during the first three months of 1954 totaled \$7,283,000,000 to establish a new record for the period, according to the latest joint report of the Departments of Labor and Commerce. The figure was \$108,000,000 higher than the previous peak, set last year.

After adjustment for seasonal factors, new building activity was running at an annual rate more than \$2 billion ahead of the \$34 billion government forecast for the year.

Sharp increase in private housing work during March was credited for most of the increased pace. In March, new work on residential building rose 11 per cent over the February total to \$854,000,000, came within 1 per cent of equalling the March, 1953, mark. Total construction valuation for March was \$2.5 billion, of which nearly \$1.8 billion was attributed to private spending.

### March Starts 97,000; All but 1,200 Private

Housing starts in March totaled 97,000, according to the tentative report of the Bureau of Labor Statistics, a 25 per cent improvement over the February survey.

Although the figure was 8,800 below that of March, 1953, an unusually high amount of private starts, 95,800, was within 300 units of such work a year ago.

For the first quarter of 1954, total starts were 236,000, compared with 257,100 last year. Figuring private starts alone, the gap was narrowed considerably, a new total of 232,300 comparing to 238,100 last year.

### Prefabricated Home Group Elects O'Brien

Gen. John J. O'Brien, president of United States Steel Homes, Inc., New Albany, Ind., housing subsidiary of U. S. Steel Corporation, was elected president of the Prefabricated Home Manufacturers Institute, Washington, D. C., at the group's eleventh annual convention held recently in Chicago.

Other officers elected were Peter S. Knox, Jr., Thomson, Ga., vice president, and George E. Price, Lafayette, Ind., secretary-treasurer.

styled for Eye Appeal...  
the **REZNOR PAC\***



\*Packaged  
Automatic Comfort

A horizontal furnace with appliance styling which will sweep the residential market. A deluxe unit heater suitable for use in offices and exclusive stores where unit heaters have never before been accepted. And it's all the same unit — the versatile Reznor PAC.

The PAC is AGA approved for use as a central heater in any type of duct system. For compactness and efficiency, you can't find a horizontal furnace which will beat it. For appearance, you can't find one which will come close. Yet it's priced no higher than less satisfactory units.

Without ducts, the PAC is a handsomely-styled unit heater which will fit well into the most exclusive establishment. And because it is so quiet and so clean — the PAC includes a built-in filter unit—you'll be glad to recommend it for such installations.

The PAC is available in 75, 100 and 125 thousand BTU models. For complete details see the Reznor catalog in Sweet's Architectural File or write to the Reznor Manufacturing Co., 42 Union Street, Mercer, Pa., and ask for Bulletin GNP-52.



Reznor suspended unit heaters have thousands of applications in store-rooms, offices, factories and homes. Eight models —25,000 to 200,000 BTU. Reznor gas heaters have been setting high standards of economy and efficiency since 1888. Take advantage of this experience when you plan any heating installation.

THE WORLD'S LARGEST-SELLING  
GAS UNIT HEATER

**REZNOR  
HEATERS**

MAY 1954

MAGNETIC  
**Leco LATCH**

506-10

FOR WOOD OR  
METAL CABINETS



only

**49¢**  
list!

Now... America's largest-selling magnetic latch at this amazingly low price! Positive, lifetime power... modern, trouble-free design... priced to produce steady, high-volume sales, satisfied customers. On every count, Leco-Latch is *right* for you, whether you're selling or building! It's the catch that never misses.

**CONTRACTORS**—Write today for descriptive literature and the name of your nearest distributor.

**DEALERS**—Ask your distributor about the sensational Leco-Latch INTRODUCTORY PACK with FREE counter merchandising display.

**DISTRIBUTORS**—Write for Leco-Latch sample, literature and discount information.

HARDWARE DIVISION  
LABORATORY EQUIPMENT CORPORATION  
100 HILLTOP ROAD, ST. JOSEPH, MICHIGAN

REVOLUTIONARY  
**Leco-Lon LATCH**

506-4



OF SUPER-TOUGH NYLON

The newest and greatest development in low-cost cupboard and cabinet latches! Leco-Lon is formed of rugged Nylon, is virtually indestructible. In laboratory tests, latch has been open and shut well over 100,000 times without wear or adjustment. Leco-Lon Latches can be dyed permanently to any desired color in a few minutes.

only  
**12¢**  
list!

**COLORFUL display carton**  
Compelling red-and-white Leco-Lon self-merchandising carton. Shows latches in assortment of color possibilities. A stimulating point-of-sale promotion.



Write for  
**FREE LECO-LON sample and LITERATURE!**

HARDWARE DIVISION  
LABORATORY EQUIPMENT CORPORATION  
100 HILLTOP ROAD, ST. JOSEPH, MICHIGAN  
Canadian Licensee: K.N. Crowder and Company, Ltd., 104 Jarvis St., Toronto, Ont.

51



**LATH and**

# plaster



"Our customers want the best possible value for their housing dollar. Good plaster is indicative of quality construction throughout—seems to mean as much as a "sterling" stamp on a piece of silverware. The use of plaster has been a big factor in creating an overwhelming demand for our Hoffman Homes."

*Samuel Hoffman, President,  
F&S Construction Co.*

#### "Powerful Sales Arguments"

"Customers like the wide choice of decorative possibilities offered by plaster and the redecorating flexibility it affords them.

"Through the use of modern plastering techniques and efficient scheduling we've found that the cost of lath and plaster construction compares favorably with other wall and ceiling finishing methods. We, like our customers, are sold on plaster for real economy in homes, no matter what the price bracket."

*Cal Levey, Project Mgr.  
F&S Construction Co.*

● F&S Construction Co., volume builders of homes in Tucson, Phoenix, Denver and Salt Lake City give the home buyer a lot for his housing dollar. They offer values typified by these two and three bedroom Hoffman Homes in Tucson which sell for \$7500 and \$8500 respectively.

# -one of our best salesmen for \$7500 homes

F & S CONSTRUCTION COMPANY

## NOW...Plastering is Better than Ever!



**This Emblem** of Certified Craftsmanship symbolizes higher standards of job performance and responsibility. It has been developed by the National Bureau for Lathing and Plastering, an organization of lathing and plastering contractors and craftsmen.

Certified Craftsmanship means that job performance and responsibility will comply with the Code of Standard Practices for Lathing and Plastering, prepared by the National Bureau and subscribed to by scores of local chapters throughout the country.

### **This Pledge of Performance**

is your written and signed assurance that the lathing and plastering on specific jobs will be in compliance with this newly adopted Code. It is a written commitment to work schedules, job cooperation, work of craftsmanship calibre and nationally recognized standards of quality. It is yours for the asking from lathing and plastering contractors adhering to the Code of Standard Practices for Lathing and Plastering.

**We suggest a thorough reading of the Code of Standard Practices which appears on the back of every pledge. Ask your lathing and plastering contractor for a copy.**

Associated Manufacturers of Lathing and Plastering Materials  
520 N. Michigan Avenue, Chicago 11, Illinois



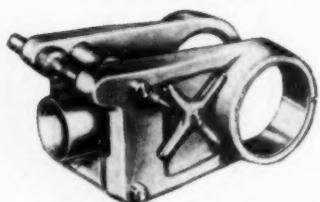


Biggest response we've ever had!



We've never seen so much enthusiasm as the low-cost Corbin Guardian cylindrical lock has stirred up in the trade . . . and we've been in the builders' hardware business for a long, long time!

Save money with these BORING JIGS



No. 080 Boring Jig for Corbin Guardian Cylindrical Lock saves time . . . insures a perfect installation job. Mortising tool for latch fronts, and boring bits also available.

You'll see these locks in a lot of places . . . for dealers have ordered more mounted samples than we've ever been asked to supply for any lock. But don't stop with seeing them! Try low-cost Guardian locks. Find out these money-saving facts for yourself!

The Guardian is engineered and manufactured specifically for low-priced homes. It fills a definite need in that field. It's priced low, but looks beautiful. It's easy to install in minutes, provides real pin-tumbler security for years. Made in 4 functions for every small-home need.

P.&F. CORBIN Division, The American Hardware Corporation, New Britain, Connecticut



**Defender**

Companion success for light construction.

The Corbin "Defender" is medium-priced; supplied with standard or long back-sets, standard or King-Size roses, for fine homes, offices, motels, stores. EXCLUSIVE "VELVET-GLIDE" ACTION. Solid brass, bronze or aluminum exterior parts; rust-resistant interior parts. Fast, foolproof installation. Corbin pin-tumbler security.



## ON and OFF the RECORD

**THE FIGHT** against slums and neighborhood decay gains momentum almost daily. City after city has one or more organizations that is deadly serious about getting rid of blighted areas, and instituting programs of conservation.

**ALBERT M. COLE**, HHFA Administrator, has said the urban renewal part of the new housing bill is of profound significance to responsible leaders and citizens in every American city.

**SAID COLE** recently, "Slums are the product of neglect by landlords, by tenants, and by all of us who make up the communities in which slums exist. But above all, they are the product of neglect by our city governments."

**THERE WILL** be little or no argument with that statement.

**WORKING QUIETLY** but very effectively while the new housing bill is being discussed, and while cities concern themselves, is Yates Cook, carrying on from where he left off last fall in New Orleans.

**NO ONE NEED** expect that soon after the new housing bill is passed cities all over the land will suddenly take on new faces. Clearing slums and arresting decay are both long jobs that will require a lot of public education and a lot of new thinking on the part of city governments.

**BUT THE JOBS** are under way, and five years should see dramatic changes in urban housing standards.

**"AUSTERE" FORMS** in architecture are on their way out, is the prediction of Clair Fitchy, A.I.A. president. In a recent address he forecast a swing to the "more graceful, expressive forms as exemplified by curved mouldings and even sculpture, where appropriate."

**IN ANOTHER RECENT** prediction, T. H. Robsjohn-Gibblings startled the furniture industry when

he stated that "modern architecture and modern furniture is of today a dying fashion . . . will be replaced by furniture and homes that are highly individual, created by highly individual designers and architects."

**ARE THESE THE** opening guns in a move to abandon modern design? A year from now we'll know.

**NO DEPRESSION** in sight, according to Dr. Emerson P. Schmidt, director of economic research of the Chamber of Commerce.

**"BUILT - IN STABILIZERS,"** says Schmidt, helped prevent the decline in 1949 from becoming serious. We had nothing like them in 1930."

**HIGHWAYS PLAY** an ever increasing part in the development of land for home building. As cities and peripheral suburbs are built up solidly, home builders must seek land in presently open country. A major consideration is highway transportation to work centers.

**THAT THE HIGHWAY** system is inadequate for present traffic is well known. What the condition will be as more people occupy sub-suburban areas can only be conjectured. Certainly, if something is not done soon traffic will be intolerably snarled.

**THE A.G.C.** at its recent convention passed a resolution recommending that federal government recognize its responsibility by increasing federal-aid returns to the states of not less than 900 million dollars annually.

**THE RESOLUTION** urged that there be no diversion to other purposes of tax funds collected from highway users by any unit of the government.

**IT IS IMPORTANT** that A.G.C. be backed in its recommendations. They are in the public interest, and if highway development is allowed to lag, seekers of new homes will be penalized.

(Continued on page 58)

...and  
for your  
cabinet  
doors—

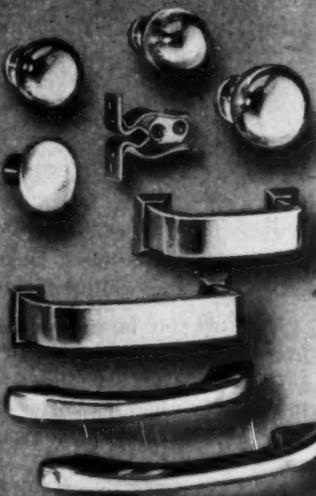


**NEW**  
**CABINET**  
**HARDWARE**  
by **CORBIN**®

It's the "luxury line at moderate cost"! New Cabinet Hardware by Corbin has a solid "feel" and rich appearance that adds the final touch of quality to your cabinet doors. Available in Solid Brass or Pressure-Cast metal in rust-proof, non-tarnish polished chrome or brass finishes.

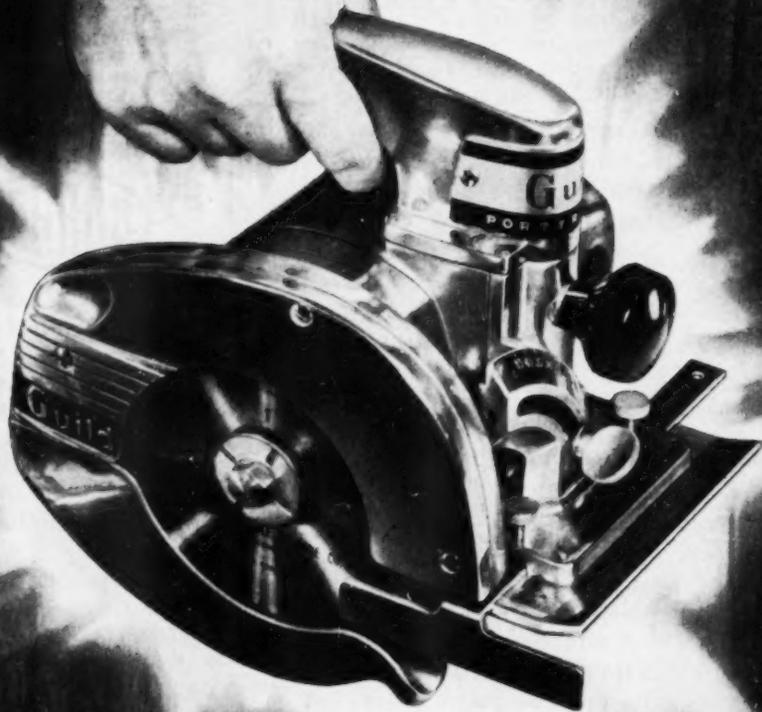
Order from your Corbin dealer!

- Smart styling
- Competitive prices
- Handsome finishes



**P.&F. CORBIN**  
Division  
The American Hardware  
Corporation  
New Britain, Connecticut

*Believe what you hear...  
they are that good!*



Ever talk to a carpenter who uses a Porter-Cable Saw? Do it sometime—he'll gladly explain the practical benefits of quality tool design.

He'll tell you, for example, that a Porter-Cable Saw *feels natural*. That it's easy to guide—doesn't twist in the work—doesn't strain his wrist. He'll tell you, too, that he's had his Porter-Cable a mighty long time and wouldn't part with it at any price, unless he could get another.

When you want a *quality* saw, see your Porter-Cable dealer. Seven models to choose from. Shown here is Model A6 (2" cut)—only \$65.00. For name of nearest dealer consult your phone book . . . or write to factory.

• Every Porter-Cable Tool is inspected 100%. That means thorough examination of every bearing, motor, switch, casting, etc. Each tool is guaranteed against defects in workmanship and materials.



**Porter-Cable**

*Quality Electric Tools*

PORTER-CABLE MACHINE CO., 2005 N. SALINA ST., SYRACUSE 8, N. Y.

★★★ "SHOW-HOUSE" features *MOE Light*

in the May 1st issue of



Inside and Out...  
it's MOE LIGHT  
These are examples of interior  
and exterior "Inspiration-  
Lighting" as featured in the  
"Show-House" ad.

# Inspiration-Lighting\*

by *MOE Light*

THE FIRST AND ONLY LIGHTING LINE  
TO BE FEATURED IN A FULL COLOR  
DOUBLE PAGE SPREAD IN THE POST  
"SHOW-HOUSE"

"SHOW-HOUSE," the authoritative home planning section of the Saturday Evening Post will feature and recommend *Inspiration-Lighting* by Moe Light in a double page, full color spread in its May 1st edition.



Hundreds...even thousands of your prospects will read this ad—many will send for the "Show-House" plans. Each plan specifies *Inspiration-Lighting* by Moe Light exclusively.

No other advertisement exceeds the readership of the "Show-House" ads among the 10,105,793 Post readers. This is your golden opportunity to profit by a really outstanding lighting promotion!

\*a combination of general, localized and accent lighting

Send the coupon for "Your Home and Inspiration-Lighting"...a 52 page book lavishly illustrated in full color. Technical data, specifications, suggested solutions, pictures of the whole line, beautiful room settings...everything to help you sell is included in this powerful selling tool.

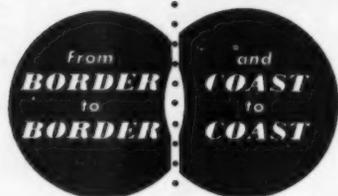


**MOE LIGHT, Fort Atkinson, Wis**  
(DIVISION OF THOMAS INDUSTRIES INC.)  
Plants at Fort Atkinson and Sheboygan, Wisconsin;  
Princeton, Kentucky, and Los Angeles, California

**MOE LIGHT, Dept. AB-5**  
Fort Atkinson, Wisconsin

I am enclosing \$1.00 for your new book "Your Home and *Inspiration-Lighting*." If I am not completely satisfied, I can return it to Moe Light within 10 days and receive a full refund.

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Address \_\_\_\_\_  
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# PANAVIEW

ALUMINUM SLIDING DOORS AND WINDOWS



the reasons are simple . . .

### Design & Engineering

Panaview aluminum sliding doors and windows have been designed by A. Grossman . . . and engineered by men who thoroughly understand operation and installation . . . 100% weather-stripped for any climate and all weather conditions . . . with many features over all other sliding doors and windows.

### Economy

Panaview has proven to progressive builders and contractors an *actual* saving over other types of doors and windows as well as other makes of sliding doors and windows.

*Special note to builders:* Panaview aluminum sliding doors and windows may well be the difference between the sale of that house . . . and no sale!

*Distributors: Some territories still available*

# PANAVIEW

13434 Raymer Street, North Hollywood, California

## On and Off the Record

(Continued from page 55)

**NOW THAT EVERYTHING** in American political and economic life is being scrutinized for possible modernization and streamlining, it seems appropriate to suggest that FHA manuals come in for some study.

**THESE MANUALS** have grown into bulky volumes, so complex in many instances that it is doubtful if anyone knows exactly what they contain.

**IT IS NATURAL** that this should have happened. FHA is relatively new, and as new problems were met, the solution was the typical one.

**THAT IS,** find an answer, and create a new section or clause for the manual. That's what happens to the by-laws of most organizations, until ultimately these by-laws are such a conglomerate mass of conflicting or inconclusive rules that no one can proceed under them with safety.

**MANUALS ORIGINALLY** set up as guides have now become rules, and they are so bulky and spelled out in so much detail that it is probable that even the people who were forced to expand them cannot understand them.

**WE RECOMMEND** that before the new FHA management does anything else it take time out for study and simplification of the guides it will have to work with.

**CONGRESSMAN SHEEHAN** (11th Illinois) recently registered decisive objection to the proposed UN Covenant on Human Rights because it fails to recognize property ownership as a human right.

**SAID SHEEHAN,** "Insofar as we are by treaty a member of UN, this failure to recognize the right to own private property as a human right contains far-reaching and dangerous implications. . . . It is needless to comment on the socialistic implications of this covenant, because property would then be a political right and not a private right . . ."

**WE ENDORSE** the Congressman's statement and attitude, and recommend that home builders do so also, and so advise their Congressmen.

**HERE'S THE INSIDE STORY  
ON BATHROOM VENTILATION!**



**F**or any bathroom—including inside bathrooms—Trade-Wind Model 1201 Bathroom Ventilator provides complete ventilation under every condition. THE MODEL 1201 MEETS THE NEW F.H.A. REQUIREMENTS FOR MECHANICALLY VENTILATING INSIDE BATHROOMS.

This specially designed ventilator, delivering 100 CFM, quickly rids every bathroom of steam, lingering dampness, foggy mirrors and odors.

Model 1201 is available with the exclusive Trade-Wind Time Delay Switch which can be set to turn off the ventilator at any time up to 30 minutes. The switch fits any standard switch box.

Installation is simple, even in existing houses. It can be vented to the outside or discharged directly into the attic space.



Time-Delay Switch

**WRITE FOR COMPLETE INFORMATION**



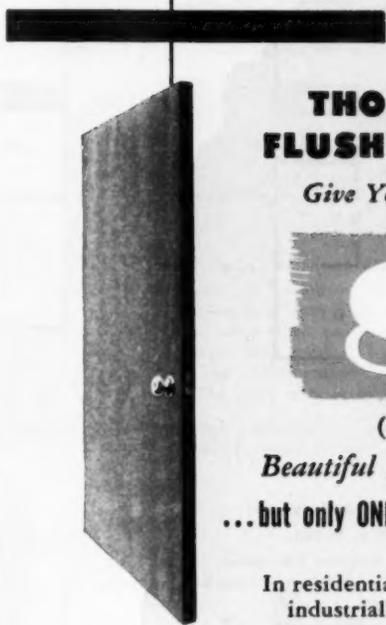
Be sure to see the sensational new Trade-Wind Axial Flow Ventilator—super performance at a new low price.

**TRADE-WIND MOTORFANS, INC.**

5705 SOUTH MAIN STREET • LOS ANGELES 37, CALIFORNIA

MAY 1954

*keep  
design  
in  
mind*



**THOMASON  
FLUSH DOORS**

*Give You a Choice of*



*(or more)*

*Beautiful Face Veneers  
...but only ONE high quality!*

In residential, institutional, industrial or commercial structures . . . interior or exterior door design is important.

THOMASON Flush Doors add more eye-appeal and blend pleasingly with architectural features.

Make THOMASON Flush Doors a part of your planning. From the finest quality of foreign and domestic woods, you can choose a face veneer to suit your needs.

**JUST LOOK AT THIS  
CHOICE OF FACE VENEERS**

Philippine Mahogany, African Mahogany, Genuine Honduras Mahogany, Walnut, Oak, Birch, Knotty Pine, Gum, or any face veneer desired. In addition, THOMASON plastic-faced flush doors are available in all domestic and foreign wood grain plastics, as well as in decorative plastics.

Remember: *keep design in mind . . .  
buy from the THOMASON line.*

**THOMASON  
FLUSH DOORS**

**THOMASON PLYWOOD CORPORATION**

Fayetteville • North Carolina

# 6 WAYS to vary a basic house



## BUILDER:

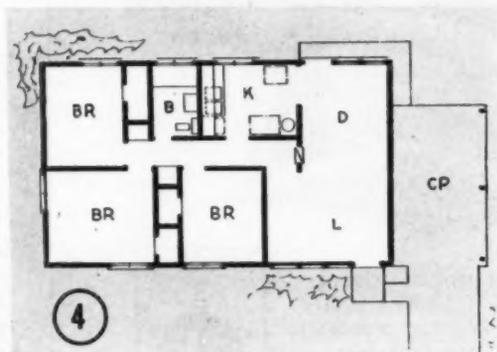
Walter Bollenbacher—  
Louis L. Kelton  
Los Angeles, California

## ARCHITECT:

Frank W. Green  
Glendale, California

**T**HIS 960-square-foot floor plan is the only one used in a 159-house subdivision in San Bernardino, California. Every house is offered at \$8,350. Lots average 60 feet wide. Variations are won by reversing the floor plan, turning it on the lot and by nimble changes in the position of windows and exterior doors. Carports and roofs are also varied, and completely fenced backyards give a final note of individuality to low-cost houses with a very common denominator.

The houses are of frame and stucco on slab foundations. Most roofs are built up but some use asphalt shingles. Finish walls are Sheetrock, as are most ceilings, except where strips of insulation board, 10 inches by 6 feet, are used. Finish floors are asphalt tile except in living rooms where wood parquet is used. Other features: all slab doors, dual wall furnace, metal casement windows for bedrooms, wood frame picture windows for living rooms.

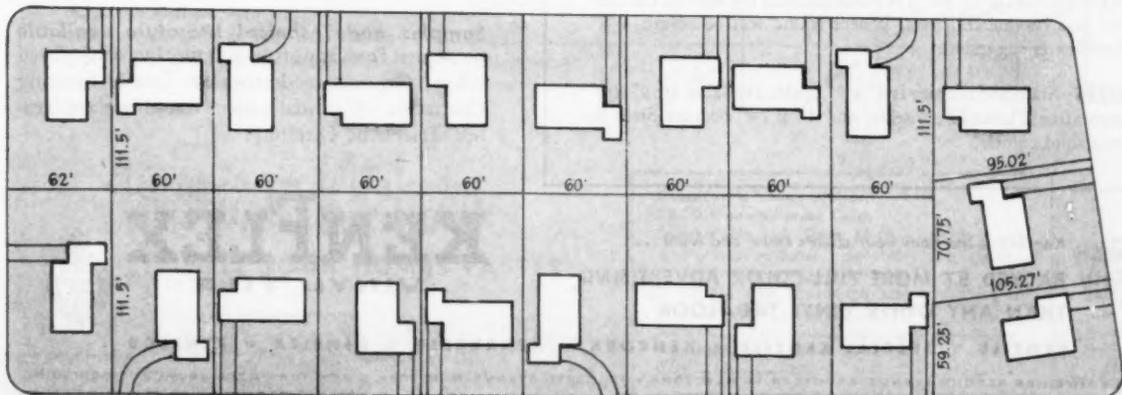
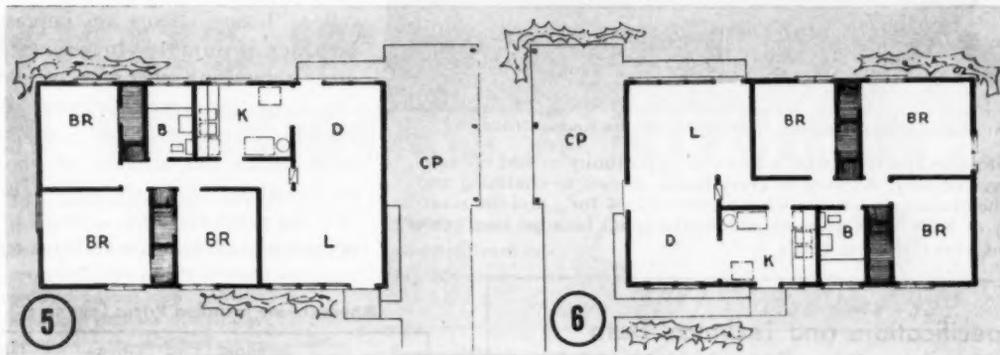


Some living rooms have ceilings finished in strips of insulation board which follow roof pitch. Others are conventional ceilings with Sheetrock



Fences along fronts are varied in type from house to house, but enclosure is completed in every case with this design using three pieces of 1x8 board applied horizontally, then vertical 1-inch board in random widths, and a 1x10 applied horizontally at top. The fence is 6 feet high

Two of the elevations: Top one is for Plan No. 1, the other is for Plan No. 5



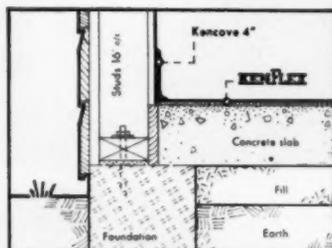
Typical block filled in with the six variations

# Specify KENFLEX when you want a moderate-priced vinyl tile floor

A. I. A. 23-G



Interior design, Stanley Haggart...Photography, Maurice Bauman Studios



Above detail illustrates how KenFlex is installed directly over concrete. Prime coating of concrete is unnecessary.

KENFLEX provides specifiers with a low-cost opportunity to add the saleable advantages of vinyl flooring to every home. Rooms as charming and practical as the kitchen shown, are what prospects look for...and the amazing durability of KENFLEX gives an added sales point because, even years later, it means easier, quicker resale.

Your clients would want KenFlex even if it cost much more than it actually does! KenFlex gives every advantage of higher-priced floors...can be installed where so-called "luxury" floors are impractical. KenFlex is durable vinyl-asbestos...easily outwearing other types of resilient floors of the same thickness. And, KenFlex is easy to clean...no matter what greases, oils, alcohols, alkalis, dyes or household acids are spilled on it. Waxing is not required...except to add additional luster to the brilliant colors.

## Specifications and Technical Data

**INSTALLATION:** Over any smooth, firm interior surface: wood, plywood, radiant heated concrete slab, concrete in contact with the earth—on or below grade.

**THICKNESSES:** Laboratory and in-use tests have proven the wear-resistance and durability of vinyl flooring. Consequently, Standard Gauge (1/16") is recommended for normal residential and commercial uses. Where traffic will be severe, 1/8" KenFlex is suggested.

**SIZES:** Standard tile size is 9" x 9"...also available are 9" x 9" decorative ThemeTile inserts, and 1" x 24" Feature Strip in four solid colors.

## Approximate Installed Prices (per sq. ft.)

	Standard (1/16") Gauge	1/8" Gauge
KENFLEX all colors	40¢	65¢

KenFlex is available in 15 co-ordinated colors, all of which are marbled. Costs shown are based on a minimum area of 1,000 sq. ft. over cement underfloor.

**Samples and Technical Literature available** on request from any of the Kentile, Inc. offices listed below. Or, contact the nearest Kentile Flooring Contractor. He's listed under FLOORS in the Classified Telephone Directory.



KenFlex is the floor your clients know and want...

**BACKED BY MORE FULL-COLOR ADVERTISING THAN ANY OTHER VINYL TILE FLOOR**

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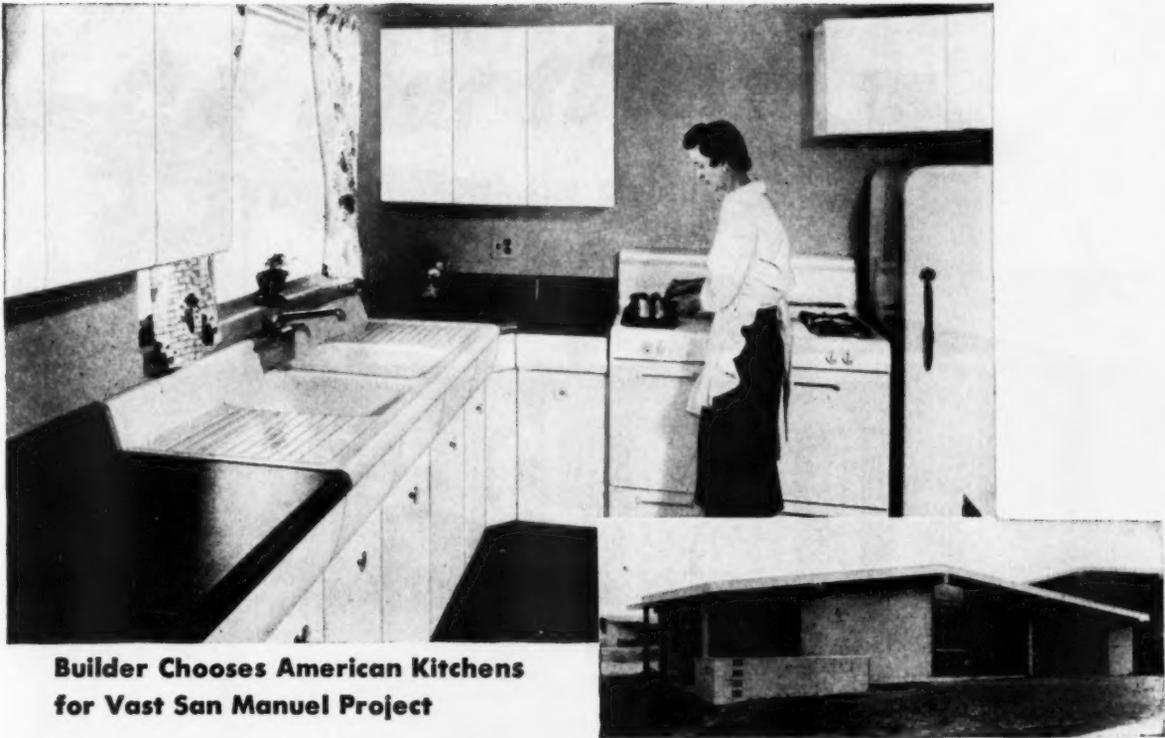
# KENFLEX

VINYL TILE



REG. U. S. PAT. OFF.





**Builder Chooses American Kitchens  
for Vast San Manuel Project**

# WHAT'S IMPORTANT IN CHOOSING A KITCHEN?

To every builder . . . the kitchen's price is important. But more important is selecting a kitchen with the most easy to recognize high quality features that make prospects stop . . . look . . . BUY! American Kitchens cost no more . . . but offer far more in important house selling features as shown in this "Showdown Chart." That's why the Del E. Webb Construction Co., Phoenix, Arizona, is using American Kitchens in over 1000 new homes at San Manuel, Arizona. Budget priced . . . 1 to 4 bedrooms and averaging only \$8500.00 . . . yet American Kitchens lend luxury at low cost. Let us quote on your next kitchen job . . . 1 or 1000 . . . and prove how high quality, low cost American Kitchens sell your homes faster.

Check these top competition-beating features.

	ONE PIECE SEAMLESS DRAWERS	EASY GLIDING NYLON DRAWER GUIDES	SEAMLESS TOP-FRONT TO BACK	DOUBLE ACTION SPRING RINGS	CONCEALED PULLS ON ALL WALL CABINETS	SMOOTH ROUNDED CONTOURS	TOP KNEE ROOM—ALL BASE CABINETS	1 1/2" LARGER SINK BOWL
American Kitchens	✓	✓	✓	✓	✓	✓	✓	✓
COMPETITOR #1								
COMPETITOR #2		✓			✓			
COMPETITOR #3						✓	✓	
COMPETITOR #4		✓		✓				

## American Kitchens

**SELL YOUR HOMES FASTER**



DISHWASHERS



DISPOSERS



VENTILATORS



ACCESSORIES

American Kitchens Division  
AVCO Manufacturing Corp.  
Connorsville, Ind., Dept. AB-54

- I'd like to have "no obligation" quotation on my next kitchens.
- Would like literature and complete information.

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Address \_\_\_\_\_  
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Products of





Since even the small homes you build will have one or more telephones,  
And since most homeowners want concealed telephone wiring,

Isn't it good practice to have conduit for telephone wires  
built into all your new homes?

Your Bell Telephone Company will be glad to help you work out economical  
conduit installations. Just call your nearest Business Office.

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with the style  
and color of  
**SEAFOAM GREEN and...**



# Holiday Blue

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People love the seven distinctive new colors—like Holiday Blue, above—and Seafoam Green, Pheasant Brown, Twilight Gray, Dusty Coral, Mellow Ivory and Poplar Green. They're especially pleased when they learn that exclusive SURFSEAL protects these colors from weather, dirt, and grime. The beauty's locked in! They're fireproof—made of asbestos and cement—and never need painting for preservation.

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Get the undivided responsibility of National Gypsum

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65



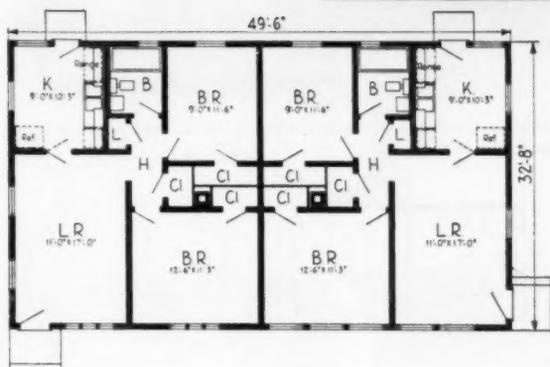
**for rent or sale—**

This duplex unit resembles a single family dwelling; is particularly suited for scattered lots in built up areas. The plan has three bedrooms in each living unit.



This plan has three bedrooms in one living unit, one in the other. It finds favor on the selling market where in-laws live with the owner, or for retirement income housing.

**AMERICAN BUILDER**



There are two bedrooms in each living unit of this duplex. This plan also has that single family residence look.

## these duplexes find a ready market

Are builders overlooking the advantages of duplex construction? Lex Marsh of Charlotte, North Carolina, who has been building double living units almost exclusively for the past eight years, believes they are from both an investment and sale standpoint.

A builder of duplexes has these options, says Marsh.

1. He can sell buildings to buyers who, as owner occupants, desire or require rental income to offset a portion of the housing cost.
2. Sell buildings to small or large investors.
3. Keep the buildings as either short or long term investments.

### Separate Financing Gives Flexibility

This type of market flexibility is possible only if each building is separately financed. The individual loan keeps the builder's total investment more fluid; gives him the opportunity to sell quickly if the need arises. Individual financing also simplifies the sale of one or more buildings to small investors, to a tenant or other buyer. This type of liquidation is easier than selling a big package to a large investor.

Marsh does point out, however, that large investors are more interested in duplexes today than they were a few years ago, and some have been known to solicit loans. In any event, financing of each building provides far greater market flexibility for the builder, no matter

how many duplex buildings he contemplates, declares Marsh.

Duplex units financed under FHA Title 207 require 20 per cent equity; 30 to 35 per cent under other types of financing. For builder ownership, the land value often covers the FHA equity requirement.

### Duplex Rentals, Management

A compromise between apartments and higher cost single family units, duplex units are good rental properties, Marsh states. As such, they command premium rates—5 per cent more than comparable apartment building units.

Rental procedure for Marsh's duplexes gives preference to prospective tenants who sign a year's lease. He requires a lease when renting new units. Maintenance amounts to 5 per cent of the yearly rental.

Marsh employs full time maintenance personnel in his larger projects; suggests to builders who contemplate small projects of 8 or 10 units that a tenant do the maintenance as part payment of rent.

### Duplex Sales

The investment angle is a strong sales tool in the merchandising of double living units. Buyers like the idea of living in one unit; renting the other and reducing

*(Continued on page 68)*

take a  
good look at **PONDEROSA PINE**



one of 10 woods from the  
**WESTERN PINE** region

Straight, close and uniform-grained, lightweight, light-colored, workable, nailable, paintable, Ponderosa Pine is the pick o' the pines! Suited for all residential and light construction use — for fine paneling, woodwork, windows and doors — for furniture and specialty cuttings.

Ponderosa Pine comes in 3 select, 5 common, 4 dimension, 4 factory grades. You can order it in straight or mixed cars—together with the other woods of the Western Pine region—from most Western Pine Association member mills!

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get the facts  
to help you sell

**PONDEROSA PINE**

Write for the FREE illustrated booklet to  
WESTERN PINE ASSOCIATION  
Yeon Bldg., Portland 4, Oregon

**duplexes** (Continued from page 67)



This is another fast selling plan of three bedrooms in one unit, two in the other.



their monthly carrying obligations. Marsh emphasizes that buyers can qualify for larger mortgages (25 to 30 per cent) because rental income is taken into account for qualification purposes.

Typical cases drawn from builder Marsh's files substantiate the strong selling points for duplexes. For example: a G.I. paid \$1,200 down on a duplex. His mortgage payment is \$78 per month including taxes and insurance. The rental income of the second living unit is \$80 per month, so the veteran is living in a new home with virtually no "out of pocket" expense.

Another case goes like this: a business woman invested \$3,000 in a duplex. She rents both units and receives \$140 per month. Her FHA mortgage payment, including taxes and insurance, is \$82 per month. This leaves her \$58 per month, or a 23.2 per cent return on her original investment before taxes and other miscellaneous expenses.

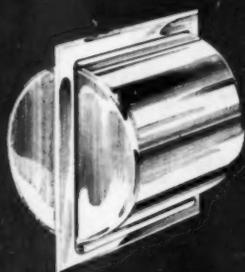
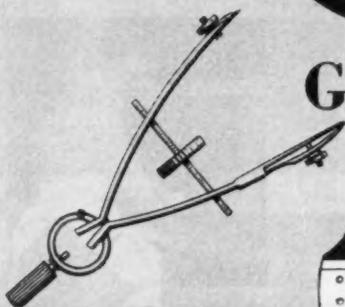
BRAND NAME PRODUCTS USED

Certainteed shingles and wall-board	G-E hot water heater
Coleman furnaces and wall heaters	Lawson bath cabinet
Crawford garage door	Metal Art windows
DuPont paint	Richmond plumbing fixtures
Formica counter tops	Roddis doors
	Russwin hardware
	U. S. Gypsum sheathing

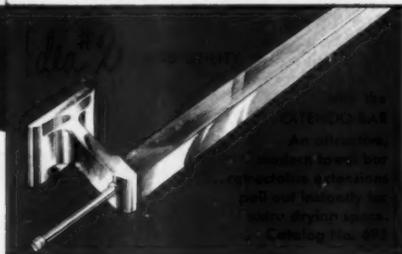
# When Building or Remodeling

you'll find  is full of

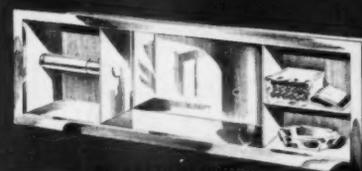
**GOOD IDEAS** for your  
bathroom plans



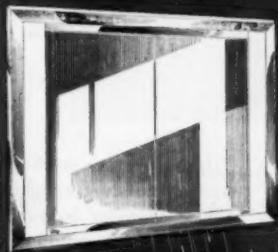
**CONCEALED TOWEL PAPER HOLDER**  
Here's the ultimate in good taste—a recessed bottom with a glowing chrome finish that lets the touch of a finger! Hall-Mack Catalog No. 373



**CRYSTALCHROME TOWEL RING**  
Crystal-clear, ring-shaped finish with a sparkling chrome base... for extra luxury in small spaces. Catalog No. 186



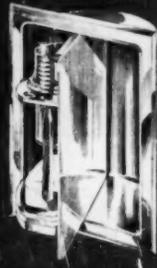
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Recessed mirror door holds up to two and a half bottles for easy access. Catalog No. 300



**THE LIGHTED MIRROR CABINET**  
A fully recessed, lighted medicine cabinet. Double doors with auto-lighting plate mirror doors. Catalog No. 400-10024



**TRIPLE MIRROR CABINET**  
Three full plate mirrors allow for all-around shaving and make-up use. Full mirror medicine cabinet and essential twin bathroom light fixture. Catalog No. 717-10037



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Inserting TwindoWeld unit after sash rabbet is bedded with non-hardening compound



When unit is in position, facing compound is applied before glazing stop is placed



The outside glazing stop is then nailed in position, assuring further tightness

## seal edges of two panes of glass to form new insulating window units



TwindoWeld unit is then set, and the excess glazing compound is trimmed off

Photos courtesy of Pittsburgh Plate Glass Co.



TRUE GLASS-TO-GLASS SEALED EDGES

Cross-section of TwindoWeld unit, showing actual glass-to-glass sealed edges

The new "TwindoWeld" double-glazed insulating window, available in four standard sizes, consists of two layers of  $\frac{1}{8}$ -inch-thick glass separated by a  $\frac{3}{16}$ -inch air space. Edges of the two panes are electrically fused, providing a glass-to-glass seal without the use of metals or bonding materials. Air between the two panes is removed in the manufacturing process and replaced with specially dried air. Internal air

pressures are adjusted to enable the insulating units to withstand atmospheric pressures for altitudes under 3,000 feet.

Unit sizes of  $45\frac{1}{2} \times 25\frac{1}{2}$  and  $42\frac{1}{2} \times 22\frac{1}{2}$  inches are available for wood window wall construction in which the glass-containing framework is made of regular 2x6-inch members. For comparable steel and aluminum sash, sizes are  $36 \times 24$  inches and  $34\frac{1}{16} \times 22\frac{1}{16}$ .

Under average conditions, the new window units will reduce the amount of heat transfer by nearly one-half of the normal amount transferred through an equivalent area of single-glazed windows. Heat loss is thus reduced during cold months and heat gain is cut down during the air-conditioning period. TwindoWeld is also stated to minimize condensation problems, reducing the tendency for interior glass fogging during winter.





# Gold Seal Ranchtile

TRADE-MARK



**big sales asset  
in the spectacular  
TECHBUILT house**



Now 9 Colors  
in 9" x 9" tile



**Here's why this special inlaid linoleum  
is perfect for Carl Koch's space-stretching design:**

The exciting principle of the TECHBUILT house is that you can buy as much space as you'll ever need for as little as \$10,000. Carl Koch cut a substantial slice of the building costs by turning the ground level into a warm, handsome, living floor. To do this he needed a quiet, comfortable, practical flooring . . . yet a flooring that would go on concrete slab. He found the perfect solution in Gold Seal Ranchtile, the only genuine inlaid linoleum developed and proved for installation on

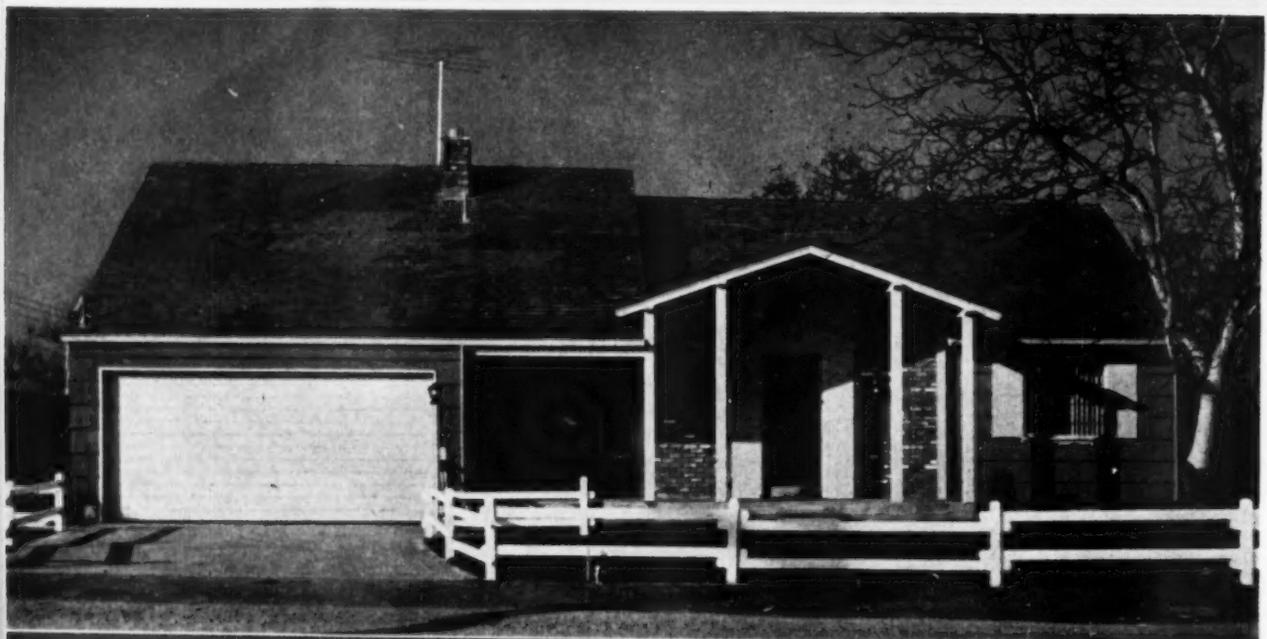
grade—with or without radiant heat.

Resilient, easy to keep clean, moisture-alkali-and-grease-resistant, Ranchtile offers the Gold Seal Guarantee . . . satisfaction or your money back. Specify Ranchtile for *your* next on-grade project.

**GOLD SEAL® FLOORS  
and  
WALLS**

CONGOLEUM-NAIRN INC., KEARNY, N. J. © 1954

You'll want Ranchtile information right away! For details and free sample write the Builders' Service Dept., Congoleum-Nairn Inc., Kearny, N. J.



# blending of styles captures sales

**BUILDER:**

Randolph Parks and Associates,  
Sacramento, Calif.

**DESIGNER:**

Randolph Parks

## AMERICAN BUILDER BLUEPRINT HOUSE

**SQUARE FOOT AREAS:**

House and garage (full area) .....	1,551
Room over garage (1/2 of area) .....	119
Entrance porch (1/3 of area) .....	48
Total square foot area .....	1,718

Total cost of house on a  
75x125 lot, including landscaping .... \$16,950

\* For computation purposes, room areas over garage and entrance porch are fractional so that their per square foot cost is in proper proportion with the house and garage.

From top to bottom, the models on opposite page are designated by the designer as the "Bel-Air," the "Provincial" and "Normandy." Interior views apply to all models. The blueprint section shows the more popular "Bel-Air" in detail: one elevation and a portion of plan of each of the other two models



When properly styled and blended, time-honored exterior accessories—dormers, pediments, corbels, scroll work, window and door blinds—still have an appeal to the home buyer. A good example of this occurred recently in Los Altos, California, where public response led to the selling out of a 130-unit project long before completion.

Still under construction and called Park Hills Estates, the development offers a single floor plan with eight positive exterior changes, three of which are illustrated on the opposite page. The "Bel-Air" model, at top, was the most popular seller,

Exterior elements of the "Bel-Air" design—front entrance, porch and windows—are a combination of modern and traditional styling, but the over-all effect is one of complete unity. Exposed posts and beams of the porch are in harmony with side blinds and pediment of the door.

The other two models shown are designed along traditional lines with a ground-hugging look characteristic of the modern ranch house. These three models, the five not shown, and an effective color scheme produced an interesting block plan pattern that in no way resembles the "peas in the pod" look so often

associated with large developments.

The basic plan is a rectangle 25 feet by 55 feet 6 inches, with a 5 by 10-foot projection for kitchen, and a 6 foot by 13 foot 6-inch extension for the garage.

Exterior architectural changes occur only in the portion of the front wall from the end of the house to the garage. Position of the windows and doors in this area also change. The accompanying blueprint section shows four elevations and floor plans of the "Bel-Air" model, and the fronts and plans of the two alternate designs.

The plan contains seven rooms, a

**MORE**



Fireplace flanked with book niches balances the end wall of living room, which is faced with vertical boards of random width

bath and a half, ample closets, and attached two-car garage. A feature of the plan is an activity room adjoining kitchen, and a bedroom in the high portion of the roof area over the garage. Floor of this bedroom is eight feet above garage floor. This reduces a portion of the garage ceiling to 7 feet 6 inches, but allows an increase in height of ceiling in the bedroom above. Stair from this room leads down to entry adjoining the activity room and half bath.

A pass-thru with a wide counter provides a means of service into the activity room. This opening can be

closed with louver doors when not in use. Living room has a fireplace flanked on both sides by a recessed book niche. This wall is faced with vertical wood boards of random width.

Houses are constructed of wood framing for walls, ceiling and roof, and are placed on a 6-inch thick concrete wall with bottom of footings 12 inches below grade. A series of concrete piers spaced equally within the area of the foundation support 4x6-inch wood girders. To these are secured 2x6-inch t&g oak flooring, except where asphalt tile is used. Exterior walls are sheathed

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

**See Gatefold Blueprint  
for working drawings  
—quantity list of materials**

and faced with either wood siding, shakes, or board and batt. Portion of front wall covered by the porch is faced with brick veneer. Roof area is covered with wood shingles. Partitions and the inside face of all exterior walls are faced with dry-wall material.

In providing a host of specialties and ample square foot living area for a reasonable sum, builder trims costs while the plans are still on the drawing board. Windows, doors and walls are pre-fitted and slipped into place. Wardrobes and kitchen cases are built in a mill. All parts of these houses are precut in a cutting yard.



Service is made easy by a pass-thru between kitchen and activity room. When not in use, opening is covered by louver doors hinged on the kitchen side

#### BRAND PRODUCTS USED

Armstrong linoleum  
 Armstrong asphalt tile  
 Basco tub enclosures  
 Briggs colored plumbing fixtures  
 Dutch Boy paints  
 Econo garage door hardware  
 Fit-tite shakes  
 Hall-Mack bath accessories  
 McKinney wrought iron cabinet hardware  
 Minneapolis-Honeywell controls  
 Nordahl sliding door hardware  
 Pomona ceramic tile  
 Rheem water heater  
 Schlage hardware  
 Soule steel sash  
 Standard plumbing fixtures  
 USG Sheetrock



FRONT ELEVATION  
SCALE: 1/8" = 1'-0"

NOTE: DEPTH OF FOUNDATION WALL ESTABLISHED FOR AREAS WITH FROST CONDITIONS DO NOT EXCEED. FOR COLDER AREAS EXTEND BOTTOM OF FOOTINGS 3'-6" BELOW.



ALTERNATE FRONT ELEVATION "A"  
SCALE: 1/8" = 1'-0"

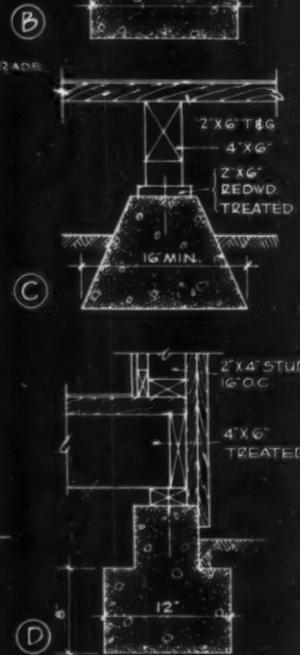
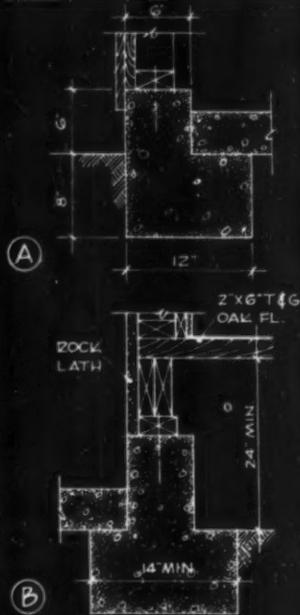


ALTERNATE FRONT ELEVATION "B"  
SCALE: 1/8" = 1'-0"

PULL OUT FOR FLOOR PLAN







LEFT SIDE ELEVATION  
SCALE: 1/8" = 1'-0"



FOUNDATION DETAILS  
SCALE: 3/4" = 1'-0"





# Quantity List of Materials

## For American Builder Blueprint House No. AB 207

Randolph Parks, Designer

### General Information

House — Type	frame and partial veneer
Over-all area including garage	1,551 sq. ft.
Cube	23,265 cu. ft.
Average height taken for cube was 15 feet	
Room over garage — 1/2 of area	119 sq. ft.
Cube considered in house cube	
Entrance porch — 1/3 of area	48 sq. ft.
Note: For computation purposes, room over garage and entrance porch are fractional so that their cost per square foot will be in ratio with the house and garage.	

### Excavating

Trench for foundation	250 lin. ft.
Chimney and column footings	30
Excavation for crawl space	37 yds.

### Cement Work

Foundations	280 cu. ft.
Concrete work	640 sq. ft.
Thickness	4"
Anchor bolts	70 — 1/2" x 10"
Foundation Vents	10 — 6" x 12"

### Masonry

Walls	150 sq. ft. — 4" brick veneer
Chimney	110 cu. ft.
Flue lining	20 lin. ft. 12" dia. vitro
Cap	brick and cement
Fireplace	100 cu. ft.
Throat and Damper	1
Lintels	4 lin. ft. 4" x 3"
Miscellaneous	7.5 sq. ft. tile hearth

### Millwork

Windows — Type	casement and fixed
Windows — Glazed, including trim	
Fixed	2 — 16" x 12"
	2 — 12" x 12"
	1 — 48" x 60"
	2 — 18" x 78"
	1 — 68" x 60"
	1 — 16" x 48"
Casements	12 — 16" x 34"
	1 — 24" x 34"
	8 — 22" x 20"
	2 — 16" x 48"
	4 — 12" x 48"
Exterior doors	wood
Solid core	2 — 1 ft. — 2'8" x 6'8"
Panel door	1 — 3'0" x 6'8"
French door	1 — 2'6" x 6'8"
Garage door — upward acting	15'6" x 7'0"
Exterior Millwork	
Shutters	4 pair
Louvers	2 metal
Front entrance feature	1
Lattice	1 band sawn sill
Interior doors, including jambs and trim	4 — 2'4" x 6'8"
	2 — 2'6" x 6'8"
	2 — 2'8" x 6'8"
	2 — 2'8" x 6'8"
Sliding door	2'8" x 6'8"
Special Interior doors	1 pair louvered doors and bar top

### Special Interior Millwork

Wardrobe and dressing table combination	1 pair
Vanity case	1
Linen case	1
Kitchen cases	1 set
Bookcases	2

### Carpentry

Beams and girders	2 — 6" x 6" x 10'
	2 — 6" x 6" x 12'
	2 — 6" x 6" x 14'
	16 — 4" x 6" x 14'
	2 — 4" x 6" x 18'
Foundations plates	250 lin. ft. of 2" x 4"
Jaists	included as girders above
Studding and plates	560 lin. ft. 2" x 4" plates
	230 pcs. 2" x 4" x 8'0"
	30 — 2" x 4" x 16'0"
	12 — 2" x 4" x 14'0"
	12 — 2" x 4" x 12'0"
Ceiling joists	30 — 2" x 6" x 26'0"
	15 — 2" x 8" x 24'0"
	5 pcs. 2" x 6" x 10'0"
	9 pcs. 2" x 4" x 8'0"
Roof rafters	23 — 2" x 6" x 20'0"
	23 — 2" x 6" x 18'0"
	44 — 2" x 6" x 16'0"
	6 — 2" x 6" x 12'0"
	16 — 2" x 6" x 10'0"
Framing lintels	2 — 2" x 12" x 18'0"
	4 — 2" x 10" x 12'0"
	4 — 2" x 10" x 10'0"
	4 pcs. — 2" x 6" x 8'0"
Subfloor	2,400 bd. ft.
Roof sheathing	2,600 bd. ft.
Side Wall sheathing	1,800 bd. ft.
Side Wall materials	15 squares shingles
	70 bd. ft. wood paneling
Carpenter Stairs	
2 Stringers	2 — 2" x 12" x 12'0"
Risers	10 pcs. 1" x 8" — 3'6"
Treads	9 pcs. stepping stock 3'6"
Flooring — Hardwood	740 sq. ft.
Softwood	170 sq. ft.
Exterior material —	
Soffits	160 sq. ft. — 1 x 4 M&B ceiling
Fascias	250 lin. ft. 1" x 6"

### Sheet Metal

Gutters	112 lin. ft. galvanized iron
Downspouts	40 lin. ft. galvanized iron
Flashing	at chimney only
Louvers	2 metal

### Roofing

Type	Asphalt Shingles
Area	22 squares

### Interior Walls

Area to be covered	4,700 sq. ft.
--------------------	---------------

● 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.

can dealers meet



# the challenge of direct buying?

Yes—if they are alert to the necessity of better dealer-builder relationship and service, and are doing something about it.

No—if they are content to maintain a status quo position in the building materials distribution channel.

Why has the lumber dealer's position in the distribution channel changed? Is it entirely because of direct buying or prefabrication? Or is it his failure to recognize that home building operations have been drastically altered by the event of new methods—mass production, the one-room concept made possible with the use of trusses, component fabrication and precutting. Direct buying and prefabrication are only by-products of this overhauling process.

As more and more builders turn to these new methods, the lumber dealer no longer can think in terms of supplying raw lumber, but must make available the service and materials these builders want and need. The dealer's supply operation must be revamped just as the builder has revamped his. This will require a thorough analysis of the dealer's own shop as it relates to the needs of the builders he wants to serve.

As one prominent builder put it: "If a lumber dealer just wants to sell lumber, wallboard and roofing, he is a dead duck. I can buy these things as cheaply as he does. So can other builders. The lumber dealer must perform a service."

What are some of the new dealer-builder service techniques? Three loom most prominently. They are:

**COMPONENT PARTS**—dealer fabricates and delivers window wall units, door wall units, storage units and trusses according to builder specifications.

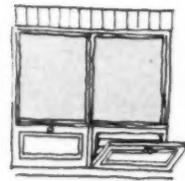
**PACKAGE DELIVERY**—dealer supplies building material packages, sequence loaded, as specified by builder. In some areas packaged lumber is pre-cut.

**PANELS**—dealer fabricates and delivers on the site wall panels for complete house.



**SERVICE** tailored to the requirements of builder customers is the dealer's best guarantee of preserving his status in the normal distribution pattern—dealer to builder, not mill or wholesaler to builder. Builders know that direct buying entails high overhead. Dealers will get the business if they sit down with the builder, determine his service needs, then supply it

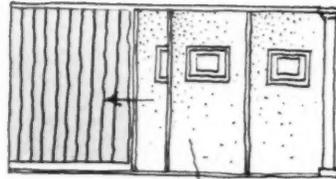
# the component construction



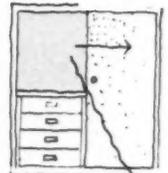
WINDOW UNIT



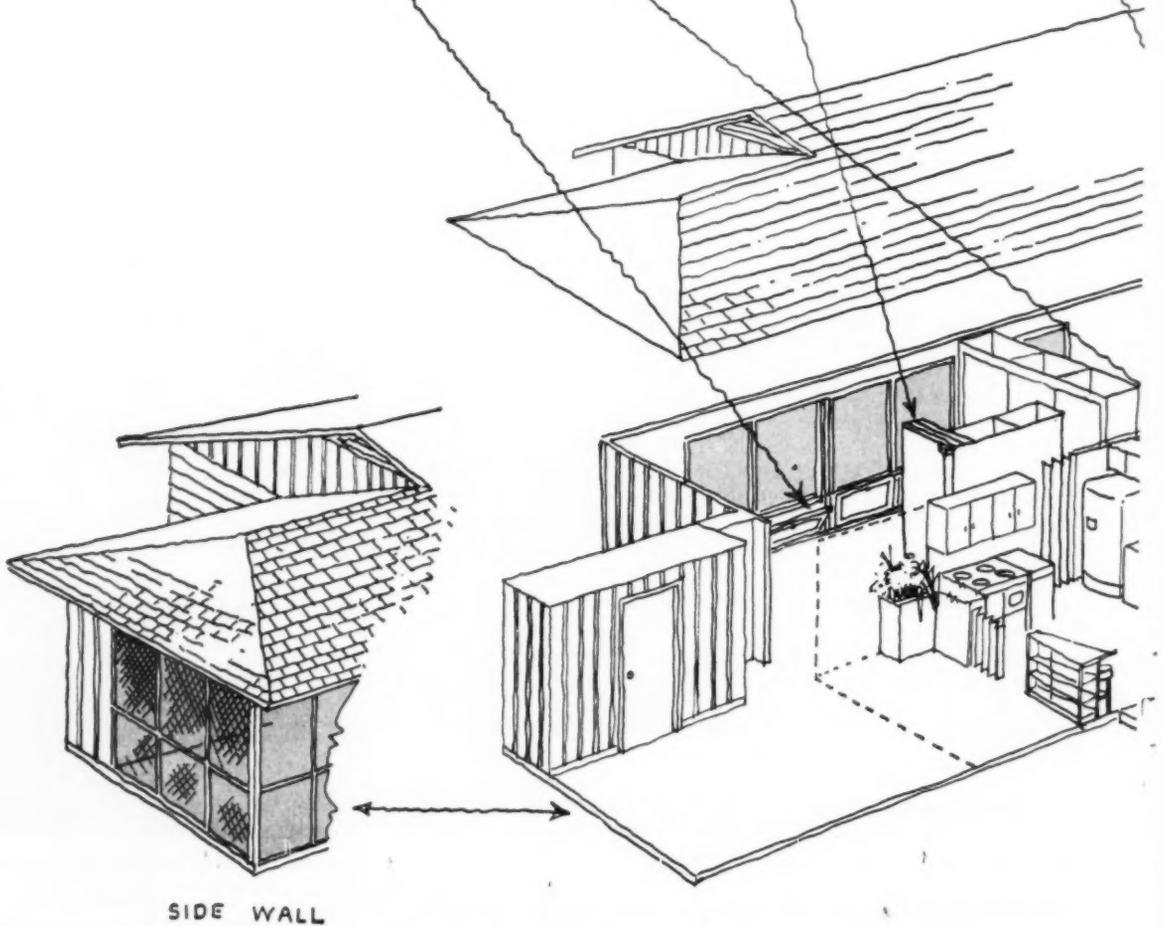
DOUBLE VANITORY



SLIDING DOOR PARTITION



STORAGE UNIT



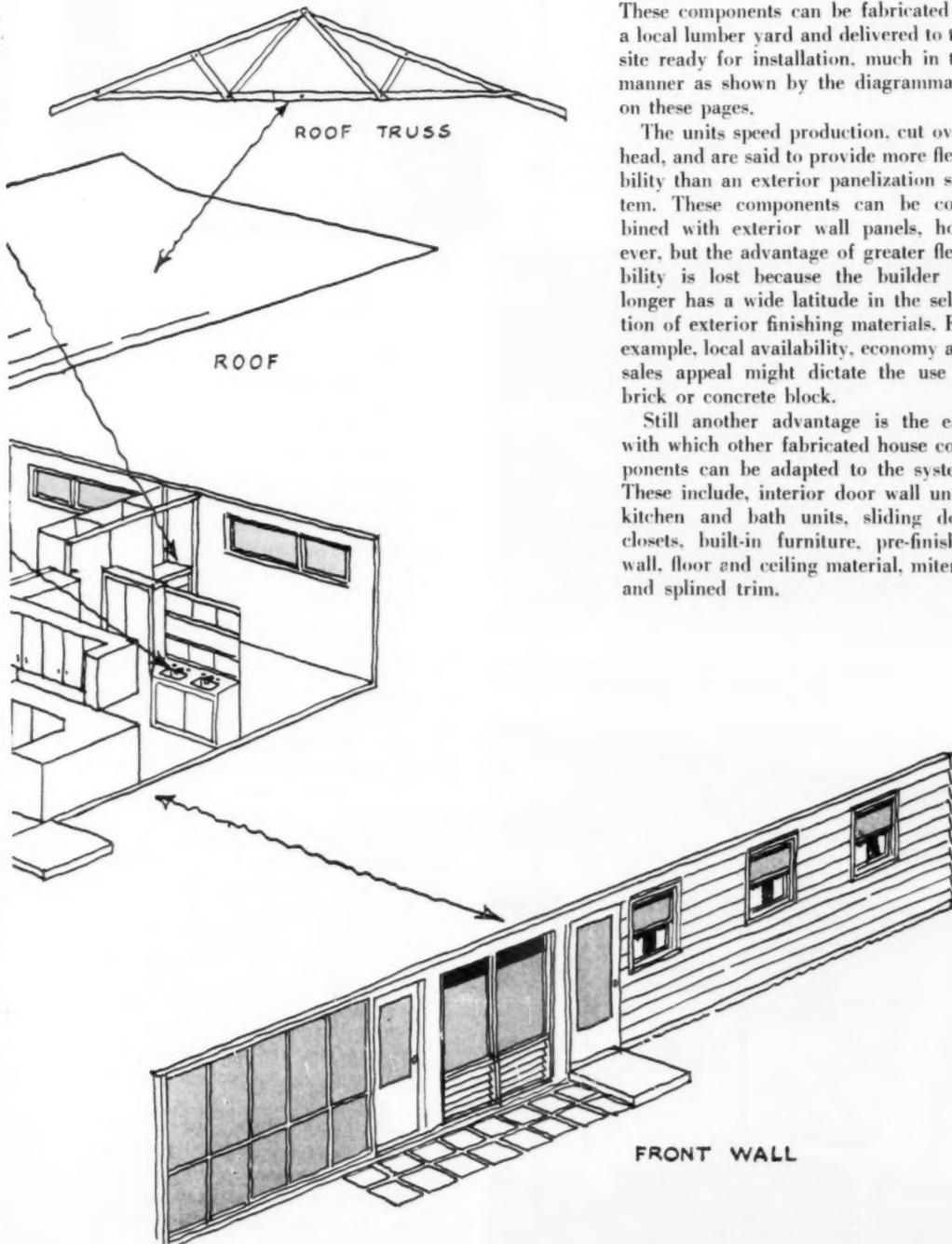
SIDE WALL

# technique — what is it?

It is a system of pre-engineered structural components, precision made and standardized to a 4x8-foot module. Basic components are window and door wall units, trusses and storage wall units. These components can be fabricated in a local lumber yard and delivered to the site ready for installation, much in the manner as shown by the diagrammatic on these pages.

The units speed production, cut overhead, and are said to provide more flexibility than an exterior panelization system. These components can be combined with exterior wall panels, however, but the advantage of greater flexibility is lost because the builder no longer has a wide latitude in the selection of exterior finishing materials. For example, local availability, economy and sales appeal might dictate the use of brick or concrete block.

Still another advantage is the ease with which other fabricated house components can be adapted to the system. These include, interior door wall units, kitchen and bath units, sliding door closets, built-in furniture, pre-finished wall, floor and ceiling material, mitered and splined trim.



# structural components arrive on job ready for use

Typical of the dealer fabricated component used by Bartling is this interior door wall section



Dealer delivers to job site pre-assembled wall unit; trusses for one house



Builder Martin L. Bartling, Jr., of Knoxville, Tennessee, one of the leaders of component construction, buys fabricated window walls, door walls, storage units and trusses from his local lumber dealer.

"We find that we pay very little more than if we build the units ourselves. In the long run we save money. We pay \$50.50 for a 4-foot wide, 8-foot high storage wall from Fonde's Builders Supply in Knoxville. In large quantities, the price drops to \$41.50 for each unit.

"We can build conventional dry wall finished closets for \$50. Important to us, however, is the time saved by using components. We can place a storage wall unit in a matter of minutes, as compared to a couple days time using conventional methods.

"Interior door panels, for instance, come to us in 8-foot heights ready for installation. The door is hung in the jamb and the hardware installed. The unit costs \$27.50 from our local dealer. If I hang the door on the job I might save \$3. But I'm certain the men on the job would eat up the savings. Carpenters can hang as many as eight doors a day but frequently the production drops to three a day."

Bartling figures the lumber dealer made a \$3,000 net profit on the component parts sold to him in the past year. This estimate is based on an annual production of 30

houses. To save the \$3,000, Bartling would have to set up a well-equipped shop, and take care of such overhead expenses as plant, labor, handling and delivery.

"These overhead expenses would amount to more than the \$3,000 profit earned by the lumber dealer," states Bartling. "If I were to go into production and build component parts, I would have to build 200 houses a year to come out."

The Knoxville builder has cut his overhead primarily by speeding up construction time and going to a full-scale subcontracting operation. This enables him to build more houses a year with smaller overhead. Back in 1946-47 Bartling built 50 houses a year and had an overhead of \$50,000. His payroll included 35 to 40 people. Bartling reasoned that any drop in starts would cut deeply into the profits. He then started his component construction operation in an effort to curb these overhead expenses. First components used were roof trusses and storage walls, and others followed as he worked them out on paper, and then in the field.

The combination of this system and subcontracting dropped overhead from \$1,000 to \$300 per house. Only three carpenters are now on Bartling's payroll. He plans to continue building 25 to 30 houses a year, but he emphasizes that the component-subcontracting operation gives him enough flexibility to build one or 100 houses a year without any great fluctuation in overhead. Bartling believes this technique is particularly adaptable and workable for a small volume operator.

He is of the firm opinion that a lumber dealer must do more than just supply basic materials; that the day has arrived when he must perform a specific economic service with these same materials by delivering them at the job site as builder specified sub-assemblies.

Dealer Stuart Fonde, head of the firm that supplies the Bartling operation, already is convinced of this. He plans to increase production; supply other builders outside the immediate Knoxville area. Fonde is selling material by doing much of the builders' work. For his effort, he gets the business, will keep it, and at a fair profit.

## **tailored components inside the house**

### ***built-in furniture***



### ***vanity-lavatory***



# the PACKAGE

## ***builders pay more but it costs less***

### **LUMBER DEALER—**

**Charles A. Mitchell, General Sales  
Manager, Retail Division,  
Edward Hines Lumber Company**

"Package loading reduces costs on the job site as we do the sorting job here before it goes to the site. The old way was to ship materials the cheapest way for the yard. We could load a truck in 10 minutes. Today we must have something special to sell the operative builder. Our sequence loading costs us more. It takes three to four hours to load a truck, but we save the builder more than the extra cost."

### **OPERATIVE BUILDER—**

**Joe Goldman, Vice President,  
American Community Builders, Inc.**

"It's the only way to operate. You know what materials go into a building. You know the true cost. You have no inventory problem, or extra costs of distributing the lumber around the job. When you figure everything, it might be cheaper per board foot to buy direct, but package loading is a better deal for the builder."

### **ARCHITECT—**

**A. J. Del Bianco**

"Package loading is definitely a time saver for the builder. It requires the least amount of lost motion. Labor is the largest single cost factor on the job. Today you must try to save excessive labor costs. With package loading, the piece of lumber you need is on the top. The cost of handling is reduced."

### **PROJECT SUPERINTENDENT—**

**Harold L. Goslin  
H. Morton Robbins & Associates**

"We wouldn't save any money buying direct. This method saves handling and re-handling. The lumber dealer is selling us a service for less than we can supply it ourselves. We have to cooperate—it's a two-way deal. We have to get the roads in and the back filling done so they can get the lumber next to the foundation, and in the position we want it."

### **CARPENTRY FOREMAN—**

"We save nine man hours on each house with this type of lumber delivery, by not having to rehandle. Before we had to handle each board to get down to the floor joists. Now the piece we want first is on top."

Strange as it sounds, project builders in some areas are paying more per M for their lumber when package loaded by the dealer, but the end result is a saving to the builder. Why? There is no need for multiple handling, special storage facilities and equipment; pilferage and damage is minimized.

Builders, too, must cooperate for best results. Back filling must be done to get the lumber next to the foundation. Roads must be in so the dealer can make delivery. Of greatest importance, is the careful preparation of order lists so that sequence loading in the yard conforms exactly with erection sequence on the job.

Package delivery can be broken down into a variety of combinations depending on special requirements of the building operation being served. In the yards of Edward Hines Lumber Company, Chicago, package delivery generally is broken down into four basic loads: (1) *deck*; (2) *framing*; (3) *sheathing*; (4) *interior*.

Usually loads one, two and three are ordered at the same time and delivered to the job site on a trailer truck. Piled in sequence, the first material off the load is the first used.

On the West Coast, particularly in the Los Angeles area, many builders want their lumber packaged. Some precutting also is provided by the dealer as part of the package arrangement. Lumber yards can perform this service at a cost of less than \$3 per M.

Packages usually are delivered in three loads: (1) all rough lumber up to the plate line—*foundation lumber, floor joists, studs, ceiling joists and mud sills*; (2) the second load consists of "elevation" lumber—*rafters, roof sheathing, overhang, fascia boards, etc.*; (3) finish material, interior trim, etc., comprise the third load.

As in the Hines yards, these southern California dealers sequence load, and many strap the packages.

A basic package for a 1,000 square foot house is a fair load for a truck. Two such loads can be hauled on a truck and trailer. The same truck and trailer can carry four elevation loads. The finish package depends upon the house, but a truck usually can haul several such loads.

In the Los Angeles area many small builders want their lumber delivered in packages, and most of the large dealers are prepared to give this service. For a small operation, deliveries of the three loads are spaced to suit the builder's requirements.



# LOADING technique —

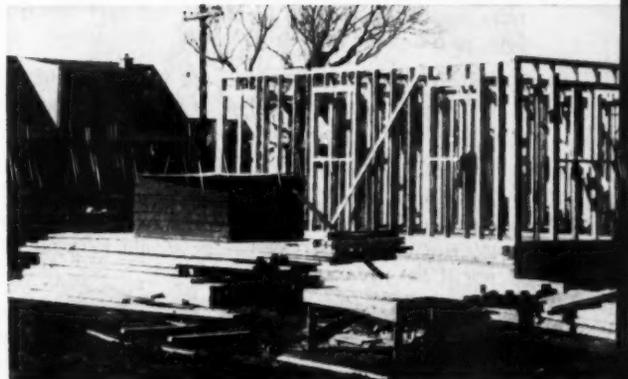
## here's how it works

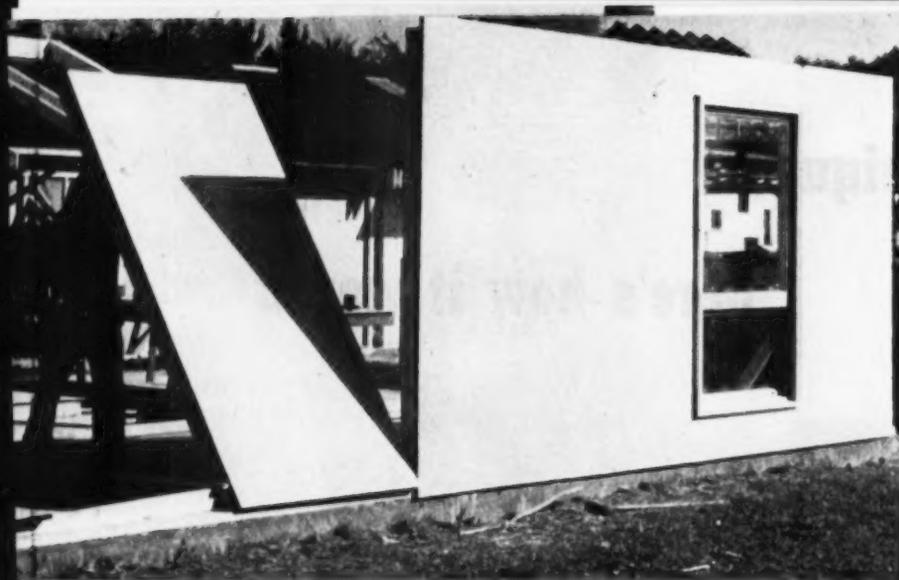


*a typical Hines package load—top to bottom*

<i>RIGHT</i>	<i>LEFT</i>
4x8 foot sheathing <sup>o</sup> floor joists	exterior trim <sup>o</sup> studs with decking at the rear
2x4 plates, cripples, etc. roof sheathing	ceiling joists roof rafters

*\* The two top items must be rehandled. If the insulated sheathing was placed in proper sequence its cushioning action might tip the load. Exterior trim is rehandled so that it will not be damaged. All other material is used in the order that it comes off the pile.*





Wall panels developed by the University of Illinois Small Homes Council can be installed panel by panel. They are tied together into a wall by a double 2x6 inch continuous header supported every four feet around the entire perimeter of the house

## still another technique — dealer fabricated wall panels

Many postwar houses have been panelized, but the use of this technique has been confined in almost all instances to large volume operations and prefabrication. Furthermore, the systems in use generally are tied to a specific house design and specific building operation. The real need was a system that would be:

1. Suitable for use by the small builder; that is, a builder who erects one to 10 or more homes a year;
2. Simple and flexible enough to be used in a variety of house plans;
3. Permit panels to be made on a mass production basis in lumber yards.

Because of its long and growing concern with the over-all problem of distribution and dealer-builder service, the Lumber Dealers Research Council provided sponsorship for development of such a system. Research was undertaken by the Small Homes Council of the University of Illinois. Results were announced recently—a wall panel system known within the industry as Lu-Re-Co.

The system meets the requirements of flexibility and suitability for small builder operations, but its practicality has not been fully explored or tested by lumber dealers.

Clarence A. Thompson, chairman of the LDRC executive committee, believes the dealer can approach it in four ways:

1. Set up a jig in the lumber yard for the production of panels. Start production as soon as a contract is made with a builder at an established price.
2. Set up a jig in the yard and precut material. Invite builders to assemble their own panels, using their own men to put them together and to deliver them to the site. A small service charge should be made for use of the jig.
3. Set up a jig in the yard. Use the regular yard crew, or augment it if necessary, to build up a backlog of panels that can be delivered to the site whenever the builder orders them.

4. Be in a position to work with the builder in any way that he would designate.

Dealer Thompson is planning to service builders with any one, or all of the methods outlined.

Principle advantage of the system is that it permits the small house builder to employ the same cost-saving methods used by the project builder. Erection time is speeded up because carpenters work with parts of the house, rather than pieces.

Precutting and pre-assembly eliminates waste; minimizes delays from unfavorable weather.

To illustrate the flexibility of the system, the Small Homes Council designed five house plans. All five plans can be easily varied in appearance. Each has at least three elevations with different roof slopes. Each can be built on a slab, over a crawl space or over a basement. Any of a number of window types and exterior finish materials can be selected. According to Small Homes Council Director, James T. Lendrum, and Rudard A. Jones, who directed the project, these five house plans are merely examples. The panels also can be used in other house plans with equal flexibility.

While the wall panels can be used with various types of roof framing, the use of roof trusses speeds up construction. This permits precutting and pre-assembling of roof parts, and also offers the economies of open-room construction.

Roof trusses span the house from outside wall to outside wall without need of load bearing interior walls. This means that when the exterior wall panels are tipped in place and the roof trusses, sheathing and covering are installed, the house is one, large, open room. This room provides an excellent area for the workmen to continue their operations. It also is possible to apply finish material to the ceiling, walls and floor with less cutting and fitting than are required when surfaces are interrupted by partitions.

Because partitions do not have to carry any of the roof weight, they can be merely dividing walls to separate the various rooms or areas of the house. In many cases the partitions also can provide storage space.

# The Lu-Re-Co system

The Small Homes Council describes the major characteristics of this wall panel system in the following manner:

Wall panels consist basically of a stud-wall framework covered with a sheathing material and siding. Panels are four feet wide and eight feet high, and are tied together into a wall by a double 2x6-inch continuous header supported every four feet around the entire perimeter of the house. For economical and structural reasons, the panels are:

1. **Modular** to achieve economies which are possible when dimensions of the house and its parts are co-ordinated with those of building materials. The panels are multiples of the four-inch module, the accepted unit of measurement for building materials. Nearly all sheet materials are four feet in width. These materials (interior finish as well as sheathing and siding) fit the panels with a minimum of cutting. The four-foot width also is a multiple of the common stud spacing used in house construction—16 inches or 24 inches.

2. **Simple in design and assembly** so that the panels can be constructed without expensive equipment, and can be easily erected.

3. **Flexible** so that the panels are adaptable to a variety of building materials and to a variety of house designs. With a 4-foot panel, most design problems can be handled readily. A half panel, two feet wide, has been provided for use in those places where needed.

Basic panels are:

1. **Vertical panels** for use with all types of siding. This 4x8-foot panel has a 2x4-inch stud at each edge and one in the center. (An extra stud can be placed in the panel to give a 16-inch spacing if this is required by the building code.) Sheathing material in 4x8-foot sheets, such as 25/32-inch insulation board or 3/4-inch plywood, is recommended because diagonal bracing is not required. Plywood sheathing is required for vertical siding in order to provide a nailing base.

2. **Horizontal panels** for use with vertical siding only. This 4x8-

foot panel also has a 2x4-inch stud at each edge. Horizontal 2x4-inch girts are placed two feet on center from top to bottom between studs. The wall can be covered with sheathing in sheet form and the vertical siding attached.

3. **Panels for houses with sloped roof-ceilings.** This panel is the same as the horizontal panel except that it is shorter—4 foot by 7 foot 8 inches. It has seven-foot studs.

Window panels have been designed to accommodate various types: fixed glass, awning, hopper, double-hung, casement and horizontal gliding. All windows are centered within each panel. Windows can be installed when the panels are assembled, thus eliminating another task at the site. Panels accommodate windows of different heights, principally:

1. **Privacy windows** for bathrooms, bedrooms and kitchens. These are large enough so that one can see out of them easily even though they are set high in the wall.

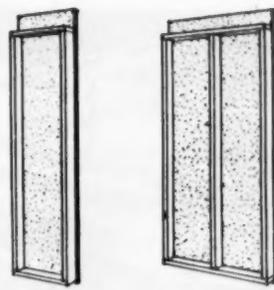
2. **View windows** for living and dining areas. Space is left under the window for the installation of baseboard heating units in the event these are desired.

Door openings can be centered in the door panel or set off-center to the right or left, as is required by the design of the house.

Trussed gable roof, low sloped roof with open ceiling and flat roof are adaptable to this panel system. In general, the most economical construction is obtained when the room height is eight feet and the ceiling is flat. This allows the builder, in finishing the house, to use standard sizes of wallboard, closet doors, etc.

Floor construction is conventional. In installing panels on concrete slab floors, a 2x4 should be set flush with the concrete floor in order to provide nailing space for the panels.

The illustrations at right show the several different types of panels designed to accommodate various types of siding, standard windows and doors



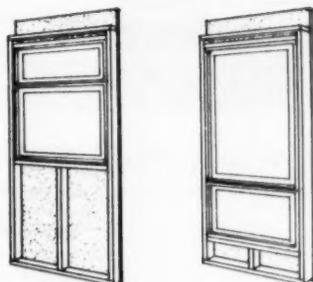
2' x 8'

4' x 8'

VERTICAL PANELS



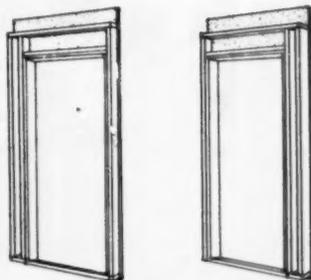
HORIZONTAL PANELS



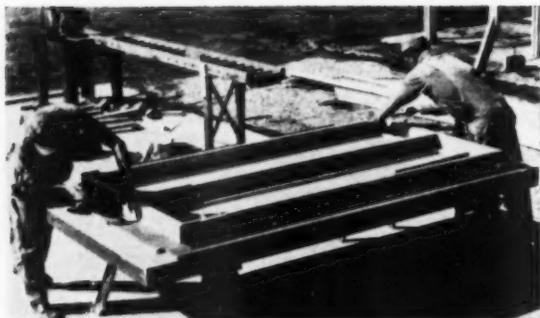
Privacy

View

WINDOW PANELS



DOOR PANELS



Lu-Re-Co wall panel is assembled on jig. Panels are basically a studwall framework which is covered with sheathing material and siding

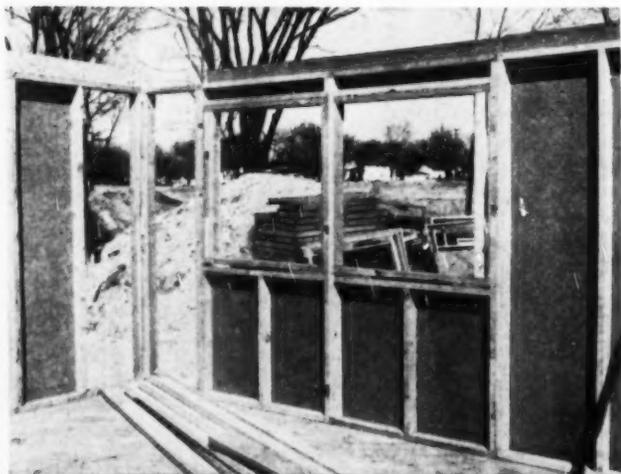


The completed wall panel is light enough for two men to carry. Panels are four feet wide and eight feet high, multiples of the four-inch module

## Decatur builder uses Lu-Re-Co—likes it



Above is a general view of the Swartz project showing panels ready for erection. Windows are left out until panels are in place to reduce weight and breakage. Below is a view of corner section. Note that header is installed over the panels on the left



An example of house construction using the Lu-Re-Co panel system is the current operation of J. J. Swartz Company, Decatur, Illinois. The project consists of 29 ranch-type houses selling in the price bracket of \$16,000.

Packaged units are being used where possible, as well as pre-assembled wall to wall trusses and wall panels. The panels are not fabricated by or in the retail lumber yard, however, but the Clarence A. Thompson lumber outlet in Decatur is working closely with the builders. (It is an example of the fourth approach proposed by Mr. Thompson in the preceding article.)

The Swartz firm set up a jig in one of the partially completed houses. Panels are produced there and then loaded on a truck and moved to the site where needed. This method works better than setting up the jig at each house, say the builders. In this way work can carry on in spite of inclement weather.

Carl Swartz estimates that panels for one house can be assembled on the jig, transported to the building and put in place by two men in two and one-half days. This includes setting of the 2x6-inch top plate. He said that 200 man hours are saved by constructing a house with pre-assembled roof trusses and wall panels, compared to the conventional method. Approximately 30 hours of this time can be attributed to the wall panels alone, according to Swartz.

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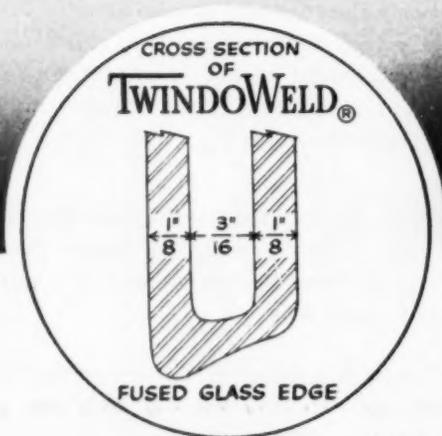


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THESE VIEWS of a TwindoWeld unit clearly show its construction. In the cutaway view in the circle, note the two panes of quality  $\frac{1}{8}$ " thick Pennvernon window glass, with  $\frac{3}{16}$ " air space between, which are fused electrically to form a glass-to-glass sealed edge. TwindoWeld is *all glass!* This means long life, excellent insulating properties and extreme ease of installation.

# window-wall construction

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... the first all-glass insulating window  
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TwindoWeld is simple in design. It's homogeneous, permanent, with an all-glass seal. It's composed of two panes of quality Pennvernon

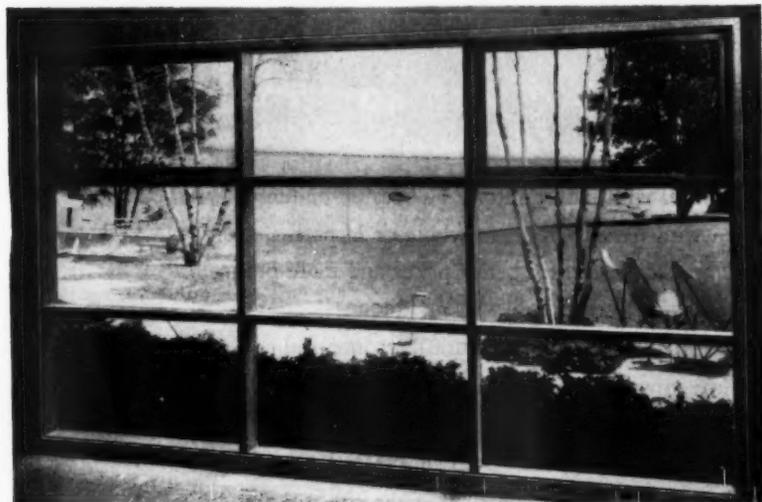
window glass ( $\frac{1}{8}$ " thick), separated by a  $\frac{3}{8}$ " air space. It is as easy to install as a single pane of glass.

Under average conditions, TwindoWeld will reduce the amount of heat transfer by nearly one-half that normally transferred through an equivalent area of conventional single-glazed windows. This means actual savings in home heating and air conditioning costs—a potent selling point you can use with new home buyers or families interested in remodeling their present houses.

TwindoWeld reduces condensation problems, too; there is less ten-

dency for room side glass fogging during winter months. And the vision it permits offers greater enjoyment of the outdoors from indoors. Fact is, the comfort and health of the occupants is safeguarded the whole year through.

If you've been wondering what "plus factor" to give your homes for more and quicker sales, why not install TwindoWeld? It will *show* the most, *do* the most, *impress* the most. It is a product of Pittsburgh, the most dependable name in *quality* glass. Ask your local Pittsburgh branch or glass jobber for complete details on this most exciting and easily handled unit—TwindoWeld—or write direct to Pittsburgh Plate Glass Company, Room 4204, 632 Fort Duquesne Blvd., Pittsburgh 22, Pennsylvania. Do it now!



IN THIS TYPICAL INSTALLATION, the use of TwindoWeld emphasizes to the home buyer added beauty, comfort and greater value. For TwindoWeld increases the pleasure of viewing outdoor scenes from the inside of the home; it reduces the tendency toward frosting and fogging; eliminates the need for storm windows; provides better temperature control and sound insulation.

### TwindoWeld Sizes

#### For Wood Window-Wall

45 $\frac{1}{2}$ " x 25 $\frac{1}{2}$ "

42 $\frac{1}{2}$ " x 22 $\frac{1}{2}$ "

#### For Metal Window-Wall

36" x 24"

34 $\frac{11}{16}$ " x 22 $\frac{11}{16}$ "

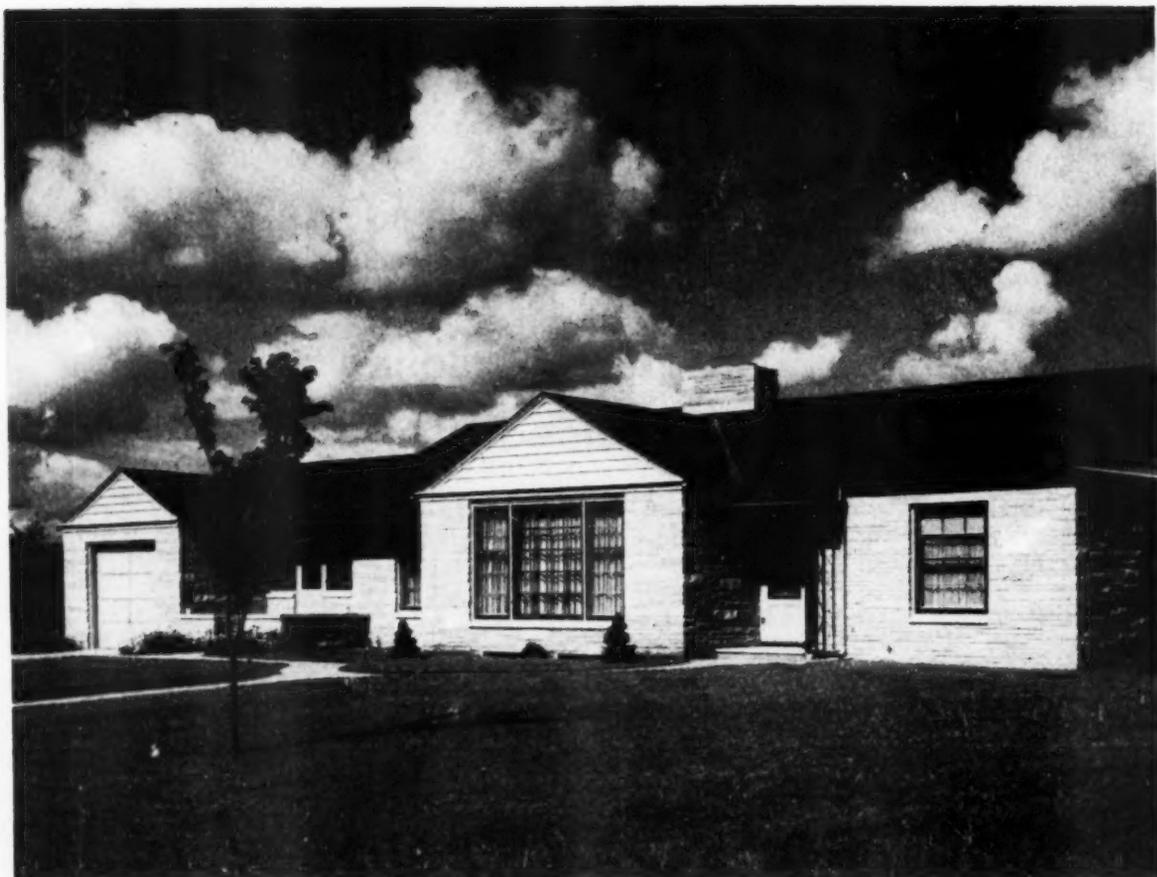
These sizes are commercially available at present through Pittsburgh branches and glass jobbers east of the Rocky Mountains.

\*TWINDOW, Pittsburgh's window with built-in insulation, is available in additional sizes.



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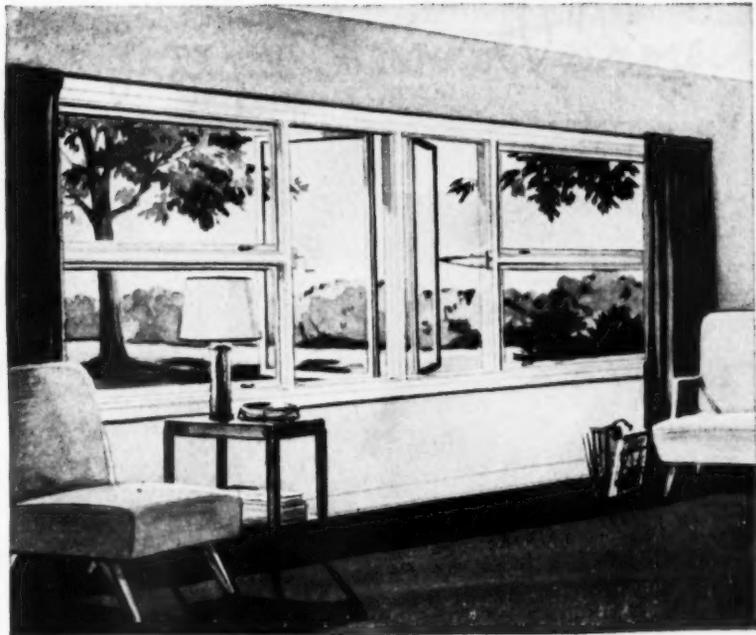
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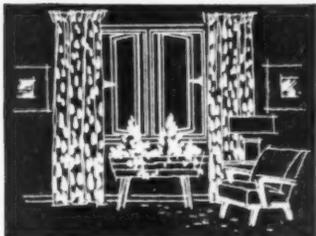


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**CURTIS**  
**SILENTITE**  
*Convertible*  
window

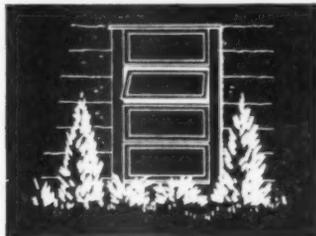


More than a thousand combinations are possible with this remarkable new Silentite Convertible—one of the most useful window units ever introduced in the building field. A top-quality wood product—

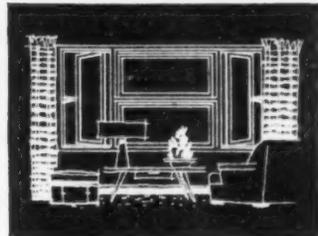
fully guaranteed as to materials and workmanship—the new Convertible meets every home builder's demand. No wonder it opens up new vistas of usefulness for architects and builders!



**CASEMENTS**—are surprisingly economical with this completely factory-assembled unit—basic frame with operating hardware, sash, screen and insulating light installed. Casements can be right or left swing.



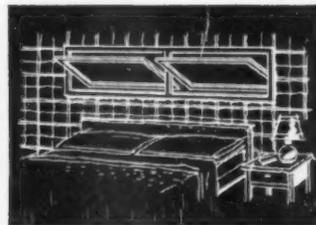
**AWNING**-type windows—so popular today—are now available for even the low-cost home, thanks to the Curtis Convertible. Superior weather-tightness is assured by modern spring-leaf type weather-stripping.



**WINDOW WALLS** like this are inexpensive when built with the Silentite Convertibles. These window units fit any wall construction—may be installed in any desired combination of multiples. They give a modern touch to even the smallest home.



**LOUVRE** units are available in five sizes with interior birch doors for use in regulating ventilation. Basic sash units come in ten sizes and are mortised for sash locks which are included. Mechanical operator with crank is optional.



**RIBBON** windows permit freedom of furniture placement—and Curtis Convertibles are ideal for such use. Sash may be stacked vertically and horizontally. All wood members completely toxic and water-repellent treated.

Curtis makes a complete line of architectural woodwork and birch kitchen cabinets for homes of all types. Make your next home "all Curtis."

MAY 1954



AB-5-54

Curtis Companies Service Bureau  
200 Curtis Building  
Clinton, Iowa

Please send literature on the new Curtis Convertible and other Silentite windows.

Name.....

Address.....

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

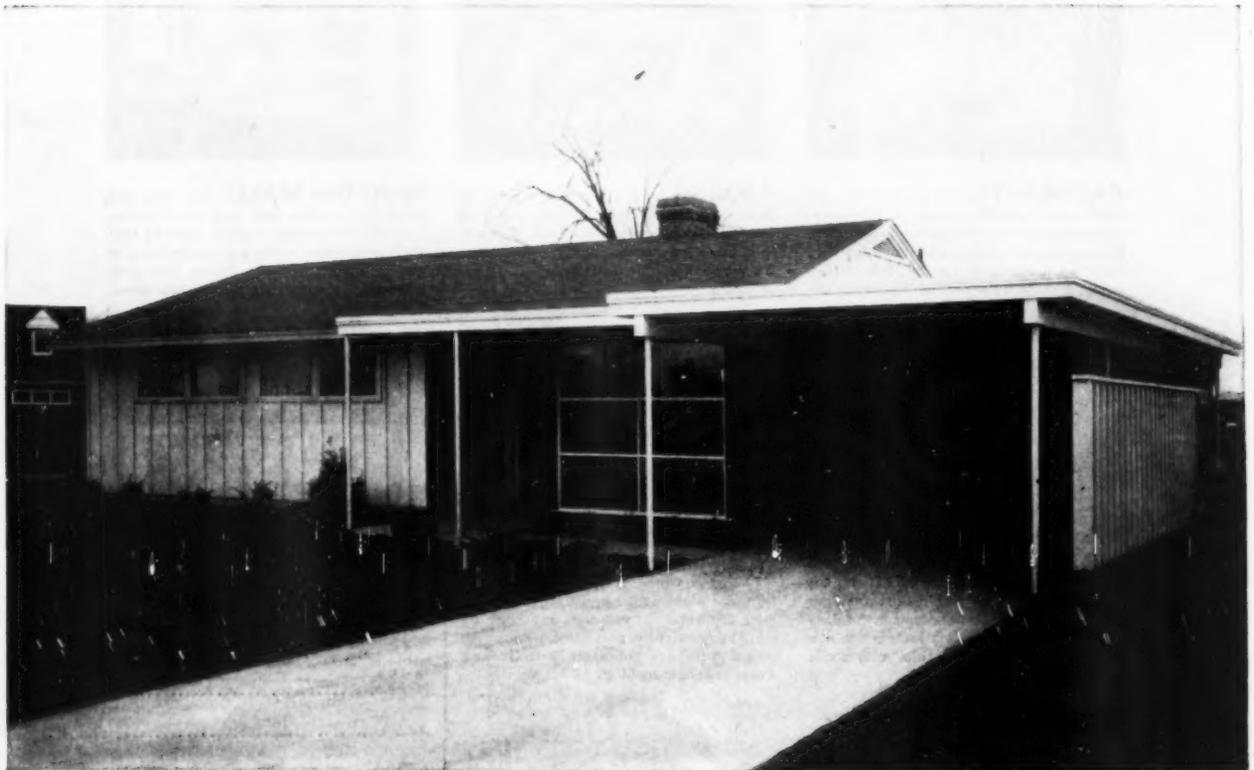
# "I revised specifications to put



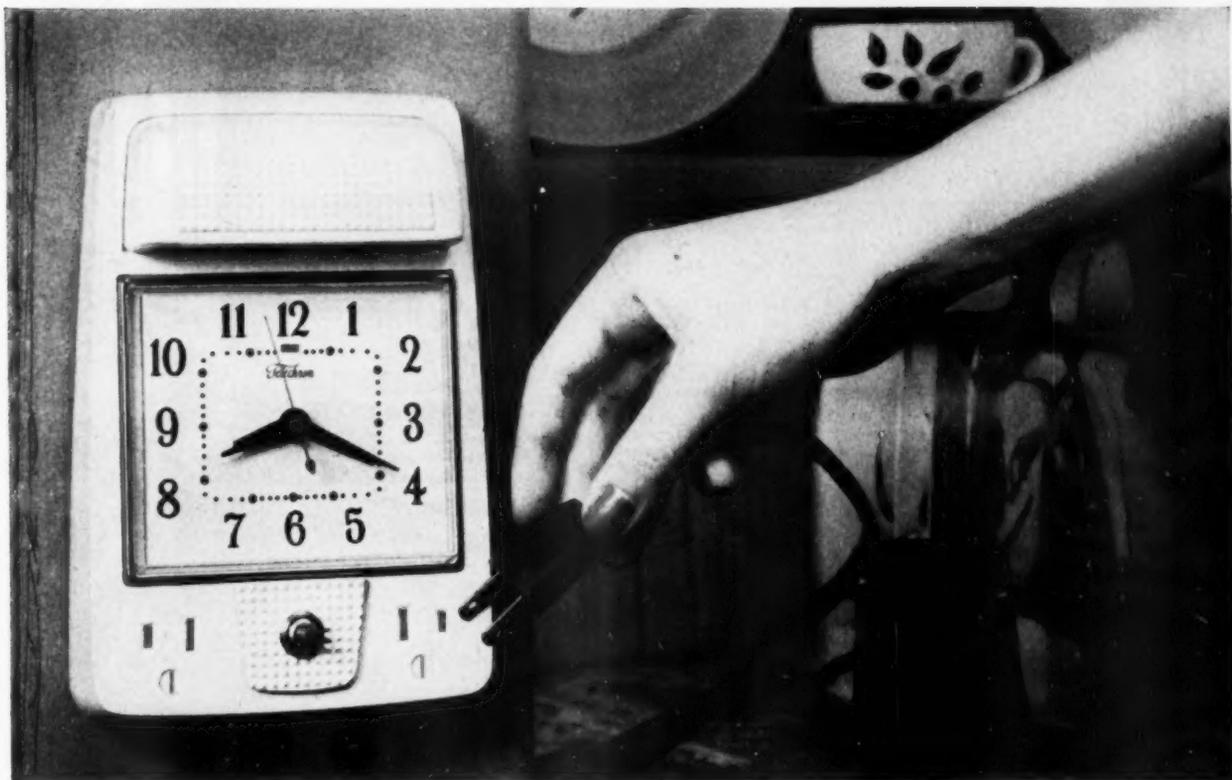
Mr. R. P. Gerholz, builder of more than  
3000 homes, says, "My Westgate Development  
was closed to all new innovations until  
I saw TEL-IN-WALL. Its simplicity of  
installation, coupled with Low Cost Sales Plus  
features, caused me to revise my specifications  
to include TEL-IN-WALL in bathrooms and kitchens."

▲ Mr. Robert P. Gerholz, first vice-president of Urban Land Institute of Washington, D. C., former president of the National Association of Home Builders of the United States, and dynamic head of the Gerholz Community Homes, Inc., of Flint, Michigan.

▼ The project homes in the Westgate Development are priced from \$12,500 to \$15,000. 800 units will be constructed in the next three to four years. The NAHB presented the Award of Merit in Neighborhood Development to Gerholz Community Homes, Inc., for Westgate Park.



Tel-in-wall in my 800 unit project"



New low-cost **built-in** with new sales plus...

**Tel-in-wall** has electric clock, lamp and 2 outlets



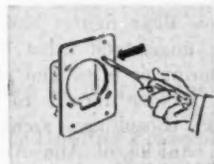
In the bathroom, TEL-IN-WALL takes shaver or hair dryer, and heater. Night lamp is a real safety feature.

TEL-IN-WALL brings you an entirely new built-in with sales advantages that can't be duplicated. Its down-to-earth price makes it completely practical for new homes and remodeling jobs. As Mr. Gerholz points out, "The quality of today's homes is judged by the extra refinements that go into their construction. I believe TEL-IN-WALL answers the builder's need for such a refinement."

TEL-IN-WALL is as easy to install as an ordinary wall outlet—and

what a sales plus TEL-IN-WALL adds. In one smart unit you have an accurate electric clock, a 7-watt service lamp, plus two outlets. TEL-IN-WALL is at home in the kitchen or bath, living or game room, any room in the house. Also designed for apartments, hotels, motels, hospitals and trailer coaches. Order through your electrical supply or hardware house. Telechron Department, General Electric Company, 15 Union Street, Ashland, Mass.

INSTALLATION IS FAST, EASY AND INEXPENSIVE



A. Attach adaptor plate to standard 4" outlet box, GE SP52151 or equivalent.



B. Connect wires. Operates on 110 v., 60 cy. house current. Outlets rated at 15 A.



C. Mount TEL-IN-WALL. Only four screws to fasten. Movement recesses into box.

*Telechron*  
MARK OF TIMING LEADERSHIP



## building a school today

**It means  
expansibility  
economy  
simplicity**

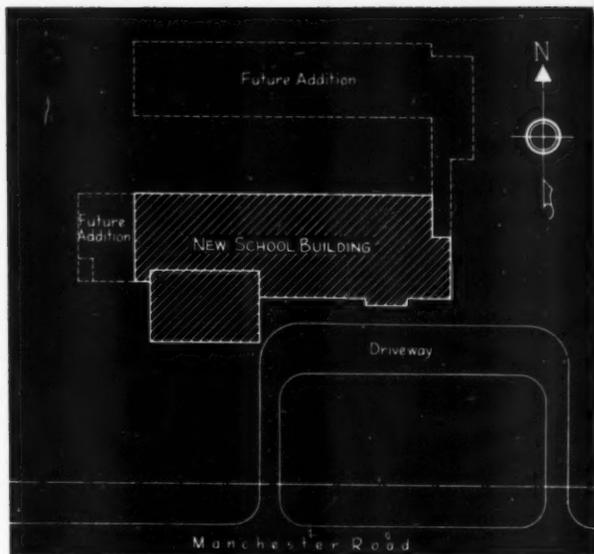
**T**HE unpredicted rise in the nation's population over the past 10 years has naturally created a pressing need for major additions to the public school plant. What is the size of the job?

In 1953, the U.S. Office of Education counted a total enrollment of 23,229,000 in U.S. public schools—over four million more than in 1943. By 1958, according to the Office of Education's estimates, the figure will have jumped to 32,151,000—25,398,000 in elementary schools and 6,753,000 in secondary schools.

The additions and replacements of the public school plant needed to meet this situation were estimated

by the Office of Education in 1950. In that year, this total need was set at 520,000 new classrooms (additional and replacements) at a cost of \$14,040,000,000. Since 1950, about \$2.75 billion has been spent for public school construction, leaving a net need, as of 1953, for 420,000 classrooms (including related facilities).

To follow these figures into the field and understand what they mean in terms of brick and steel, *American Builder* turned to the magazine's consulting architect, Walter A. Anicka of Ann Arbor, Michigan, whose outstanding series of blueprint houses will be remembered by readers of *American*



Designed by Walter A. Anicka and completed last fall, Pleasant Lake School near Ann Arbor, Michigan, has six rooms, can add six more as school population grows in next 10 years. Cost of building was under \$11 a square foot, including a deep well and septic tank. General contractor was Ellis Construction Company of Detroit

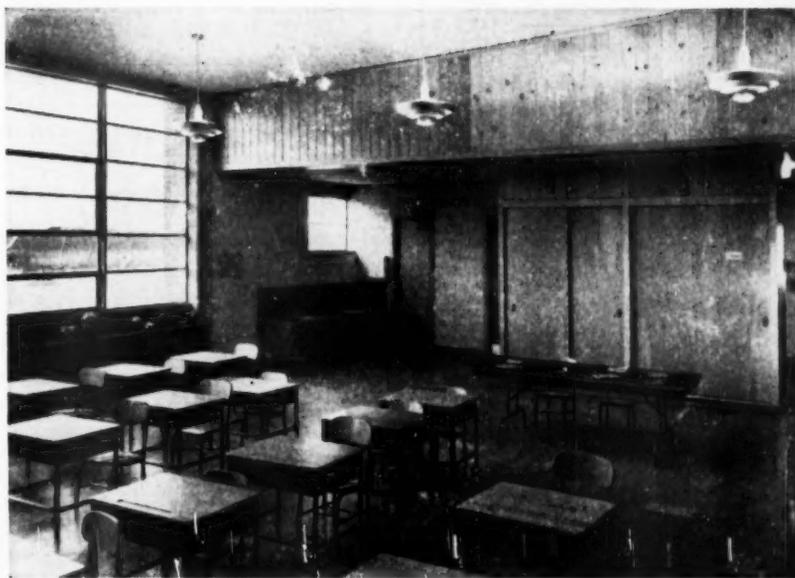
*Builder* through the years 1947-48.

In four years of concentration on building schools, mostly for rural districts, Anicka has produced 102 buildings ranging in cost from \$25,000 to \$1,000,000; in rooms from two to 40. The building type which he has gradually perfected to meet all aspects of the problem in a realistic way is well illustrated by the Pleasant Lake School, displayed here.

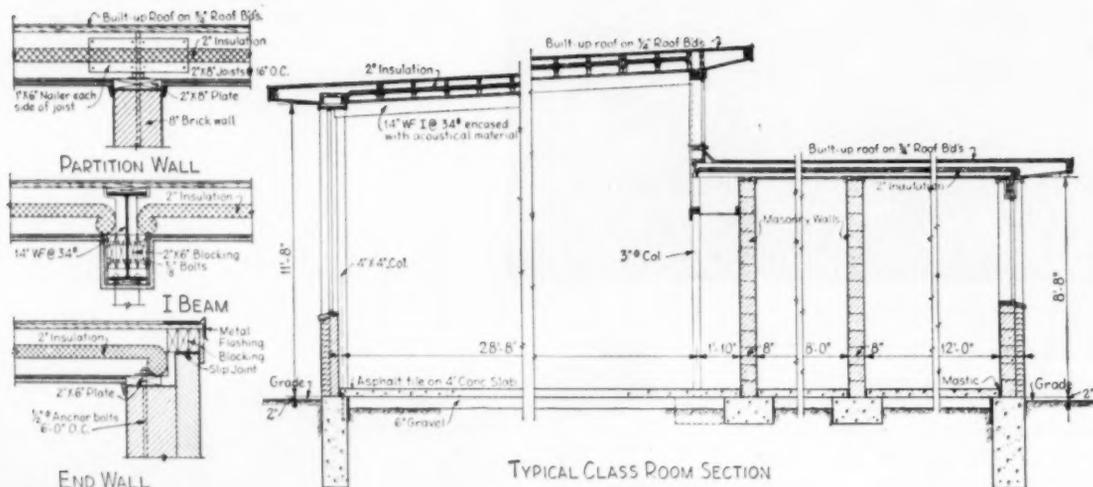
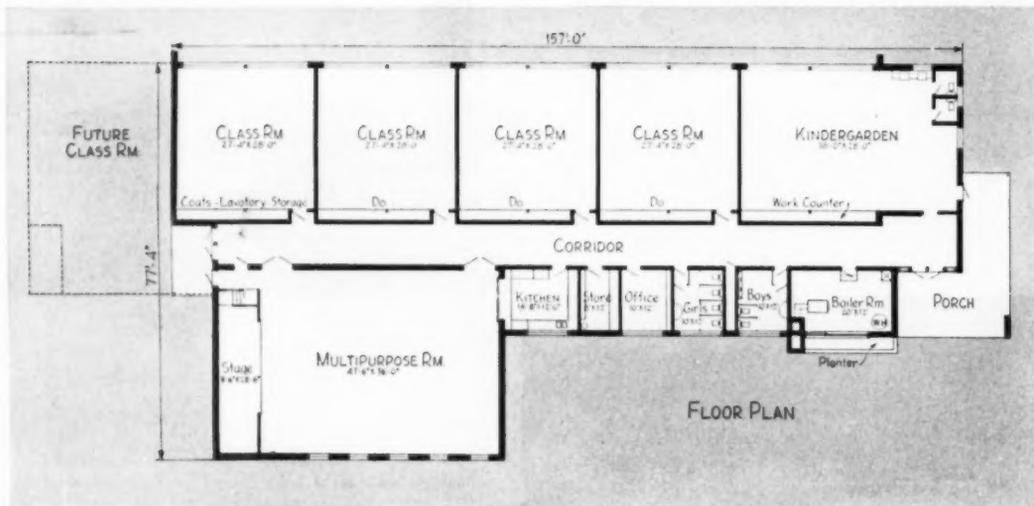
This country elementary school is located 12 miles southwest of Ann Arbor and was completed in time for the opening of the school year last fall. It is the result of four small districts getting together and consolidating as a solution to their common need for more school space. Together they launched a \$125,000 bond issue out of which came the funds for the \$105,000 building which Anicka proposed.

#### **Five Guiding Principles**

Anicka's approach is guided by five major considerations. First, *expansibility*. The plan must allow



Classrooms have clear glass in window wall on north, bi-lateral daylighting from clerestory with glare-reducing glass. Ceilings have acoustical tile. Floors are asphalt tile. Birch-trimmed chalkboard of Nucite have end section of corkboard. Knotty pine paneling, simple birch plywood built-ins and paint in soft colors for the exposed cinder block of the walls all help to give the rooms charm and livability. Shown above is the kindergarten room



Floor plan and construction plan of the Pleasant Lake School

for the adding of classrooms. In the case of Pleasant Lake, Anicka's study of the general area indicated that the Pleasant Lake population could be expected to double in 10 years. Doubling the census of one-to-five-year-olds gave the school population in 10 years. (Another useful rule of thumb in making this calculation is to allow  $1\frac{1}{2}$  children per family.) Mechanical services are made the ultimate in the original building, so nothing is lost in terms of original construction when classrooms are added. Also, wherever possible, adding-on is projected at the end of a corridor, which saves on future costs.

Second, the building must be de-

signed for the children and not to please the school board or janitor.

Third, modular construction cuts down tremendously on waste and enables Anicka not only to achieve a very low figure on estimating but enables him to stay within this figure most of the time. He generally works on an 8-inch or 16-inch module.

Fourth, the construction plan must tie in with habits of local contractors. It must not present any unusual methods or materials which would require specialized supervision and new work patterns. As Anicka puts it, the rule must be, "Can any contractor with ordinary experience build it?"

Lastly (although this really comes first in the process), Anicka works up a general area study, or master plan, covering from 75 to 100 square miles and relates the proposed new school to the facts about this area. Such a study not only helps Anicka plan the best possible school in terms of actual conditions, but also gives him a fine basis for working with school boards.

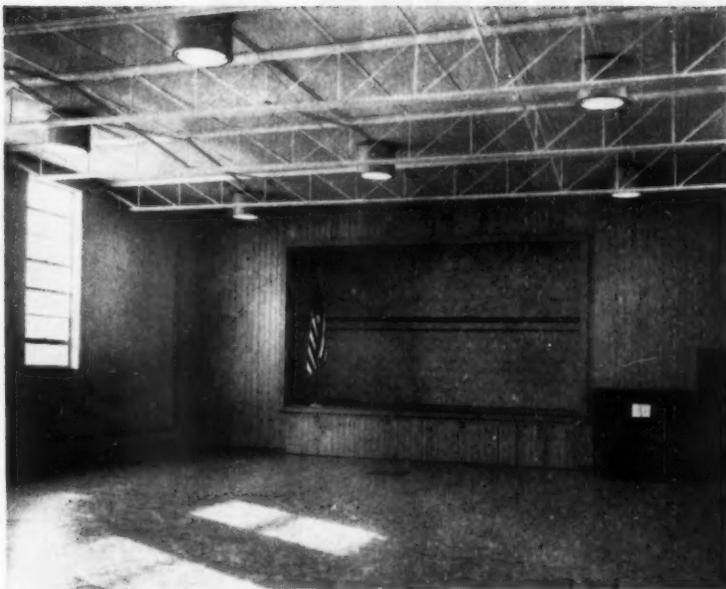
Oriented so that classrooms face north for the best light, the Pleasant Lake School gets uniform daylighting by use of a clerestory above the south or inner wall of the classrooms. To scatter the rays from the southern exposure, this clerestory is filled in with Libbey-Owens-Ford's

**COST BREAK-DOWN**

Bond	\$ 1,172.00
General conditions	8,684.00
Strip site	860.00
Excavation	820.00
Interior fill	1,075.00
Exterior fill & grade	375.00
Concrete footings	2,020.00
Brick & block masonry	8,627.00
Mason labor	8,973.00
Gravel drive	1,100.00
Floor slab	5,093.00
Septic tank & field	2,180.00
Cut stone	232.00
Structural steel	3,164.00
Aluminum sash	2,287.00
Cypsum roof	1,198.00
Roofing & S. M.	2,399.00
Glass	1,000.00
Rough lumber	4,440.00
Millwork	5,060.00
Carpenter labor	7,600.00
Hardware	1,500.00
Blackboards	1,251.00
Lath & plaster	750.00
Acoustical tile	2,317.00
Ceramic tile	470.00
Asphalt tile	2,500.00
Electrical conduit, etc.	2,500.00
Fixtures	1,635.00
Electrician labor	2,003.00
Toilet partitions	530.00
Cement enamel	1,489.00
Fire extinguishers	152.00
Painting	2,084.00
Kitchen cabinets	961.00
Caulking	385.00
Insulation	598.00
Rough-in plumbing	2,440.00
Finish plumbing	2,273.00
Radiation	4,848.00
Controls	1,418.00
Burners, etc.	3,178.00
Tank	1,285.00
<b>Total</b>	<b>\$105,926.00</b>
Cost per square foot	\$10.00
Cost per cubic foot	\$ .80

glare-reducing "Velvex" with satinol finish. The large windows in the multi-purpose room, which faces south, have a visual band of clear glass in the lower three strips, with Velvex above. Anicka also uses 1/8-inch Plexiglas, a translucent structural plastic material in a milky white color, in lieu of glass for southern exposures. A third comparable material is L-O-F's Blue Ridge frosted "Aklo."

The masonry block walls of the Pleasant Lake building are finished on the exterior with a putty-colored face brick. The building is virtually maintenance-proof, and with its automatic oil-fired radiant heating system can be operated without a custodian. Windows are set in aluminum sash which does away with painting problems. The one corridor has a wainscot of Cement Enamel, a vitreous wall surfacing which is highly glazed, washable,



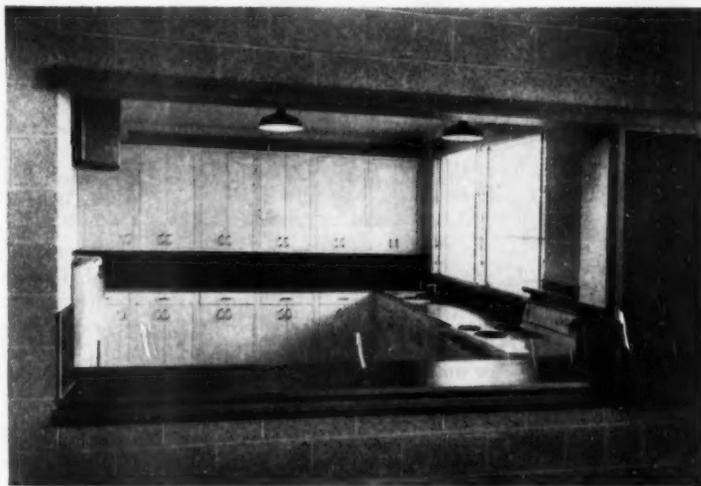
Multi-purpose room is used as gym, auditorium, lunchroom. Note 22-inch long span steel joists

practically indestructible and which (at Pleasant Lake) cost 70 cents a square foot as compared with \$2.50 for glazed tile. The periodic painting of the cinder block walls is a simple matter of decorating. The building has 20-year bonded roofing of pitch and gravel built-up.

Heating is by radiant coils in the floor, except for the multi-purpose room which has two-inch fin radiation at the base of the window wall and at the midway point up the wall of the stage. The Bryan boiler has

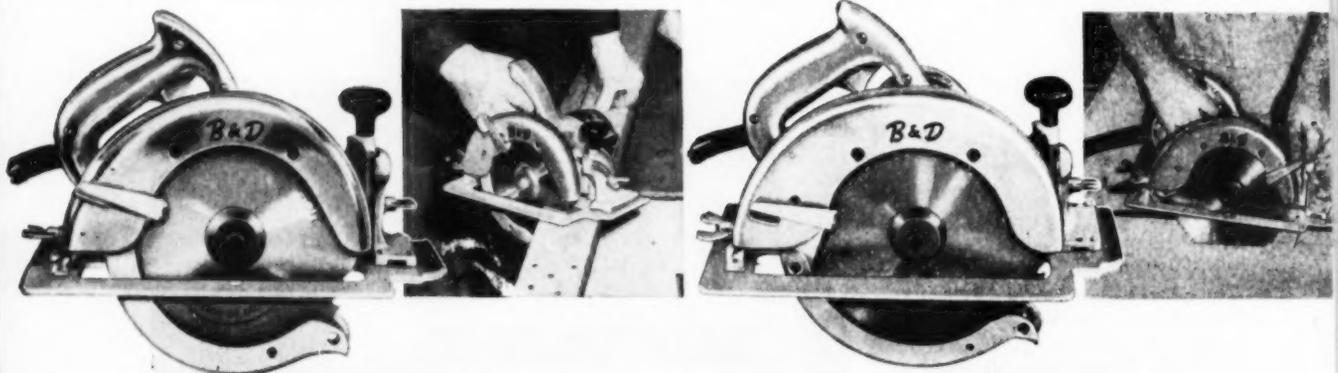
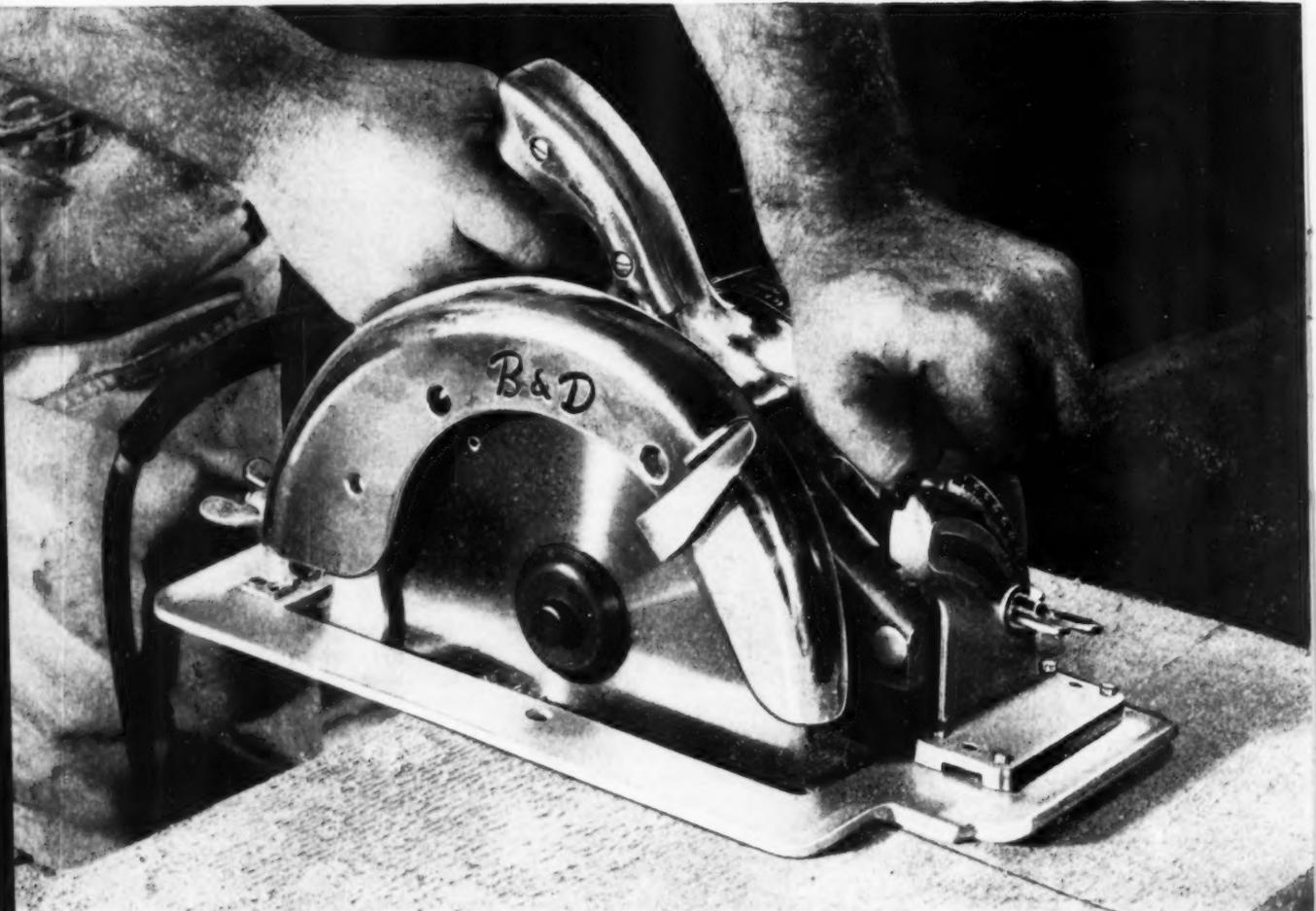
a capacity of 810,000 Btu's. Barber-Coleman controls are used, also Bell & Gossett controls and pumps.

In Anicka's experience, radiant heating is very satisfactory for an all-elementary school. The cost of heating a six-room school will run about \$4.50 a day. If elementary and secondary groups are combined in the same building, the heating system will need to be of the automatic fresh-air intake and heating type. Anicka uses the Herman Nelson Univent system.



Compact kitchen has serving counter connecting it with multi-purpose room. Sliding chalkboard screens opening

# We proved it to Zehman &



## NEW B&D 8" HEAVY-DUTY SAW

Packed with power, the new 8" Saw works and works . . . cuts and cuts . . . up to full rated load! Cuts from 0° to 21 $\frac{3}{16}$ " deep . . . bevel cuts from 0° to 45° . . . depth of cut at 45° is 21 $\frac{1}{16}$ ". Built-in depth-and-bevel adjustments . . . plus features that make the new B&D Saws the greatest ever. . . . . \$96.50.

## NEW B&D 9" HEAVY-DUTY SAW

Extra powerful, the new 9" Saw can handle all your heaviest jobs and deepest portable-saw cuts! Depth-of-cut from  $\frac{3}{4}$ " to 3 $\frac{3}{4}$ " . . . bevel cuts from 0° to 45° . . . depth of cut at 45° is 2 $\frac{3}{8}$ ". Incorporates built-in depth-and-bevel adjustments and all the other new extra B&D features! . . . . . \$114.50.

ALSO: New B&D 6" Adjustable Saw . . . \$64.50 and New B&D 7" Saw . . . \$84.50 . . .  
Both Heavy-Duty Saws with all the Features Described Above.



# Wolf - we'll prove it to you!

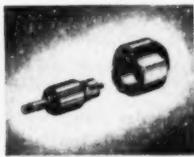
## NOW! BLACK & DECKER Saws give you every feature you want for every job you do!

Zehman & Wolf Construction Company of Cleveland, Ohio, hires as hard-hitting and hard-working a crew of carpenters as any you'll find. We felt that these men would be the best judges of saws, so we took a new B&D Heavy-Duty Saw out on the job and asked them to try it. And did they give it a workout! They made rip cuts, cross cuts, box cuts and bevel cuts with it. They hefted it for weight, tried different depths of cut, balanced it,

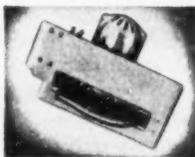
used it right-handed, left-handed—with one hand and with two. And when they were finished, they were sold! They were sold on the power of the new B&D Saw . . . on its features . . . on the amount of work it gets through. As Carpenter Hy Weltman put it: "The new B&D Saw has a lot of power and it's easy to use. Not only is the lever on the lower guard a good safety factor, but all of B&D's new features make it a great help."



**EASY-GRIP HANDLE . . .**  
at natural sawing angle  
plus extra hand-hold, and  
cord is out of the way!



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toughest jobs . . . motors  
are B&D designed just for  
these saws!



**HUSKIER BUILD . . .**  
larger  
shoe . . . for solid base,  
greater stability at any  
depth or angle!



**2 - POINT SUSPENSION**  
. . . not one but two big  
wing nuts hold saw steady  
at every depth and angle!



**SAFETY-LIFT GUARD . . .**  
large guard lift-lever  
lets you retract lower  
guard by hand safely!



**MAN-SIZE CONTROLS . . .**  
big trigger switch, heavy  
wing nuts give faster ac-  
tion, quicker adjustments!

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**AT YOUR DEALER'S!** See and try the great new Black & Decker Saws yourself, soon . . . AND GET A CHANCE TO WIN \$1,000.00 at the same time! Just ask your building supply or hardware dealer to show you the new B&D Saws. Watch him demonstrate them. Try them yourself. Note their many features. Then get an official entry blank. Fill it out, following the easy directions, and leave it with your dealer. He'll do the rest . . . and you'll be in line for the grand prize . . . \$1,000.00 . . . or one of the many other cash awards. See your dealer right away *quick!* For dealer nearest you, see where-to-buy-it section of local phone book, under "TOOLS-ELECTRIC."

**RIGHT ON THE JOB!** To make the big B&D Saw Contest even easier for you to enter, we'll arrange to have the new B&D

Saws brought right out to your job site, demonstrated to you, let you try them yourself! And you'll get your official contest entry blanks right then and there. To arrange for this, just fill out the handy coupon below and mail it to us *today!*

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"TOOLS-ELECTRIC"



THE BLACK & DECKER MFG. CO., Dept. 4663, Towson 4, Md.

I want to see and try the new B&D Saws right on my job!  
No obligation, of course!

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Company .....

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are powered and priced  
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with every new Chevrolet truck—from light delivery models to heavy-duty haulers. In addition, Chevrolet trucks traditionally put you dollars ahead at trade-in time.

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**THREE GREAT ENGINES**—The new "Jobmaster 261" engine\* for extra heavy hauling. The "Thriftmaster 235" or "Loadmaster 235" for light, medium- and heavy-duty hauling. **NEW TRUCK HYDRA-MATIC TRANSMISSION\***—offered on ½-, ¾- and 1-ton models. Heavy-Duty **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **DIAPHRAGM SPRING CLUTCH**—improved-action engagement. **HYPOID REAR AXLE**—for longer life on all models. **TORQUE-ACTION BRAKES**—on all wheels on light- and medium-duty models. **TWIN-ACTION REAR WHEEL BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—greater holding ability on heavy-duty models. **NEW RIDE CONTROL SEAT\***—eliminates back-rubbing. **NEW, LARGER UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES**—give increased load space. **COMFORTMASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance.

\*Optional at extra cost. Ride Control Seat is available in standard cabs only. "Jobmaster 261" engine on 2-ton models, truck Hydra-Matic transmission on ½-, ¾- and 1-ton models.

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beauty**

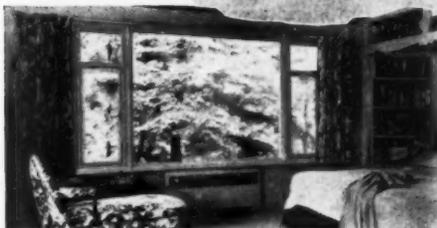
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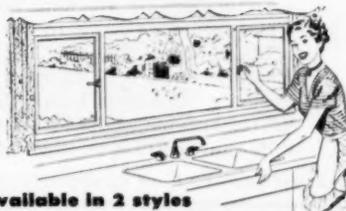
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**"ribbon-styled"... long—low—beautiful**

New type construction...designed to emphasize the modern lines of ranch-type and contemporary homes, with all the warmth, character and practical advantages that only wood windows provide.



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Style "A"—a brilliant expanse of unobstructed glass. Style "B"—the glass divided to give you long horizontal lines. Choose the style that best fits your home.

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So many ways to use...  this abundant ability wood



Weyerhaeuser 4-Square West Coast Hemlock paneling is clean and fresh in appearance—and requires practically no upkeep.



The deep shadow lines of Hemlock bevel and bungalow siding accentuate the long, low lines of modern homes.

# Weyerhaeuser 4-Square WEST COAST HEMLOCK

## The "Ability Wood"

There are several practical reasons why more and more dealers are stocking West Coast Hemlock. This species, thriving in the Northwest timberlands, is one of America's finest and most plentiful softwoods. Throughout the nation, it has gained a front rank building position because of its remarkable physical characteristics and the wide range of uses to which it is readily adapted.

Builders using Weyerhaeuser 4-Square West Coast Hemlock bevel or bungalow siding prefer it because it is light and easy to cut and shape. It takes and holds paint well. For framing and sheathing, this lumber is strong and durable. Also, it takes nails readily—and holds them firmly.

West Coast Hemlock is known as the "Ability Wood" because of its dependable performance when employed for many uses—a few of which are framing, finish, ceiling, flooring, sheathing and siding.

These are only a few of the reasons why you can build better . . . at a reasonable cost . . . with Hemlock. Write for literature on Weyerhaeuser 4-Square West Coast Hemlock, the abundant "Ability Wood".

### PROPER PROCESSING OF HEMLOCK

● Through scientific logging, accurate sawing, controlled kiln seasoning, precision surfacing, proper grading, careful handling and shipping, Weyerhaeuser provides this abundant "Ability Wood" in a wide range of 4-Square West Coast Hemlock lumber products.

## Weyerhaeuser 4-Square LUMBER AND SERVICES

WEYERHAEUSER SALES CO., ST. PAUL 1, MINN.

BUILD BETTER WITH HEMLOCK...THE ABUNDANT "ABILITY WOOD"

# PRODUCT NEWS from AMERICAN-Standard

*A review of products in the news and important features worth remembering*



**LAVATORY-DRESSING TABLES** by American-Standard will add beauty and convenience—and customer appeal—to the homes you build. Each fixture combines dressing table and storage cabinet in one compact unit. Shown here are the New Dresslyn, left; the Highlyn, left below; and the Merrilyn, at right below. The New Dresslyn and Merrilyn have genuine vitreous china lavatories . . . the Highlyn has enameled cast iron lavatory. Cabinets and lavatories come in a variety of color combinations. All units are available in straight front or kneehole models.



**HEATRIM PANELS** are the modern way of providing comfortable, even, convected warmth throughout an entire room. They are specifically designed for forced-circulation hot water heating. Taking the place of conventional wood baseboards, Heatrim panels save floor space, leave walls unbroken, permit greater latitude in designing and decorating. They can be installed against existing walls or recessed to the depth of the plaster. They are perfect for use under picture windows . . . are also much in demand for premium-space installations.



For further information on American-Standard products see Sweet's Light Construction File

American-Standard  
Dept. AB-54, Pittsburgh 30, Pa.

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## AMERICAN-Standard

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Serving home and industry: AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS & WALL TILE • DETROIT CONTROLS • KEWAWEE BOILERS • ROSS EXCHANGERS • SUNBEAM AIR CONDITIONERS

Superhighway routed through crowded residential district necessitated removing or demolishing about 300 houses. Fifty per cent were considered good enough to be moved to new site and be rehabilitated



## a subdivision of RECONDITIONED

Houses that were condemned to make way for a superhighway with clover-leaf intersections are being given a new lease on life in Toledo, Ohio. The misplaced neighborhood is virtually being picked up and put down again—with some considerable improvement in the bargain.

Although many of the houses were bought and moved by individuals for their own use, Toledo builders Paul Fuller and George Schuster bought the largest number, more than 30.

Acquiring only the best of the

condemned houses, the builders moved them to a subdivision of improved lots fronting on wide, tree-lined streets. They gave these houses a new concrete block foundation, heating, plumbing and wiring. They also put in new kitchens and bathrooms. A new roof and painting, both exterior and interior, completed the job.

A local savings association cooperated in the financing of these homes, but could not advance money under its charter until the foundation was in place and the house set

Moving contractor charged about \$1,200 each to move house along pre-cleared route; took about two days to load house, one day more to complete move. Pictures below show house jacked up, moved off foundation, and ready for moving





## HOUSES

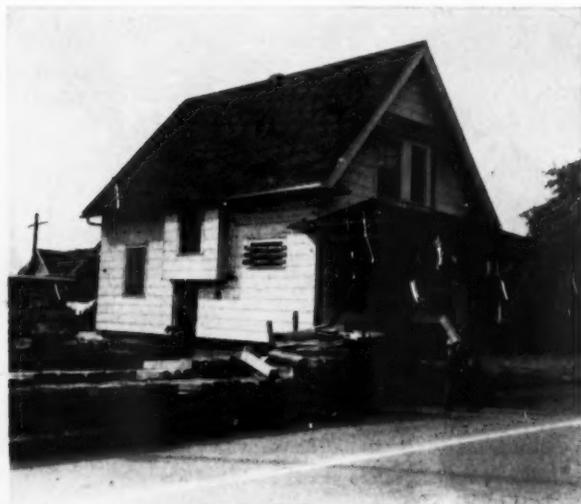
over the foundation by the mover. Consequently, temporary funds had to be available on the part of the buyer of the homes to cover his original cost, the building of the foundation and the moving. No part of this investment could be recovered until the house was delivered intact on the permanent site. The Veterans Administration placed an average valuation of \$11,250 on these reconditioned houses; gave them a life span of 60 years.

But relocation of the houses from

*(Continued on page 110)*



Rehabilitated house at new site looks almost new; has a 60-year life expectancy



### FULLER AND SCHUSTER PAID ABOUT:

\$ 600 for condemned house.  
1,200 to moving contractor to move house.  
350 to city to use moving route.

### THEN THEY ADDED THESE TO EACH HOUSE:

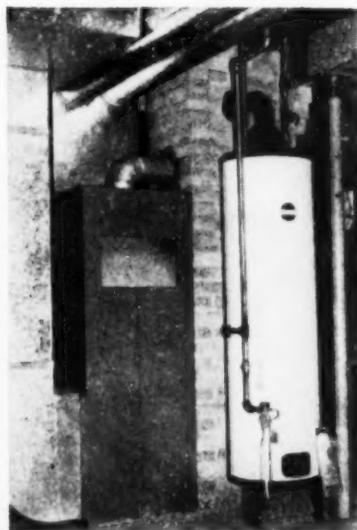
New basement  
New General Electric gas furnace  
New automatic water heater  
New plumbing (copper water line)  
New electrical wiring  
New roof  
New ribbon-strip driveway  
New paint job (decorated inside and out)  
New Youngstown kitchen cabinets and sink  
New bathroom fixtures  
New 4-foot mirror in bathroom  
New 4-foot fluorescent over mirror  
New location—lot 50x130 feet

### THEN THEY SOLD THE HOUSES FOR ABOUT:

\$11,250 with \$2,000 down payment.



At new site house is moved over excavation; foundation is put in after house is placed so foundation will conform to varying dimensions of old structure



New basement is given every Fuller-Schuster house; comes complete with new gas furnace, water heater, copper piping

## reconditioned houses

(Continued from page 109)

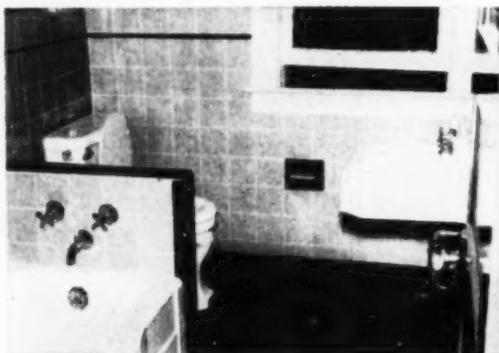
the condemned location to a new site presented problems that had to be solved before actual moving could be accomplished by Fuller and Schuster, or by a potential home owner acting in his own behalf.

The state of Ohio bought the properties from the original owners, then offered them for sale to the highest bidders. The average sale price of the condemned houses was \$600.

Before moving of the houses could begin, a new site had to be selected, and this necessitated movement over a considerable distance. It was decided that one moving route should be chosen to make the operation feasible, and the area finally picked required an average move of 2½ miles.

The route was congested with railroads, electric and telephone lines. Clearance of the route required an initial investment too great for the individual buyer of one house to bear, and an unfair amount for a building firm to pay alone.

The city council of Toledo solved the problem by advancing the \$17,000 necessary to clear the route, and raise power and telephone lines to a height of 30 feet. A fee of \$350 per house was then charged for the privilege of using the moving route.

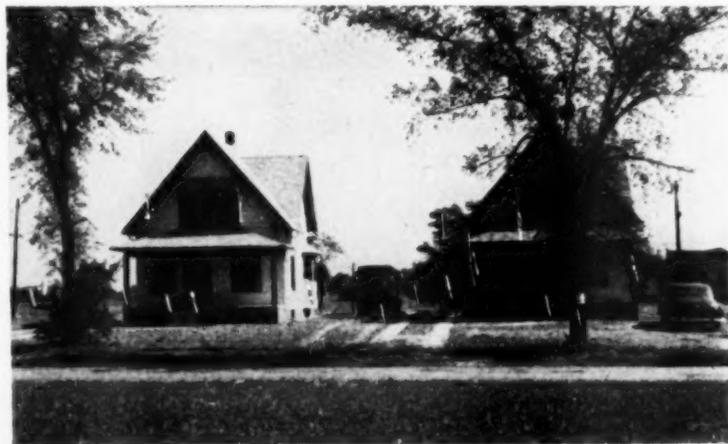


House gets newly decorated interior, new bathroom with new fixtures, plastic wall tile, 4-foot mirror, fluorescent light

Payment of the moving fees eventually will repay the city for its investment.

Fuller and Schuster are having no trouble selling their houses for about \$11,250 each with \$2,000 down. Their experience points up the pos-

sibilities of another new market for builders. The expected increase in highway improvements and slum clearance programs in the years to come will present many opportunities to buy, move and rehabilitate old, but structurally sound houses.

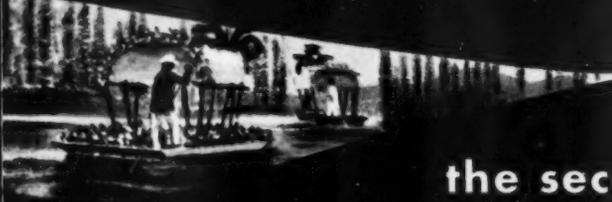


Rehabilitated houses are placed on 50-foot lots





Announcing!



the second annual

**NAHB Acapulco Derby\***

featuring a Grand Prize 10-day Fisherman's Holiday  
in Mexico for 20 Builders!



**A NATIONAL HOME WEEK (Sept. 19-26) CONTEST**

**20** Grand Prize Regional Winners • More Than **150** Local Home Builder

Association Winners • Special Handicap System for Small Builders



for Exciting  
**TRADE-IN HOME CONTEST**

See last page

\*Sponsored by the MINNEAPOLIS-HONEYWELL REGULATOR Co. in cooperation

with the NAHB Board of Directors and Public Relations Committee.

a Home to Sell . . . a Plan to Sell it . . .

# Honeywell

NO PRODUCTS TO BUY

You simply build an aggressive merchandising program climaxing in a National Home Week (Sept. 19-26) showing of your exhibit house . . . And submit evidence of your merchandising program in an Official Merchandising Contest Entry Kit. The contest is open to all builder-members of the NAHB (except the 20 Grand Prize Winners in the 1953 Acapulco Derby) . . . Just entering will make you a better merchandiser!

**SEND FOR OFFICIAL ENTRY KIT** Acapulco Derby registration reply cards have been mailed to all builder-members of the National Association of Home Builders. When you register for the Derby by filling out and mailing this card, you will receive an Official Entry Kit by return mail. A limited supply of these kits has also been sent to your Local Home Builder Association Executive Officer.

**SMALL BUILDERS CAN WIN** A special handicap system based on total estimated home sales for the year will be used in the judging. (See Official Rules Folder for complete details.) Also, you'll be competing initially, only with builders in your own local association. If you are the winner in your local contest, your kit will be forwarded to the



W. S. Sander  
1953

.. Can win you a

# Holiday in Acapulco!



October NAHB Board of Directors meeting in New York. There it will compete with the other local contest winning entries for 20 Grand Prizes (one for each NAHB region).

**BASIS OF JUDGING** Contest entry material will be judged on the basis of the following five steps.

**Advertising • Publicity and Public Relations • Selling Aids  
Special Promotions • Appeal and Livability of the Exhibit Home  
and Homesite**

Point system of judging and all details are explained in the Official Rules Folder mailed to all builder-members of the NAHB.

Your local association contest will be judged by a three-member panel selected from prominent local citizens by your Local Home Builders Association. National contest judges will be selected by officers of the NAHB.

**ACAPULCO DERBY HALL OF FAME** As part of the recognition bestowed on the regional winners, they will be featured in a life-size color-portrait display in the Honeywell Hall of Fame at the 1955 NAHB Exposition.

*Dates to remember*

Acapulco Derby Registration Return Cards must be in the mail by midnight . . . **September 1, 1954**

Entry kits must be in the hands of your Local Association Executive Secretary by midnight . . . **September 27, 1954**

As a Grand Prize Winner  
in the *Acapulco Derby...*

**NOVEMBER 27.** You'll be flown to Dallas, Texas, assembly point for winners and hosts of the 1954 Acapulco Derby Honeywell Holiday.

**NOVEMBER 28.** Following a Saturday evening get-acquainted dinner and party, you'll board an American Airlines Flagship Sunday afternoon, arrive at Mexico City Sunday evening.

**NOVEMBER 29.** Monday you'll meet Mexico City, its history, its people, its scenery—Tuesday morning you'll

fly to Acapulco, Riviera of the Americas.

**NOVEMBER 30 through DECEMBER 4.** Tuesday through Saturday you'll enjoy luxurious leisure—swimming, sailing, water skiing, sight-seeing, and above all, fishing (last year's winners caught more than 65 sailfish, the shortest over 8 feet long).

**DECEMBER 5.** Sunday morning you'll return to Mexico City, see a bullfight Sunday afternoon, leave for Dallas and home Monday, **DECEMBER 6.**



Ask your local executive officer to show the full color motion picture of the 1953 Holiday to your association. Winners say they had "the time of their lives"!

## Derby Special

# TRADE-IN AND NEW CONDITIONING CONTEST

for Home Builders with an eye to the future

Minneapolis-Honeywell joins the NAHB in recognizing the promise which trade-in merchandising offers the home building industry. Fulfillment of this promise, however, depends on more than merely accepting an existing home in trade. The greatest potential lies in modernizing and improving the trade-in—the new conditioning of existing homes before they are put back on the market.

Thus a Trade-in and New Conditioning Contest has been added to the 1954 Acapulco Derby to encourage the development and merchandising of workable programs as well as to recognize outstanding achievements in this direction.

### ONCE YOU HAVE A TRADE-IN AND NEW CONDITIONING PROGRAM THE CONTEST IS EASY

Any builder-member of the NAHB who devises and merchandises a trade-in and new conditioning plan during the first nine months of 1954 is eligible to enter.

**SEND FOR OFFICIAL ENTRY KIT** simply by filling-out and mailing the Acapulco Derby Registration Reply card sent to all builder-members of the NAHB. A special Trade-in Contest Entry Kit will be sent to you by return mail. Official kits will also be available from your Local Association Executive Officer.

**JUDGING WILL BE NATIONAL** Your completed entry kit should include the following information and material. (See

your Official Rules Folder for complete details.)

- Description of your trade-in and new conditioning plan
- Evidence of your advertising and promotion program
- Examples of publicity received

**SUBMIT COMPLETED KIT** to your Local Home Builder Association Executive Officer by midnight September 27. He will forward it to the October NAHB Board of Directors Meeting in New York. A special panel of judges appointed by officers of the NAHB will select the five best entries. The 5 winning builders will receive the Grand Prize Honeywell Holiday award and will accompany the 20 National Home Week Merchandising Contest winners to Acapulco.

## Why the Derby?

**HONEYWELL**, long the leader in the field of automatic home heating controls, including Electronic Moduflow and Zone Controls, has a vital interest in the continued prosperity of the home building industry. The **ACAPULCO DERBY** is a means of furthering that interest by giving recognition to builders who make outstanding contributions to home design, greater enjoyment of the home, and improved methods of merchandising homes to the public.

*Through the merchandising medium of Trade-Conditioning, the home building industry has both a tremendous opportunity and an obligation to help bring the bulk of existing American homes up to modern standards of comfort and livability.*

**R. G. HUGHES**, President  
NATIONAL ASSOCIATION OF  
HOME BUILDERS



MINNEAPOLIS  
**Honeywell**



*First in Controls*

MINNEAPOLIS, MINNESOTA



saws like wood  
because it is wood



nails like wood  
because it is wood



resists moisture



won't split, shatter  
or crack

**it is wood...**

— from the Douglas fir  
forests of Oregon

*Tough fibers bonded with natural lignin interlock in all directions — give Allwood Hardboard strength, dimensional stability, resistance to wear and hard knocks.*

# allwood\*

## HARDBOARD

is a BETTER Building Material

Allwood's ease of handling speeds every job — saves you money, time and labor. It's perfect for interior or exterior use in homes, offices, shops, and on the farm. For walls, ceilings, partitions, built-ins, underlayment, porch decking, soffits, siding, garages and other outbuildings. All types of finish go on fast — look better on — won't chip or peel off Allwood's hard, smooth surface.

See your dealer TODAY for full information on Allwood Hardboard. If he doesn't have it, write us his name...we'll send a jobber to call on him.

**Dealers:** There's a market, ready and waiting, for Allwood Hardboard. Get set now to serve *your* customers with this *better* building material. Contact your jobber right away...or write direct.

Builders — try speedy, convenient and top-notch quality John Day Packaged Ponderosa Pine Trim for doors and windows. Ask your dealer about it — or write for full details.



### Oregon Lumber Company

Hardboard Division

DEE, OREGON

\*T.M. Oregon Lumber Co.



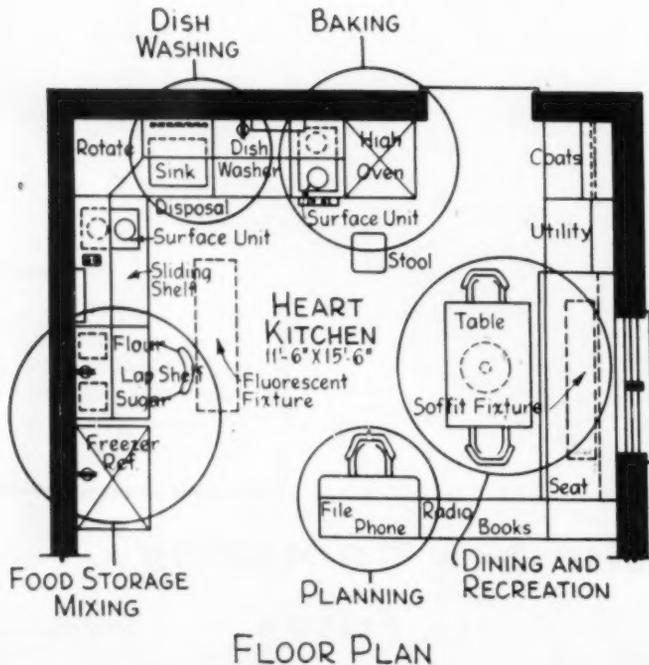
Food supplies are in easy reach of mixing center at left. Sit-down cooking is possible with two electric units. Dishwashing and cleaning center follows. Dishes are stored over sink. Range center contains surface units, oven is waist high making baking, broiling visible, comfortable to watch

**B**UILDERS may well consider the "heart kitchen" planned by the American Heart Association and the Electric Cooking Institute, in collaboration with Dr. Margaret Austin, heart specialist. Originally planned for heart patients, its features will be welcomed by any housewife.

A "heart kitchen" is one especially designed for the woman who must get meals as easily as possible, using the least effort—not climbing, not stretching, not stooping, not lifting.

Since a heart patient must rest frequently, this kitchen is a room large enough for both work and rest. Part of the work can be done sitting down. Colors soothe, do not irritate. Lights are adequate. Tools are within easy reach. The three major ap-

## is your client a heart patient? here's a KITCHEN



pliances (range, refrigerator and sink) are so spaced that the walking distance between them is kept down to a minimum.

Planned for a woman of average height (5 feet 4 inches) with a family of four, this kitchen is so arranged that food passes logically from food storage to stove and finally to table in a smooth-running progression similar to that of an assembly line.

Five basic food preparation and planning centers are placed to save steps, put kitchen on efficient assembly-line basis



Adjacent refrigerator door opens toward mixing center. Lap and cutting boards slide out for ease of use when seated at 30-inch-high work area. Sliding panels in cupboard doors bring small supplies within easy reach



SIT DOWN MIXING CENTER

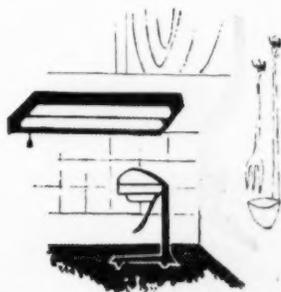


TOUCH OPEN CABINETS

## DESIGNED FOR HER



Dining, resting and meal planning are done in this area. Table is near oven for easy serving. Colors are gray birch for cabinets; gray and black floor, lime green counter tops; coral for cupboard lining and for the window seat behind the table



NEWEST COUNTER LIGHTING



ADJUSTED HEIGHT COOKING CENTER



A centrally located spot for the telephone, with built-in table-shelf



A kitchen closet for pots and pans, with spice shelves on inside face of door. Birch plywood for the door, fir plywood for the closet

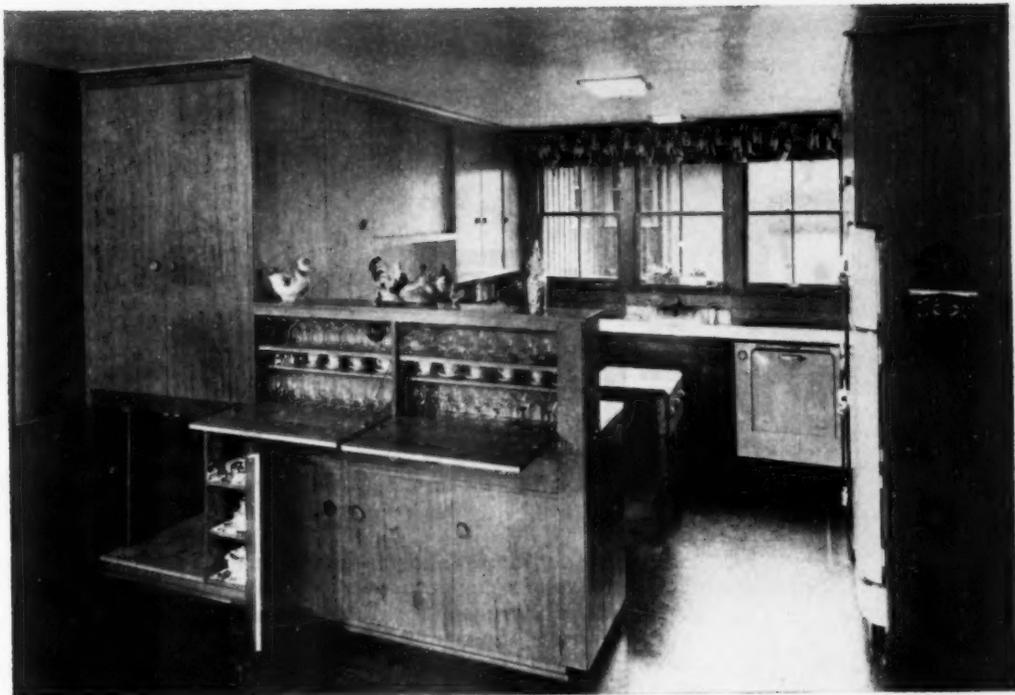
## ever thought of these?



Combination planter and storage wall for card table and chairs

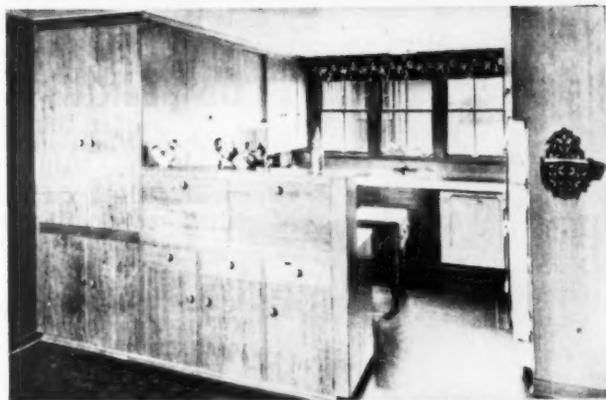






A built-in china cupboard, with plus storage, for separating dining area from kitchen. This one even includes (bottom left) a wood lift operating from basement

Looking for eye-catching merchandising ideas for your 1954 houses? Here are several that are sure to capture the attention of your prospects. Demonstrating primarily the versatility of plywood for interior uses, these ideas, however, can provide a number of strong selling points for your house package.



Photos courtesy of Malarkey Plywood & Doors



A storage cabinet for head-of-stairs position. This one is of fir plywood with myrtlewood veneer (same as bannister and wall). Small door at end is for card table compartment





add **50%** greater  
**FIRE SAFETY**  
to lath and plaster ceilings

The simple addition of Keymesh galvanized reinforcing lath over gypsum lath increases the fire rating reference of a ceiling from one hour to one and one half hours, when finished with  $\frac{1}{2}$  inch of light-weight aggregate plaster.

This increased fire safety is

further evidence of the exceptional value Keymesh reinforced lath and plaster adds to every building, from the low cost home to large commercial and industrial buildings. It's another reminder that Keymesh costs so little, but adds so much.

**PLUS positive protection from cracking**

When Keymesh lath is used, your entire ceiling and wall surface is reinforced with a vast network of multi-directional reinforcing

wires, adding far more protection from cracking. This protection that stops cracks *before* they start, costs so little, but adds so much.

**PLUS greater over-all strength**

Keymesh lath helps the plasterer get a full, uniform thickness of plaster. With its open mesh, each wire is fully embedded, while serving as a gauge to assure the

full  $\frac{1}{2}$ " thickness of plaster specified. Full, uniform thickness assures greater over-all strength. Yes. Keymesh costs so little. Keymesh adds so much.

*Recommended and used by America's leading lathing and plastering contractors.*

**KEYSTONE STEEL & WIRE COMPANY**

PEORIA 7, ILLINOIS

KEYMESH • KEYBEAD • KEYCORNER • KEYSTONE WELDED WIRE  
FABRIC • KEYSTONE NAILS • TIE WIRE • KEYSTONE NON-  
CLIMBABLE AND ORNAMENTAL FENCE



24 11a 3d

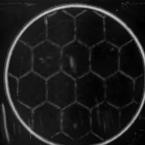
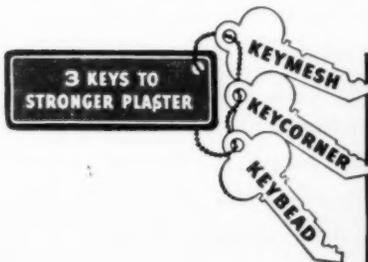
# KEYMESH

**GALVANIZED REINFORCING LATH**

Here's all you do! After gypsum lath is applied, cover it with Keymesh. The exclusive reverse-twist weave makes it unroll flat; go up flat. It's so easy to apply. Then it's plastered, following customary practice. Proved through the years as a superior reinforcement for stucco, it now brings new value to lath and plaster construction.

**it adds so much, it costs so little.**

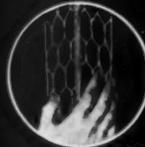
*For highest quality at lowest cost,  
use the 3 KEYS TO STRONGER PLASTER*



**KEYMESH** lath for over-all reinforcement. Made of galvanized woven wire. Especially recommended for ceiling construction.



**KEYCORNER** strip lath, preformed to fit snugly in corners. Lies flat when applied to joints. Galvanized to prevent rust streaks.



**KEYBEAD** corner lath with precision formed bead for outside corners. Open mesh assures strong, solid plaster corners.



*Thermopane*<sup>®</sup>

**INSULATING  
GLASS**

**Standard sizes**

**available from distributors' stocks for**

**▶ IMMEDIATE DELIVERY**

Production is up—so you can add the popular appeal of *Thermopane* to your houses without delay.

Many builders are using *Thermopane* insulating glass in every window as a sales feature to move houses faster. *Thermopane* is well known to home buyers. It's wanted.

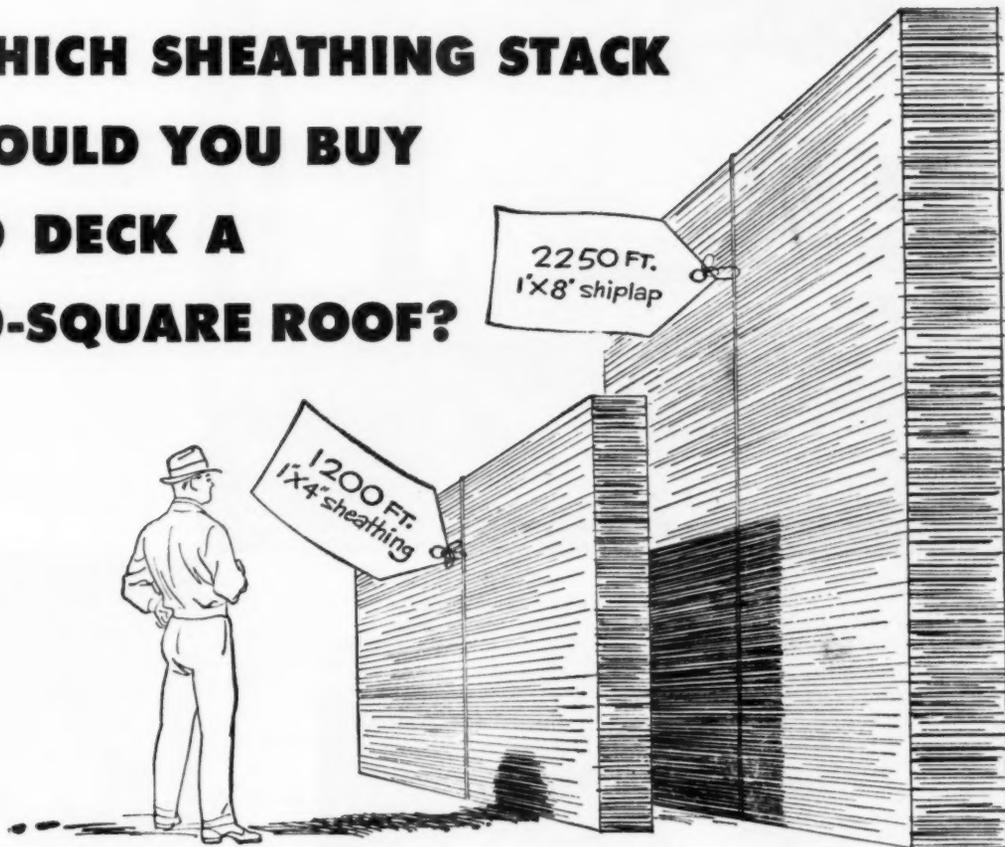
Call your L·O·F Glass Distributor or Dealer for full information on sizes, installation data and types of sash for *Thermopane* insulating glass.



**LIBBEY · OWENS · FORD  
GLASS CO.**

354 NICHOLAS BLDG., TOLEDO 3, OHIO

# WHICH SHEATHING STACK WOULD YOU BUY TO DECK A 20-SQUARE ROOF?



**RIGHT YOU ARE!** And, because more and more builders are "guessing right," there'll be thousands of new *cedar shingle roofs* going up this year—applied over *spaced* sheathing.

A simple cost accounting tells the story. Since roof sheathing is a "hidden cost," it is sometimes overlooked as a place of possible labor and material waste. Strong, rigid CERTIGRADE cedar shingles, used with *spaced* sheathing, enable you to *save up to 50%* on this costly phase of construction.

Substitute roofing materials "lean on" solid sheathing for strength. Cedar, one of the strongest materials known for its weight, needs no such expensive support. Your savings on *spaced* as against *solid* sheathing offset the occasional unit price dif-

ference between genuine CERTIGRADES and imitation materials.

So play it smart. Cash in on the spaced sheathing principle. Put your roofing money *on* the roof, not *under* it. CERTIGRADE No. 1 shingles outlast substitutes—by decades—and make the homes you build more salable, *longer*.

We've prepared a roof estimating sheet for your use. It's free. It will help you quickly figure the difference in cost (material *and* labor) between spaced and solid sheathing. Once you compare the two construction methods, using your own local labor and material costs, you'll see why the switch is to CERTIGRADES... and *spaced sheathing*.

For your free cost estimating sheet, write:

## RED CEDAR SHINGLE BUREAU

5510 WHITE BUILDING, SEATTLE 1, WASHINGTON

OR 425 HOWE STREET, VANCOUVER 1, B. C.





**OWNER:**  
First Congregational  
Church

**ARCHITECTS:**  
Boyum, Schubert &  
Sorensen,  
LaCrosse, Wisconsin

**GENERAL CONTRACTOR:**  
C. D. Guillaume  
Construction Co.,  
Caledonia, Minnesota

Square foot area ..... 27,224  
Cost per square foot .... \$14



## this church has built-in sociability

Architecturally, this church in La Crosse, Wisconsin, departs radically from the conservative design tastes of that city. Functionally, however, it provides the ultimate in facilities for the traditional need of the congregation members—a religious, educational and social center.

By taking full advantage of site contours, the architect has achieved the impression of a one-story building on the street side. Actually, it has two levels fully exposed at the rear and sides. Located on the main floor are all rooms normally used by older members of the congregation, while the entire lower level can be used for educational and social activities of youngsters.

Large social gatherings and church dinners are held in the community room on the main

floor. A modern kitchen and storage area adjoining the community room are designed to serve up to 350 people per hour. A solid masonry wall assures privacy on the street side. The opposite wall, with its wide expanses of insulating glass, affords a view of distant bluffs.

Heart of the building is the narthex. Primarily a lobby and after service lounge, it can provide seating accommodations for an overflow crowd by opening the large glass doors which separate it from the sanctuary.

Seating 400, the sanctuary is the focal point of the structure. Pink brick walls, green carpeting suggest colors of nature visible through the north window wall. South wall, constructed entirely of brick, is unbroken by

(Continued on page 126)



**CASH IN ON COLOR  
WITH THE RUBEROID**

*Color-Styled*  
**HOME IDEA**

Color is magic. The wise use of color in complete exterior color styling pays handsome dividends in quicker home sales and more home improvement business.

Ruberoid helps you turn today's demand for color into a big sales opportunity . . . with a complete line of roofing and siding shingles in decorator colors . . . and with a "Colorator" selector to help you turn color theory into cash.

The "Colorator" helps you cash in on the Ruberoid Color-Styled Home Idea advertised in The Saturday Evening Post, Better Homes & Gardens, Good Housekeeping and farm magazines.

The **RUBEROID** Co.

*Asphalt and Asbestos Building Materials*

MAY 1954

#### THE RUBEROID COLORATOR

Anyone can be a color expert with the Colorator. It turns complicated theory into simple terms, showing Ruberoid roofing and siding colors in pleasing combinations with suggested trim and accent colors. It not only dramatizes exterior color styling . . . it's a practical easy-to-use working tool and sales tool.

Your Ruberoid dealer has a Colorator for you to see and use, or you can send the coupon below for your own Colorator.



The RUBEROID Co.,  
Dept. A, 500 Fifth Ave., New York 36, N. Y.

Please send my free copy of the Ruberoid Colorator.

YOUR NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

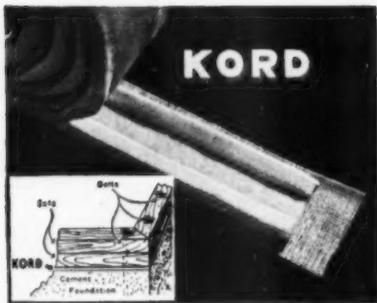
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CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

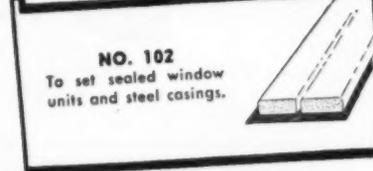
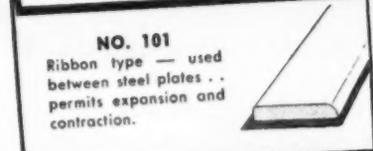
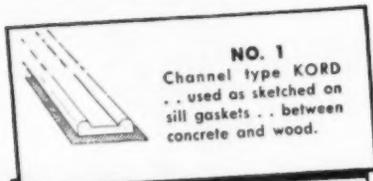
AB-5

**SPECIFIED FOR  
PROTECTION,  
SPEED AND  
ECONOMY!**

**KORD Extruded  
Prefabricated Caulking  
Compound.**



**A modern technical  
development reducing  
wastes and labor costs.**

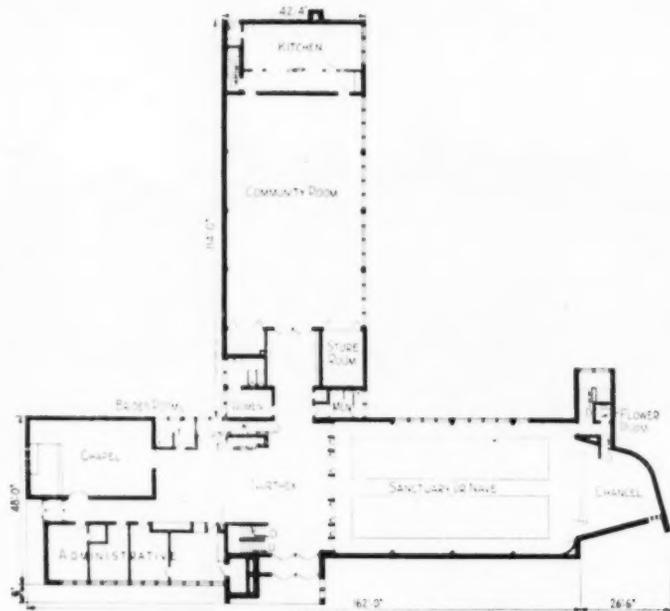


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ARCHITECTURAL  
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See Sweet's File at or  
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**STERLING PAINT  
& VARNISH CO.**

307 Commercial St. Malden, Mass.



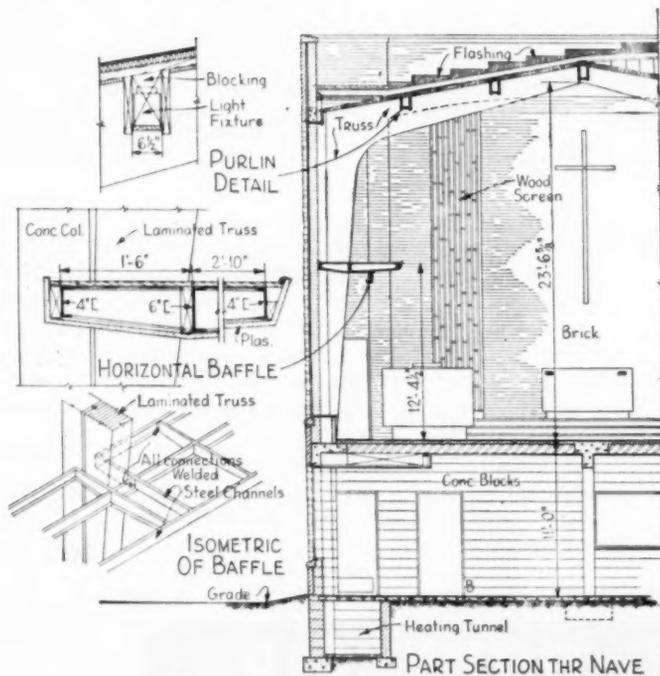
Plan of main floor, above, shows rooms used principally by adults.  
Ground floor (not shown) is planned for youngsters

**Church** (Continued from page 124)

windows or decorations. This arrangement removes the congregation from the noises and disturbances of the street and eliminates intense, hard-to-control sunlight.

Center of worship is the chancel. Curved brick wall behind the com-

munion table has no ornamentation except for a large gold cross attached to the wall. A high vertical screen behind the pulpit serves as a backdrop for the pastor; acts as a sounding board for speaking.



Cross-section of nave shows heating tunnel which circles building beneath ground floor; makes repair of plumbing easy. Also shown are baffle for window wall and lighting in purlins



# Command-Aire TWINS SPUR

## TREND TO AIR CONDITIONING

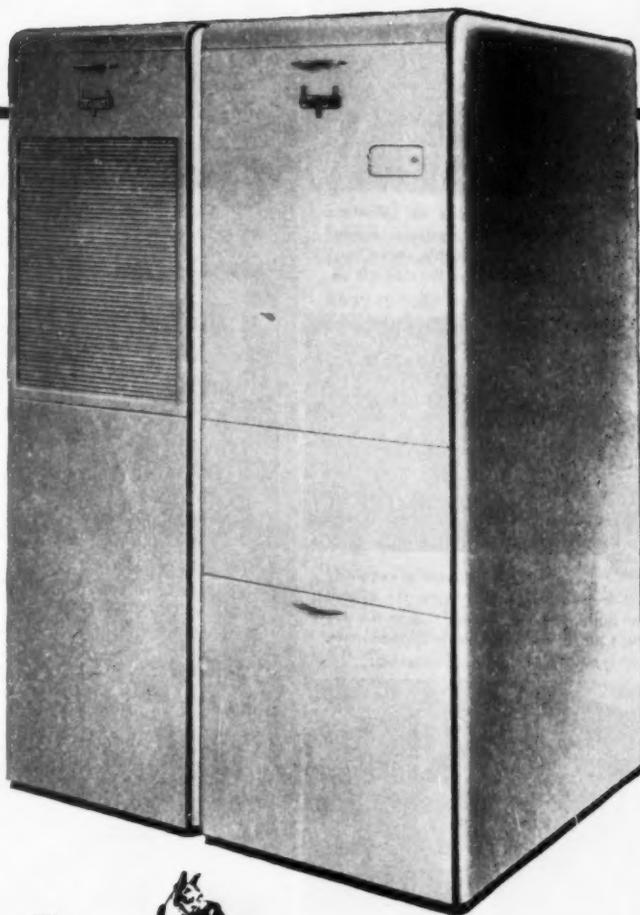
### IN NORTHERN U.S.

#### BUILDERS OF FASHIONABLE HOMES IN TWIN-CITY AREA CITE REASONS FOR CHOOSING YEAR 'ROUND AIR CONDITIONING BY BRYANT

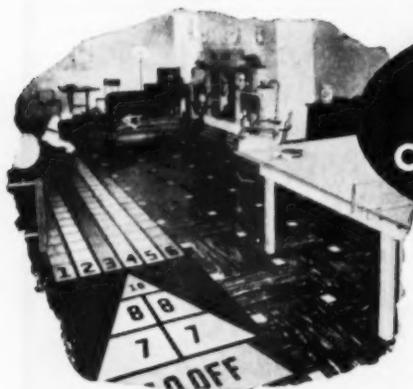
Leading builders, F. R. Lein and Harold R. Rosendahl (Minneapolis) and Larson Building Co. (St. Paul) found in Bryant's "Command-Aire" Twins all the features they . . . and you . . . have looked for in residential air-conditioning equipment. Specifically, they wanted equipment that was (1) well engineered; (2) backed by a realistic warranty policy; (3) compactly designed to save space; (4) available in a broad range of heating and cooling capacities and (5) priced competitively. The way in which the "Command-Aire" Twins measure up to these specifications clearly explains their decision to install Bryant. We think it also suggests an opportunity for you.

- **Skillfully engineered** . . . The "Command-Aire" design features independently operating units to assure *adequate* capacity for both heating and cooling.
- **An adequate warranty** . . . for 5 years on the cooling side . . . eliminates service headaches for you.
- **Extremely compact design** . . . requiring as little as 7½ square feet of floor space. You save substantially on space costs.
- **Wide range of sizes** . . . furnace "Twin" . . . (gas or oil) in sizes up to 175,000 Btu/hr. Cooling "Twin" in 2, 3 and 5 ton capacities.
- **A new low price** . . . for the complete unit. Or, if desirable, you can install the furnace first and add the cooling unit later . . . at the buyer's convenience.

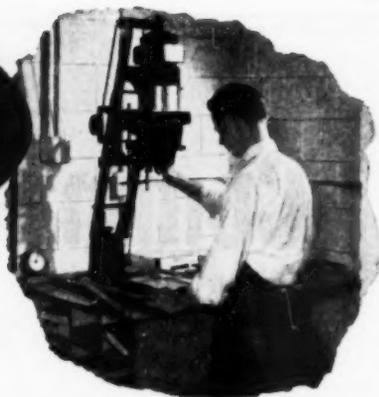
For full information write: Bryant Heater Division, Affiliated Gas Equipment, Inc., 17825 St. Clair Avenue, Cleveland 10, Ohio.



**bryant**® HEATING  
AIR CONDITIONING  
WATER HEATING



## How to deliver a **DRY** Concrete Basement



It's easier to build a dry basement than to repair a leaky one afterward. Here's how to do it with either (1) cast-in-place concrete or (2) concrete masonry walls.

### FOR ALL BASEMENT WALLS



**1** Place footings on firm soil below the frost line, following building code requirements. If no code is applicable, make them twice as wide and as thick as the wall is to be.

### CAST-IN-PLACE WALLS



**1** Clean forms. Coat inner surfaces with oil, soft soap or lacquer. Tie and brace forms securely so that they retain their shape and position while the concrete is being placed.

### CONCRETE MASONRY WALLS



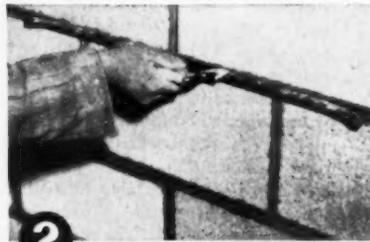
**1** Use full mortar bedding on footing. Lay masonry plumb and level, using horizontal and vertical face-shell bedding as pictured above. Use good quality mortar.



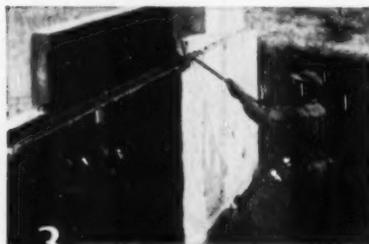
**2** Except in dry climates or in extremely well-drained soils, place drain tile around the outside of the footing. Cover the tile with 12 in. of coarse gravel or crushed stone.



**2** Use a quality concrete mix. Place it in even layers not more than 12 in. deep. Spade or vibrate concrete enough to settle it against forms and to avoid honeycombing.



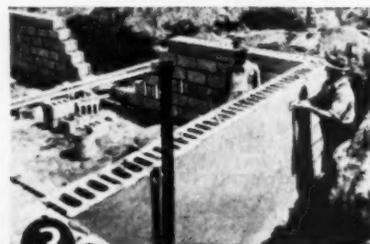
**2** Since the wall is only as strong as watertight as the mortar joints make sure you compact all the joints with a jointing tool after the mortar has partially hardened.



**3** After the basement walls have been completed paint them with two coats of hot bituminous material. The second coat should be applied at right angles to the first one.



**3** Strip the forms. Remove wall ties and patch any resulting holes. Where necessary remove fins and any other imperfections with carborundum stone and a cement-water mixture.



**3** Apply two 1/4-in. coats of portland cement plaster to that part of outside wall to be underground. Round off over footing to divert water away from base of the wall.

**What about condensation?** Often builders are blamed for leaky basements when the trouble is condensation. Avoid this by telling buyers condensation can be overcome with a dehumidifier or by controlling ventilation and covering cold water pipes.

## PORTLAND CEMENT ASSOCIATION

Dept. 5-3, 33 W. Grand Ave., Chicago 10, Ill.

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

# NEW BEAUTY IN GAS BOILERS...



# NEW SPENCER RANCHER



1G Series: 6 Models—40 to 128,000 BTU output  
W—13½", L—25¼" to 43¾", H—42¾"  
2G Series: 6 Models—80 to 232,000 BTU output  
W—18½", L—28½" to 47", H—49¾"

NEW PRODUCT

## OUTSTANDING NEW GAS UNIT

**COMPACT...  
EASY TO INSTALL...  
EFFICIENT**

New beauty, compactness and rapid-heating qualities make Spencer's new ready-to-install gas boiler an outstanding choice for either large or space-budgeted homes.

Easily installed anywhere in the home, the new Spencer Rancher adds attractiveness to a utility room or finished basement. It is completely enclosed in a gleaming white beauty jacket. The door can be hinged right or left for easy installation. Walls and base are water-cooled. Only a minimum of floor space is needed. Six models are available with instantaneous hot-water coils.

Easy to service. Controls and burner readily accessible through jacket door. For cleaning, remove top panel of jacket and the cover plate of flue collector. No need to disturb controls or piping.

A code boiler, the Rancher conforms to ASME and IBR regulations. It's AGA-approved for manufactured, mixed or natural gases. It has all the Spencer quality features—self-cleaning boiler, rapid heat transfer, compact design.

*This is only one of  
Spencer's Complete Line.*



\*\*\*\*\* CLIP & MAIL \*\*\*\*\*

Spencer Heaters, Dept. AB-5-4  
Lycoming Division  
AVCO Manufacturing Corp.  
Williamsport, Pennsylvania

Please send complete information and specifications on the new Spencer Rancher to:

Name \_\_\_\_\_  
Position \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



Partition folded away in door pocket



Partition door panels are solid core with walnut veneer, natural finish

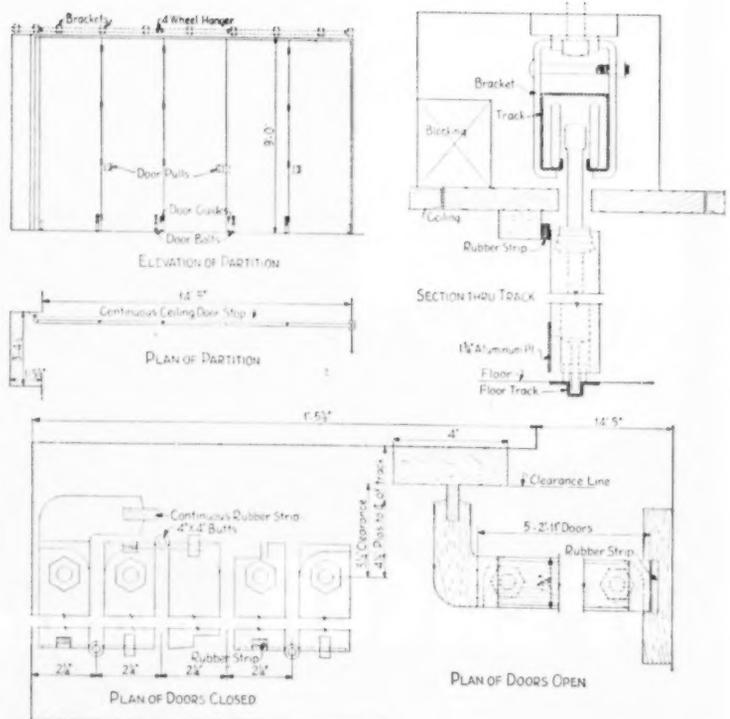
## tested design for a flexible sliding partition

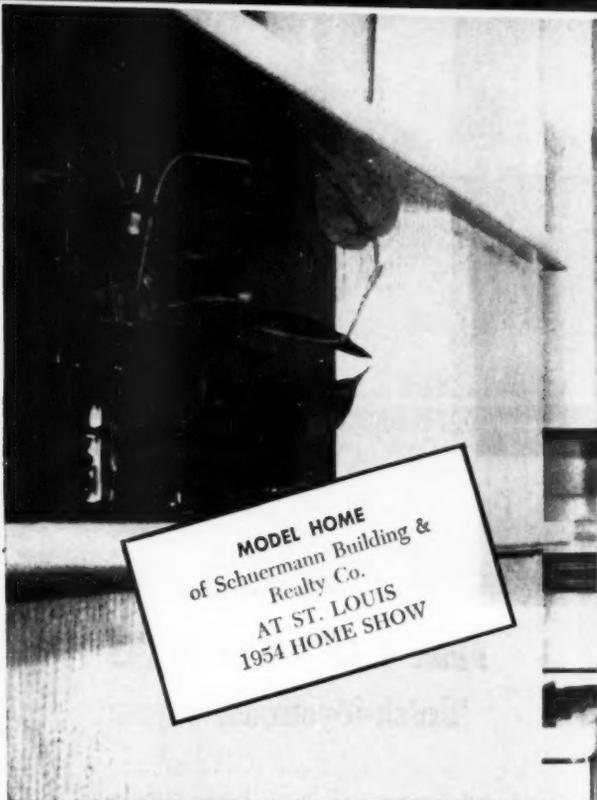
Open planning, now so popular, often requires some sort of movable screening or partitioning to give the space maximum livability. This design by architect Huson Jackson of New York for a flexible accordion-type partition was tested by Pratt Institute's Department of Architecture under Olindo Grossi. Results:

Rigidity was found to be adequate, acoustic value good, flexibility very good (one person can easily move panels). Panels have to be made to size, with proper finish. Precision of installation is essential (requires two skilled carpenters). Cost is expensive.

Jackson's design uses Richard-Wilcox hardware, except for the door pulls which are Corbin's No. 2097 flush door pull. The roller catches are the Stanley hospital roller catch No. 53. Reese door seals are used at the base of the panels and help the acoustic value of the partition.

The solid core doors are 1 3/4 inches thick, 2 feet 11 inches wide and 9 feet high. They are in a natural walnut veneer finish.

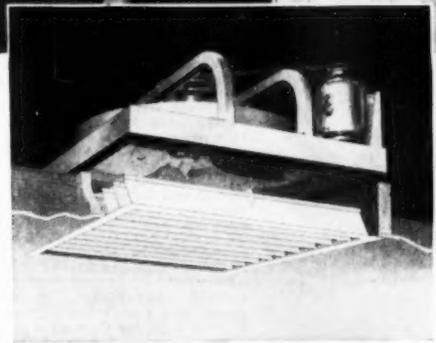




**MODEL HOME**  
of Schuermann Building &  
Realty Co.  
**AT ST. LOUIS**  
**1954 HOME SHOW**



**Hunter Attic Fans help  
Schuermann of St. Louis  
sell over 1000 homes**



Thousands visited this model home built right on the Arena Lawn at the 1954 St. Louis Home Show. One of its features was the Hunter Attic Fan for cool summer comfort.

**HUNTER'S COOL COMFORT AT LOW COST  
MAKES A BIG HIT WITH HOME BUYERS**

Norman R. Schuermann, President of a firm that has built over 8000 homes, says: "We equip our homes with attic fans at no extra charge because our home buyers can thus take advantage of the cool summer nights for which St. Louis County is noted. We are currently using Hunter Fans because we have found them economical and dependable."

Throughout the nation builders are finding that home buyers want cool comfort . . . and that the modern Hunter Package Attic Fan is the most practical way to provide it at low cost. This fan comes complete with automatic ceiling shutter and requires only 18" attic clearance. Sizes from 5000 to 16000 cfm (air deliveries certified) fit any home size and climate. Fan unit is guaranteed 5 years; motor and shutter 1 year.

*Write for 1954 Hunter Catalog and Builder Price List*



**Hunter Fan and Ventilating Company**  
381 S. Front St., Memphis 2, Tenn.  
**SEE OUR SECTION IN SWEET'S**

**HUNTER** *Attic Fans*

# Depend on Goldblatt for A Complete Line of

## QUALITY DRY WALL TOOLS

One source for everything you need!



**THREE-IN-ONE DRY WALL FINISHING TOOL.** A new, improved tool that's amazingly versatile! It shears, feathers, finishes! Has 3 interchangeable and replaceable blades... made of very flexible, perfectly tempered spring steel. Each blade locks quickly, securely into the lightweight aluminum blade clamp by means of two small brass wing nuts. All blades can be used in reverse trowel position (see small photo).

- No. TRIO—Complete with 3 Blades.....\$5.95
- No. DWSB—Bowed Shearing Blade Only,  
11-in. x 4-in. with a 3/32-in. concave curve..... 1.75
- No. DW11—Flat Blade Only, 11-in. x 4-in..... 1.50
- No. DWS—Flat Blade Only, 8-in. x 4-in..... 1.50
- No. DWBC—Blade Clamp Only..... 2.75



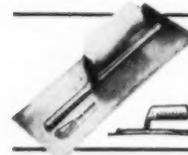
**ONE-MAN, DRY WALL TAPING MACHINE.** Low cost, easy to operate. Spreads cement and tape evenly in one quick operation. Cement spreads automatically to desired thickness. Learn to use in a few hours; tape many times faster. Lightweight alloy, weighs only 4 1/8 lbs. empty or 8 lbs. loaded with 250' of tape. Loads easily in seconds. Excellent balance, pencil-point precision. ORDER TODAY!

- No. DWTM—Each.....\$32.00



**NEW IMPROVED CORNER TAPING TOOL.** This redesigned and greatly improved tool is made out of a recently-developed, highly-flexible stainless steel. So flexible is this new alloy that we can now form the blade from one piece of steel and eliminate the split in the blade altogether! This new design eliminates all sharp, exposed working edges... and does away with any possibility of tape snagging. The sidewalls are wider—they're a full 4-in. now. The blade is set to an angle that invites just the right amount of pressure for clean, fast and easy inside corner taping. The steel in this tool is rust-resistant and almost self-cleaning... tough and durable. The lightweight aluminum mounting is set far back on the blade for perfect "hang." The hardwood handle splits out comfort.

- No. DWCT—Each.....\$4.95



**CURVED BLADE TROWEL.** 12 x 4 1/2-in. Tempered Spring Steel Blade has a 3/32-in. concave bow—just the ticket for finishing dry wall seams—and perfect for those who prefer a "Trowel" type tool. The fine blade is permanently riveted to a lightweight aluminum shank. Handle shaped for comfort.

- No. DW34—Each.....\$4.50

Write today for details on other money-saving items in the Goldblatt complete line of Dry Wall tools and equipment. Just about everything you need for faster, easier and better work.

**FREE NEW 1954 CATALOG!** Get yours now! A "must" buying guide for anyone in the construction trades. Describes more than 1,000 items—50 brand new items. Hundreds of illustrations. 100 rotogravure pages. Check box in coupon, tear out and mail right now to Goldblatt Tool Company, 1912-D Walnut St., Kansas City, Mo.

SEE YOUR DEALER OR ORDER DIRECT FROM AD

If your dealer cannot supply you, use coupon to order from this ad. We ship promptly. Add 5% to order for postage and packaging—minimum 25c.

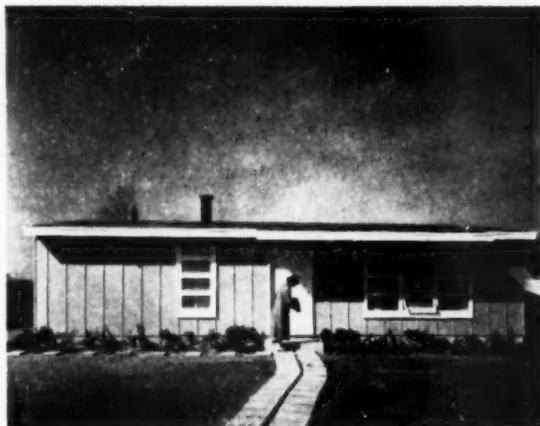


**Goldblatt TOOL COMPANY** 1912-D Walnut Street  
Kansas City 8, Mo.

- Please send me the 1954 Goldblatt Catalog, FREE.
- Enclosed find my remittance in full for tools checked.
- Enclosed find \$1.00. Send tools checked C.O.D. for balance.

- \_\_\_\_\_ TRIO, Complete with 3 Blades, \$5.95 each
- \_\_\_\_\_ DWCT Taping Tool, \$4.95 each
- \_\_\_\_\_ DWTM Taping Machine, \$32.00 each
- \_\_\_\_\_ DW34 Trowel, \$4.50 each

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_  
 STATE \_\_\_\_\_



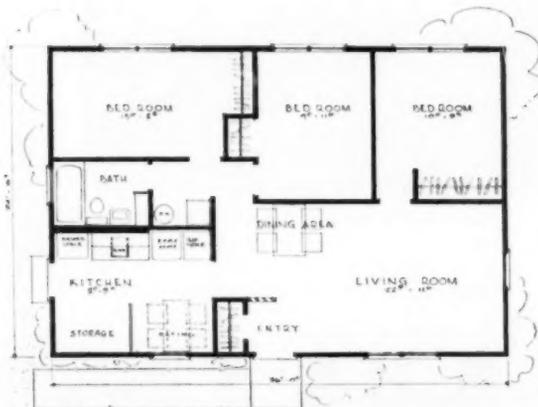
## Place & Co. offers \$6,195 'finish-it-yourself' house

Making a bid to house low income families, Place and Company of South Bend, Indiana, has unveiled a \$6,195 three-bedroom package. The 364 square foot house will sell under FHA financing for \$495 down and \$40 per month on an \$300 lot. Planned for the "finish-it-yourself" market, the house is sold with concrete floors, unpainted walls and no doors to the bedroom entryways.

Hailed by the Place firm as the first conventionally built three-bedroom house at this low price, plans call for the house to be sold to builders throughout the middle west as a pre-cut package.

Almost simultaneous with the unveiling to the nation's press, the house was presented to Representative Jesse Wolcott's House Banking and Currency Committee by the National Association of Home Builders as proof the industry is thinking about housing for low income families.

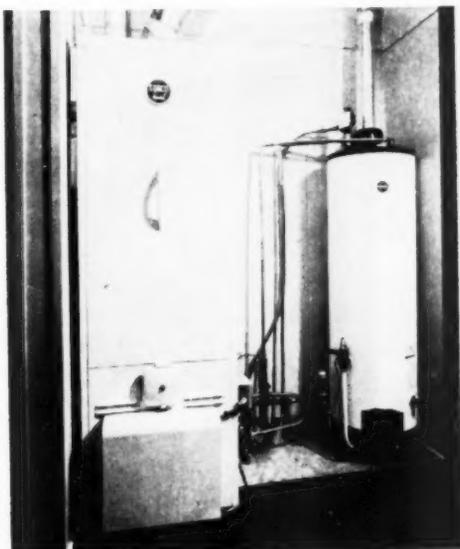
Details of the low-cost package also will be



AMERICAN BUILDER



Large 22 feet by 11 feet 6 inch living room with dining area and foyer



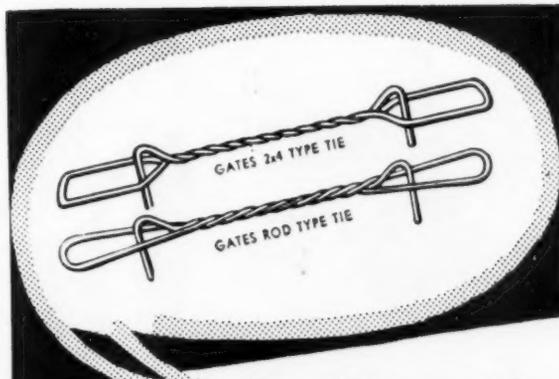
Utility closet houses counter flow furnace and hot water heater. Owner must install door for this room

shown to Indiana's Senator Homer Caphart as an example of a low-cost house that will warrant 40-year financing. V. A. Place, president of the South Bend concern, said "We have the same material in this house as we put into a \$10,000 house. It ought to last 75 years."

The three-bedroom, 24x36-foot house is built on a concrete slab. Standard construction methods and materials are used in the framing of the structure. Studs are 2x4's, 16 inches on center. Sidewalls are insulated with 1/2-inch insulated sheathing. Exteriors are either 3/4 cedar paneling or exterior grade, tempered hardboard with batten strips.

Roof rafters are 2x6's, 16 inches on center with the interior ceiling following the line of the 2-in-12 pitched roof. Ceiling insulation is

(Continued on page 134)

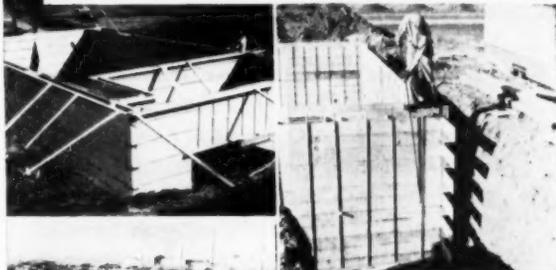


### Extra Savings with GATES CONCRETE FORM TIES Leaves Additional Dollars for Extra Selling Features

This year, more than ever before, selling homes will depend on the extra comforts and conveniences built into them. Therefore, it is important that costs be cut to the bone on operations which do not affect the appearance of the building. A good foundation is important to any home buyer but is usually not the deciding factor.

Gates method of foundation forming is designed to provide better foundations at lower cost by reducing labor hours needed to build forms. The use of Gates Concrete Form Ties in conjunction with tried and proven methods of forming have made these savings possible.

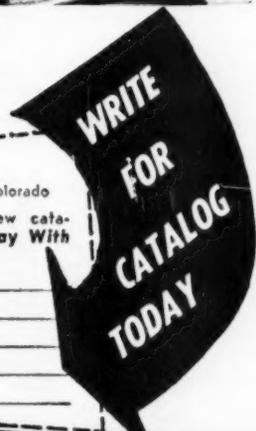
Free instruction manuals are available showing how Gates Ties can be utilized to the greatest possible advantage . . . well illustrated to help even the most inexperienced man. Write for complete information today!



GATES & SONS, INC.  
80 So. Galapago St., Denver, Colorado

Please send me your new catalogue, "Build the Easy Way With Gates".

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Firm \_\_\_\_\_  
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**Gates & SONS, INC.**  
KANSAS CITY DENVER SPOKANE



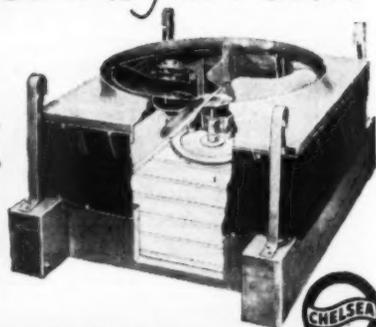
# CHELSEA ATTIC FANS

*...Help You Profit by the  
"Trend Toward Comfort"*

... Built-in air cooling is the low cost 'extra' that adds tremendous sales appeal to new homes . . . You can quickly and easily install a Chelsea Attic Fan in either ceiling or attic wall—everything needed to do the complete installation is included in one package . . . Chelsea Attic Fans, approved for FHA financing, can also be included in your home modernizing contracts for extra profits . . . Models are available to efficiently cool homes of any size while Chelsea's Underwriters Approval, Certified Ratings and 5 year guarantee protect you.

*Low in Cost... Easy to Install!*

Chelsea's patented  
spring mounting  
insures quiet,  
vibrationless service  
... Gives complete  
customer satisfaction



**CHELSEA FAN & BLOWER CO., INC.**

PLAINFIELD • NEW JERSEY

MANUFACTURERS OF INDUSTRIAL & HOME VENTILATING EQUIPMENT

## Place package

(Continued from page 133)



Kitchen area is 12x8 feet with space for eating and storage. Minimum number of cabinets are installed; owner can add additional units

placed between the roof rafters. Roof sheathing is 3/8-inch plywood. A two-ply roof completes the job.

Interior of the house is finished with V-jointed 4x8 sheets of gypsum board. No attempt is made by the builder to conceal the joint; owner does his own interior decorating. Bath has quality fixtures, but owner must paint walls and add bath mirror. Shelves are installed by builder for bath supplies. Copper pipes are provided, as well as screens and weather stripping.

The low-cost package has an oversize, oil-fired, counter flow furnace with a perimeter heating system. Place and Company also is using its new 220 volt, 3-wire system incorporating six circuits with a 60 ampere fuse box.

Carport or garage are available, cost extra.

AMERICAN BUILDER





"A salute to those who made it possible"\*



## PICK ONE UP IN EVERY DOORWAY

Up to \$100 savings for every single door opening you fill with a Fenestra\* Hollow Metal Door-Frame-Hardware Unit. *Compare* the installed cost of these Units with the cost of other hollow metal doors.

Here are four sound reasons why Fenestra Door Units can bring you such important savings:

1. *They cost less to buy* because you get production-line economy—not custom job costs. They are mass produced on special jigs that avoid expensive time and labor.

2. *They come to your job complete* with pre-fitted door, frame and hardware specifically made for each other. You save time because you *eliminate* planning, ordering and assembling special elements.

3. *You save on installation costs* because these

complete units need no cutting, no fitting, no mortising or tapping. Each door is installed and in use in minutes.

4. *And you save year after year* on maintenance because Fenestra Hollow Metal Doors can't warp, swell, stick or splinter. They always open easily . . . smoothly. They close quietly because inside surfaces are covered with sound-deadening material.

For strong, solid quality at low cost, check on Fenestra Doors. There's a door for every purpose in the Fenestra line: Entrance Doors, Flush or Regular Interior Doors with glass or metal panels, Doors with the Underwriters' B Label. For pictures and details, write the Detroit Steel Products Company, Dept. AB-5, 2260 East Grand Blvd., Detroit 11, Michigan.

\*®

\* Your need for lower building costs encouraged us to develop a quality door unit that would save initial cost and installation cost—Fenestra Hollow Metal Door-Frame-Hardware Units... a great advancement in building products.

# Fenestra

DOOR • FRAME •  
HARDWARE UNITS

# Here's how they sell houses

**TIP FOR YOU FROM:**  
**Housing Development  
Corporation**

"Prospects are delighted when they see the G-E Kitchen with all its worksaving appliances, in our custom houses, for only \$16,450. Many people decide to buy right then and there. To date, we have sold 1079 houses with G-E Kitchens."

*At right: Messrs. Anthony Campitelli and Nathan Brisker* →



## "Sold 1079 Houses with G-E Kitchens"



"In order to keep our sales records high for 1954, we naturally try to give people what they want, yet keep the final price tag realistic . . . at a figure prospects are willing to pay."

"We're glad to say that our '54 houses are newer and bigger. The General Electric Kitchen in our 'Riviera' house, for example, includes: Refrigerator, Under-Counter Dishwasher, Speed-Cooking Range, Automatic Disposall,<sup>®</sup> ample counter and cabinet space, and floor to ceiling picture window."

"Again this year, we believe we will have an extraordinary sales volume because we are offering extraordinary values!"

★ ★ ★

**1079th PURCHASER**, Mrs. James V. Bryant of the Housing Development Corporation's largest model "Riviera" Rambler says: "My husband and I selected this house because we felt it is an extraordinary value, has a good location and an excellent design. The conveniences of this house are truly emphasized in the deluxe, custom-type General Electric Kitchen, which means better living in any house."

Whether you plan to build a few houses or hundreds, get the facts from General Electric. Find out how we can help you (in so many ways) to sell houses faster in today's market. Call your General Electric major appliance distributor today. Home Bureau, General Electric Company, Appliance Park, Louisville 1, Kentucky.

# (year after year) in Washington, D.C.

TIP FOR YOU FROM:

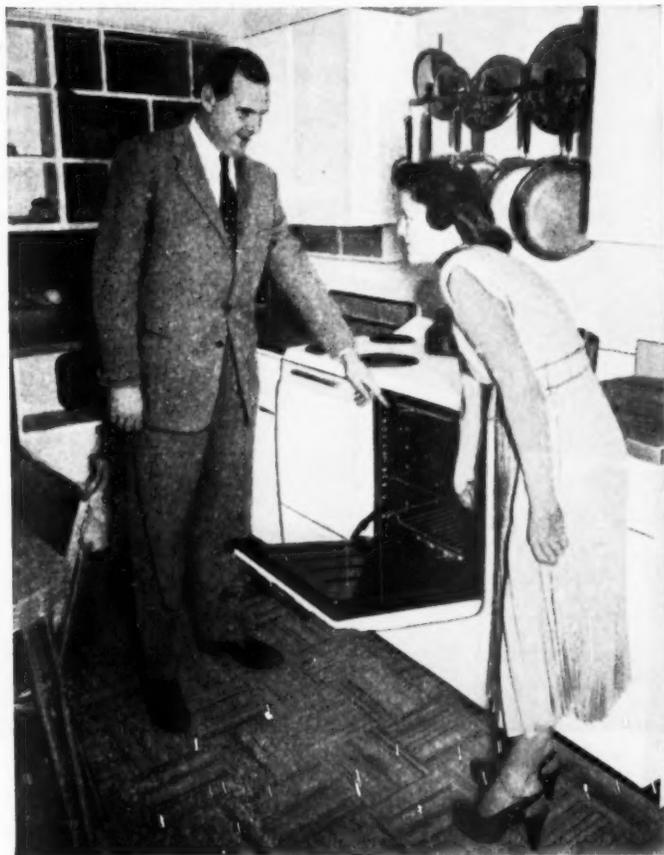
## M. T. Broyhill & Sons

“We’re now building 600 houses in our new development, and each of them will feature a worksaving General Electric Kitchen—just as our other houses in past years have. No doubt about it, G-E Kitchens help to sell houses. To date, we have sold 1500 houses with G-E Kitchens.”

At right: Messrs. M. T. Broyhill, Jr.; Mr. M. T. Broyhill, Sr. →



## “Sold 1500 Houses with G-E Kitchens”



“Our houses sell in the price range of \$13,950 to \$35,000.

“Regardless of price class, however, we find that most women want all-electric, timesaving appliances in their new houses today—and I don’t blame them.

“Above all, they express an overwhelming preference for General Electric appliances. Our custom-type General Electric Kitchen is one of our most potent sales features.”

★ ★ ★

MRS. L. V. DRAVENTSADT in the G-E Kitchen of her new home. Mrs. Draventsadt is mighty pleased with her General Electric appliances for she knows how efficient and dependable they are, having just moved from a previous home, built by Mr. Broyhill, which also was General Electric equipped.

GENERAL  ELECTRIC

# "I save \$115 per job with Insulite's Shingle



INSULITE AND BILORITE ARE REGISTERED TRADE MARKS.

**He's "sold out" through October.** Close cost control, good design and planning plus alertness to new ideas and materials help Mr. Doll pack maximum value into his homes. Result: he's sold out through October, 1954. See how Insulite can help you offer more house for less money. Write today for "5 Ways to Build Better for Less." It's packed with well-illustrated and documented case histories, technical information and product and application data prepared by Insulite engineers. Send a card or letter to Insulite, Minneapolis 2, Minnesota.

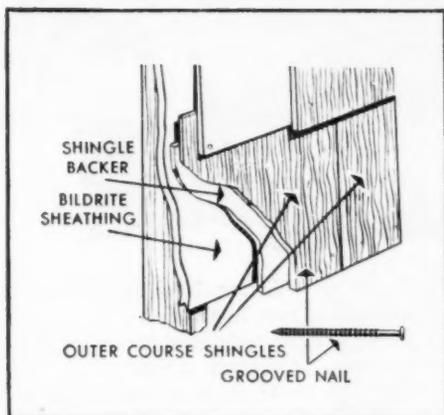
# on homes like these "Backer System"

"We have a tight cost control system. That's why I can tell you exactly how much Bildrite and Shingle-Backer help me save on these \$13,650 homes. Sheathing and under-coursing time is cut almost in half, costly matching loss and waste is practically eliminated, insulation value of the sidewalls is increased without extra expense." Here's how.

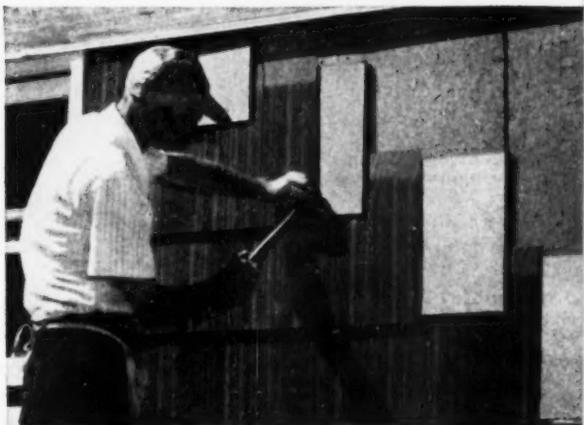
**WM. R. DOLL, president**  
Another Doll House, Inc.  
Buffalo, New York



**Bildrite saves 20 man-hours and \$94.75** on Mr. Doll's \$13,650 homes (left). With Bildrite, one man can sheath 1,000 sq. ft. in 8 hours or less. Cuts application time up to 43%. 4' Bildrite eliminates need for corner-bracing (F.H.A. accepted). Since Bildrite is waterproofed throughout with asphalt, there's no need for building paper; can be exposed to weather indefinitely.



**New sidewall system 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 winds far in excess of hurricane velocity. Not a shingle came loose! (Write Insulite for actual test data.)



**Shingle-Backer saves \$20.30** on homes like these. Cuts application time in half. Four-foot panels produce deep, modern shadow line. Practically eliminate waste. Help increase insulation value of sidewall. Can be used or stored anywhere in any weather because Shingle-Backer is waterproofed throughout with asphalt. Approved for application directly over Bildrite sheathing.

**Build and insulate with double-duty**  
**INSULITE**

*the original structural insulation board*

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

Gold Bond INSULATION BOARD gets you remodeling jobs like this because *it's beautiful*



*Photographs by Prentice, Buffalo, N. Y.*

REMODELING work like this beautiful room above is *big* business today . . . and it's profitable business for you! Let Gold Bond Insulation Board help you get a bigger share of this market. With it, your customers will be your best salesmen. They can *see, feel and bear* the benefits of this versatile material that decorates, insulates and sound conditions all in one economical application.

The beautiful pastel colors and the variety of sizes of board, tile and plank make it easy for you to design and build easy-to-sell distinctive interiors. Gold Bond Insu-

lation Board nails up with ease. Plank and Tile go up quickly with a stapling gun. Application is fast . . . means more jobs, greater profits for you. And the low price will please any customer . . . make sales easier.

Get all the profit facts on Gold Bond Insulation Board. Send a postcard today for the colorful, 28-page sales aid, "Interiors by Gold Bond"—full of remodeling ideas for homes, stores, restaurants, summer cottages, bowling alleys and many other prospects. Write today to—National Gypsum Company, Buffalo 2, New York.

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Acoustical Tile



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NATIONAL GYPSUM COMPANY • BUFFALO 2, NEW YORK  
AMERICAN BUILDER

## IDEA of the Month.....

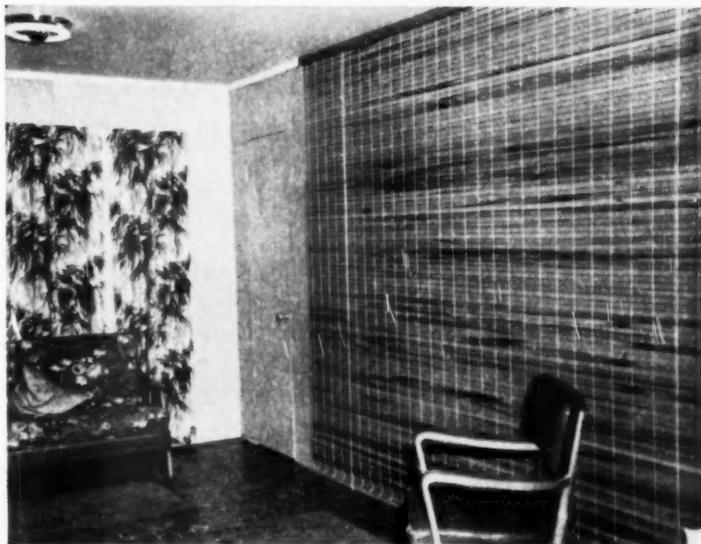


### make the workshop part of the family room

A HOBBY SHOP in the basementless house is now a possibility. This Lincoln, Nebraska house built by Irving Peterson has provisions in the all-purpose family room for dad's complete set of tools.

The workshop can be hidden from view when the family desires the room for other uses. A basswood screen is lowered to hide the tools.

The tool recess is 36 inches deep, and set between two closets. Power tool stands are equipped with rollers so that they may be rolled into the room for more convenient use. For storage, the power tools are rolled into the recess. Hanging shelves above the fluorescent light fixture provide storage space for materials.



# NEW!

## Perfection-quality... PROJECT-PRICED!



Here's the furnace designed to save money for the builder and still give the home buyer *all* the comfort of modern, automatic heating. The frills are out . . . but Perfection quality and guaranteed performance are built in. And the *big plus* for you is that Perfection cuts complaints and service calls to the minimum. Ask your heating contractor about new Perfection PROJECT-PRICED furnaces. Perfection Stove Company, 7519-D Platt Avenue, Cleveland, Ohio.



**CENTRAL COOLING, TOO!**  
Perfection heating contractors and dealers are pledged to give you service you can count on.



FURNACES • HOME HEATERS • RANGES • AIR CONDITIONERS • WATER HEATERS

### No. D-109

## simplifying the details streamlines the house

Expressed in simplest form, the door and window frames of this house not only accentuate front elevation features but also provide a base for the application of standard units. Linked together as a single unit by an irregular roof line of low pitch, outstanding features are the entrance, living room window wall, and projecting bay over the garage door.

The entrance door frame, and the transom frame above, are built of two-inch-thick rabbetted plank members with side lights of fixed glass recessed into the adjoining stone wall.

Window wall is a combination of fixed glass set in stops, fixed glass set in sash, and standard casement units. Mullions are formed of a 3x4 3/8-inch structural core surrounded with built-up members. A deep shadow effect is obtained in the area under the windows from sill to top of foundation with wood blocks placed in back of butt end of six-inch bevelled siding.

The same character of detailing occurs in the projecting bay where fixed and casement sash are placed together in one large opening. Two-inch-thick plank mullions form the separation.

Garage and entrance door frame are treated in a similar manner with plank and stop for head and jamb members. The three-inch-diameter pipe column between garage and entrance door forms a mullion for both, and is encased with one- and two-inch-thick members. Soffit of bedroom overhang above doors is finished in plywood.

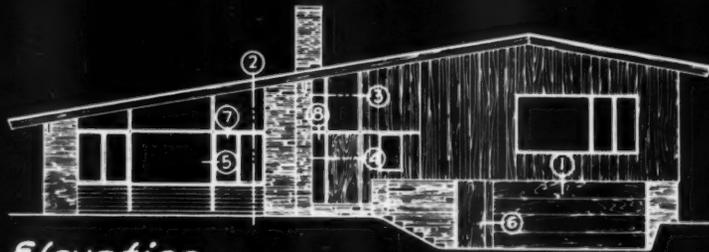
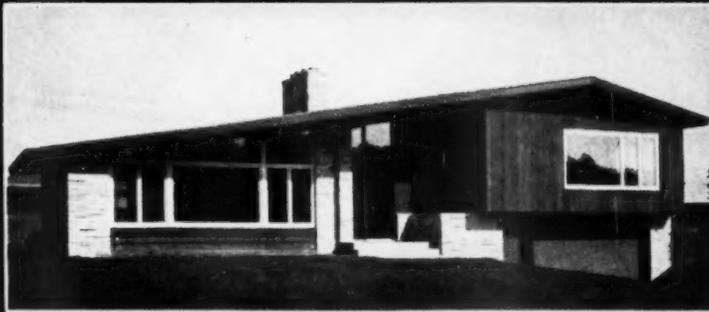


# AMERICAN BUILDER'S BETTER DETAIL PLATE

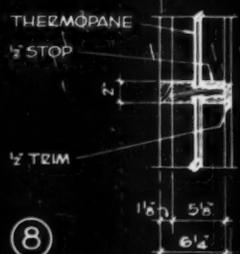
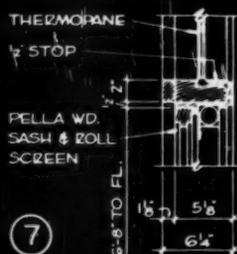
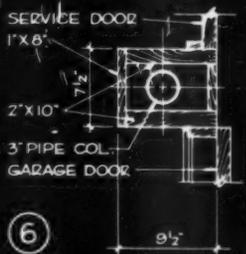
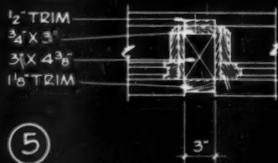
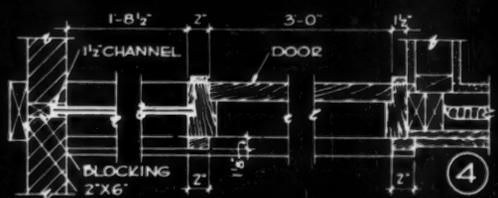
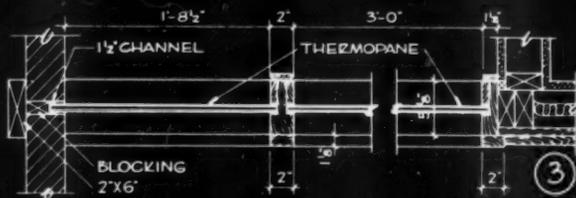
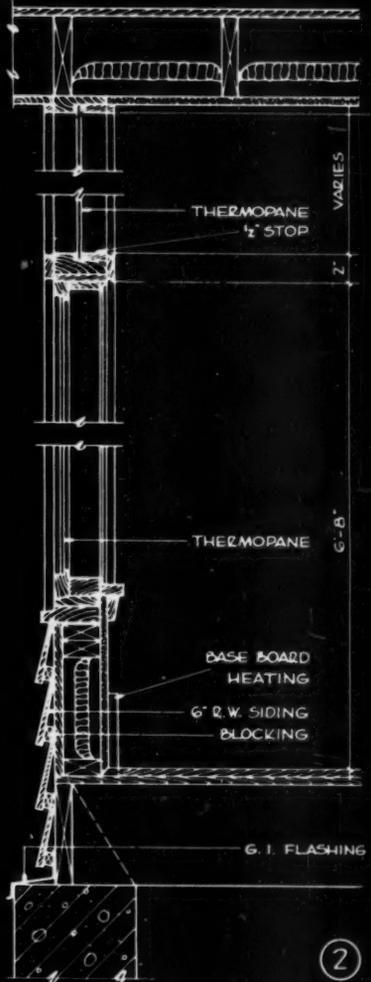
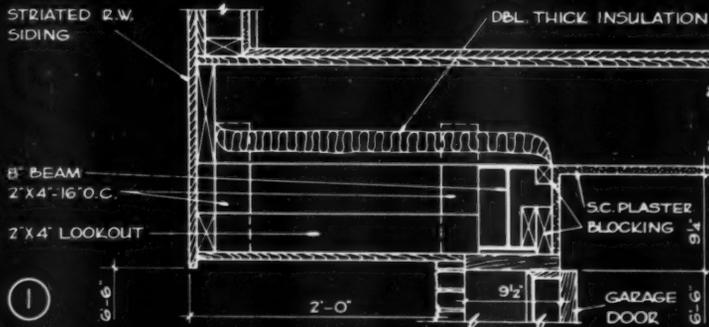
Designed by James H. Speckmann, St. Paul, Minnesota

Detailed by K. Roderick O'Neal, A.I.A. for American Builder

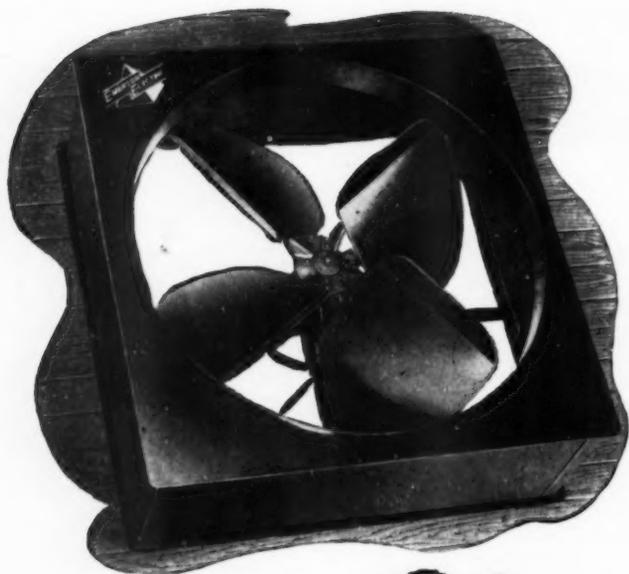
## NO. D-109 SECTIONS-WINDOWS, DOORS, WALLS . . .



*Elevation . . .*



*Sections . . .*



**For comfort-conscious  
home buyers...specify  
Emerson-Electric  
ATTIC FANS**

Today's home buyer is just as anxious for assurance that his home will be cool in summer as he is, that it be warm in winter.

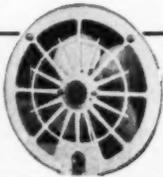
Here is a low-cost installation that pays big dividends in satisfying home buyers: an Emerson-Electric Attic Fan. Available in 24", 30", 36", 42" and 48" blade sizes, these dependable fans have exhaust capacities up to 19,400 c.f.m. Made for either horizontal or vertical installations.

Write for complete performance and installation data at once. Ask for Bulletin No. 612.

**THE EMERSON ELECTRIC MFG. CO.**  
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**Also specify Emerson-Electric  
Kitchen Ventilators**

You add "Kitchen Appeal" to your homes when you specify Emerson-Electric Kitchen Ventilators. Wall and ceiling models available for easy installation in any type construction.



**No. G-53  
make the ceiling  
solve the  
lighting problem**

In the conversion of this commercial building into a funeral chapel, emphasis was placed on the lighting arrangement as shown in the detail plate on opposite page.

Most of the remodeling work in the chapel was confined to the ceiling. A series of splayed surfaces, formed of plaster, extend across the width of this room. Each splayed unit terminates in a curved plaster surface. Behind these are concealed continuous rows of incandescent lights, which reflect their light to the upper portion of the splayed surface. The entire room is bathed in a soft glow with none of the lights visible to the naked eye. An effective pattern is created on the ceiling by the play of light and shade, together with the soft illumination on drapes, walls, and pews.

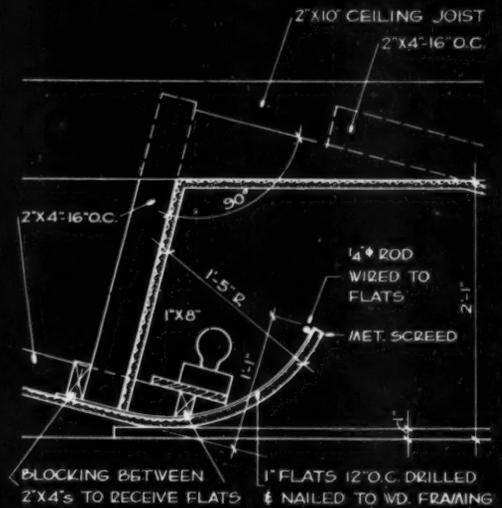
In the reception room a similar arrangement is provided. Again the emphasis is on the ceiling where three large plaster coved areas, with a deep recess in back of the moulded wood face, provide space for lighting. A single fluorescent tube extends around all four sides of cove. Two incandescent lights are placed in each recessed cove in front of the tube. These are used as night lights during off hours.

# AMERICAN BUILDER'S BETTER DETAIL PLATE

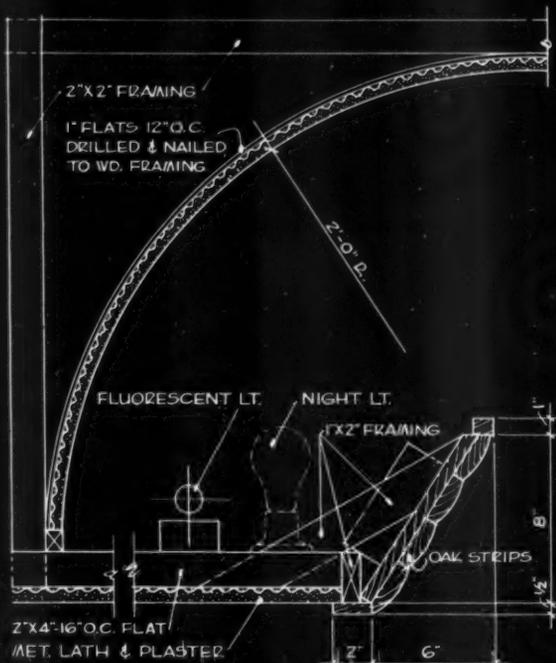
Designed by Sidney C. Finck, Architect and Harold S. Pawlan, Associate

Detailed by K. Roderick O'Neal, A.I.A., for American Builder

## NO. G-53 INDIRECT LIGHTING



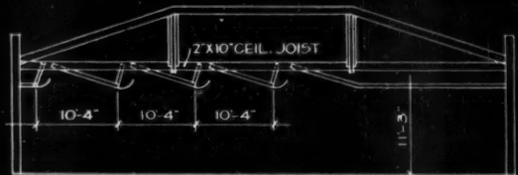
**DETAIL OF COVE IN CHAPEL**



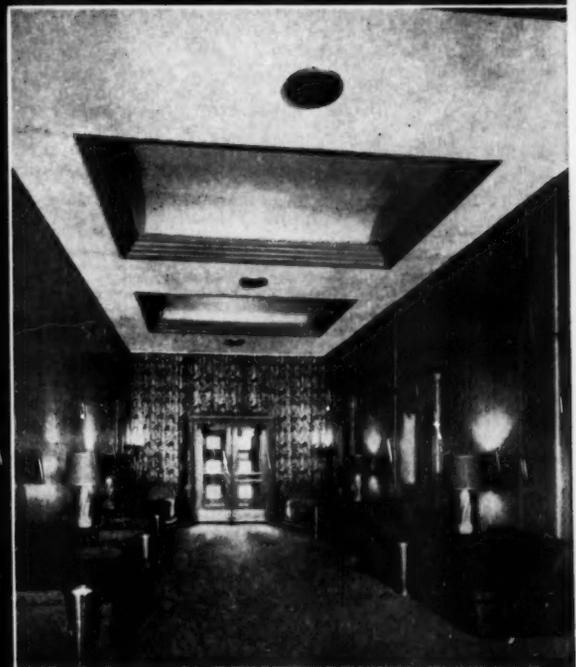
**DETAIL OF COVE IN RECEPT. R.M.**



**SECTION . . .**



**SECTION . . .**



# Wanted!

## MORE NATIONAL HOMES BUILDER-DEALERS!



Today's Greatest Profit Opportunity... *Can You Qualify?*

Frankly, we believe this year offers greater opportunity for volume building than any previous year. As a National Homes dealer you can cash in by showing your buyers National's extra smart designs, the open planning, the comfort features, the individuality they want and our various new models will enable you to satisfy every taste, every income level.

National's mass buying power and unique automatic production methods allow you to make a greater profit over your year's operation. Our huge expansion program now permits us to serve a large number of additional builders who can qualify. Investigate!

*The two "Ranger" models shown above and below indicate the flexibility and variety of National Homes designs—an important sales advantage!*



NATIONAL "RANGER" DESIGNS © 1953 BY JAMES R. PRICE AND CHARLES M. GOODMAN

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### SELLS 201 NATIONALS IN 13 DAYS

H. B. Layne Contractor, Inc.  
Springfield, Ohio

As a result of strong local promotion, aided by the great public acceptance of National Homes, we sold 201 "Pacemakers" in 13 days. Furthermore, when people learned that we had a new development next to this project, we got orders for 135 more Nationals before we had even erected our model house.

*Sincerely, H. B. Layne*



## Prospect List Waiting!

Our dramatic advertising campaign in LIFE and other media has produced hundreds of thousands of inquiries. Those from areas not now served by authorized dealers are on file. The ones in your territory will be sent to you if you become a National builder-dealer. Write, wire or phone for franchise details today!



*National Homes prefabricated panels and structural parts, as they leave the assembly plant, carry the Good Housekeeping guaranty seal and the Parents' Magazine seal of commendation.*



**NATIONAL HOMES CORPORATION**

• Horseheads, N. Y.

# The Case of the Carefree Carpenter



## Here's the case and what's in it for you!

The Stanley No. 83 Builder's Kit contains a carefully selected, tested and proved collection of time-saving, cost-cutting door hanging equipment for the modern carpenter. Built around the versatile Stanley Electric Router, starring here as a hinge mortiser, this kit has what it takes for up-to-date door hanging.

The same  $\frac{3}{4}$  h.p. motor that powers the router at 20,000 r.p.m. fits the GA142 plane attachment — a real work eater when it comes to fitting doors.



### Other vital accessories included in this builder's kit are:

Router base • Template guide  
Straight and circular gauge  
Arbor • Mortising bits (2)  
Grinding wheel • Grinding arbor  
Cutter grinding attachment  
Door and jamb butt template  
Carrying case • Plane cutter

Your dealer has Stanley No. 83 Builder's kit, or write Stanley Electric Tools, 400 Myrtle St., New Britain, Conn.

# ... and the Round Cornered Hinge



## Here's Stanley's famous 241 hinge . . .

With round corners for use with electric mortisers. Check off the features that make this hinge the Standard of the World.

1. Flat button tips
  2. Hole in the bottom for quick pin removal
  3. Clean, accurate countersinking
  4. Easily seated, non-rising, lubricated pin
  5. Complete interchangeability of leaves
- C. Smooth steel, toughened by cold rolling

Stanley Round Cornered Hinges are available in any size or finish desired, in plain joint or ball-bearing, either regular weight or extra heavy.

Your dealer has them, or write for details to Stanley Hardware, 105 Lake St., New Britain, Conn.

REMEMBER  THREE HINGES TO A DOOR

Electric Tools **STANLEY** Hardware





Look what we got since our Daddy

# NEW *Carey* COLORED

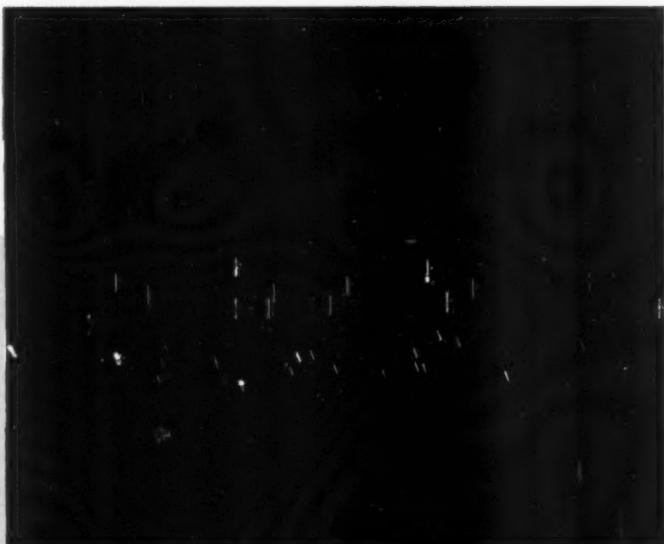
**With exclusive new deep-tone colors and glazed ceramic surface that's washable!**

Ceramo in colors is *completely different* . . . the only glazed asbestos siding with deep, rich, modern colors that are *unfading!* Colors that have depth and character unlike *any* you've ever seen before!

"No other siding can duplicate these rich, deep 'n mellow **CAREY CERAMO COLORS!**"

- CERAMO CONGO BROWN
- CERAMO GRANITE GRAY
- CERAMO SHERWOOD GREEN

. . . And don't forget! Famous Ceramo White—whiter than fine white paint by actual laboratory tests!





got hep to

# CERAMO

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"Let Daddy tell you a few reasons why Ceramo is the goodest news in sidewalls!"



- **Ceramo is Fireproof!** Won't burn, char or melt in the hottest blaze. (Wood siding has virtually no fire-resistance; even aluminum melts at only 1200°F.)
- **Ceramo is Washable!** Should dirt, grime or ordinary stains soil Ceramo's lustrous surface, a cleaning with household detergent and water will renew its fresh sparkle.
- **Ceramo is Color-rich!** Ceramo colors have character and depth. They're not wishy-washy and weak. And they're unfading, thanks to Ceramo's exclusive glazed-ceramic finish.
- **Ceramo Never Needs Paint!** Ceramo actually pays for itself through savings in upkeep and maintenance. Make this fact known to your prospects and sales resistance melts away fast.
- **Ceramo Won't Warp, Shrink or Curl!** Made of asbestos and Portland cement, takes broiling sun and soaking rains in stride. Actually gets harder and stronger as the years roll by.

### "Folks fall in love with Ceramo"

Carey White Ceramo siding has long been the World's standard for quality, durability and beauty in white sidewall materials. And new colored Ceramo offers the same proven advantages that made white Ceramo famous: Resistance to fire, insects, weather, dirt and grime, stains . . . A glazed ceramic surface that's 100% washable. *Plus* unfading, lasting colors that are baked-on as an integral part of the ceramic surface. No wonder folks can't resist Ceramo for their homes!

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You can plan a Ceramo job with full assurance that Ceramo's ease and speed of application will provide real economics. And your customers will like Ceramo's beauty, freedom from maintenance and painting expense. So don't even think about another sidewall material until you call for complete information on new Colored Ceramo! The coupon will bring you literature and samples. Mail it right away!

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YOU'LL BE IN CLOVER WITH NEW COLORED CERAMO"



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SERVING HOME, FARM AND INDUSTRY SINCE 1873

**Ceramo in Color** Department AB-5  
THE PHILIP CAREY MFG. COMPANY, LOCKLAND  
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# technical guide

for builders and craftsmen

## how to apply asphalt shingles to low-slope roofs

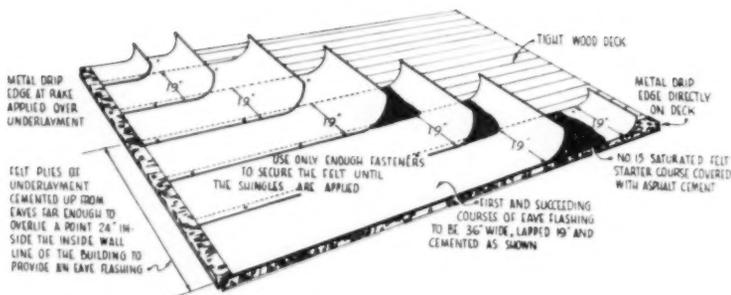


Fig. 1—Two layers of No. 15 asphalt-saturated felt are applied with a 19-inch lap

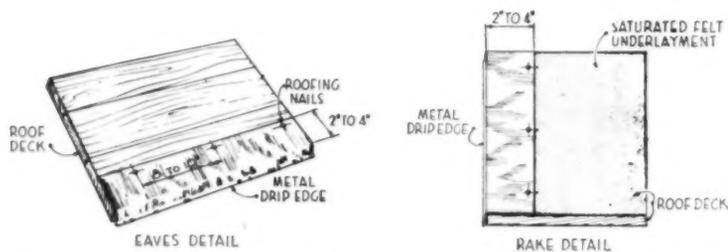


Fig. 2—Eaves metal drip edge is laid before underlayment is applied. The rake drip edge is applied on top of the underlayment

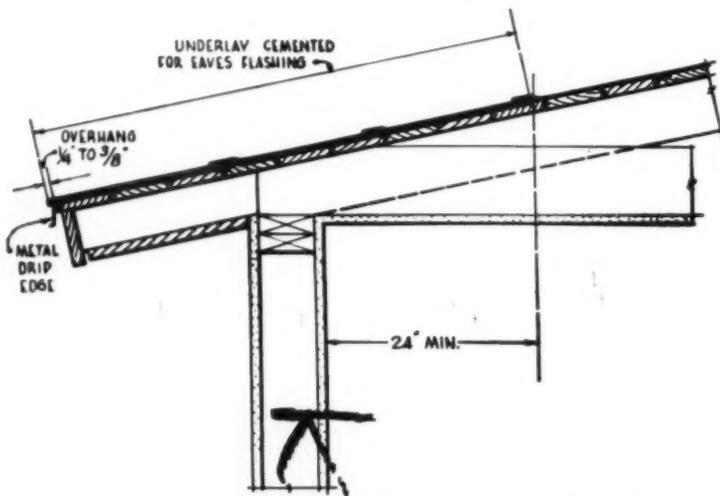


Fig. 3—Underlayment plies cemented together to form eaves flashing

The use of three-tab, square-butt asphalt strip shingles are now recommended by the Asphalt Roofing Industry Bureau for roofs with a pitch as low as two inches per foot.

A series of tests covering a period of 18 months were conducted in a specially-designed storm machine. In these tests, wind and water were applied in a manner to simulate wind-driven rain against test panels at velocities ranging from 14 to 60 mph.

### Underlayment

The application of asphalt shingles to a 2-12 pitch calls for an underlayment of two full layers of No. 15 asphalt saturated felt. As shown in Fig. 1, application begins with a 19-inch starter course. It is placed along the eaves to overlie the metal drip edge, and is followed by a 36-inch sheet that completely overlaps the starter course. The 36-inch sheets that follow must be placed so that each overlaps the preceding course by 19 inches. The sheets are secured to the deck by either  $\frac{3}{4}$ -inch staples or  $\frac{3}{4}$ -inch roofing nails, using only enough fasteners to hold the material in place until the shingles are applied.

### Eaves Flashing

In areas where the January daily average temperature is 25 degrees F, or less, the felt underlay extending up from the eaves of the roof to overlie a point 24 inches beyond the inside wall line of the building should be treated in the following manner:

A continuous layer of plastic roof cement should be applied at the rate of two gallons per 100 square feet to the surface of the underlay starter

(Continued on page 152)



## Little Drops of Water (Condensation) Ruined a Fine Home --- Cost over a Million Dollars to an Apartment Development



**T**hey thought they would move their fine country home to a new site. The state highway was coming through. They could not! Account of condensation inside the walls, the sills had rotted away.

The owners of a path-breaking apartment house development in a great city had to pay a repair bill of more than a million dollars for ripping out condensation-soaked insulation and replacing damaged, plaster walls.



Today's tightly-built, high humidity houses create new problems of vapor pressure and vapor retention within. Sometimes excessive flow of vapor into building spaces occurs, and the formation of destructive condensation is enhanced, where a vapor barrier is lacking from the insulation or there is one with too many breaks in it, or one which while waterproof is not vapor-proof.

But there now is a new multiple accordion aluminum which forms a continuous, edge-to-edge blanket of uniform depth between studs or joists, giving the entire area maximum protection against condensation formation as well as against heat loss or intrusion.

Multiple accordion aluminum's surfaces have high radiation or heat ray reflectivity (97%); low absorptivity (3%); and low emissivity (3%). Conduction is low because of preponderant air spaces of low density. Aluminum and fiber layers retard convection, outer and inner.

The aluminum sheets, 500 ft. and 750 ft. long, are impervious to water vapor. Infiltration under the flat, stapled flanges is slight. Condensation formation on or within this type of insulation is minimized by the scientific construction of multiple layers of accordion aluminum, fiber and air spaces. The commercial form of multiple accordion aluminum is Infra Insulation, Types 6-Si and 4-Si.

The U. S. NATIONAL BUREAU OF STANDARDS has prepared an interesting study of MOISTURE CONDENSATION in walls of dwellings. Obtain a copy at our expense by using coupon.

**COST OF INFRA INSULATION INSTALLED**  
in new construction between wood joists,  
material with labor,

**Type 6-Si under 9½¢ sq. ft.**

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Please send  Samples of Infra  N.B.S. pamphlet  
"Moisture Condensation in Building Walls."

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## technical guide

for builders and craftsmen

### how to apply asphalt shingles to low-slope roofs

(Continued from page 150)  
course before the first full course is laid down. This also applies to the 19-inch underlying portions of each succeeding course. In each case, the cement should be applied with a comb trowel, and the overlying sheet should be pressed firmly into the cemented area, using a broom or light roller to insure complete adhesion at all points.

#### Shingles

The shingles may be applied to break joints on halves, or thirds, or at random. In either case they shall be applied at 5-inch exposure. using four nails per strip, see Fig. 3.

#### Tab Cement

All shingle tabs should be secured in the following manner: Under the center of the exposed portion of each tab and on the surface of the underlying shingle, place a spot of quick setting asphalt cement of a type recommended by asphalt shingle manufacturers. The cement should not exceed one square inch in area. (See Fig. 4.) Press the tab firmly into the cement, being careful to prevent the cement from squeezing out over the exposed surfaces. The shingle tabs should not be bent back any further than absolutely necessary in order to place the cement in position. All shingles that are placed on the rake of the roof shall be cemented to the metal drip edge and to each other.

#### Color

The use of asphalt strip shingles introduces the element of color into a roof of 2-12 pitch. Color consultants consider the roof the key color area, on which the entire color scheme of the house rests.

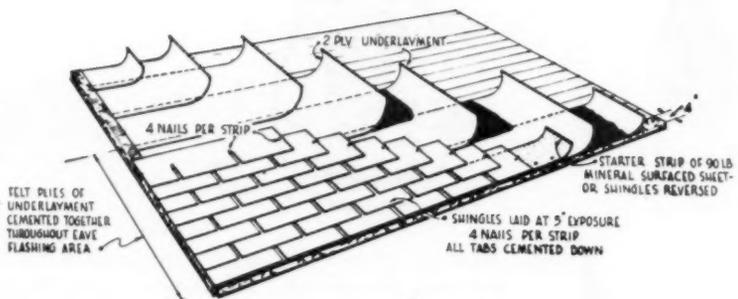


Fig. 4—Shingles are applied over double underlayment

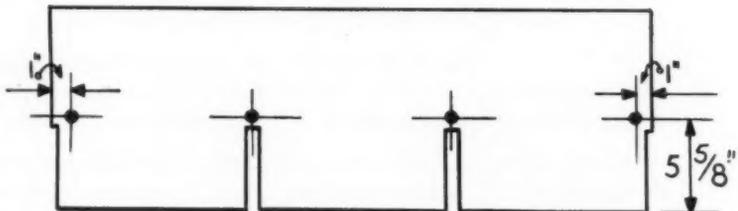


Fig. 5—Four nails secure each strip shingle

Drawings courtesy of the Asphalt Roofing Industry

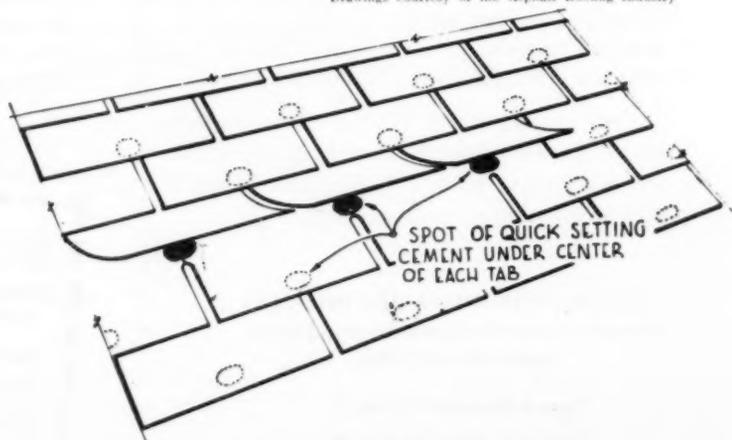
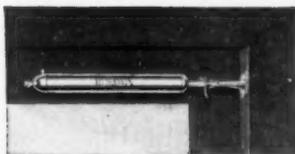


Fig. 6—All tabs are cemented down

NOW... be the first to install  
the NEW **RUSSWIN**

*Air Jet*

**SCREEN-STORM DOOR CLOSER**



**INSTALL IN MINUTES:**  
Reversible for right or left hand doors

... another Russwin "*All-Star*" product  
designed to help you swing more sales!

**Check these all-star Air Jet features:**

- Compact . . . 15 $\frac{5}{8}$ " long; 1 $\frac{1}{4}$ " in diameter.
- Sturdy, impact-extruded aluminum tubing
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**ECONOMICALLY PRICED • EASILY INSTALLED • QUALITY MADE**  
Make no mistake . . . it pays to be first with the new, first with the best! For today's value-conscious home buyer is becoming more and more discriminating . . . looks for the quality "extras" that mean more for his money . . . the built-in features that mean better living. And a smooth-operating screen-storm door closer is one of the *first* features that meets his eye. So don't be left . . . holding the door . . . without this important "All-Star" selling point. See the new Russwin Air Jet Screen-Storm Door Closer at your dealer's today. Russell & Erwin Division, The American Hardware Corporation, New Britain, Conn.

\*Patents Applied for.



"Stilemanor" Standard Duty Locks



"Homegard" Economy Locks



Screen-Storm Doorware

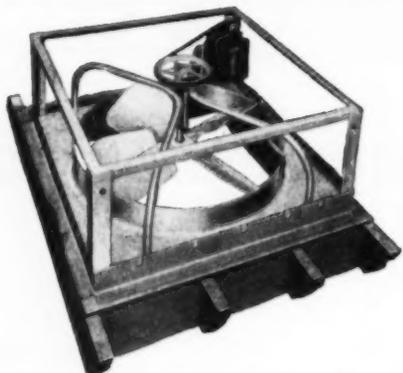


Miscellaneous Finishing Hardware

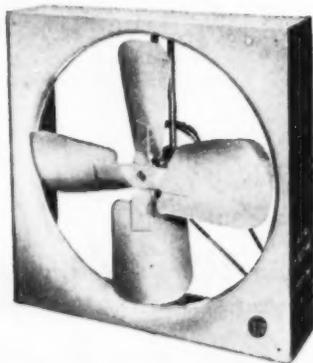
SINCE 1839  
**RUSSWIN**  
AMERICAN HARDWARE CORPORATION

# LAU 1954 Fan Facts

**Here's the LOW-COST way to add Sales Appeal to every home you build!**



**LAU "Niteair" Rancher Fans.** Available in sizes and air delivery to meet every need. Balanced, free of vibration, built for quiet, trouble-free service.



**LAU "Niteair" Panel Units.** Residential, commercial and industrial fans adaptable for any practical application in homes, apartments, stores, office and industrial plants.

Today's home buyer wants his new home completely equipped with the latest in modern conveniences. BUT . . . he doesn't want to pay high additional costs for these comforts.

That's why a LAU Fan answers your problem. At a low cost, a LAU "Niteair" Fan offers the home owner the ultimate in cool, refreshing, healthful slumber. During those hot summer months he'll sleep cool as a cucumber in a house that YOU built and SOLD him.

Quick . . . easy . . . economical to "install-when-you-build". The LAU Fan is the quickest way to a prospect's heart and POCKETBOOK. For more sales, more profits, plan to install tested, proven LAU "Niteair" units in your next project!



## **Guaranteed 5 years**

Lau fan ratings are Certified by the PFMA and carry UL approval. Fans are guaranteed for 5 years and motors carry a one-year warranty.



**THE LAU BLOWER COMPANY,**

2008 Home Avenue • Dayton 7, Ohio  
Write today for catalogs and further information.

Build **NEW** light into modern homes with...



# MALT-A-Glide

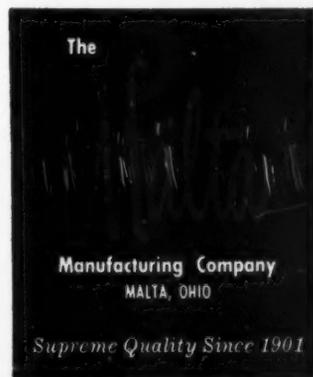
**HORIZONTAL SLIDING!  
FULLY WEATHERSTRIPPED!  
EASILY-REMOVED SASH!  
NEW, UNIQUE SILL SEAL!**

Wide, wide expanses of glass—for that wall to wall window treatment so greatly admired! Today's architecture demands that exterior walls have that simple, uncluttered look, yet provide adequate light and ventilation. MALT-A-GLIDE Horizontal Sliding Wood Window Units are ideal for every room . . . serving handsomely as "light-walls" for living areas, or as high "ribbon windows" where privacy is wanted.

MALT-A-GLIDE Horizontal Sliding Wood Windows—newest in the time-proven line of MALTA wood window units—are chemically treated for long life, fully weatherstripped and feature a positive water-tight sill that also eliminates uncomfortable drafts and expensive heat loss. As in all other MALTA units, sash is easily removable for cleaning or painting.

**SEE YOUR NEAREST DEALER OR WRITE FOR LITERATURE**

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9 Heavy Duty SKIL Saws—6" to 12"  
 3 High Speed SKIL Builders Saws—6" to 8 1/4"  
 49 Blades for Specific Jobs  
 49 Abrasive Cut-Off Wheels for Varying Materials

Use SKIL Saw Model 77 or 825 on most work. For metal cutting or heavy duty jobs, use larger model. SKIL Builders Saw with its high blade speed gives excellent results with SKIL Flex or Cut-Off Wheels.

SKIL BLADE No. 14 F On Other Side

See SKIL Catalog for Blade No. and Description

See Paragraph 14 F

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This amazing Selector tells you which SKIL Saw is just right for *your* problem—which SKIL Blade or Cut-off Wheel is the right team-mate for your saw. To get *yours* without cost, see your SKIL distributor or send coupon below!



# New SKIL Blade selector

**Will Save You Time and Money—Both  
in Everyday Sawing and  
Cutting Difficult Problem Materials**



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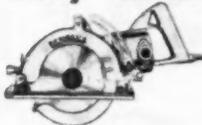
*(To the Right)* "Cuts anything, gives greatest accuracy. We use SKIL Saws exclusively!"—says E. J. Griser, foreman, Elwin G. Smith & Company, Emsworth, Pittsburgh, Pa.—Specialists in roofing and siding fabrication for commercial and industrial buildings.

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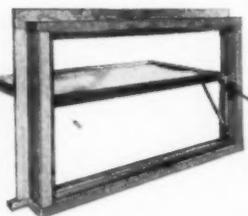
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MADE IN U.S.A.  
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Ventilating Panels open outward to a full 90°. Ven-Trol-Gears are available in 5 sizes handling a minimum of 15 openings.



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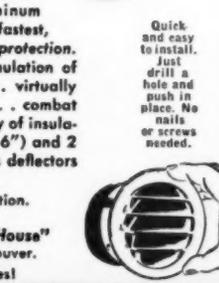
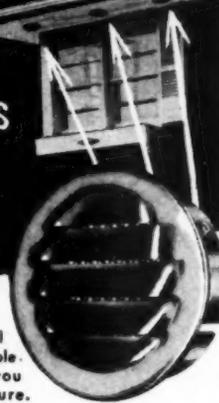
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**FABRIC WALL COVERINGS**

The discerning lady in the picture is the one who'll ask the key questions about wall coverings—including their "washability"! Together with that all-important feature, Fab.rik.o.na's smartly-hued woven textures will add depth and "feel" to your interiors—supplying the soft beauty that makes rooms continuously livable, and the year-after-year wear that makes them practical. You're sure to please her with Fab.rik.o.na's rugged textured Burlap, or the more subtly woven Amerspun.

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AMERICAN BUILDER



# a simplified analysis of home cooling units

## PART II

By **S. Konzo**  
Professor of  
Mechanical Engineering  
University of Illinois

In the spring of 1953, over two dozen different brand names of packaged cooling units for homes were commercially available, and every week brought news of other models that were to be offered on the market. These units were packaged into compact casings about 2x3x5-feet in size, and were designed to be attached to existing forced-air heating systems. One of the many possible arrangements of the cooling unit is shown in *Figure 1*. Most of the models have ratings of two or three tons of refrigerating capacity. A two- or three-horsepower motor is installed inside of the casing as part of the equipment. In fact, a rule-of-thumb index of the air conditioning industry is that each ton of refrigeration capacity calls for one horsepower capacity.

Since home builders may not be familiar with refrigeration machinery, it is the purpose of this article to explain the common cooling unit in simple terms, and to explain some of the problems facing the installer.

### Ton of Refrigeration Capacity

One ton of refrigeration capacity is defined as the heat required to melt one ton of ice in 24 hours. Refrigeration equipment sold in the United States is rated in terms of Btu per hour. For example, in order to transform 2,000 pounds of ice at 32 F. to water at 32 F., a total of

233,000 Btu will be required. If the ice melting took place in exactly 24 hours, the hourly rate would be 12,000 Btu per hour; hence, a one-ton window air conditioner is designed to absorb heat at a rate of 12,000 Btu per hour under special rating conditions.

Some idea of the tremendous amount of ice that is required for an adequate cooling job can be gained from the fact a two-ton capacity cooling unit may be required for a six-room house of small size. Imagine a pile of forty 100-pound cakes of ice melting away in 24 hours, and some idea of the capacity of these modern units is obtained.

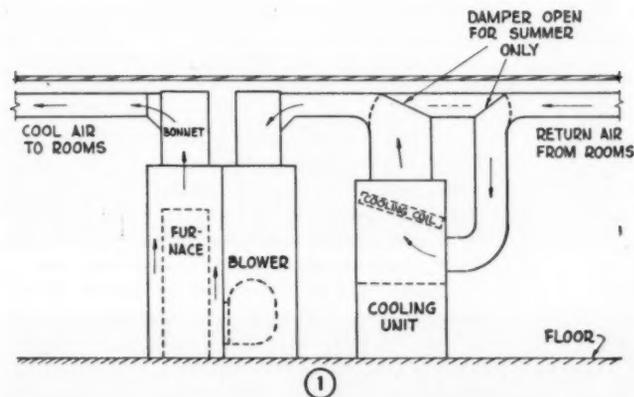
### Five Major Components of a Unit

The most common form of mechanical air-cooling unit is similar in working principle to that of the electric kitchen refrigerator. The principle of operation is simple, and can be described in terms of five major components shown in the line diagram in *Figure 2*.

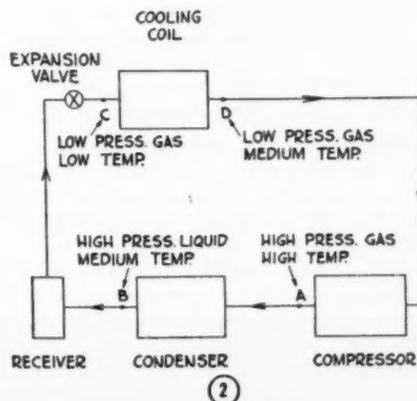
The main components consist of:

- (1) a *compressor*, which is motor operated and compresses a special gas called freon. The compressor works like a tire pump, since a high-pressure gas at high temperature is delivered at the discharge point *A*.

(Continued on page 160)



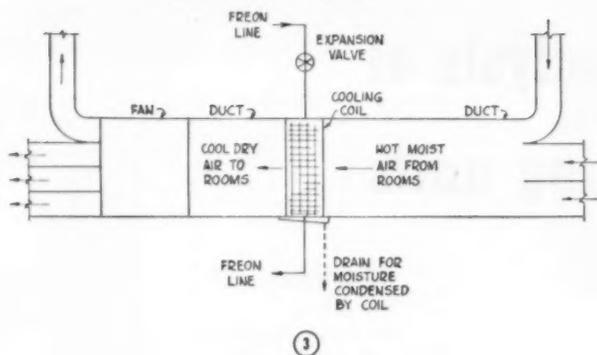
One of the many possible arrangements for cooling units



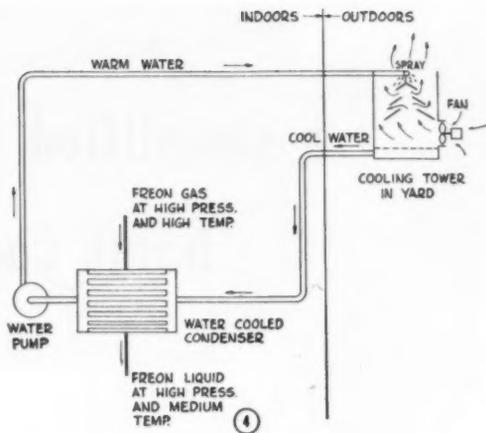
Five main components of refrigeration units

# analysis of home cooling units

(Continued from page 159)



Schematic diagram of cooling arrangement



Schematic diagram of condenser and cooling tower

- (2) a *condenser*, which has no moving mechanical parts, and in which the high-temperature gas is cooled. Sufficient cooling is applied to change the gas to a liquid at point *B*, where the liquid is still at high pressure.
- (3) a *receiver*, which is essentially a storage chamber for the liquid freon.
- (4) an *expansion valve*, through which the liquid freon flows and expands to a lower pressure.
- (5) a *cooling coil*, which provides space for the expansion of the freon gas. In doing so, a large temperature drop of the gas occurs. At point *C* the gas may be as cold as 40 F, but not so cold that frost will form on the outside of the cooling coil. By circulation of room air over the outside of the cooling coil, the heat from the air is transferred to the freon gas. At point *D* the gas will be at low pressure, but will have warmed a little and is ready to be compressed again.

The freon gas and liquid circulates through a closed piping circuit which must be leakproof in order to prevent the escape of this expensive liquid. In the commercial units now available, all of the component parts shown in *Figure 2* are factory-assembled and factory-tested against leaks. Commercial units are available as a single package of assembled components to which connections for electricity, water, drain, and air are made, as will be described in the following paragraphs.

## The Cooling Coil

The cooling coil, or evaporator as it is frequently called, permits hot moist air to enter on one side and cool dry air to leave at the other side. The air is transmitted to and from the cooling coil through ductwork by means of either the furnace fan, or a special fan as shown in *Figure 3*.

When the hot moist air passes over the coil, which functions somewhat like an automobile radiator, the air is not only cooled but also dried. The moisture that condenses on the coil is permitted to fall on a drip pan and is led to a drain.

Since the duct system for forced-air heating can also serve as the duct system for handling summer cooling

air, the initial cost of summer cooling equipment will not be as great as for those cases where ducts are not available. The air flow rate required for summer cooling is frequently larger than that for winter heating. If the existing ductwork in a forced air heating system is not a free flowing installation, the furnace blower may not have sufficient capacity to handle the summer air rate without increasing the speed of the blower. Since an increase in blower speed will result in marked increases in power consumption of the motor, other means must be sought to increase the air flow rate. The best recourse is to add additional branches to the duct system, with a larger number of registers in use, and thereby reduce the pressure against which the blower must operate. This additional expense may not prove necessary if the original forced-air duct system was properly installed in accordance with the recommendations of Manual 7 of the National Warm Air Heating and Air Conditioning Association.

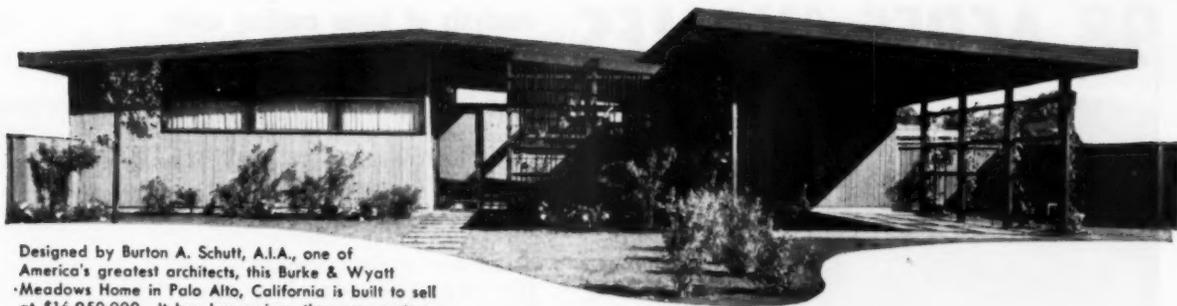
## The Condenser

The condenser is a simple device for cooling the hot freon gas to a liquid. In a popular commercial model, the cooling water flows through a bundle of tubes, over the outside of which circulates the freon gas. If a plentiful supply of cool city water is available at a reasonable cost, the water can be run through the condenser and discharged into the sewer.

The use of city water for cooling the condenser may be restricted because of any one of the following reasons:

- (1) The capacity of a given compressor unit is reduced when an air-cooled condenser is used in place of a water-cooled condenser, especially when the cooling load is at a peak.
- (2) An air-cooled condenser requires a duct to carry outdoor air to the condenser, a fan to move the air through the duct and the condenser, and a discharge duct to carry away the heated air to the outdoors. If the air-cooled condenser could be located in an attached garage, some of the ductwork could be minimized. At any rate, the prevailing method utilizes water-cooled condensers.

(Continued on page 162)



Designed by Burton A. Schutt, A.I.A., one of America's greatest architects, this Burke & Wyatt Meadows Home in Palo Alto, California is built to sell at \$16,950,000. It has been given the same custom-made care as homes selling at several times this price.

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PROJECT OF PAUL E. SCHLEICHER & ASSOC.

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We went to Gary and found the facts! 75% of Gary's builders specified Adjustos in large plumbing contracts year after year — project after project. Why? Because ADJUSTOS cost less per unit — were easier to install and offered another major feature in selling the home. From Maine to the 3000 home Panorama City in California, ADJUSTOS are the answer to large housing projects.



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**HOMES SELL FASTER . . .** Yes, and rent easier too, because ADJUSTO is both an Adjustable Shower and Tub Filling Spout. Costs little more than separate tub filler and offers more advantages than a regular shower because it adjusts to any height. A beautiful fixture, it complements any bathroom.

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## analysis of home cooling units

(Continued from page 160)

Since it is necessary to be sparing of city water in many localities, a device known as a cooling tower and shown in diagrammatic form in Figure 4, is frequently employed. In this installation the water is continually circulated from the condenser to the cooling tower and back again to the condenser. The water is heated as it passes through the condenser and is cooled by evaporation when it passes through the tower. Some water is lost to the outside air by evaporation in the tower, about five per cent of the total flow.

Outdoor air should have free access to the tower which is usually located in the backyard of a home, and at some distance from the house. The initial cost involves not only the cost of the cooling tower and fan, but also for water piping and electrical connections to the fan and pump.

### Current Status of Residential Cooling

The main reason for the hesitant acceptance of summer cooling by the home owner has been the lack of completely packaged units and a reasonable initial cost. Several factors are now in operation which may bring about a change in the consumer demand:

- (1) the air conditioning industry has, by common acceptance, standardized on three sizes: two-ton, three-ton, and a five-ton capacity.
- (2) mass production techniques.
- (3) the availability of competent installers and service men must increase.
- (4) widespread sales campaigns have been started by a number of concerns.
- (5) home owners, builders, and architects are being instructed in the necessity of preparing the house for summer cooling by reduction of all sources of heat gain.



"HARVEY IS SO SORRY, ---HE THOUGHT  
IT WAS A FOLDING DOOR."

"...a house they say should be expensive but isn't."



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ATLANTA 3, GEORGIA

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October 15, 1953

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We can recommend Reynolds Aluminum Insulation wholeheartedly and will continue using it.

Yours very truly,  
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Donald K. Vanneman,  
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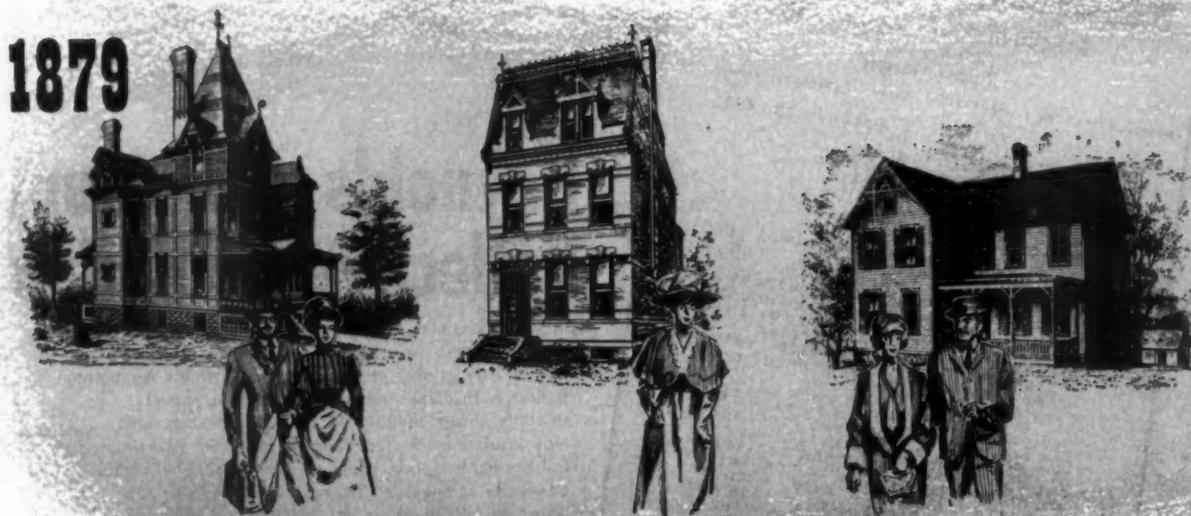


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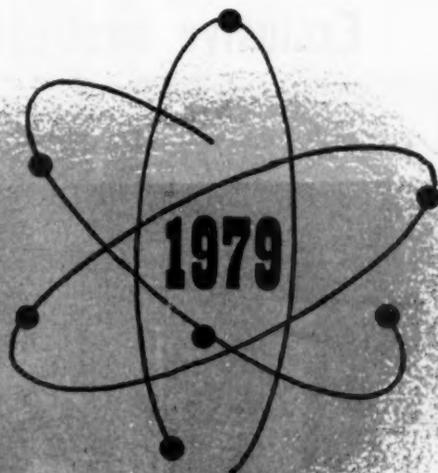
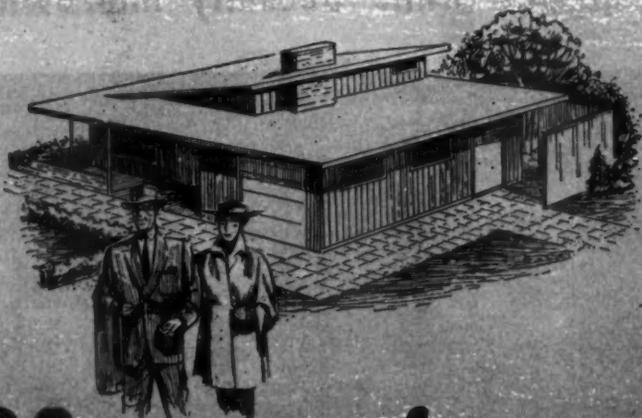


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1879-1954

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AUGUST, 1954

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General Motors' thorough knowledge of combustion engineering enables Delco-Heat units to get more heat from fuel. All of this gives you an outstanding opportunity to stress lower heating costs

for your customers and complete satisfaction with every system you install.

Don't overlook the extra sales-appeal you add to your homes when you include the General Motors name in your advertising. You don't have to *sell* customers on General Motors quality. America's leading automobiles have been doing that for years!

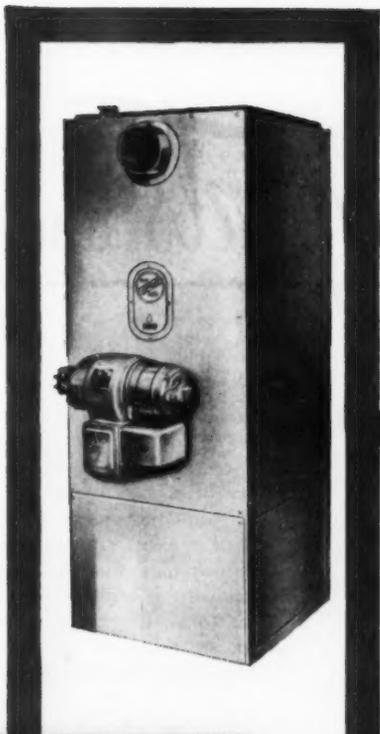
So, whether you are calling for heating bids or submitting them yourself, be sure to get in touch with your Delco-Heat distributor. Call him today for complete information on the Delco line. Or write: Dept. ABH, Delco Appliance Division, General Motors Corp., Rochester 1, N.Y. In Canada, Delco-Heat, Toronto 13, Ont.

AMERICAN BUILDER

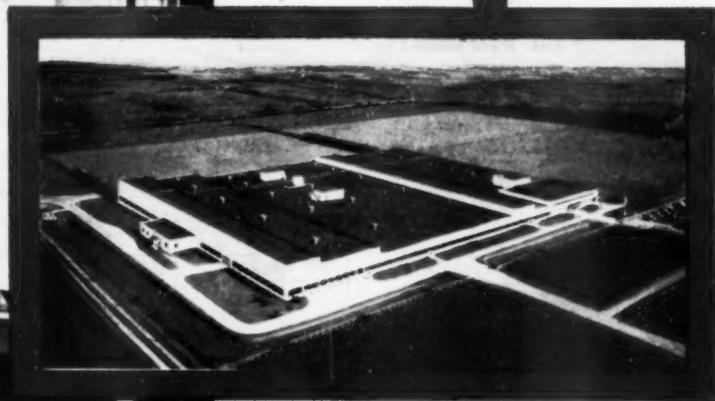


# Builders Heat

methods  
quality!



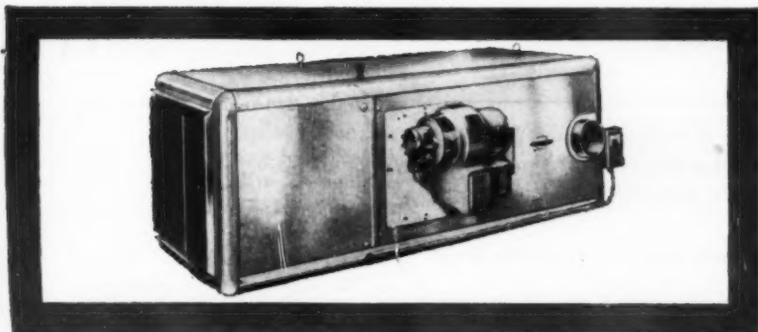
**Compact oil fired "builder model"** offers new low prices for project sales! Value leader Model OBC 75H is a Conditionair package unit with 75,000 Btu output. Designed for space-saving installation. Features exclusive Delco wrap-around design, steel cabinet and Circle-Air Radiator that adds extra heating surface — improves efficiency. Quik-Action stainless steel combustion chamber, Delco-Heat Pressure Oil Burner. Low models, and reverse flow models for perimeter heating, too.



New, modern, spacious Delco-Heat plant at Rochester, N.Y., assures you a steady supply of Delco-Heat units.



**Sensational new 90,000 Btu** Delco-Heat gas fired Conditionair — Model GBC90-H. Compact, only 25" x 25" x 67". A.G.A. approved for minimum clearance installations. Low and counterflow gas Conditionairs also available.



**New horizontal Delco-Heat unit** — Model OPC 75Z. Suspend from overhead joists or install in crawl space. Capacity 75,000 Btu. 72 $\frac{1}{4}$ " long by 25"

square. Delco coordinated controls, high pressure oil burner and Quik-Action Heat Transmitter for better combustion and operating economy.

## Delco Heat

**For a good deal — deal with Delco!**

... a complete line of automatic oil and gas fired conversion burners, Conditionair forced warm air furnaces and heating and cooling units, boilers, water heaters and electric water systems.

# ask the experts about

- Planning
- Concrete Work
- Framing
- Roofing
- Heating and Plumbing
- Air Conditioning
- Wiring
- Insulation
- Interior Finish
- Power Equipment

## a mortar to withstand fire?

*What can I do with a fireplace in my yard that burned out? The mortar, bricks and stones fell apart. I know that there are several types of fire-clay linings. Is there some type of mortar that can be used that will withstand heat too?*

*N. A. D., Green Bay, Wis.*

There is a fire-clay mortar which could be used if the firebox of your outdoor fireplace were completely protected from weather. In mixing fire-clay mortar, sufficient water is added to the fire clay to produce a plastic mix which can be spread on the brick or "buttered" with a trowel. Such a mortar, however, could not be used in an exposed location.

It would seem that the deterioration of mortar in your fireplace is due more to the action of weather than to fire. Moisture probably enters into the wall. Later, freezing and thawing of the moisture takes place. The result is the breaking up of the mortar.

Line the firebox with a high absorption brick laid with a full bed and head joints of 1:1:6 mortar (1 part portland cement, 1 part hydrated lime and 6 parts sand by

volume). The brick should be wet when laid to reduce initial suction and to develop complete bond between brick and mortar.

If a low absorption, dense brick is used as a liner, the thermal shock to which they would be subjected when a fire is built will often cause them to shatter. High absorption brick are therefore preferable.

Structural Clay Products Institute

## as cheap as possible —but well built!

*I am planning to build rental cabins in the following sizes: 20x20 feet, 18x20 feet, and 16x20 feet. We want to build them as cheap as possible and still have good construction. What should the roof pitch be? How far apart can the rafters be? How far apart can the floor joists be? How far apart can the studs be?*

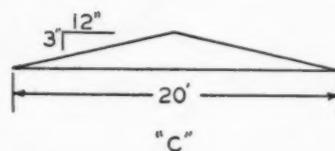
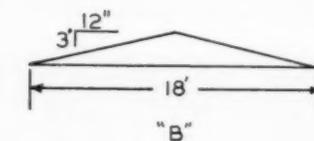
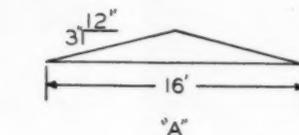
*J. S., Minneapolis, Minn.*

Use a 3 on 12 pitch for each of the three spans. Here are the sizes and the spacing for 16-foot, 18-foot and 20-foot spans using #1 yellow pine:

(A) 16-foot span:

Slope—3 on 12, min.

Rafters—2x4 inches @ 24 inches o.c.



(B) 18-foot span:

Slope—3 on 12, min.

Rafters—2x4 inches @ 20 inches o.c.

Floor joists—18-foot span—2x10 inches @ 12 inches o.c.

9-foot span—2x6 inches @ 20 inches o.c.

Studs—2x4 inches @ 16 inches o.c.

(C) 20-foot span:

Slope—3 on 12, min.

Rafters—2x4 inches @ 16 inches o.c.

Floor joists—20-inch span—2x12 inches @ 16 inches o.c.

10-inch span—2x6 inches @ 16 inches o.c.

Studs—2x4 inches @ 16 inches o.c.

K. Roderick O'Neal & Associates,  
Architects and Engineers

**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."



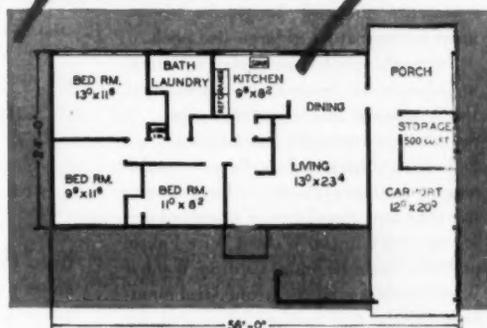
**INTRODUCING  
THE**

# Contemporary

**LONG...LOW...AND LIVABLE**

This is the new Pollman Contemporary designed by Richard B. Pollman, America's noted designer of small homes. Tailored for the "young in spirit", it is as up-to-date and smartly styled as the cars we drive—or the clothes we wear. Factory assembled from quality materials and built according to conventional standards, it appeals to the most practical-minded buyer.

Write today! Learn why Pollman Homes are more profitable to build—easier to sell—and a better investment for the future.



ACCEPTABLE FOR FHA OR VA FINANCING  
1056 square feet of floor space—3 bedrooms—practical entrance hall and bedroom hall to eliminate cross-room traffic—open planning, sloped ceilings—rear porch and storage area—handy bathroom-laundry combination—384 cu. ft. of storage area—basement or non-basement models—several distinctive elevations—wide choice of exterior treatments.



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For information about the Pollman Southerner Line of homes for Southern and Gulf Coast States write:  
THE THYER MANUFACTURING CORPORATION • 418½ E. PEARL ST., DEPT. 5 • JACKSON, MISSISSIPPI



## BATHING BEAUTY...

## MADE OF CONCRETE

Attractive lines and a pleasant appearance are natural characteristics of swimming pools made of reinforced concrete. Such construction means lower costs and easier installation for home owners . . . represents a sound, long-term investment for operators of large-size pools.

Swimming pools constructed with reinforced concrete have these advantages: Easily shaped into unusual forms . . . Seamless, watertight construction . . . Smooth, uniform surface for easy maintenance and sanitation . . . Long-lasting strength and durability. Concrete reinforced with Clinton Welded Wire Fabric provides these benefits. Clinton Welded Wire Fabric is made of strong steel members closely and uniformly spaced for proper load distribution and added strength. It meets all A.S.T.M. requirements and is available in proper sizes and weights for all reinforcing requirements.

THE COLORADO FUEL AND IRON CORPORATION  
Denver and Oakland  
WICKWIRE SPENCER STEEL DIVISION  
New York, New York



278

170

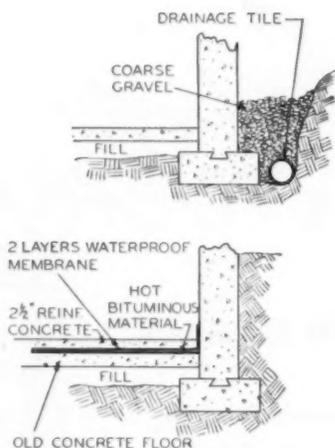
# ask the experts

## the damp basement problem

*Is there a type of paint which will thoroughly waterproof a cement floor, or is there some other method which can be used to remedy a damp floor? Must the entire floor be chopped up and a new one laid?*

F. T. B., Bloomfield, N. J.

From your letter it would appear that the dampness of the basement floor is caused by faulty construction rather than simply condensa-



tion. There are two remedies we can suggest: One is to install drain tile around the footings of the house; the other is to construct a new floor over the old with a layer of insulation between.

Both methods will involve some inconvenience. Installing drain tile will mean the uprooting and loss of bushes and other landscaping next to the house. Putting in a new floor will mean that the basement doors will have to be changed and the furnace probably raised.

The location of your house will probably determine which course to follow. If the house is located on the side of a hill, the system of intersecting drain tile will probably be best. Tile should have a slope of about 1/2-inch in 12 feet. Tile should

be laid with open joints which are covered with roofing felt or other suitable materials to prevent soil or dirt from entering during backfilling. Coarse gravel or crushed stone, ranging in size from 1-to-1 1/2 inches should be placed over the drain tile to a depth of at least 12 inches.

If the area is poorly drained, a new floor may be required. The old concrete floor should be mopped with hot bituminous material and then a waterproofing membrane laid on, covering the entire floor and extending about 12 inches up the sides of the wall. This membrane can consist of two layers of roofing felt mopped between and on top with the same hot bituminous substance. On top of this, the new floor slab is laid. This should be at least 2 1/2 inches thick and reinforced with wire mesh weighing about 20 pounds per 100 square feet. After the floor is laid, the roofing felt that extends around the edges can be trimmed off.

If there is only a small amount of water seepage through basement walls, occurring during a few short periods of each year, this may be corrected by applying two or three coats of portland cement paint on the interior surface of the wall. It is not designed for use on floors, however.

Portland Cement Association

## how much moisture in wood?

*What percentage or degree of moisture should be in wood which the builder uses for the house frame?*

R. K., New York, N. Y.

Moisture content of lumber for house framing can vary from 12 to 19 per cent. Twelve per cent lumber is kiln dried and is naturally preferred over lumber with a higher moisture content, such as, air dried which is normally in the 15 to 19 per cent range.

Moisture content of lumber will  
(Continued on page 172)

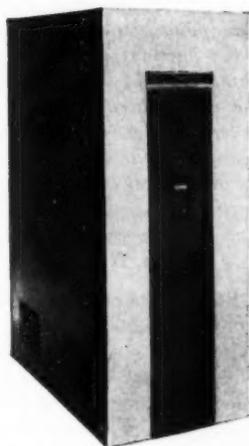
AMERICAN BUILDER

# 700 homes in one area priced as low as \$10,995

**BUILDER:** Fausett & Co. of Little Rock, Ark.  
**ARCHITECT:** Wm. Van Valkenburgh



## now being built with Gas Air-Conditioning throughout



**SERVEL** Gas air-conditioning and heating unit being used in the Arkansas development and in countless other homes. 2-ton unit shown is 27¼" wide, 46" long, 74½" high—occupies only 8.7 square feet of floor space.

The nation's largest air-conditioned housing project uses Gas. Why?

Part of the reason is the big Gas plus: one fuel, one system. But there's even a stronger reason. The builder realizes 700 homes aren't going to be sold overnight; in fact they aren't even going to be built overnight. People will be living in some of the houses for months before their new neighbors move in. And word gets around as to how satisfactory an air-conditioning system is.

Gas air-conditioning has everything. The simple positioning of the cooling-heating lever changes it over from Winter heating to Summer cooling. The air is then refrigerated, cleaned, dehumidified and circulated . . . *all through the house*. The heating and cooling units have no moving parts to vibrate or wear out; in fact, they carry a 5-year warranty. And operating costs are low.

Can you afford it for your homes? Ask yourself, rather, can you afford not to have it. Air-conditioning is now the great demand in building. It almost pays for itself by relieving you of the necessity for installing movable windows, screens, attic fans, porches, fireplaces.

Then, too, your local Gas company has the know-how to advise you on every step of this operation. As you know, Gas heating is greatly preferred throughout the country. Why not add the easy plus of air-conditioning in one trouble-free unit?

only **Gas**  gives greatest year-'round comfort

*GAS—the modern fuel for automatic cooking...refrigeration...water-heating...house-heating...air-conditioning...clothes-drying...incineration.*  
AMERICAN GAS ASSOCIATION

# 5 Contractors tell why they make higher profits with

# American



American Super 8, 8" drum, super high production.



**NEW YORK.** "My 12 men demand American machines," says Alfred Dumaresq, of Lindenhurst, Long Island, in business 19 years. "With American Machines the sandpaper seems to last longer. I just purchased my 9th American Machine as I want only American Machines and supplies. Super 8 is tops!"



**RHODE ISLAND.** "Three generations of my family have continuously used American machines," says Robert Lamoureux of Woonsocket. "A good measure of our success is due to dependability and efficiency of American machines, to American Floor Finishes and to American's prompt service."



**TENNESSEE.** "I prefer American to any other equipment," says J. Kirby Carter of Nashville. Mr. Carter started his own flooring company nine years ago. From a one-man operation, he now owns 31 pieces of American equipment, has 7 trucks and employs 25 workmen. He sands floors and also installs floor coverings.



**FLORIDA.** "American Machines are toughest and fastest sanding machines I have ever run," says Ralph Coleman of Jacksonville, who has used American machines 18 years. "Any floor contractor can get more dollar value out of the operation of American equipment than any other machines."



**PENNSYLVANIA.** "Using American Machines from start to finish for five years," says Howard B. Snyder, of Hanover. "With the speed and efficiency and precision of American Standard 8 and 12, I accomplish finest quality work with minimum effort."

You, too, will find your *best buy* is American—to do *finest work, faster, and earn maximum dollars per job!* Let us demonstrate these great machines on your next job. Of course, no obligation.

# AMERICAN

Performance Proved **MACHINES . . . Nation-wide SERVICE**



- Floor Sanders
- Floor Edgers
- Maintenance Machines
- Abrasives
- Seals, Finishes
- Saws
- Wet or Dry Vacuum

The American Floor Surfacing Machine Co., 511 So. St. Clair St., Toledo 3, Ohio  
Send latest catalog on the above.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

## ask the *experts*

(Continued from page 170)

vary with the season and local conditions, and so, no iron-clad specifications are set up. If kiln dried lumber is used, proper precaution should be taken to prevent unnecessary exposure to moisture.

Loss in moisture content in lumber causes it to shrink, which can cause some shrinkage cracks in the finished house. However, the end shrinkage of lumber is very small as compared to the cross-sectional shrinkage, and as most framing depends on the length of the pieces, your shrinkage is not too great a factor.

Edward Hines Lumber Co.

### painting hot-water pipes

*Is it practical, from an insulation standpoint, to paint steel forced hot-water heating pipes with aluminum paint? If they were painted, would the usual corrugated asbestos pipe covering be at all beneficial? I have heard that the combination defeats its purpose of insulation on hot-air heating pipes. Would this also be true of hot-water heating pipes?*

F. S. H., Northboro, Mass.

Painting bare pipes with aluminum paint will reduce the heat loss from these pipes by approximately 10 per cent. If any material is placed over the painted surface, the effectiveness of the aluminum paint is lost. In other words, there is no advantage to using aluminum paint on the pipes if any other type of pipe covering is to be used.

While aluminum paint will reduce the heat loss from a bare pipe by about 10 per cent, it should be pointed out that conventional pipe covering is far more efficient in reducing the heat loss from hot-water heating pipes. For example, magnesia insulation 1-inch in thickness will effect an 80 per cent reduction in heat loss, as compared to that from a bare pipe.

Dept. of Mechanical Engineering  
University of Illinois

(Continued on page 174)

AMERICAN BUILDER



**the sold sign  
GOES UP FASTER  
when year 'round air conditioning  
is "BUILT-IN"**

**B**ut make it Chrysler Airtemp  
air-cooled and get these benefits . . .

**SOLD**

*best for you because . . .*

The many different ways to install Chrysler Airtemp *Air-Cooled* Air Conditioning make it adaptable to any house plan without using a single inch of living area floor space if desired.

Chrysler Airtemp *Air-Cooled* Air Conditioning is practical for homes where problems of water supply, water expense or water disposal would make water-cooled air conditioning impractical.

Chrysler Airtemp *Air-Cooled* Air Conditioning costs you less to install because it does not require plumbing.

**SOLD**

**SOLD**

*best for your buyers because . . .*

All problems of water supply, water expense and water disposal are eliminated by the *waterless* operation of Chrysler Airtemp *Air-Cooled* Air Conditioning.

Chrysler Airtemp *Air-Cooled* Air Conditioning costs less to operate in most locations.

Chrysler Airtemp *Air-Cooled* Air Conditioning costs home owners less to maintain wherever it is installed.

**SOLD**

**SOLD**

★ ★ ★ ★

There's a Chrysler Airtemp Dealer near you who installs *both* *Air-Cooled* and *Water-Cooled Year 'Round* Air Conditioning. See him for all of the facts you should have before you decide on the system for your next homes . . . or return convenient coupon reproduced below.

**SOLD**

**CHRYSLER AIRTEMP**

HEATING • AIR CONDITIONING

FOR HOMES, BUSINESS, INDUSTRY

Airtemp Division, Chrysler Corporation, Dayton 1, Ohio

Comfort Zone



Airtemp Division, Chrysler Corporation  
P. O. Box 1037, Dayton 1, Ohio



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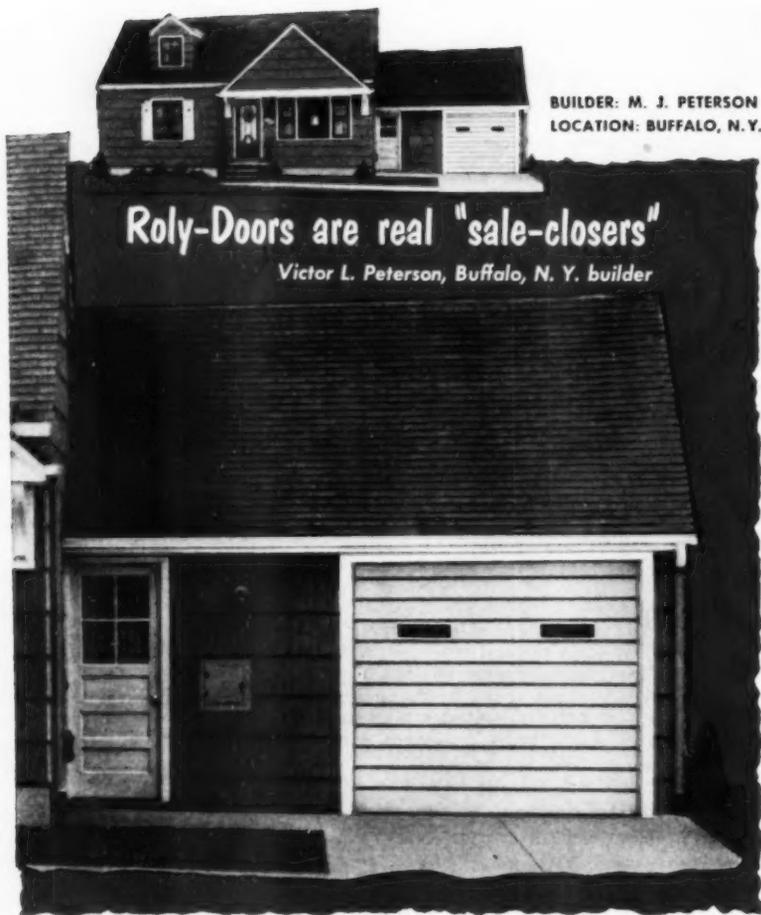
Please send complete details on Chrysler Airtemp Air Conditioning for homes.

Name \_\_\_\_\_

Address \_\_\_\_\_

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

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**STEEL SECTIONAL GARAGE DOORS**



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Also Manufacturers of MOR-SUN WARM AIR FURNACES and CARRY-ALL TRUCK BODIES.

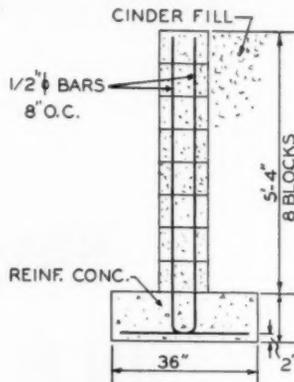


ask the *experts*

**building a retaining wall**

*I am planning to build a retaining wall of 12-inch slag blocks. I plan to put ashes in the back as fill. How can I build it so that it will be strong enough?*

*L. W. M., Emmaus, Pa.*



SECTION

Use 1/2-inch reinforcing bars placed not less than eight inches on center and carried through the cores of the block. Fill all of the cores with concrete to make a complete bond with the reinforcing bars. Notice in the diagram that the bars are continuous through the footing.

K. Roderick O'Neal & Associates,  
Architects and Engineers

**book tells all**

*Please send me information on reinforced concrete work as to correct sizes of steel and concrete in ratio to length of beams, slabs, initial strength of slabs; also mathematical data necessary to figure this type of structure.*

*A. L. D., Weedsport, N. Y.*

It would be difficult, if not impossible, to set up a few simple rules, formulas, or charts for the design of concrete without a detailed qualification for each condition. Get a copy of the *CRSI Design Handbook*. The price is \$5 and is available by writing to the Concrete Reinforcing Steel Institute, 38 So. Dearborn, Chicago, Illinois.

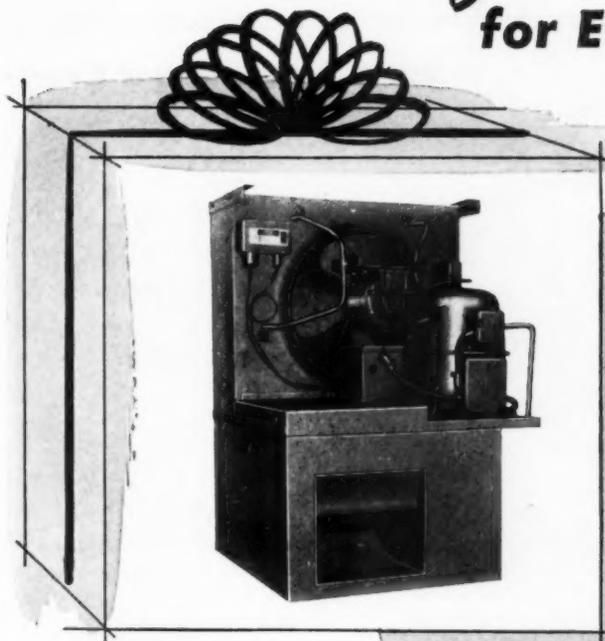
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Housing Projects!



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... to help you **SELL MORE HOUSES THIS YEAR**

Complete air conditioning for homes in the lowest price range—for little more than the cost of 1 or 2 window units! That's MARVAIR!

Look over the features listed at right, and you'll see why MARVAIR is being hailed as the sales-making sensation of the year.

Amazingly easy to install, the Air-Cooled MARVAIR uses no ducts, no plumbing, no water-main connection, no hookup with the heating plant. It is a boon in drought areas. From every angle, it's ideal for the builder—ideal for the buyer.

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- Unbelievably low first cost and installation cost.
- Air cooled—uses no water, needs no plumbing.
- Fits any one-story floor plan with central hall.
- No ducts—may be used with any type of heating.
- Takes up no floor space—installed in attic, or in false chimney on low-pitch or flat roof homes.
- Remarkably quiet and economical in operation.
- Refrigeration circuit covered by 5-year warranty.
- Designed to conform to all FHA-VA requirements.



◀ Complete Marvair water-cooled packaged units for use as room coolers and furnace companion units are also available. Details and engineering service on request.

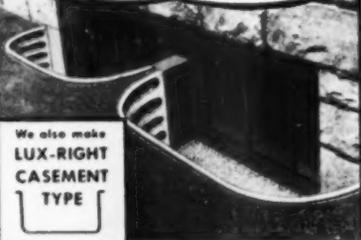
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**Lux-Right**  
AREAWALLS  
THE NATION'S BEST



We also make  
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TYPE**

Square-type corners  
for casement  
window clearance

FOR HOMES, CHURCHES,  
SCHOOLS, ANY BUILDING

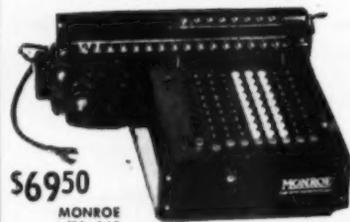
This Imperial LUX-RIGHT Streamlined Straight Type Steel Areawall (above) comes in all standard sizes. Round type also supplied, casement type, too.

Only metal areawall hot-dipped galvanized AFTER fabrication. One piece, heavy corrugations, beaded top edge. Hug-Tite flanges. Ask your distributor or write us now for FREE illustrated folder.

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An inexpensive factory reconditioned machine for easy estimating, checking lumber and supply bills. Figures payrolls, percentages, discounts, taxes, costs, etc. Adds, subtracts, multiplies and divides.

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WRITE FOR SPECIAL LOW PRICES.

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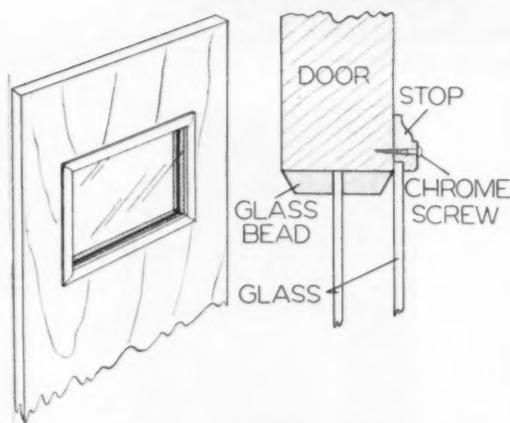
"The Supermarket for Figuring Machines"  
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582 7th Ave. (Times Sq.) N.Y.C. 36 LO 5-6983

10 day money back guarantee on all machines.

# how would you do it?

*ideas for the man on the job*

## insulate the glass panel of a door—

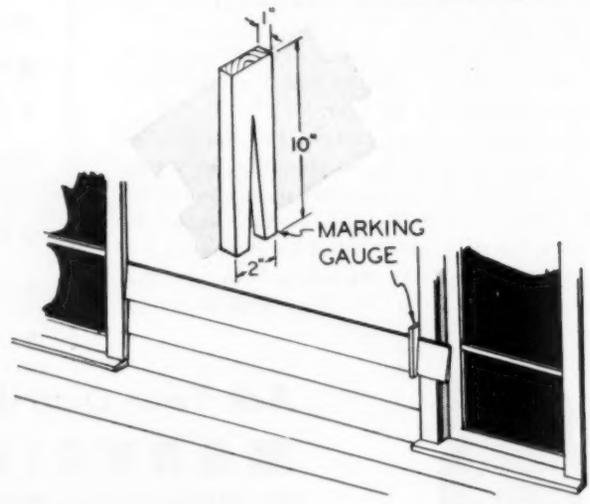


Use a piece of single-strength glass which will extend slightly beyond edges of the glass area of the door. Fit the glass to the door with strips of 1 5/8-inch molded door stop. This will insulate the glass panel of an exterior door on which there is

no storm door. Double glazing of this sort will stop condensation of moisture which often runs down over the woodwork, causing a break in the glue bond when the door expands.

—P. R. Kersten, Greensburg, Pa.

## make a marking gauge for siding



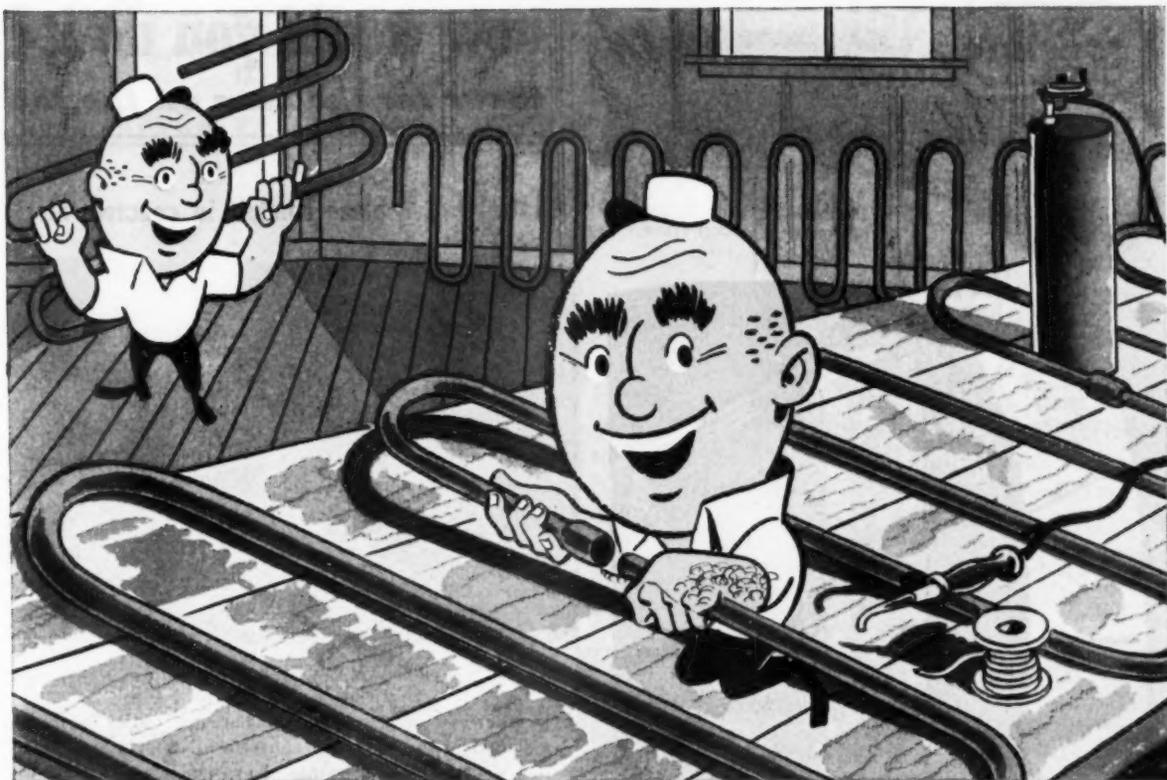
When fitting siding between windows or between a window and a door, make a marking gauge from a piece of stock about 10x2x1 inches. This will fit 8-inch siding. If siding is wider than 8 inches, merely cut gauge from a longer piece. Cut a wedge-shaped piece to form gauge.

Slip the gauge over the siding that you want to cut and fit. Place one edge of siding against trim of one window. Slide gauge over siding against trim of other window and mark for cutting.

—A. Springman, Montoursville, Pa.

Cash for job shortcuts—send yours today!

AMERICAN BUILDER



## Gain top performance and economy in ceiling radiant heating systems

Performance-proved in thousands of radiant heating systems, Bundyweld Tubing brings you not only top performance, but appreciable savings in material costs and fabrication time as well.

Check these plus-features: Bundyweld is extra-strong, yet ductile; bends easily to short radii on a simple fixture in the shop or at the job site. It comes in standard, 20' lengths with one end expanded, when specified, for simpler, sounder joining.

Bundyweld can be handled pretty roughly without danger of damaging it, too. It's lightweight enough (100' of  $\frac{3}{8}$ " O.D. weighs only 10 lbs.) and rigid enough so that

two men can easily position a group of joined coils. Then, the smooth, flat-lying coils can be speedily plastered, with no waste motion, no waste material.

In your completed system, Bundyweld transmits heat efficiently, conducts water with a minimum of friction. Just check below to see why Bundyweld is the only tubing that can offer you all these advantages. Then write us today for more information.

**Radiant Heating Division**  
**Bundy Tubing Company • Detroit 14, Michigan**

# Bundyweld Tubing

DOUBLE-WALLED FROM A SINGLE STRIP

### WHY BUNDYWELD IS BETTER TUBING



Bundyweld starts as a single strip of steel which is copper-coated. Then, it's . . .



continuously rolled twice around laterally into a tube of uniform thickness, and



passed through a furnace. Banding metal fuses with basic metal. Result . . .



Bundyweld . . . double-walled and brazed through 360° of wall contact.

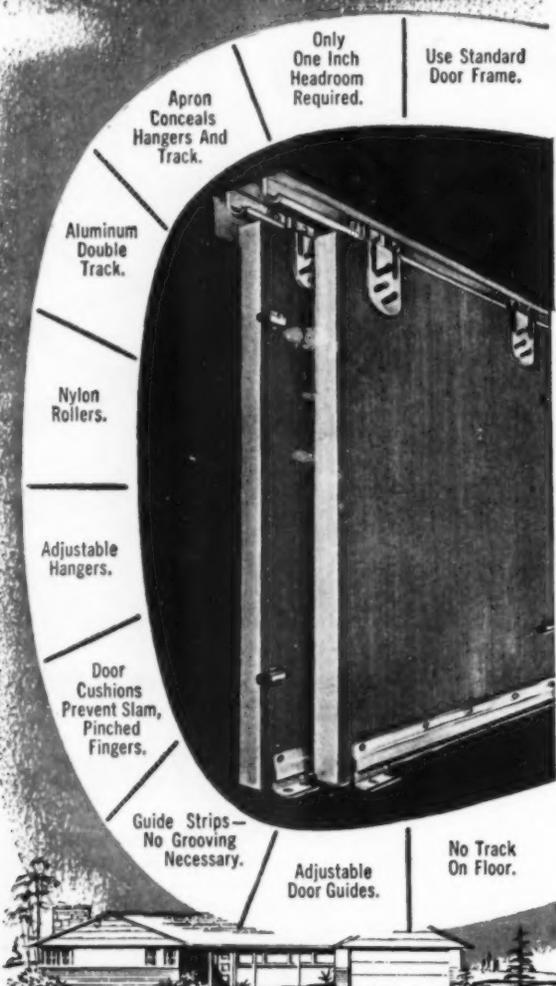


SIZES UP TO  $\frac{1}{2}$ " O.D.

**NOTE** the exclusive Bundy-developed beveled edges, which afford a smoother joint, absence of bead, and less chance for any leakage.



designed to last a housetime



With Sterling Hardware you offer satisfaction, beauty, efficiency and "quality-by-design." The many exclusive features of Sterling Sliding Door Hardware assure satisfaction. Satisfactory operation is guaranteed because Sterling Hardware is designed better—is easier to install—quieter when installed—will operate perfectly for years and years. Write Today For Catalog.

**STERLING HARDWARE MFG. CO.**  
2345 WEST NELSON STREET • CHICAGO 16, ILLINOIS

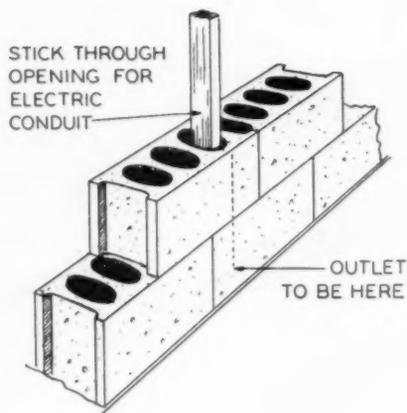
*Sterling means Quality*



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Architectural File • Light Construction File  
VISIT OUR DISPLAYS:  
Architects Samples Corporation, N.Y.C.  
Chicago and Home Building Center

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

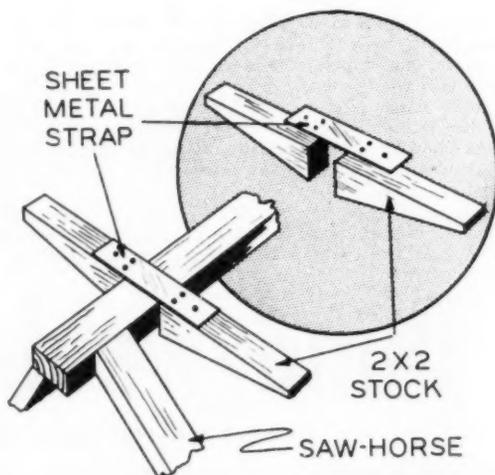
### place conduit in concrete block



Wherever an electrical convenience outlet is to be installed in the wall of a concrete block structure, keep the concrete block openings clear of mortar for conduit. This can be done by placing a stick through the blocks from top to bottom.

—A. Schnur, New York, N. Y.

### cut sheet material



Use this attachment for your saw horses. The two detachable braces shown here can be made of scrap pieces of 2x2's and a piece of sheet metal for each brace. The braces fit on either end of the saw horse and can be made to any reasonable length. Braces are handy when cutting wide pieces of plywood or plasterboard.

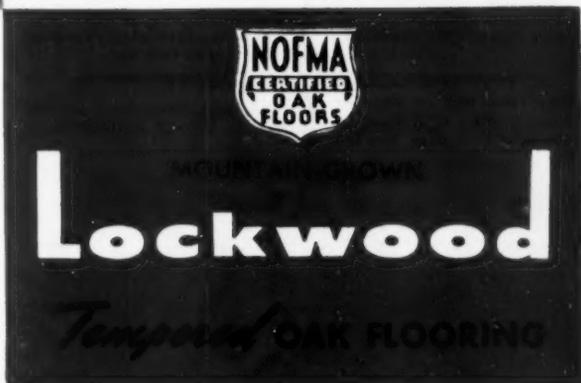
—B. Capps, Lombard, Ill.

# \$ales \$uccess \$tory! Here's Why Leading Builders Use **LOCKWOOD** *Tempered* OAK FLOORING



Across the country come the happy reports . . . homes with beautiful, friendly and inviting Lockwood Oak Flooring are readily finding new owners, even while "For Sale" signs still hang on many otherwise comparable houses! The reason is simply this: there's no flooring like oak, and no other oak equals Lockwood in both beauty and economy! We invite you to visit any Lockwood installation in your community. See with your own eyes . . . get the facts . . . and then our point is proved!

Whether your flooring installations are in luxury class homes or in houses being built on modest budgets . . . whether they are contemporary or traditional in architectural styling . . . there's a Lockwood Oak Flooring in the grade you want at the price you want to pay! You have your choice of either red or white oak, and in either selection prospective home buyers readily appreciate the fact that Lockwood Oak Floors make interior decoration a pleasure, because they harmonize with all furnishings and materials.



You'll love this fact about Lockwood Oak Flooring: you can save up to 35% in laying and finishing costs, thanks to our Nail-Groove feature and Precision-Milling. Too, Lockwood's Kiln-Drying and Tempering make it a trouble-free oak flooring. You can lay it and forget it. You'll never hear a complaint because of floor cracks or warping in a home with Lockwood Oak Flooring. Our Oak Flooring *is that good*. We've produced quality oak flooring since 1926 and we stand behind what we make and what we say.

## CLOUD OAK FLOORING CO.

S P R I N G F I E L D , M I S S O U R I

QUALITY OAK FLOORING SINCE 1926

# CUTS COSTS! STRONGER JOB! COFFMAN ORNAMENTAL IRON

INSTALLATION  
AS SIMPLE AS



COFFMAN



1

Hang 8' or 9' post to soffit plate with lag screws. A choice of designs for all type construction.

2

Plumb post and wedge with broken brick, block, etc. Note legs extending below finished floor line.

Step forms built for standard steps, 7" risers x 12" treads. If you build brick steps, they will lay-up 7" x 12".

3

4

Final check before pouring concrete. Set-up time ONLY 40 MINUTES.



- ★ Coffman Ornamental Iron is a packaged item—complete—ready to use.
- ★ Coffman Ornamental Iron can cost less than brick or wood because it eliminates expensive labor at the job site.
- ★ Coffman Ornamental Iron increases the value of the home—gives you additional profit.
- ★ There's no waiting for "custom-built" with Coffman. Order it from your BUILDING SUPPLY DEALER as you would a load of lumber.
- ★ Coffman Ornamental Iron cuts your costs, saves you time, makes you money!

## STANDARDIZE YOUR CONSTRUCTION FOR BONUS PROFIT

Standardize your steps (7" risers, 12" treads) and use built-in-place construction for bonus profits. For off-size steps, use the simple Coffman Rail-O-Graph, available at your dealer. Remember, Coffman 8'/0" Universal height porch posts will fit most all jobs (9'/0" for remodeling jobs).

FREE... Write for descriptive literature and prices on all Coffman products Today!

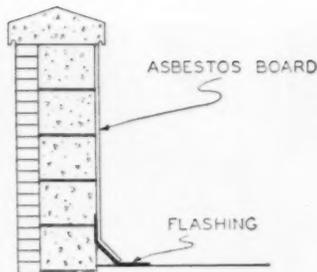
SELL NOW SUMMER ITEMS: SCREEN DOOR GRILLES, PORCH POSTS, RAILING.

**R. G. Coffman Co.**

ORLANDO, FLORIDA, DEPT. A. E.

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

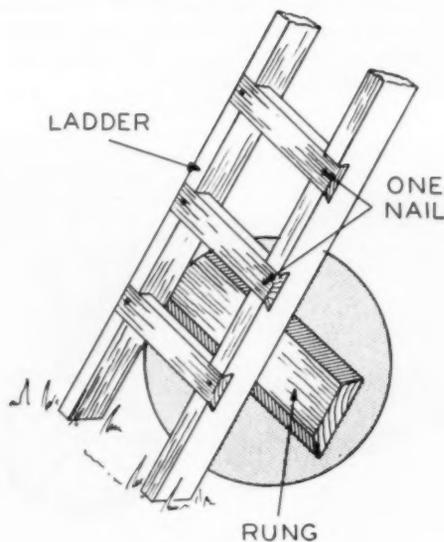
prevent efflorescence



The appearance of the face brick on parapet walls may be safeguarded against efflorescence by using asbestos board on the deck side of the wall. Apply the asbestos board after the flashing has been installed and before the deck itself is finished. Extend the flashing well up behind the asbestos board sheet. Apply the asbestos board by using mastic at the back and at edges. Nail board into mortar joints.

—A. N. Nelson, Kansas City, Mo.

ladder rungs that won't come off!



Use common 2x4's for the two upright pieces of the ladder. Notch the 2x4's to insert the ladder rungs. When notching them, hold your saw so that the finished notches will have a dovetail effect. Each rung should be beveled to fit. Force the rungs of the ladder into place from the side. One nail on either end of the rung will keep it in side. One nail on either end of the rung will hold it.

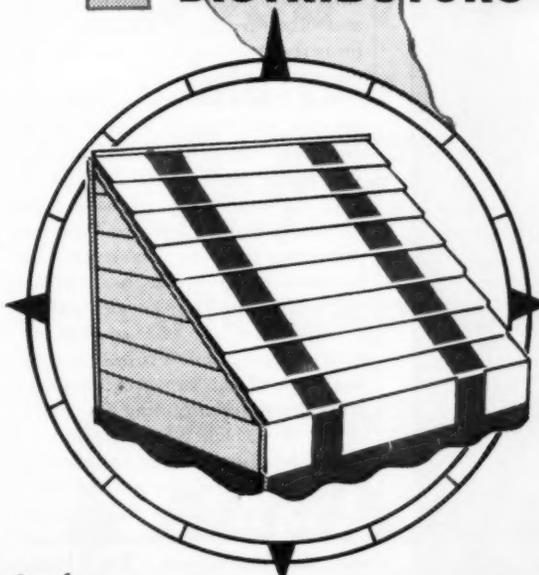
—H. E. Fey, New Braunfels, Texas

# Lock Vent *will be* AMERICA'S LARGEST PERMANENT AWNING MANUFACTURER IN 1954 . . . . .

BECAUSE LOCK VENT OFFERS  
DISTRIBUTORS AND DEALERS  
SO MUCH *more!*

- Full line of aluminum and/or plastic glass; modern horizontal styling; exclusive ventilation feature.
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*Write:* P.O. Box 8732 ■ Richmond 26, Virginia ■ Phone: Chester 2561

ALUMINUM PLASTIC GLASS  
**Lock Vent**

*Dealers* WRITE DIRECT TO LOCK VENT FOR THE NAME OF THE DISTRIBUTOR NEAREST YOU!

NOW...  ... Dura-seal  
has

**SI-VEL**  
(PATENT APPLIED FOR)  
**SPRINGS**

Here's a new *exclusive* feature for Zegers Dura-seal Combination Metal Weather-strip & Sash Balance! Counterbalancing springs are Si-Vel processed and coated to eliminate all noises.

A velvet-like finish, actually baked on the galvanized steel springs, assures absolutely *silent* opening and closing of wood windows. It's the most important window equipment development since the one-piece jamb member... another Zegers "first"! Get complete information on this remarkable innovation *now!* Builders, see your Lumber Dealer;—Lumber Dealers, see your Sash and Door Jobber or Millwork Manufacturer.



**ZEGERS**

*Dura-seal*  
**COMBINATION  
METAL WEATHERSTRIP  
SASH BALANCE**

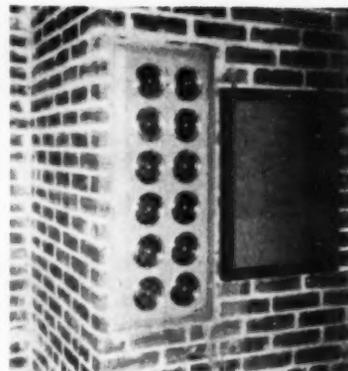
Dura-seal provides but complete weather protector and "finger tip" window operation. The jamb member is made in one piece and its income lock surface is 1/2" x 1/2" maintaining a constant seal and smooth window operation even when the sash expands or contracts due to changeable atmospheric conditions.

**ZEGERS INCORPORATED**



Dura-seal provides visual and operating features that help sell homes. Contact for complete information see our folder in Sweet's File.

1875 South Chicago Ave.  
Chicago 17, Illinois



Built-in model, showing front and rear ears used to allow for plaster ground

**building plan depository  
useful merchandising device**

A merchandising device for architects and builders is the "Plan-Keeper," an aluminum depository tube with cover. Installed in the building wall, it serves to preserve the owner's plans and similar important building data. The unit is available either as a built-in type for new structures, or a corner model for installation in existing buildings.

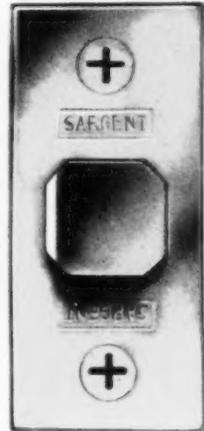
A personalized name plate on the front cover keeps the builder's name before the owner, subsequent owners, their relatives and friends, which could lead to future sales. The device is equally useful to the home owner, since the need for the original plans and other pertinent data about his property continues for the life of the structure.

The Plan-Keeper is available in 24-, 30- and 36-inch lengths, in either the corner or the built-in model. The inside diameter of the tube is 2 7/16 inches. The cap, available with a cylinder lock, covers a pull rod for extracting the tube's contents. The cap, with its nameplate, has a diameter of 4 7/16 inches. A sealed gasket at each end of the tube renders the device insect-proof. Projecting ears just back of the cap provide accurate spacing for installing the device in 3/4- or 5/8-inch plaster ground.

The depository can be installed in both frame or masonry construction. Multiple installations have been made in many commercial buildings and in institutions. The Plan-Keeper is made by Mann Metal Products Co., St. Petersburg, Florida.

**AMERICAN BUILDER**





Build  
*Good First Impressions*

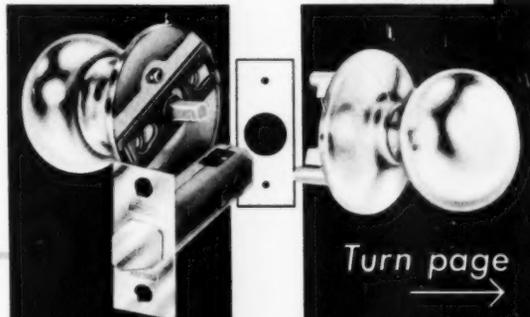
into your homes!

*Sell Them Faster*

with recognized branded products like



**SARGENT**  
**ALIGNA LOCK**  
TRADEMARK



Turn page  
→

Here's why

# SARGENT ALIGNALOCK<sup>TRADEMARK</sup>

is the **BIGGEST VALUE** in Low Cost Locks!

➔ Compare it for price...for appearance  
...for design...for that "feel" of quality  
...for protective features  
...for EVERYTHING that you want!

➔ **ALIGNALOCK** is backed by the famous...  
**SARGENT** of NEW HAVEN! It is the kind of  
branded hardware that home owners and home  
buyers recognize immediately as *reliable*!

**ALIGNALOCKS** are available in all the  
functions you require.

**2246AS** Entrance door set without  
guarded latch bolt.

**2205AS** Entrance set with guarded latch  
bolt.

**4122** Grip handle for entrance sets.

**2264AS** Bedroom or patio set (without  
emergency key).

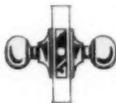
**2265AS** Bathroom set (with emergency  
key).

**2215AS** Passage set.

**2293AS** Knob pull.

➔ **Beautiful appearance!** In polished brass,  
bronze, aluminum, polished chrome for split  
finishes.

➔ **Balanced design!** Two big  
solid brass knobs... both with the  
"feel" of quality. No unsightly holes  
for emergency keying or locking  
buttons.



**Fully guaranteed!** This Sargent  
Guarantee Certificate, displayed in  
new homes, indicates *quality*  
throughout.

➔ **NO OTHER LOCK CAN BE INSTALLED  
FASTER THAN AN ALIGNALOCK!**



➔ **Self-aligning assembly**  
allows even non-skilled help to install AlignaLocks  
easily, accurately and economically.

➔ **Special installation tools!**  
Available is a strike indicator, center-  
ing tool, boring jig and mortising tool  
for face plate.



➔ **Small cross bore**... only 1 3/4 inches required.

➔ **Greater projection of bolt** gives mechanics  
more leeway with loose fitting door frames.

➔ **Phillips's Head Screws** have a neater  
appearance, speedier installation.



## ONLY HIGHEST QUALITY MATERIALS ARE USED IN ALIGNALOCKS

➔ **No die-cast parts.** Concealed working parts  
made of pressure-formed metals. No easily cracked  
zinc die-cast parts.

### Rugged steel case!

➔ **All working parts**, except the cylinder, are in  
the rose. Knob contour is unbroken.

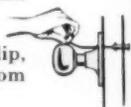
### EASY ON THE LATCH... FIRM ON THE KNOB

➔ **TWO springs instead of one!** Both springs  
work against knob action... only *one* works  
against latch.



### Smooth, positive bolt and knob action!

➔ **Automatic unlocking!** In bathroom or bed-  
room functions, if door is closed with the lock  
"on", it unlocks automatically. *Won't* remain  
locked if door accidentally closes.



➔ **Emergency unlocking!** Even a paper clip,  
inserted in small hole in exterior rose of bathroom  
set, releases lock.

➔ **All from one source!** Sargent offers you a  
complete line of quality builders' hardware. One  
source... one invoice... unity of design and finish  
in *all* hardware required.

For complete information about the new line of  
Sargent AlignaLocks, and free literature for your  
prospective home buyers, see your supplier at  
once. Or write us.



Hardware of Character

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## new products

### JALOUSIE WINDOWS AB55403

LuVent double-strength jalousie windows are constructed with an insect-proof seal between the window frame and screens, a rigid frame, lifetime plastic strip between glass and frame which seals out weather, counter-



balanced louvers, overlapping glass-holding clips and special glass tension springs which prevent rattling. Weather Products, Inc., Dept. AB, 1047 E. 27th St., Hialeah, Fla.

### PLYWOOD SIDING AB55417

"Texture One-Eleven" is the name of a new fir plywood product for siding. Full-size panels of two patterns are available. Pattern 16/2, shown at left,



has a 16-inch net width, rabbeted both sides, with grooves 2 inches o.c. Pattern 32/4, on the right, is a panel 32 inches wide, rabbeted both sides with grooves 4 inches o.c. Panels are made with waterproof glue in eight- and 10-foot lengths; shorter lengths are also available. "Texture One-Eleven" is shipped in durable corrugated packages. Douglas Fir Plywood Association, Dept. AB, Tacoma Bldg., Tacoma 2, Wash.



Artist's rendering shows the new prefabricated, air conditioned "Freedom" model designed by architect George Nelson

### PREFABRICATED HOUSE STRESSES OPEN PLANNING AB55401

This new, three-bedroom prefabricated house is designed for year 'round air conditioning. It is planned for a builder's sale price in the \$14,000-\$19,000 range, depending upon locality. Price includes lot, a Carrier air conditioning unit, Youngstown kitchen cabinets and sink and a kitchen exhaust fan.

The test model has redwood and asbestos siding; was built with a crawl space. House, however, can be constructed on slab or with basement. In living room, family room and kitchen, ceiling follows the roof line. Kitchen

area is separated from living room by an eight-foot storage wall, opening toward the living room. Built-ins include a drop-down desk in the storage wall, Formica top dressing table in the master bedroom and a laundry hamper beneath one of the lavatories. Closets throughout the house, including two in entrance hall, have full-height sliding doors. Additional storage is provided in carport. American Houses, Inc., Dept. AB, 165 W. 46th St., New York, N.Y.

### DIAPHRAGM PUMP AB55409

This two-inch, power driven unit weighs only 185 pounds. The pump waterbox, frame and jackshaft support



are combined in a one-piece welded steel section which offers great strength and resistance to shock. Pump shaft and crank pin run in roller bearings. Shaft is hardened, heat treated and precision ground.

Both suction and discharge connections are arranged for optional use of 2- or 2½-inch hose. Connections are tapped 2 inches inside and threaded 2½ inches outside. A cleanout provides access to discharge valve and water passage. Power is transmitted through enclosed gears, requiring no adjustment. Unit is enclosed in a metal housing which gives weather protection. Hinged covers at both ends provide complete accessibility to pump and engine. C. H. & E. Manufacturing Co., Dept. AB, 3894 N. Palmer St., Milwaukee 12, Wis.

### ASPHALT TILE AB55414

Sixty new patterns, including three different style lines, have been added to the manufacturer's floor and wall covering products. Patterns include 22 linoleum, 14 felt-base, nine in linoleum tile and six in wall covering. A Flagstone Asphalt Tile development (illustrated) consists of simulated flagstone tiles in various jig-saw-piece shapes, factory cut to fit tightly into different size openings in an 18-inch square framework or grid. No special tools are required for installation.

Three color schemes have been introduced, combining plain, straight grain and swirl marbled effects, adapted to the current trend to "outdoor look," ma-



terials in residential and commercial building. The Flagstone Asphalt Tile may be installed below grade as well as on ground level and suspended sub-floors. Armstrong Cork Co., Dept. AB, Lancaster, Pa.

◆ FOR MORE INFORMATION USE COUPON ON PAGE 214



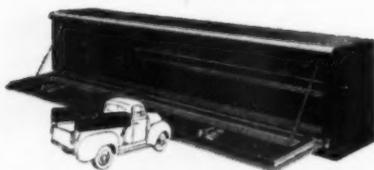
**Service-Master**  
THE IDEAL BUILDING,  
PLUMBING, AND ELECTRICAL  
CONTRACTING SERVICE BODY

Here's the body that takes a completely equipped shop to the job, and saves up to 75 minutes per day. Using the latest average service base rate of 6 cents a minute and an average saving of 30 minutes a day . . . Service-Master saves \$478.00 worth of time a year. Available in sizes for 1/2, 3/4, 1, and 1 1/2 ton chassis — regardless of age or make. The coupon below will bring complete details, with no obligation to you.

**MAKE YOUR PICK-UP TRUCK  
A SERVICE TRUCK, TOO!**

**SERVICE-TWINS**

for 1/2 and 3/4 ton pick-up trucks



These easy-to-install tool and material compartments are finished in baked-on, medium-dark green enamel. Parts bins are built-in. Doors have slam-action catches, with locks keyed alike. Available with overhead rack.

**McCABE-POWERS AUTO BODY CO.**  
3900 No. Broadway • St. Louis 15, Mo.

Please send me complete details on:  
SERVICE-MASTER  SERVICE-TWINS

Name \_\_\_\_\_

Company \_\_\_\_\_

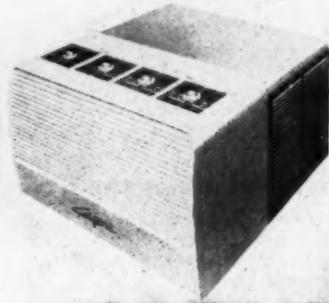
Address \_\_\_\_\_

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

**new products**

**AIR CONDITIONERS AB55404**

The "Capri" window-type room air conditioners are available in 1/2-, 3/4- and 1-ton capacities. Custom styling in mar-resistant green-gray finish is said to blend with most room decors. Units are designed for year 'round living. They are equipped with draft-free louvers that are individually adjustable to direct



the flow of conditioned air. Controls are concealed beneath cabinet lid. Built-in thermostatic control provides variable cooling.

The units remove up to three pints of moisture per hour, exhausting stale air and maintaining dry, cool comfort. The intake filter, one-inch thick, removes dirt, dust, pollen and smoke from the outside air. A two-speed compressor is hermetically sealed. Units have enclosed motor, lubricated for life, and are UL and CSA approved. Frigid Incorporated, Dept. AB, 128-168 32nd St., Brooklyn 32, N.Y.

**BRICK VENEER PROCESS AB55423**

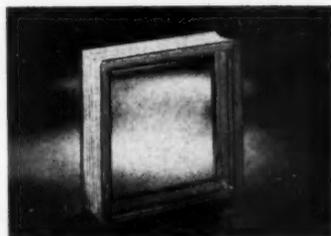
A new brick siding process, called Quikbrick, consists of a mixture of non-fading crushed brick with cement, which is trowelled on a wall over a soft cement base. Patented jigs and forms are used in conjunction with a monorail track fixed at the top of the wall to form separate series of vertical and horizontal



mortar joints. The process is stated to be less expensive than ordinary brick veneering and offers the same durability. Dealerships are available from the licensor. American Cement Products, Dept. AB, Detroit 38, Mich.

◆ FOR MORE INFORMATION  
USE COUPON, PAGE 214

**OWENS-ILLINOIS  
GLASS BLOCK\***



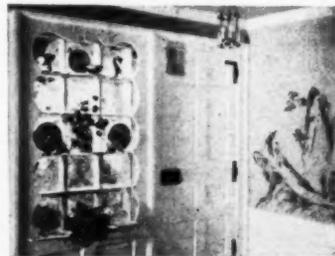
**EASY TO  
HANDLE**

Owens-Illinois Glass Block are handled in the same way as cement blocks — same mortar, same laying technique. They go in at the same time, or they can be used for remodeling jobs.



**EASY TO  
STORE**

Glass Block arrive on the job site packed in sturdy cartons of convenient size. Cartons can be opened as block are needed. No loose block for you to handle.



**EASY TO SELL**

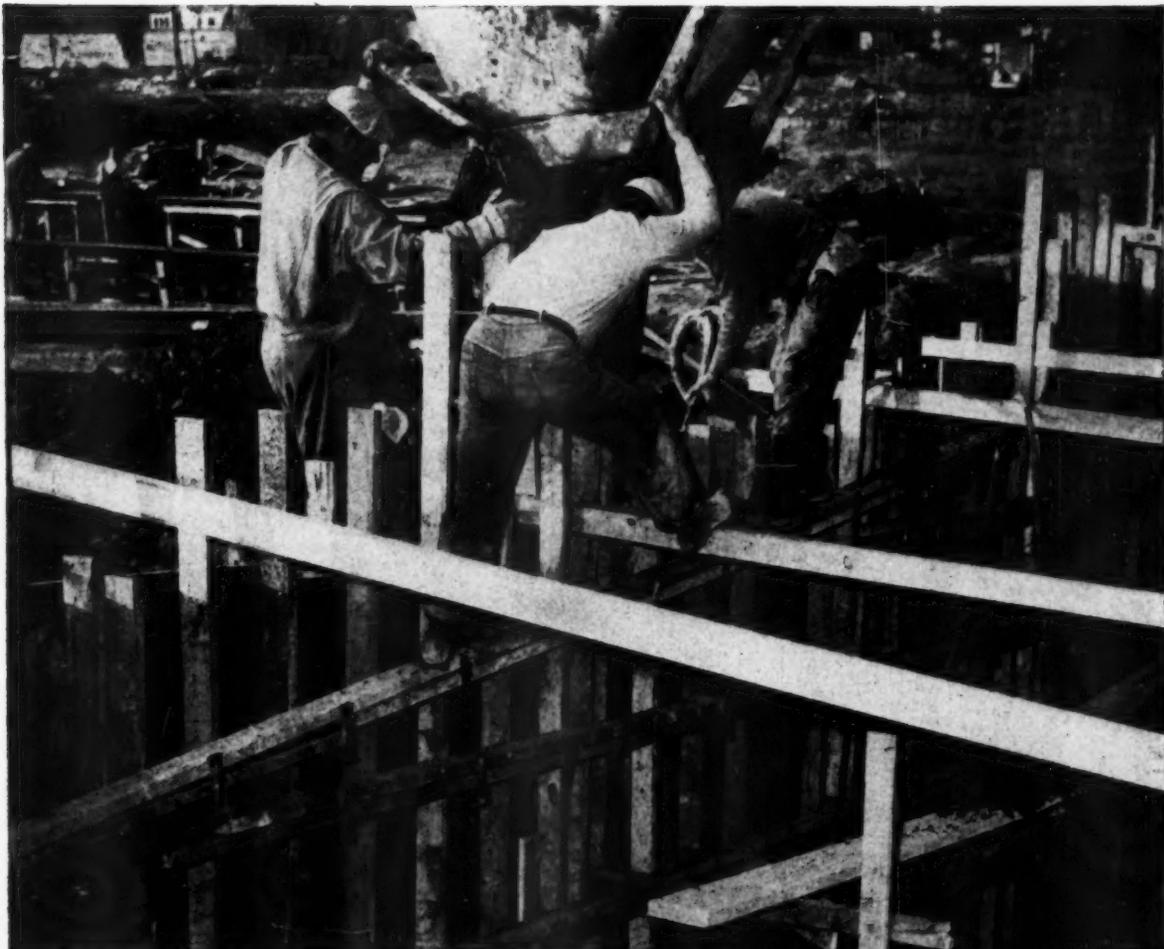
Let Owens-Illinois Glass Block help you sell your homes faster by adding visible evidence of extra value. Tell your customers that a panel of glass block has the insulating efficiency of an 8-inch thick brick wall. The panel won't frost or sweat in winter . . . provides better insulation than a window with storm sash. Point out block are hard to break . . . easy to clean.

For information or help with a specific problem, write Glass Block Division, Owens-Illinois, Dept. AB-5, Toledo 1, Ohio. \*Formerly known as INSULUX.

**OWENS-ILLINOIS**

GENERAL OFFICES **TOLEDO 1, OHIO**

AMERICAN BUILDER



### **With Homelite Carryable Generators...**

contractors are now operating cost-cutting, labor-saving, one man high cycle electric concrete vibrators. Note the absence of special staging normally required for both operator and gas-engine powered vibrators. The Homelite generator stays on the ground, out of the way of the actual pouring operation and is easily moved to any spot where needed. Homelite generators also provide power for money-saving electric drills, saws and floodlights. For complete information, write

#### **HOMELITE CORPORATION**

505 RIVERDALE AVENUE • PORT CHESTER, N. Y.



# How to make a prospect



**THE ABOVE ROOM**, featuring Weldwood knotty pine, will appear in full color in Weldwood advertising in the June issues of American Home, Better Homes and Gardens, House Beautiful and Sunset Magazines.

1. Wall Paneling
2. Hold-all wall cabinet
3. Turtle hassock
4. Knotty pine folding table
5. Radio-TV and record storage and player combination cabinet
6. Slide-opening partition
7. Upright magazine rack



# reach for a checkbook

Material for a work, play or guest room paneled in the 1/4" Weldwood Idaho knotty pine you see here costs only about \$38 for an 8' x 12' wall. It's worth many times as much in sales appeal!

Can you imagine any feature in a home capable of putting more pressure on a prospect to sign the contract than a room such as the one you see here? When you finish a work, play or guest room in beautiful Weldwood knotty pine you put the prospect's entire family on your side, including Dad.

**IT COSTS SO LITTLE, TOO!** The handy 4' x 8' panels are quickly installed, cut with virtually no waste.

Knotty pine lumber makes a satisfactory job; in fact, we manufacture this material in large quantities. However, when a really fine knotty pine installation is required, Weldwood genuine Idaho knotty pine paneling is the answer. The large sized panels minimize joints and are decoratively attractive by reason of their small, well-spaced knots. The panels are easy to keep clean and do not include deep grooves which harbor dust and dirt. Best of all, you can guarantee Weldwood knotty pine paneling for the life of the home.

If you feature a finished and furnished sample home as part of your promotion, we will be glad to send you instructions for making everything you see in the room above; just clip the coupon.

**DON'T FORGET OTHER WELDWOOD PRODUCTS**—exotic blond Korina®, mahogany, birch, walnut, oak—are some of the beautiful hardwoods available. Also, Weldtex®, Surfwood®, Novoply® and easy to install Plankweld®, ranging in price from as little as \$23 for an 8' x 12' wall; Novoply Sliding Door units, too, which stay flat always.

There is high quality Douglas Fir Weldwood in interior and exterior types—the popular priced panels of 1000 uses.

For further information, see your local lumber dealer now or contact any of the 72 United States Plywood Corporation or U.S.-Mengel Plywoods, Inc. distributing units in principal cities or mail coupon.



## Weldwood®

United States Plywood Corporation

World's Largest Plywood Organization

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

U.S.-Mengel Plywoods, Inc., Louisville, Ky.



Weldwood plywood for interior use is guaranteed for the life of any house in which it is installed.

**IN YOUR ADVERTISING**—the Weldwood life-of-the-building guarantee has tremendous sales appeal. Use it in your newspaper advertising and promotional literature. You can even include it in your sales contract because it is backed by the world's largest plywood organization.



**IN YOUR PROMOTION**—people prefer branded products backed by powerful advertising. Weldwood products are advertised in all leading national magazines. Building site display cards and promotional literature featuring Weldwood paneling in your homes are yours for the asking.

United States Plywood Corporation AB 5-54  
55 West 44th Street, New York 36, N. Y.

- FREE**  Please have your salesman contact me with full details about knotty pine paneling and other Weldwood paneling.
- Send instructions for making features shown in room.

NAME.....

ADDRESS.....

CITY.....STATE.....

For Perimeter Heating

*Now... Improved*

# SONOAIRDUCT<sup>®</sup>

FIBRE DUCT

PAT. APP. FOR

## 3 new features!



- Wrapped in black asphalt duplex kraft
- Lined with aluminum foil
- Ends dipped in wax

### at NO increase in price!

SONOAIRDUCT—the economical fibre duct, which has in two short years revolutionized installation of loop, radial and lateral slab warm air heating systems—HAS BEEN IMPROVED...

The new SONOAIRDUCT contains all the cost-saving advantages that has made it so popular with heating contractors and builders everywhere. The basic new improvements are:

**SONOAIRDUCT is now aluminum foil lined for lower coefficient of air friction!**

**SONOAIRDUCT is now wrapped in a black, weather-resistant asphalt duplex kraft, trade-marked in the usual orange lettering.**

**SONOAIRDUCT is now end dipped in wax to make it more impervious to moisture!**

SONOAIRDUCT will continue to be available in 27 sizes—2" to 36" I.D., up to 50 ft. long in specified lengths, or it can be sawed to desired lengths on the job. Fits all standard metal bends, elbows, registers, T's, etc. Permitted by F.H.A.



Can be sawed to exact lengths on the job. Easy to handle, level and fit. Saves time, labor and money.

### All this—at NO increase in price!

Write today for complete information and prices

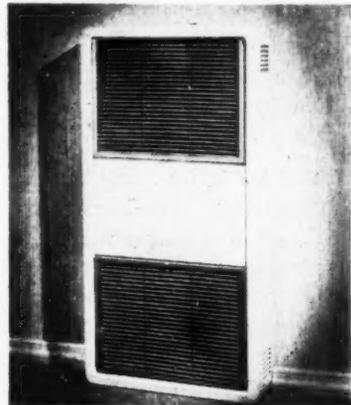
**SONOCO PRODUCTS COMPANY**  
 Construction Products Division  
 HARTSVILLE, S. C. — MAIN PLANT



## new products

.....  
GAS WALL HEATER AB55424

"Saf-Aire" units burn any type of gas heating fuel, including manufactured, mixed, natural or LP gas, in a sealed chamber. Sealed vents through the wall supply outside air for combustion and discharge the products of combustion directly outdoors. These units eliminate the need for a draft-diverter, while con-

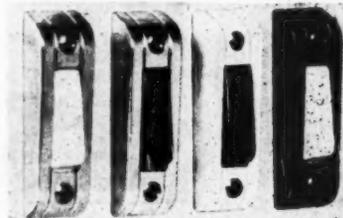


serving heated room air. They require no chimney or duct work and are thermostatically controlled. Heaters can be installed after construction is finished, recessed between wall studs.

Three sizes are available, offering 14,000, 20,000 and 30,000 Btu's per hour input. Each unit operates independently. Fast heat response is stated to maintain even temperatures in each room. Units are recommended as auxiliary heating for hard-to-heat rooms, additions to small homes, enclosed porches, recreation areas, etc. Their use prevents overloading or unbalancing of existing heating systems. Stewart-Warner Corp., U.S. Machine Division, Dept. AB, Lebanon, Indiana.

BELL PUSH-BUTTONS AB55405

"Keynote" line of doorbell push-buttons have piano-key action. Units are streamlined to fit narrow door trim, and are available in four color combinations to blend with exterior color schemes. All exposed parts are made of weather-resistant plastic. A special manufacturer's



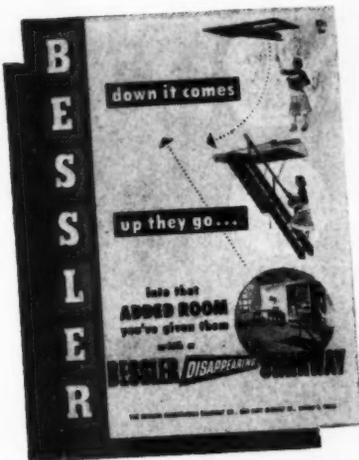
finish gives brass and chrome colored parts high lustre and prevents them from tarnishing or staining door trims. Edwards Company, Inc., Dept. AB, Norwalk, Conn.

◆ FOR MORE INFORMATION  
USE COUPON, PAGE 214

AMERICAN BUILDER



## HOW TO BUILD MORE SALEABLE SPACE INTO HOMES



Write today for FREE BESSLER CATALOG showing how easily and economically you can use BESSLER DISAPPEARING STAIRWAYS (7 Models) to assure more cubic feet per building dollar!

### IMMEDIATE DELIVERY

assured on all models!

THE BESSLER DISAPPEARING STAIRWAY CO.

1900-A East Market Street, Akron 5, Ohio

## SLASH LIGHTING COSTS with FREE SUN LIGHT

Get **CHEM-O-GLAS** facts



IT MAY PAY YOU WELL to get full details on economies now possible through use of these shatterproof, translucent, chemical-glass sheets.

Only one of its type L.A. Code Approved as "Flame resistant." Colorful. Colorfast. Fadeproof. Maintenance-free. No paint needed—ever. Precision-molded under 400,000 lbs. to give greater strength of 26,000 psi, and absolute uniformity throughout. 5 colors in flat, or exclusive RIBBED shape so easy to install without costly special moldings. Small 3/8" rib overlap saves up to 5¢ per sq. ft. Get facts!

"Tomorrow's Product"—available today. For complete facts, prices, free "Idea Folder" or name of nearest dealer, tear out coupon, now. Mail when convenient.

#### FLAT CHEM-O-GLAS ENDS BREAKAGE

Use as replacement for standard glass.

**NEWEST USE:** To replace glass in Jalousie or Louver Windows. "Lets light in; keeps sight out." 5 colors. (Dealer; write for franchise details.)

CHEMOLD COMPANY, Dept. AB-5  
2000 Colorado Ave.  
Santa Monica, Calif.

RUSH ME:  Chem-O-Glas "Idea Folder."  Name of nearest dealer.  Dealer franchise data.

Name.....

Company.....

Address.....

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

**SEND NOW**

# YOU NAME IT... ROBERTS-GORDON HAS IT!



- Nationally-Known Products - AGA Approved
- Complete line of gas-fired Home Heating Equipment
- Quality Designed, Engineered, Produced
- Simple Installation plus Minimum Service

**PLUS** the famous patented Roberts-Gordon Spreader Flame Gas Burner . . . "The standard of the industry" . . . the patented way of burning gas efficiently and economically.

Before You Install . . . SEE

## ROBERTS-GORDON

Manufacturers of Gas Heating Equipment



BUFFALO 6, N. Y.

DEPARTMENT AB

# 4 Big Savings



Mr. Roth, contractor, and Mr. R. G. Morgan, of the Upson Co., look over plans. That's real snow you see, but it didn't stop application of Upson All Weather Sheathing.

## *why builders switch to Upson All Weather Sheathing*

This builder will tell you that "All Weather" is the best name for Upson Sheathing. Snow or rain, work continues. And that's just one saving. There are many more cost cutting features.

In fact, everything about Upson All Weather Sheathing reinforces this main point: you save, and save plenty! Here's what we mean.

**1** Upson All Weather Sheathing costs less to buy, yet offers highest quality. Check price lists. Compare. You'll discover Upson All Weather Sheathing does a better job for less cost.

**2** Super strong. Made from 6 plies of true-individual wood fibers, laminated and scientifically welded together. Eliminates costly corner bracing. In fact, All Weather Sheathing meets and exceeds requirements of FHA Technical Circular No. 12. Also accepted by the Veterans Administration.

**3** Slashes application costs two ways. *First*, king sizes cover large areas with a single panel. Now two men can sheath a house as quickly as four men.

*Second*, exclusive **CuraSeal** waterproofing process permits continuous work, even in rain or snow. Absolutely safe to store outdoors, cuts storage costs.

**4** Ten different sizes mean material wastage pared to almost nothing. Now one or two panels cover an **entire** wall area. Moreover, you can buy sheathing to fit your job.

Standard sizes: 2 x 8, 4 x 8, 9, 10, 12.

King sizes: 8 x 12, 14, 16, 18, and 20.

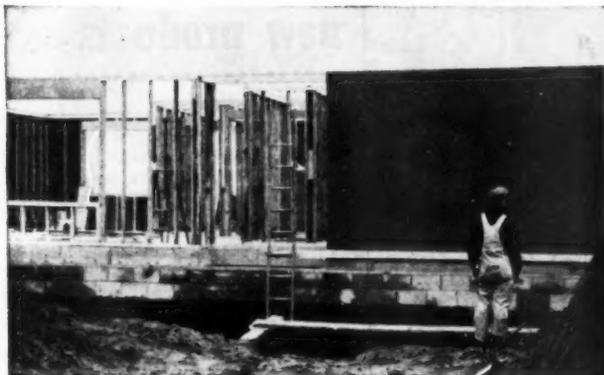
More. Upson cuts soffits to size. Think what this means. No cutting on the job. No waste. Save time. Cut costs.

Upson All Weather Sheathing keeps pace with modern building methods. Use Upson All Weather Sheathing on your next job.

**For full FREE details, mail coupon today!**

**UPSON**

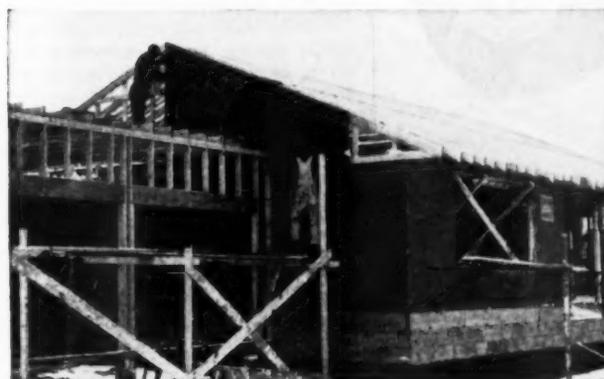
*All Weather*



Upson All Weather Sheathing is super strong, adds tremendous bracing strength. Save, eliminates costly corner bracing.



Only Upson offers king size sections. Work time cut 50%. Windows cut out after application, pieces used in gables.



These men apply *CuroSeal* waterproofed Upson Sheathing even in a snow storm. Upson is absolutely safe to store outdoors.



There's virtually no waste with Upson All Weather Sheathing. Small pieces from window cut-outs are used to finish gable.



A greater range of sizes lets you buy sheathing to fit job. Only two sections were used on each side of doorway.



Apply building paper then siding. No waiting for good weather. Try amazing Upson All Weather Sheathing on your next job.

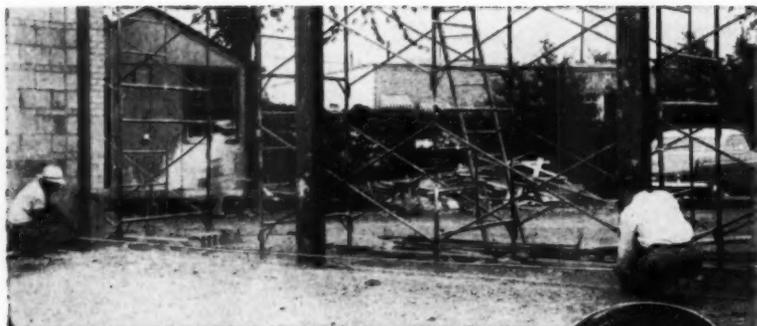


# SHEATHING

PROVEN QUALITY YOU CAN TRUST

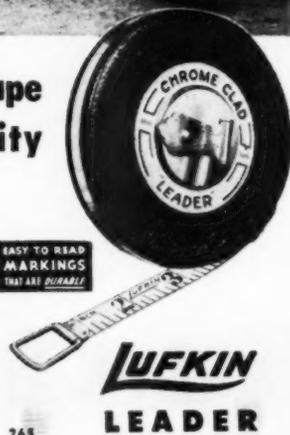
**THE UPSON COMPANY**  
 115 Upson Point, Lockport, New York  
 Please rush me FREE Folder and Application Instruction Sheet on Upson All Weather Sheathing.

NAME \_\_\_\_\_  
 COMPANY \_\_\_\_\_  
 STREET \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_

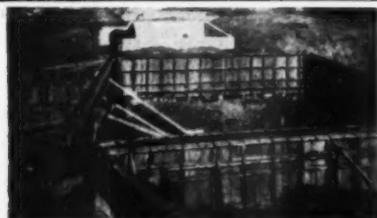


## The Outstanding Steel Tape for On-the-Job Durability

The Lufkin "Leader" Steel Tape is Chrome Clad — many times more durable because the fine steel line is built up by Lufkin's exclusive process with a series of electro-platings. These platings strengthen the line, make it resistant to rust and corrosion, and protect the jet black markings that are easy-to-read against the safin chrome-white background. Line won't chip, peel or crack. Metal case is rust resistant coated, covered with durable maroon vinyl. Available in 25', 50', 75' and 100' lengths. Choice of standard or folding hook ring. Get more for your money — get the Lufkin Leader.



BUY **LUFKIN** TAPES — RULES — PRECISION TOOLS From Your Supply House  
THE LUFKIN RULE CO., SAGINAW, MICH. — New York City — Barrie, Ont.



**Symons Form Hardware for Foundation 24' x 32'**  
**Cost \$223.56**

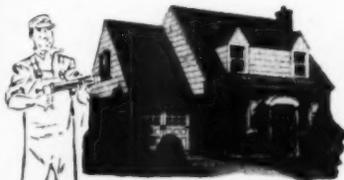
Symons Forms can be erected and stripped faster, are safer, require a minimum amount of waling and bracing, and produce better looking walls.

### FORM HARDWARE SUMMARY

Quantity	Item	Cost
512	Short Connecting Bolts.....	\$ 53.76
32	Long Connecting Bolts.....	3.52
544	Wedges.....	35.36
1200	Steel Strips.....	48.00
992	Stop Plates.....	39.68
8	Inside Corner Brackets.....	2.80
64	Waler Sets.....	13.44
4	7' Outside Corners.....	32.00
		<b>Total \$223.56</b>

Take advantage of Symons Engineering and Sales Service. Send in the plans for your next job and get complete layout and cost sheet which will show the number of standard panels your job requires, as well as the number and size fillers and corner pieces needed, plus all form hardware necessary. Our Catalog F-9 will also be sent upon request. Symons Clamp & Mfg. Co., 4261 Diversey Avenue, Dept. E4, Chicago 39, Illinois.

## 26 COLORS



## CALBAR CAULKING COMPOUNDS

match every building material!

With brick, stucco, asbestos-cement siding, shingles, metal or wood...there's a CALBAR color to match or harmonize perfectly! Non-staining, non-hardening CALBAR Caulk complies with Federal and ACPA specifications. Write for details.

### CALBAR PAINT & VARNISH CO.

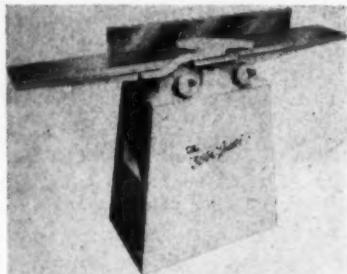
Manufacturers of Technical Products  
2612-26 N. Martha Street  
Philadelphia 25, Penna.



## new products

### 6-INCH JOINTER AB55412

Featuring a large table, 60 inches overall, this new 6-inch jointer has a 37x4-inch fence which rests on a sturdy tapered stand. Hand wheels with indi-



vidual turning knobs controlling the setting of each table are located at the front of the jointer.

A balanced three-knife head, 2 7/8 inches in diameter, operates at 6,000 r.p.m., making 18,000 cuts. Heavy duty, dust-proof life-sealed bearings are used. The rabbeting capacity is 5/8-inch, with a rabbeting arm support 8 1/2 inches long, extending 3 inches from the bed. Heston & Anderson, Dept. AB, Fairfield, Iowa.

### MODULAR SASH AB55411

A modular unit window called "Modernaire" enables builders to use Thermopane insulating glass as economically as conventional windows and storm sash, according to its manufacturer. It is available in both fixed and awning ventilator type sash, slightly smaller than regular panel windows. The unit comes complete with a roll-type bronze screen, eliminating framed screening, and glazed with insulating glass, which does away with the need for storm sash. They may be stacked, used singly or in ribbons.

Weatherstripping is made of sponge rubber coated with Neoprene and reinforced with spring steel to ensure tightness; two bronze sill locks hold the sash tightly against the frame. Specially designed hardware makes it possible to



open ventilators a full 130 degrees, enabling both sides of the glass to be cleaned from the inside. Bronze screen can be rolled up and down like a window shade and can be locked at any point. Builders Products, Inc., Dept. AB, Box 374, Station D, Cleveland 27, Ohio.

◆ FOR MORE INFORMATION  
USE COUPON, PAGE 214

AMERICAN BUILDER

# 10 reasons why YOU'LL SELL MORE

## Majestic

### CIRCULATOR FIREPLACES



- 1 Scientifically designed for best operation.
- 2 Circulates heat that other fireplaces waste.
- 3 Patented "Radiant Blades"—45% more heating surface.
- 4 Saves material and labor in installation.
- 5 Exclusive "Angle Seal" covers gap between unit and masonry.
- 6 Will heat one or more rooms.
- 7 Ruggedly built to last for a "housetime."
- 8 Built-in damper with patented poker-control.
- 9 Ample downdraft shelf to assure smoke-free operation.
- 10 Properly proportioned smoke dome for full efficiency.

For Masonry Fireplaces, Sell Majestic's Easy-Operating Dampers



Sturdy formed steel dampers that make any fireplace perform better. Proportioned for proper smoke dome design. Patented Majestic poker control! Extra tight closure for air conditioned homes. Easy to install . . . last for years!  
Ask your jobber or write for full details

**The Majestic Co., Inc.**

300-B Erie Street

Huntington, Indiana

MR. BUILDER

THE

## KOTA

ALL EXTRUDED ALUMINUM  
HORIZONTAL GLIDE

is the perfect high quality  
window for Low Cost Housing  
ASK FOR DETAILS and CATALOG

We make 26 different style Windows  
for every room—For every home.

**KOTA PRODUCTS INC.**

ROUTE 25-A

ROCKY POINT, N. Y.



Send for our quotation  
on all your rolling and  
column work. It pays!  
Send sketches or ask for  
our suggested designs.

Designers-Crafters of  
Ornamental Ironwork,  
Fencing and Gates.

2107 FLORENCE AVE.  
CINCINNATI 6, OHIO

**CINCINNATI IRON FENCE CO.**

INCORPORATED

MAY 1954

# New BROWNSKIN Fiberglas-Reinforced TARPS

Fiberglas-reinforced  
(actual size)



Creped for  
flexibility

Edges folded  
and sealed

Waterproof!  
Tough 2-ply kraft  
impregnated with  
a special compound

Solid brass  
grommets at  
24" intervals

## at 1/2 the price you'd expect!

New . . . low cost  
BROWNSKIN tarpaulins  
with Fiberglas reinforcing  
for strength. They can be  
used over and over again  
wherever outdoor protection  
of materials and equipment  
is required. There's  
nothing on the market like  
these rugged BROWNSKIN  
Tarps . . . and at  
half the price you'd expect.

Sizes 8 x 10, 10 x 12,  
12 x 16, 15 x 20. Also  
these widths in lengths up  
to 75 feet.

Send postal now for  
name of your BROWNSKIN  
Tarp dealer.

ANGIER CORPORATION  
Framingham 24, Mass.



Angier Quality Building and Construction Papers • Copperskin.  
Vaporseal Brownskin • Lumaskin • RFD Brownskin • Glass-mat



As foul-weather protection for equipment.



For protecting materials at low cost.



As waterproof shrouds over power tools.

# Precision Folding Stairway FIRST AGAIN!



now equipped with  
**Hydraulic Safety  
Checks**

1. Prevent slamming on opening and closing.
2. Operate stairway silently, safely, without effort.
3. Close stairway completely.



**5 YEAR**  
written guarantee  
furnished  
with each stairway

Add safety checks to  
present **PRECISION**  
Stairways at small cost.

*Manufactured by*

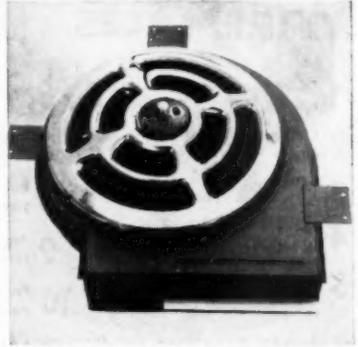
**PRECISION PARTS CORP.**

400-AB North First Street . . . Nashville 7, Tennessee

## new products

### VENTILATING FAN AB55416

The best features of the squirrel cage blower and the axial flow blade are combined in the new Marco V8 fan, according to its makers. Maximum air movement is accomplished by a blade propelled by a floating power motor designed for efficient, quiet operation.



The blade is made of aluminum alloy for lightness and durability. All parts are accessible for fast installation.

The complete unit is 3/4 inches thick. Standard finishes are chrome and white enamel; brass and copper are available. Motor specifications: 110 volts, 60/50 cycles, 100 watts. Discharge rating is 350 c.f.m.; free air rating: 800 c.f.m. Marvin Manufacturing Co., Dept. AB, 3071 E. 12th St., Los Angeles 23, Calif.

### LIGHTING FIXTURE AB55415

Extra ceiling illumination and maximum floor lighting are said to be provided by the "Strato-Ray" lens, designed for use with the manufacturer's recessed fixtures in commercial and institution installations. Prisms at the outer edges of the lens "bend" the light rays to illuminate the ceiling, while the oval-shaped center deflects the light down.

Six fixtures are available with the new lens: shallow types for horizontal lamps of 300 or 150 watts; standard fixtures with vertical lamps of 300 or 150 watts, which relamp from top or bottom; these four models are prewired for use with



any standard building wire. Two models, 150 and 300 watts, are the shallow type, made of extra heavy construction for installation in reinforced concrete structures, and are not pre-wired. Pryne and Co., Inc., Dept. AB, N; Towne and Railroad Ave., Pomona, Calif.

◆ FOR MORE INFORMATION  
USE COUPON, PAGE 214

AMERICAN BUILDER

HERE'S HOW YOU SAVE WITH FORD TRIPLE ECONOMY

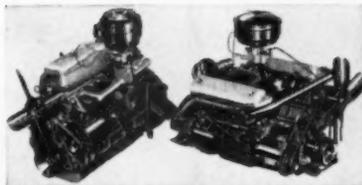
# You get more truck for your money in a **FORD**



From front to rear axle,  
new Ford Triple Economy  
saves you money all the way.

New Ford F-100 Pickup has big, 45 cu. ft. capacity. Five transmission choice, including Fordomatic Drive... Power Braking, too... at worthwhile extra cost.

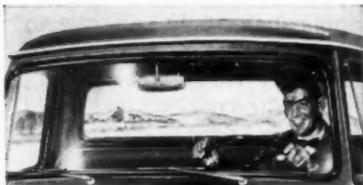
Under the hood of every Ford Truck you'll find a new gas-saving Low-FRICTION engine. For greater driving ease and better control there's Ford's famous *Driverized Cab* plus time-saving extras like Fordomatic. And every Ford has low curb weight, big load space to let you haul more every trip. For complete information see your Ford Dealer *today!* Or write: Ford Division, Ford Motor Co., Dept. T-23, Box 658, Dearborn, Mich.



You get gas-saving power from the new 115-h.p. *Cost Clipper Six* or the all-new Overhead-Valve, 130-h.p. *Power King V-8*.



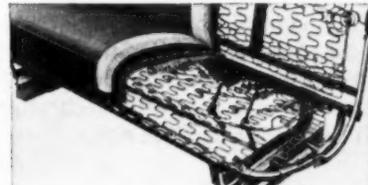
King-size cab door opening—nearly a yard wide—lets the biggest drivers slip in and out easily. Leg and foot room to spare!



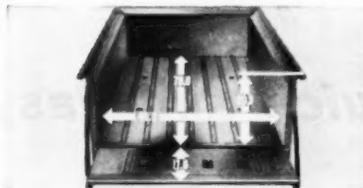
Big, one-piece curved windshield offers over 938 sq. in. of glass area for eye-saving visibility. Extra-deep side windows!



New upholstery of free-breathing woven plastic is cooler, easier to clean, feels better, looks better, lasts longer.



Widest seat in its class. Non-sag springs and exclusive shock snubbers reduce road shocks 75%, cut fatigue. It's comfort plus.



One of the biggest pickup boxes in the ½-ton field... 45 cu. ft. capacity. All-bolted construction for extra strength.



Box floor is just over 2 feet from ground for easier loading. Locked horizontal, tail gate serves as a rigid, level platform.



Power Brakes, now available on half-tonners, make stopping up to 25% easier. Pressure to stop truck won't break bulb.



New Fordomatic Drive is fully automatic. No clutch. No shift. Repays its extra cost in time saved on stop-go work.



SAVE WITH ALL THREE

1. Gas-Saving Power
2. Driver-Saving Ease
3. Money-Saving Capacities

## FORD TRIPLE ECONOMY TRUCKS

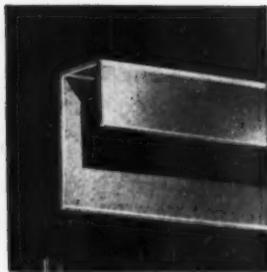
MORE TRUCK  
FOR YOUR MONEY!

ARRIER  
ROOM



For economical application just nail easy-to-handle, 16"-wide, ceiling-height panels right to the studs. You don't have to treat the joints, because they're a decorative feature with PANEL SHEETROCK.

For deluxe application apply adhesive to back of panels and press to baselayer of regular SHEETROCK Wallboard. No nail-heads to conceal. When remodeling, apply panels with adhesive—right over old walls.



For decorative trim and edge reinforcement use USG Metal Trim around doors and windows, and as moulding at ceiling and wall line. Available unpainted, or painted to blend with pre-decorated PANEL SHEETROCK.

**APPROXIMATE COST:**  
**\$9.00** for a 10' x 12' room.

Ask your U.S.G. dealer for further information or write Dept. AB2, Chicago 6, Ill.

## It's quick and easy



**PANEL SHEETROCK** also comes in pre-decorated Knotty Pine finish, or in plain panels that take any decoration.

**APPROXIMATE COST:**  
**\$44.00** for Knotty Pine **PANEL SHEETROCK** or **\$25.00** for plain **PANEL SHEETROCK** Wallboard to cover walls of 10' x 12' room.





So much luxury for so little cost—that's the PANEL SHEETROCK Wallboard selling story that opens eyes and closes sales for you. And when you use beautiful Striated PANEL SHEETROCK (as shown here), with the neutral-toned, straight-wood-grain finish, you realize even more economy, because you build and decorate—all in one operation!

**APPROXIMATE COST: \$65.00** for Striated PANEL SHEETROCK to cover the walls of a 10' x 12' room.

*to add sales appeal with*

# PANEL SHEETROCK<sup>\*</sup>

*The Fireproof Gypsum Wallboard*



**UNITED STATES GYPSUM**

***The Greatest Name in Building***

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

# NEW VULCAN TRIMLINE RADI-VECTOR\*

SAVES TIME • SAVES MATERIALS • SAVES MONEY

\*Trade-mark Reg.

## PRICE

TRIMLINE radiation costs less. New TRIMLINE features save time and money. Fewer joints necessary, less fittings. All parts mount on one piece top and back. Front cover snaps on after installation.

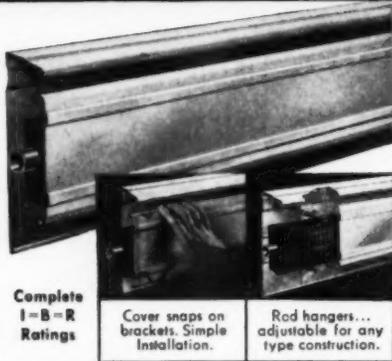
## PERFORMANCE

TRIMLINE provides the two most used types of heat. Radiant for floor level comfort. Convection for warm air throughout "comfort zone". Continuous inlet and outlet slots assure more heat output.

## ATTRACTIVENESS

Vulcan's NEW, TRIMLINE COVER is designed for enduring beauty... built to harmonize with any residential decor. The STREAMLINED top of cover reduces apparent depth. Front easily removed for cleaning.

Representatives in Principal Cities  
Write for New TRIMLINE Catalog No. 54



Complete  
I-B-R  
Ratings

Cover snaps on  
brackets. Simple  
Installation.

Rod hangers...  
adjustable for any  
type construction.

In the "long run"  
Vulcan COSTS LESS!



## The VULCAN RADIATOR COMPANY

Over Twenty-Eight Years  
A Leader in  
Fin-Tube Radiation



26 FRANCIS AVENUE  
HARTFORD 6, CONNECTICUT

## NOW 2 REMARKABLE, JOB-PROVED BONDING AGENTS

**PLASTER-WELD**  
and  
**WELD-CRETE**

...enable you to  
**PERMANENTLY BOND**

**GYPSUM • LIME-PUTTY • CEMENTS •  
ACOUSTICAL PLASTER**... to themselves  
or directly to most any structurally sound  
surface... even glass... and the bond  
never lets go!

These two liquid compounds, Plaster-Weld (for bonding plaster) and Weld-Crete (for bonding concrete) are similar in all respects except as to color and viscosity. Applied by brush, spray gun, roller. Equal bonding permanence all climates, all types of surfaces, all sorts of conditions. If your dealer doesn't have them, write us direct for complete information including applications and job-proof from leading architects, contractors, builders that both products do exactly as claimed... make PERMANENT BONDS that NEVER LET GO!

## LARSEN PRODUCTS CORP.

Dept. 6, 4934 Elm St., Bethesda, Maryland

**HASSALL**  
annular  
threads have  
**GREATER HOLDING POWER!**

Proven in industries like shoe making, asbestos siding, underlay flooring for linoleum, pallet manufacturing, boat building, etc. The stronger grip of annular threads should solve many a wood fastening problem, maybe yours! Write for samples.

ESTABLISHED 1850

**Hassall**

**JOHN HASSALL INC.**  
P.O. Box 2151, Westbury,  
Long Island, New York

## new products

### ELECTRIC SAW

AB55421

A portable electric seven-in-one saber-type saw is designed for those who want a single, dependable unit to cut wood, metal, plastics, tile and most building materials. Good balance, visible cutting lines and rapid blade speed are provided in this unit, say its makers. The saw can



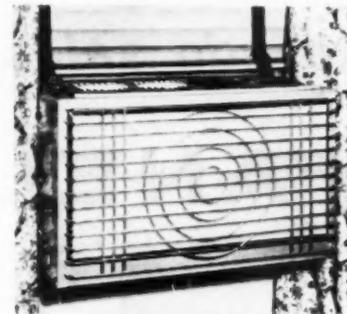
be used as a band, jig, keyhole, scroll, rip, cross-cut or coping saw. Its all-purpose applications are useful to carpenters, display builders, plumbers, cabinet makers, etc.

Blades can be quickly changed to cut soft or hard woods, plywood, metal, Formica, insulation materials, etc., in any form or shape. Saw is available in two models, each with 25/60 cycle motor, a.c./d.c., 110 volts. Model 2 will cut up to 3/4-inch; model 11 has a maximum sawing thickness of 2 inches. Saw is made in Switzerland and sold and serviced in America. The American Floor Surfacing Machine Co., Dept. AB, 518 S. St. Clair St., Toledo 3, Ohio.

### HEATER-COOLER UNIT AB55426

"Twin-Features" is the name of a new unit which combines air conditioning and electric glass panel radiant heat. Planned for use in new homes, it is also useful to the builder or owner who wants to heat an added room or provide heat in an area where it is lacking.

The unit, 15 inches high and 26 inches wide, projects only 9 1/2 inches into the room. It utilizes a 3/4-ton sealed



Tecumseh compressor, a 1,500 watt radiant heat panel protected by a decorative grille, and can be mounted on a wall or inserted in a window. Electriglas Corporation, Dept. AB, Bergenfield, N.J.

◆ FOR MORE INFORMATION  
USE COUPON, PAGE 214

AMERICAN BUILDER

**CORAL—A BRIGHT NEW COLOR**  
—adds extra appeal to that extra Briggs bathroom! It makes the most of every handsome modern fixture, including Briggs' new slant-back built-in lavatory, the Lowell.



*You've seen this*

**BRIGGS**  
BEAUTYWARE

*slogan*

TWO BATHROOMS—  
A MUST IN EVERY  
MODERN HOME!

*make it  
yours!*

**SELL COLOR VARIETY** with Briggs Beautyware! Give your customers a change of pace with two bathrooms in different colors. They have a choice of Sandstone, Sky Blue, Coral or this gorgeous Sea Green.



The extra bathroom adds very little to monthly payments—yet no other feature adds so much value to a new home! It's second to none for quicker sales, bigger profits.

Folks are delighted when they see two bathrooms. They'll be even more pleased if you've specified Briggs Beautyware. These smart, modern plumbing fixtures can glamorize the entire house. Eye-appeal that lasts and lasts is a

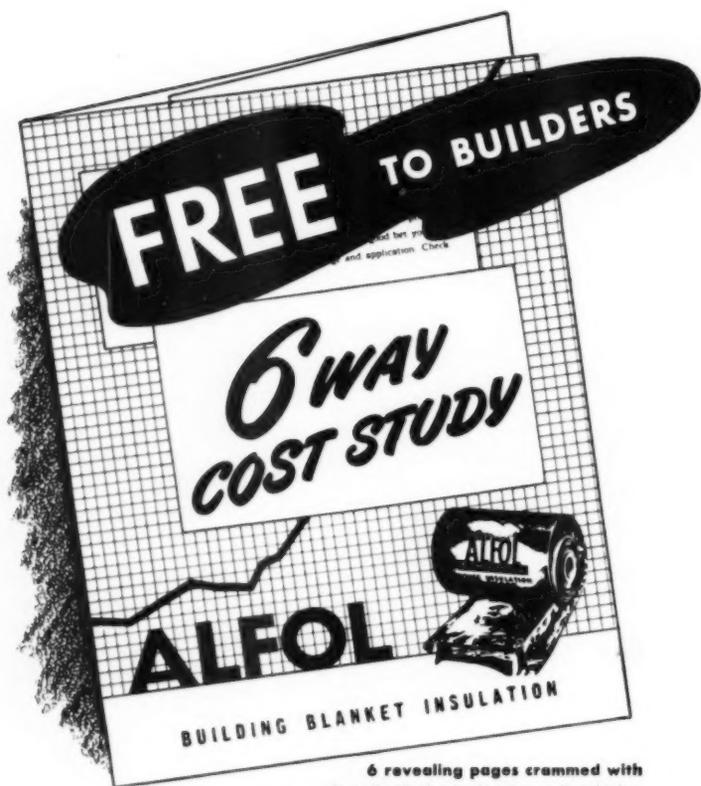
part of *every* durable Briggs fixture. Briggs Beautyware is acid-resistant, with handsome decorator colors that won't fade—even after years of hard use. You can *always* count on the high quality of popular Briggs plumbing ware.

Give home buyers the convenience of *two* bathrooms. And you'll find it's good business to equip them both with sales-making Briggs Beautyware!

©1954

**BRIGGS MANUFACTURING COMPANY • DETROIT 26, MICHIGAN**

**BRIGGS**



6 revealing pages crammed with Cost-Study facts, figures on insulation

## Designed for Insulation Contractors, this pamphlet provides inside facts on how you can Slash Insulation Costs!

Here's what this vital pamphlet contains:

- Actual time/cost figures on every insulation handling operation from factory shipment through installation. Includes (for both bulk and reflective-type materials):

- Unloading operations (2)
- Storage
- Loading and delivery
- On-job application

- 12 on-the-job photos
- How to Install ALFOL
- Heat-loss, Condensation: how to block both at once
- ALFOL's five types, four widths

Whether you put in your own insulation or buy it applied from a contractor, you'll want this vital pamphlet.

For it gives you the "inside story" on insulation costs, especially those connected with handling, storage and application. These are "overhead" costs. They're often hidden, but you pay them just the same . . . *directly*, if you put in your own insulation; *indirectly*, if you buy your material applied.

This Cost-Study reveals what these costs are, how much they amount to . . . *in dollars and cents!* And it gives the *figures* behind the lower prices usually quoted by your ALFOL distributor-applicator.

Offered to builders for the first time, this 6-page folder is free. To get your copy write the words "Cost Study" on your letterhead today and send it to our Dept. AB-5.

**ALFOL**  
BUILDING BLANKET INSULATION  
"FIRST IN REFLECTIVE INSULATION"

REFLECTAL CORPORATION

A Subsidiary of  
155 EAST 44th ST.



Borg-Warner  
NEW YORK 17, N. Y.

## new products

WINDOW UNIT

AB55407

The new Silentite "Convertible" window unit consists of a single basic unit which can be used as a right- or left-swing casement, awning window or swing-in, and hopper-type sash. A companion louver unit, designed to be used in conjunction with the basic sash unit, further increases installation possibilities. The basic unit is available in 10



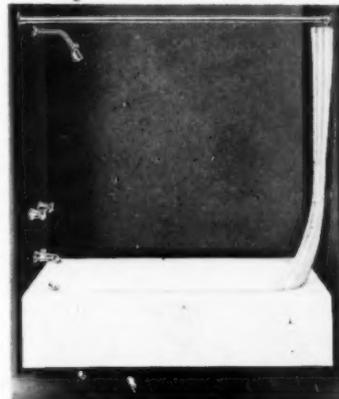
sizes and the companion louver unit in five sizes, providing a size for every building requirement, according to the makers.

The unit is completely factory-assembled—basic frame set-up, operating hardware, sash, screen and insulating light installed. It has spring-leaf weatherstripping and is machined for sash locks which are included. The basic unit may be adapted to any type of wall construction by the addition of stock liners to the inside of all four jambs. Curtis Companies Inc., Dept. AB, Clinton, Iowa.

BATH TUB

AB55419

The "Minocqua" bath is designed for homes in the lower-price brackets. Made of enameled cast iron, it measures five feet long and 29 inches wide. It is stated



to be an ideal unit for the budget-conscious builder, as, for example, in tract developments. The tub has the same lustrous, glass-like enamel that identifies other manufacturer's products. Kohler Co., Dept. AB, Kohler, Wis.

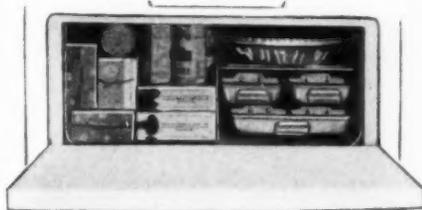
◆ FOR MORE INFORMATION  
USE COUPON, PAGE 214

AMERICAN BUILDER

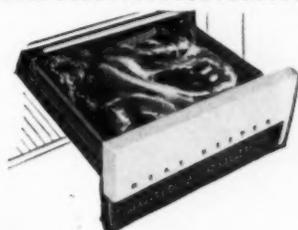
**BUILDERS:** The sum total of these Features is Money in your Jeans!

Westinghouse  
**FROST-FREE\***

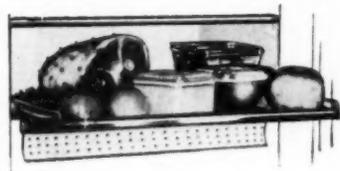
No Defrosting  
Any Place, Any Time  
100% AUTOMATIC DEFROSTING



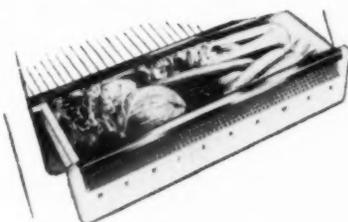
BIG 42-LB. FREEZER



18-LB. MEAT KEEPER



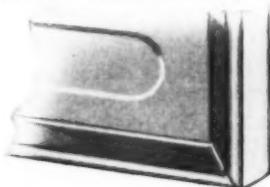
ROLL-OUT TRAY SHELF



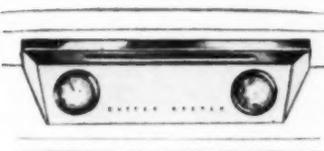
$\frac{3}{4}$  BUSHEL VEGETABLE HUMIDRAWER



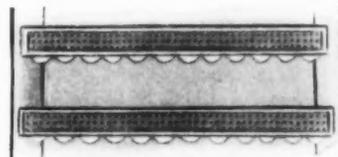
BONUS BOTTLE STORAGE



LIFETIME VINYL DOOR SEAL



HANDY BUTTER KEEPER



EGG SHELVES-IN-THE-DOOR



MODEL DFG-87  
8.7 cu. ft. capacity



FAMOUS BRAND NAME

Pays off  
in faster house sales!

Westinghouse  
**FOOD FILE**  
REFRIGERATOR-FREEZER

Ask your Westinghouse  
Distributor for  
complete specifications.

\*FROST-FREE MARKED BY PAT. 2,555,000  
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YOU CAN BE SURE...IF IT'S Westinghouse



## TRUSCON STEEL DOUBLE-HUNG WINDOWS

**63** Sizes and Styles

**PLUS 16** Picture Window Sizes

**...IN WAREHOUSE STOCKS!**



It's popular. It's economical. It's readily available.

It's Truscon's Double-Hung Steel Window. The largest selling window of its type in the world. Available for fast delivery to dealers or to job sites from Truscon's nation-wide warehouse net.

Look at its features. All-steel construction for life-of-the-house durability and freedom from warping, swelling, shrinking, rotting. Complete stainless steel weatherstripping. Stainless steel tape balances.

Sash and frame members electro-galvanized, bonderized, prime-coat painted at the factory. Finest hardware attached. Steel casings, stools and subsills available. Screens and storm sash, too. And now, famous KoolShade® screencloth is available with steel screen frames for use with Truscon Double-Hung Steel Windows.

Installed cost is low... cost per year of service makes it just about the most economical window buy on the market. More facts in Sweet's File; or, write for latest specifications.



### TRUSCON STEEL DIVISION REPUBLIC STEEL

1050 ALBERT STREET • YOUNGSTOWN 1, OHIO  
Export Dept: 932 Chrysler Building, New York 17, N. Y.

TRUSCON® a name you can build on

# BEST for BUILDERS

**NEW IMPROVED TRI-SAW**  
All-Purpose Portable Power Hacksaw  
**only \$37<sup>50</sup>**



**makes any cutting job quick  
... easy ... economical**

Zips through wood, sheet metal, lath, plaster, pipe, nails, etc. in seconds! Attaches to any heavy duty 1/4" or 5/16" drill.

Use this sensational time and work-saving tool. You'll say it is the best portable, all-purpose hacksaw on the market.

See Tri-Saw at your jobber or write us for descriptive literature.

**TRI-SAW CORPORATION**  
2207 HANLEY INDUSTRIAL COURT  
ST. LOUIS 17, MISSOURI

## 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.

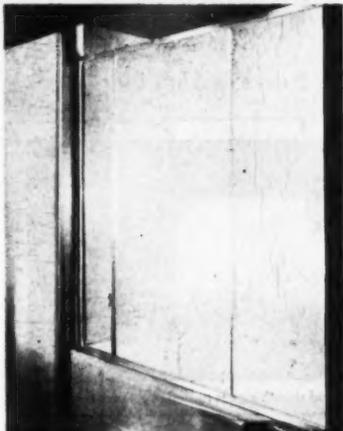
**American Cancer Society**



## new products

### TUB ENCLOSURE AB55410

The panels of this unit consist of flat, Fiberglas sheets with a pebbled finish. All other parts are of etched and anodized aluminum. Doors are suspended on nylon slides in the top track, resulting in quiet operation. The tub en-



closure, which will fit any five-foot recessed tub, is available in five colors. Installation is stated to be simple. The Eprad Co., Dept. AB, 1206 Cherry St., Toledo 4, Ohio.

### GAS-POWERED TROWEL AB55408

The "Pow'r Trowl" is claimed by its makers to accomplish quick and efficient troweling in both floating and finishing work. The device comes equipped with 14-inch tool steel finishing trowels set in a 34-inch diameter ring. Available as extras are 18-inch floating trowels. Set in a 48-inch ring, these drive out air pockets, bring up moisture and large aggregates to provide a uniform durable surface with good traction for walks, runways and garage floors.

The unit is powered by a one cylinder, four cycle, air cooled gasoline engine. Its direct in-line drive allows



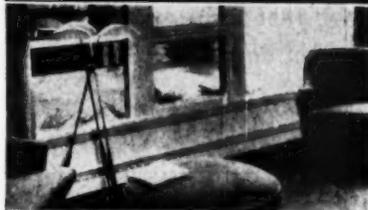
high efficiency in transmission of the engine's full two horsepower and provides centered weight distribution for easy handling. A thumb throttle and cut-off switch are mounted on the handlebar; speed conversions permit quick change from one trowel to the other. Mall Tool Co., Dept. AB, 7725 South Chicago Ave., Chicago 19, Ill.

◆ FOR MORE INFORMATION  
USE COUPON, PAGE 214

## Thermo-Base

BASEBOARD UNITS

... the perfectly engineered system  
for distributing WARM and COOL air.



**"THERMO-BASE  
IS A MIGHTY  
EFFECTIVE  
SALES FEATURE!"**

Says Mr. E. M. Peck, Engineer  
GENERAL CONSTRUCTION CO., INC.  
Michigan City, Indiana

"We recently opened our Better Homes & Gardens Readers Choice Home to the public and were pleased to find that many thousands of prospective home buyers agreed with our choice of the Thermo-Base System. We feel that in today's competitive market there is no economical substitute for proven quality... that's why Thermo-Base continues to be one of our best salesmen."

**THERMO-BASE NOW  
COSTS LESS!**  
... for all these  
proven features:

- Delivers both radiant and convected heat
- Used on outer walls, where heat is most needed
- Occupies little space and harmonizes with room furnishings
- Even, uniform flow of warmth, eliminating the discomfort of "cold 70's"
- Fast heat — quick response, no lag, no run-over temperature
- Humidified and filtered air, in constant circulation
- Factory guaranteed layouts.

**SEND TODAY!**

See why there is no substitute for  
THERMO-BASE

THERMO-BASE Division—Dept. P  
Gerwin Industries, Inc.  
Michigan City, Indiana

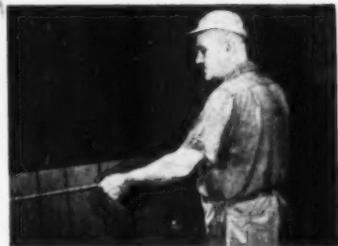
Please send me latest information about  
new low-cost Thermo-Base and name of  
nearest distributor.

Name \_\_\_\_\_  
Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

**WITH THE REVOLUTIONARY, NEW**

# Nova Insulated Sidewalls

- Sheathing and shingling in one operation
- Major savings in time, labor, materials
- Finest cedar shingles
- W-i-d-e exposures
- D-e-e-p shadow lines



Chalk line establishes level for a course of shingles



Clip and sheathing are nailed together at each stud



Kerf in butt of shingle is engaged in clip



Only one staple secures each shingle at top

Now sidewalls can be shingled and sheathed — fully insulated — *in one operation*. Simultaneously, you achieve the rich architectural effect of extra-wide exposures—formerly available only through luxurious double-coursing—at a remarkably low cost. Nova Insulated Sidewalls have beautiful 14" exposures and 3/4" deep shadow lines.

There are no exposed nails to rust or stain the shingles. The shingles cannot split or curl. The method saves 33% of the time, 33% of the labor and 100% of the undercourse materials otherwise required. The beauty of the finished application enhances the value of the property.

Nova Insulated Sidewalls are built with only three major materials: 16" x 96" Homasote Sheathing Panels; galvanized, 26 gauge steel Nova Shingle Clips (in 96" strips); Nova #1 Certigrade Processed Shakes (either Natural or in a choice of 9 colors).

Nova Insulated Sidewalls are eligible for FHA Insured Mortgage Loans.

The method of application is very simple — for new construction or for re-siding existing structures. May we send you the complete details? Kindly address your inquiry to Department 74.

## NOVA SALES

*Co.* TRENTON 3, N. J.

A wholly-owned subsidiary of Homasote Company—manufacturers of the oldest and strongest insulating-building board; wood-textured and striated panels.

## new products

### STAPLING TACKER AB55413

This tacker can be used for fastening wire mesh on brick or asphalt siding strips, or attaching metal lath and cornerite on lath preliminary to plastering. The tacker is heavy enough (two pounds) to drive in staples up to 1/2-inch. It has a strong spring for power-



ful action in driving the staple flush with the work. Picture shows the unit tacking metal lath to wallboard. A. L. Hansen Manufacturing Co., Dept. AB, 5037 Ravenswood Ave., Chicago 40, Ill.

### ANGLE INDICATOR AB55420

A precision-made instrument with a movable dial face shows all angles in degrees on one side, while the reverse side translates the degrees to inches per foot drop, carpenter square measurements and percentages of grade. Called the "Krollometer," it is said to be a time saver for figuring roof framing, leveling floors and foundations.



The degree meter is also useful in surveying rough ground, sloping banks, ditches and grading roads.

It measures six inches square by three-quarters of an inch thick, and is made of light, unbreakable plastic with embossed white numerals. Two built-in spirit levels are in the dial. Any angle can be set on the meter and calculations made directly from it without additional figuring. Christensen and Kroll, Dept. AB, Box 284, McMinnville, Ore.

◆ FOR MORE INFORMATION USE COUPON, PAGE 214

AMERICAN BUILDER



Now ANY home can have  
that "contemporary" look!



with these *Continental*  
contemporary doors

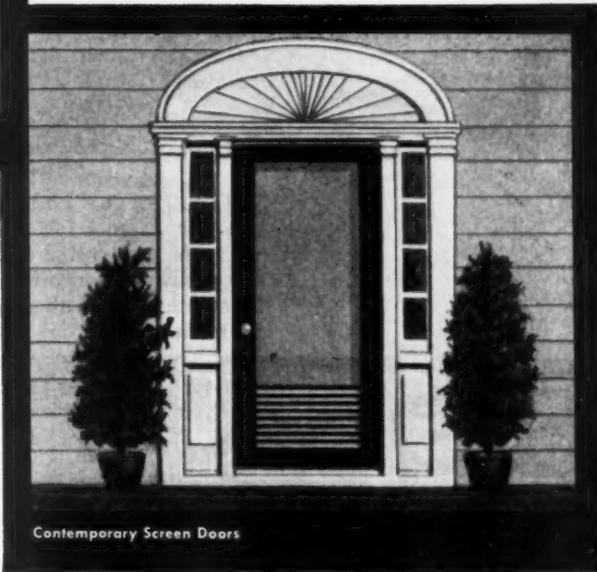


Contemporary Combination storm and screen doors

Entrances take on that "contemporary look" when protected and decorated by one of these new Contemporary doors. Available both as combination doors with storm and screen inserts—and as permanently wired screen doors—they feature a unique fluted-panel design that offers exciting new possibilities for "personalized" color treatment.

As a combination storm and screen door the Contemporary is offered in three attractive insert styles including the beautiful protruding "picture frame" insert shown above. Storm sash and screen panels are designed for quick and easy changeability and require little storage space.

Send for the four-color brochure which describes in detail the delightful color combinations suggested by the Contemporary's design.



Contemporary Screen Doors

The Continental Contemporary screen door is permanently wired, and presents the same combination of Continental quality construction features as is found in all Contemporary doors: mortise and tenon construction; made of Ponderosa Pine, the wood of warmth, beauty and durability. There is no other screen door in its price range that can approach its beauty and utility.

**A CONTEMPORARY STYLE  
FOR EVERY ENTRANCE  
—ANY TASTE**

As an all-weather combination storm and screen door the Contemporary is also available with one-light flush insert (left) and with three-light flush insert (right).



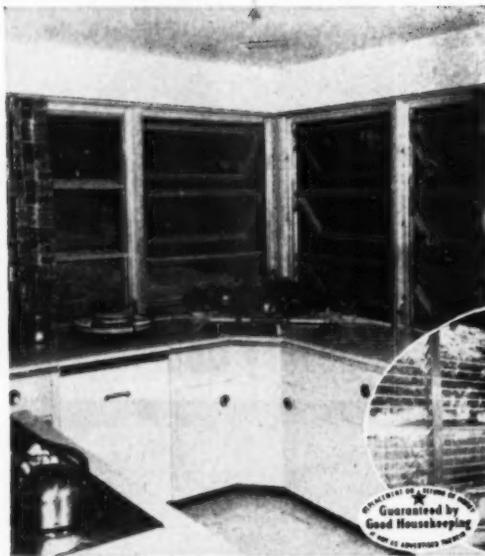
*Continental*

products are manufactured by:

The Wabash Screen Door Co.—Minneapolis—Chicago—Memphis  
Owosso Manufacturing Company—Owosso, Michigan  
Philadelphia Screen Manufacturing Company—Philadelphia

and sold through **CONTINENTAL SCREEN COMPANY**  
1323 BOOK BUILDING · DETROIT 26, MICHIGAN

# Auto-Lok has



No other window packs Auto-Lok's selling punch in the homes you build . . . can match Auto-Lok's locking mechanism . . . can seal as tight . . . look as beautiful . . . offer so many obvious superiorities.

Fast and easy to install. Auto-Lok comes to the job on schedule, completely assembled . . . no separate



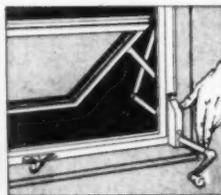
**THE WINDOW**



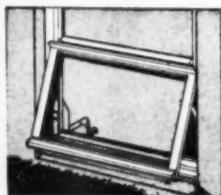
**JALOUSIES, TOO!** The same world-famous Auto-Lok engineering design and quality standards are applied to Ludman Windo-Tite Jalousies incorporating *all* the features that count most with architects, builders and homeowners.



**PRACTICAL BEAUTY**  
Narrow horizontal lines and graceful tilt of the vents in any position, concealed hardware and attractive operator design make Auto-Lok the most beautiful window.



**OVER-SILL OPERATOR**  
Friction-free feather touch control. Wearproof oil impregnated (bronze-steel) gear, rolled thread worm . . . four-tooth engagement for smooth, effortless operation.



**EXCLUSIVE "NITE-VENT"**  
An Auto-Lok original. The bottom vent may be left slightly open for fresh air, yet it and upper closed vents remain securely locked for maximum night protection.



**LUDMAN LEADS THE WORLD**

# LUDMAN

**CORPORATION**

**NORTH MIAMI, FLORIDA**

Factory Sales Offices: NEW YORK • CHICAGO • WASHINGTON, D. C.  
ATLANTA • ST. LOUIS • HOUSTON • SAN FRANCISCO • MIAMI

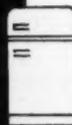


# no equal!



parts to lose . . . no costly delays . . . no time-wasting adjustments . . . minimum labor costs.

Yes, in today's many-windowed designs, Auto-Lok's ease of installation is vital in holding down costs . . . Auto-Lok's proved appeal to both men and women is the "clincher" in sale after sale!



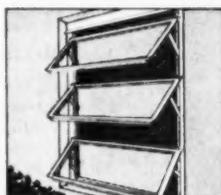
SEALS  
TIGHTER  
THAN A  
REFRIGERATOR

## WOMEN WANT MOST...

**EASIEST** window to open or close . . . finger-tip control from partial opening of only the lower sash Nite-Vent to the widest opening of all.

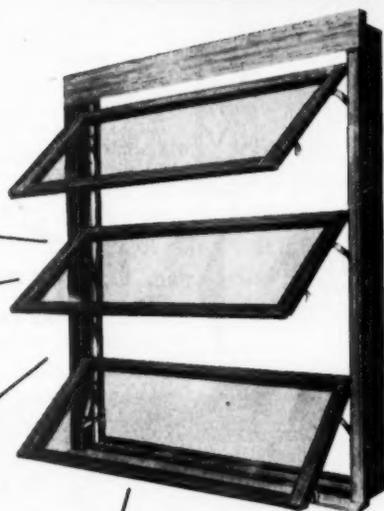
**SAFEST** window to leave open, anytime! Auto-Lok sash lock in any position . . . keep children in and prowlers out . . . protect interior walls and furnishings from rain.

**EASIEST TO CLEAN.** Nothing to lift . . . no sash to remove . . . no gadgets to disengage. Quickly clean both sides from the inside—top vent, too! No exposed mechanism to collect dust.



**NO WEARING PARTS**  
Perfectly balanced vents actually aid opening and closing operation . . . eliminate wear at hinge points and strain on the operator mechanism. No maintenance!

**MOST ECONOMICAL**  
Auto-Lok windows never need adjustment . . . have no wearing parts . . . can't rust, rot or corrode and last for the life of the building. No maintenance required . . . ever!



**FREEDOM** from window work. Auto-Lok screens and storm sash—interchangeable from the inside—fit in fast, come out easy.

**COOL COMFORT** day or night! Fresh air when its raining . . . full sweep of the breeze when it's hot . . . draft-free ventilation at all times.

## ...MEN LIKE BEST!



**TIGHTEST CLOSING** window ever made. Auto-Lok seals tightest to keep out rain and cold, wind and dust, for more comfort and less work.

**COZY WARMTH** in zero weather. Auto-Lok seals shut tighter than a refrigerator. Heat stays in, cold stays out, cutting fuel costs.

## IN WINDOW ENGINEERING

Refer to SWEET'S FILE 16



Member of The  
Producers' Council, Inc.

**SEND COUPON TODAY**  
for illustrated literature showing various styles and sizes, with complete information and name of nearest Auto-Lok Dealer.

LUDMAN CORPORATION Dept. AB-5  
North Miami, Florida  
Gentlemen: Please send complete information about Auto-Lok Windows.  Wood  Aluminum  Windo-Tite Jalousies

Name \_\_\_\_\_

Address \_\_\_\_\_

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

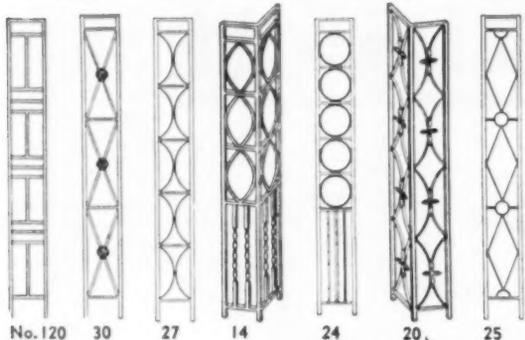


here's the best

stock and custom work—**LOW PRICES!**

Demand for Arcraft Ornamental Iron Work has mushroomed because of painstaking craftsmanship, charming consumer appeal and low cost. No assembly

on the job! Custom work is produced from specifications with the same careful attention to detail. Quick service—rush delivery.



**PORCH COLUMNS**

1" square solid steel supporting posts.

Average weight of 90° porch column is 125 lbs.

Always specify single or 90° corner columns when ordering.

**PRICES** — 12" 90° corner columns: 7'—\$28; 7'6"—\$30; 8'—\$32

Single 12" panels: 7'—\$17; 7'6"—\$18; 8'—\$19

F.O.B. Columbus

write for **FREE CATALOG**

New 40-page catalog showing stock and custom work prices and installations. Many ideas for your own plans.

*Art* **CRAFT**

**ORNAMENTAL IRON CO.**  
720 E. HUDSON ST., COLUMBUS 11, OHIO



**Pour faster with a Jaeger**

Look how this mixer puts out stiff concrete as fast as you can take it. You charge in only 5 to 7 seconds with Jaeger's "Skip Shaker" loader. You mix and remix more thoroughly with Jaeger's criss-cross action, then discharge in another 5 to 7 seconds with Jaeger's big bucket and flight blades and special "catch all" spoon.

With that speed you can really turn out yardage with a mixer that's as rugged as it is fast. You Jaeger has a bigger engine, automotive transmission, Timken bearing drum rollers and heavy duty drum with machined steel tracks—all to give you years of service with low upkeep and without costly breakdowns on your jobs.

Available in 3½, 6, 11, and 165 sizes. Ask for Catalog M-10.

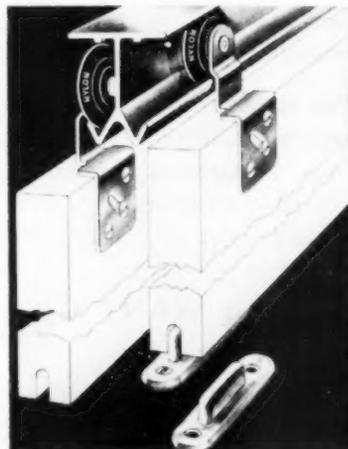
**THE JAEGER MACHINE COMPANY** 521 Dublin Avenue  
Columbus 16, Ohio

**PUMPS • COMPRESSORS • HOISTS • TRUCK MIXERS • PAVING MACHINES**

**new products**

**DOOR HARDWARE AB55418**

Built-in, positive protection against track jumping and noise-free operation feature this new M-D sliding door hardware. Units consist of extra-heavy, extruded aluminum track; heavy-gauge, cadmium-plated steel hangers with a

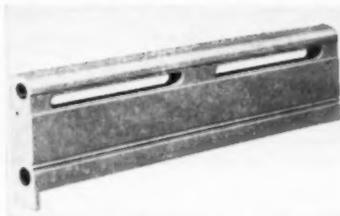


noiseless black nylon wheel on a solid brass wheel bearing, and an aluminum door guide. Door pulls are available separately in stainless steel or brass.

The track is suitable for both ¾-inch or 1⅜-inch single or by-passing doors. Accessories come completely packaged for both sizes, including necessary track screws, hangers and door guides. All the installer needs for a pair of doors is a piece of track, available in 4-, 5-, 6- and 8-foot lengths and the hardware. Macklanburg-Duncan Co., Dept. AB, Box 1197, Oklahoma City, Okla.

**BASEBOARD UNITS AB55422**

A new 18-inch left end baseboard extension unit permits furnishing baseboard heating assemblies in increments of six inches. New rating data, with outputs in six-inch increments, two to



24 linear feet, is now available. A new inverted corner plate (not shown) is extended on each side so that it measures 10½ inches from the corner to each end.

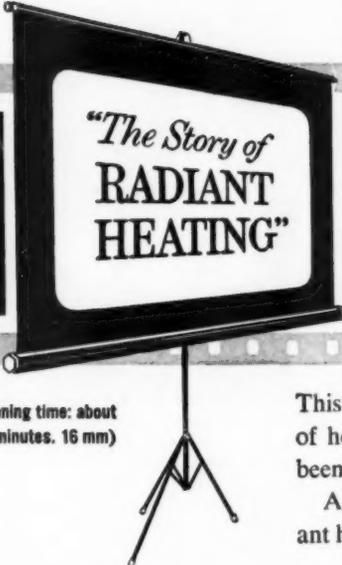
With these two units it is now possible to cover completely two or three walls of any room without the use of the manufacturer's baseboard extension. The Burnham Corp., Dept. AB, Irvington, N.Y.

◆ FOR MORE INFORMATION  
USE COUPON, PAGE 214

**AMERICAN BUILDER**

# You'll want to see these 2 NEW CHASE MOVIES!

Both in full color and sound



## "The Story of RADIANT HEATING"

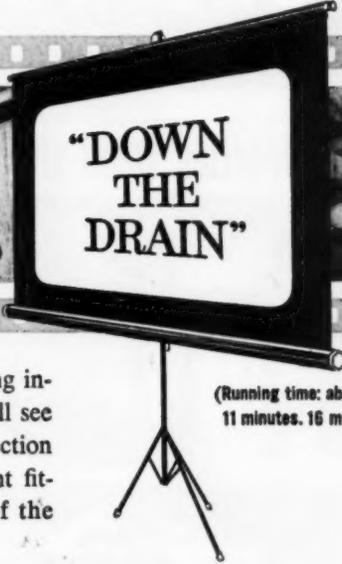
(Running time: about  
15 minutes. 16 mm)



This movie tells the fascinating story of how nature's way of heating has been put to work for man.

After explaining the *theory* of radiant heating with interesting animated

sketches, it takes you along on a typical installation trip—and shows you every important phase of a ceiling and floor slab installation from start to finish.

## "DOWN THE DRAIN"

(Running time: about  
11 minutes. 16 mm)

The drainage system is the most important health precaution in the home. This movie shows how copper soil, waste and vent lines are installed with less effort...quicker and neater...and at no extra cost.

You'll see a typical system being installed in a typical home. You'll see the whole job—from initial selection of copper tube and solder-joint fittings...to the final testing of the finished job.

# Chase

**BRASS & COPPER CO.**

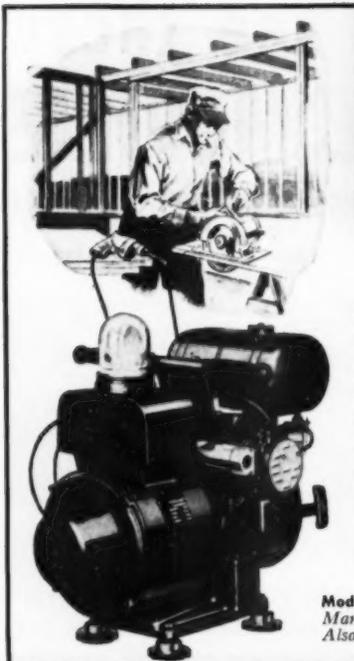
WATERBURY 20, CONNECTICUT • SUBSIDIARY OF KENNECOTT COPPER CORPORATION

### TO ARRANGE A SHOWING

These movies are available to Plumbing and Heating Wholesalers, Plumbing and Heating Contractors, Building Contractors, Architectural Schools and Associations, Trade Schools and others interested in plumbing and heating. Make arrangements through any Chase Plumbing and Heating Wholesaler or Chase Sales Office.

#### The Nation's Headquarters for Brass & Copper

Albany	Chicago	Denver	Kansas City, Mo.	Newark	Pittsburgh	San Francisco
Atlanta	Cincinnati	Detroit	Los Angeles	New Orleans	Providence	Seattle
Baltimore	Cleveland	Houston	Minneapolis	New York	Rochester	Waterbury
Boston	Dallas	Indianapolis	Minneapolis	Philadelphia	St. Louis	(Trucks office only)



## KOHLER ELECTRIC PLANTS

*Portable Power Anywhere,  
Any Time*

### Jobs move faster

Portable, low-cost model saves expense and bother of temporary power line hook-ups. Operates saws, drills, planers, grinders, pipe threaders and cutters, other tools. Develops 1500 watts AC. Engineered throughout by Kohler. Two-wheel rubber-tired hand truck available. Other sizes 500 watts to 30 KW. Write for folder 23-R.

**Model 1.5M25, 1500 watts, 115 volt AC.**  
Manual control. Weight 130 lbs.  
Also 115 volt DC weighing 101 lbs.

Kohler Co., Kohler, Wisconsin. Established 1873

# KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS  
AIR-COOLED ENGINES • PRECISION CONTROLS

## These Trestles Need Only One Adjustment . . .



**MEN GET MORE WORK DONE** because they spend less time moving and erecting these "Trouble Saver"® Adjustable Steel Trestles. Only one, easy, positive adjustment is required for raising or lowering the scaffold. No tools, triggers or gadgets are needed. Made of carbon steel in 8 sizes for working heights from 7' 4" to 16'. Contractors and plasterers use them on a wide variety of off-the-ground jobs. Note handy "Trouble-Saver" Mortar Board Stand on platform.

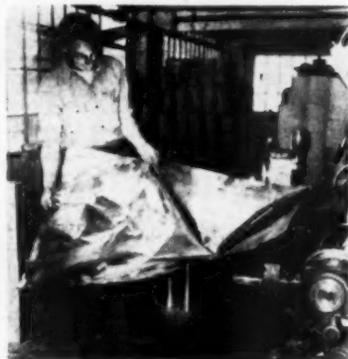
## The Steel Scaffolding Company, Inc.

Telephone EVergreen 3-5510 Dept. AB 856 Humboldt Street, Brooklyn 22, New York

## new products

### ALUMINUM INSULATION AB55425

Fuel savings up to 30 per cent in winter time and temperature reductions of as much as 15 degrees in summer are said to be accomplished with this material, known as Reflective Insulation. Made of



a high-reflectance aluminum foil bonded to a tough kraft paper, it reflects up to 95 per cent of the radiant heat rays that strike it and also acts as an effective vapor barrier against the passage of moisture.

Designed for residential and industrial uses, Reflective Insulation is sold in rolls which contain 250 square feet of material. It is available as a single foil with the reflecting surface on one side of the kraft paper or as double foil with the reflecting surface on both sides. Installation is simple, and existing studding or rafters may be used as a support for the insulation. The Ruberoid Co., Dept. AB, 500 Fifth Ave., New York 36, N. Y.

### KITCHEN CABINETS AB55402

A new line of birch kitchen cabinets, called Yorktowne Kitchens, features a hand-rubbed, natural birch finish, hollow core door construction, recessed door pulls that eliminate any exterior hardware. The line carries a five-year guarantee against workmanship and materials.

There are units with sliding trays and drawers, wall and base cabinets, cutting boards, drawer bases, oven cabinets,



utility and broom cabinets, bar and cabinet ends and one-piece sink and counter tops. Yorktowne Kitchens are stated to be completely flexible, with a range of over 150 sizes and designs to fit any kitchen. Colonial Products Co., Dept. AB, Dallastown, Pa.

◆ FOR MORE INFORMATION  
USE COUPON, PAGE 214

AMERICAN BUILDER

# New!

## Johns-Manville ASBESTOS SIDING SILICONE-SEALED

Doesn't darken when wet

Virtually self-cleaning . . .  
resists soiling and discoloration

J-M Silicone Seal is invisible . . .  
does not change true color of siding

Not a surface lacquer . . . not  
susceptible to peeling or scuffing

Not a vapor barrier . . .  
the wall is allowed to "breathe"

Lasts for years and years

This unretouched photo of  
J-M Asbestos Siding shows how  
SILICONE SEAL REPELS WATER  
AND WATER-BORNE DIRT!

This exclusive Johns-Manville development, Silicone Seal, is but one more of many features which make Johns-Manville Smoothgrain® Asbestos Siding preferred by homeowners everywhere. Check these other advantages:

- Smooth surface with no ridges or grooves to catch air-borne dirt or dust.
- Striking color and texture that is "built-in" to J-M Asbestos Siding by means of colorfast ceramic granules.
- Superior dimensional stability. It holds its shape and size—resists warping, curling, or shrinking . . . retains its initial appearance after exposure.

*\*Ask about the new Johns-Manville Dover White which has been vastly improved in lasting whiteness and which has also been Silicone Sealed.*

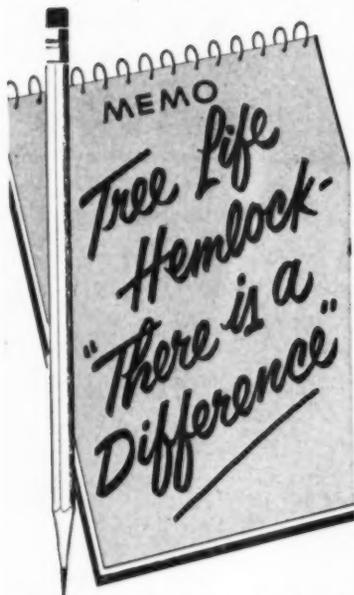
- Identified with the Johns-Manville name, a name known to millions for quality.

Get the complete story on this revolutionary discovery. Let our salesman show you the Silicone WATER TEST so that you can see for yourself how this new J-M development will lift you above competition, increase your sales.



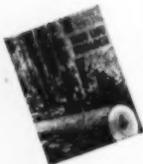
### Johns-Manville

## Make a note!



Right! West Coast Hemlock should never, *never* be confused with Eastern Hemlock. West Coast Hemlock (*Tsuga heterophylla*) is an entirely *different* species. TREE LIFE West Coast Upland Hemlock, grown only at high altitudes on western slopes of the Cascade Mountains, is a superior wood for many uses—the finest type of Hemlock grown! Check its features!

- West Coast Hemlock is strong. Has fewer and smaller knots.
- West Coast Hemlock is uniform, relatively hard. Minimum spiral grain. Fine texture.
- West Coast Hemlock is stable, easy to work. Takes paint smoothly. NO pitch pockets.
- West Coast Hemlock is durable. Not brashy.



Write for "TREE LIFE HEMLOCK," a 20-page booklet on properties and uses. St. Paul & Tacoma Lumber Company, Dept. AB, Tacoma 2, Washington.

Specify with Confidence

# TREE LIFE WEST COAST UPLAND HEMLOCK

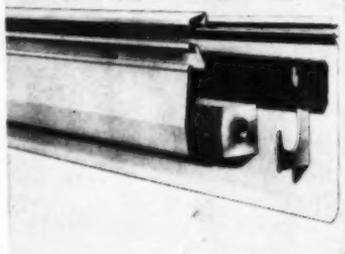
ANOTHER  
FAMOUS  
MEMBER OF  
THE TREE LIFE  
FOREST  
PRODUCTS  
FAMILY



## new products

### HEATING PANELS AB55406

When installed in place of conventional baseboard, these heating panels are inconspicuous and save needed floor space, according to the maker. Finished in a prime coat, they may be painted to match wall or trim. Units are stated to be suited to installation of perimeter heating which blankets cold outside walls and glass areas with a layer of warmth. Acting on the principle of heat transfer by convection, cool room air enters at the base of the panel, is heated as it passes through the fins of the element, and re-enters the room through the opening at the top of the panel.



This constant circulation of air results in even temperatures from floor to ceiling, eliminating stratification and drafts.

Picture shows a cutaway section of the panel. One-piece front and back panels facilitate installation. Heating element consists of one-inch copper tubing which is expanded to hold fins securely in place. Fins are designed to insure greater heating capacity. Two types—for recessed or for free standing installation—are available. Tuttle & Bailey, Inc., Dept. AB, Corbin Ave., New Britain, Conn.

### BONDING LIQUID AB55427

A new bonding agent called "Link" insures a lasting bond for plaster and concrete to all surfaces except kalsomine type paints. After a single brush or spray application of the liquid, plasters and concrete may be applied to wood, metal, glass, glazed tile, tightly

bonded slick paint, hardboard, previously plastered walls, dense concrete and other slick surfaces. The agent dries in from 10 to 30 minutes and will take a coating of plaster or concrete immediately when dry, or days later. The result is said to be a tight, lasting, well-bonded coating. The American Sta-Dri Co., Dept. AB, Brentwood, Md.

### ELECTRIC RANGES AB55428

Two new ranges in the manufacturer's line are the double-oven Commander, model AG (illustrated), and the single-oven, model BG. Cove lighting that provides indirect illumination sets off the chrome-finished control panel. A new electronic unit provides automatic surface cooking. The single dial control is divided into three basic cooking zones—warm, boil and fry; these zones are further marked into "high," "medium" and "low" to provide varying heats.

Three plug-in units are featured on both ranges and simplify removal of the unit from the range top for ease of cleaning. A two-level speed cooker can be used in the down position for certain types of cooking or raised and locked into position as a fourth surface unit. The oven is equipped with a Fiberglass heat guard seal which keeps out drafts and maintains a uniform oven heat.



Drawer width handles are provided on oven and storage drawers; aluminum storage drawers have nylon rollers for quiet, smooth operation. Westinghouse Electric Corp., Electric Appliance Div., Dept. AB, Mansfield, Ohio.

### USE THIS COUPON FOR MORE INFORMATION ON NEW PRODUCTS AND CATALOGS IN THIS ISSUE

Save Time—Just Insert Key Numbers and Mail To:  
American Builder, 79 W. Monroe Street, Chicago 3, Illinois

Name .....

Address .....

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

Please indicate whether you are

Builder ( ) Dealer or Distributor ( ) Other ( )

No. .... No. .... No. .... No. ....

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When you address inquiries direct to manufacturers concerning a new product described here, please mention that you saw it described in American Builder







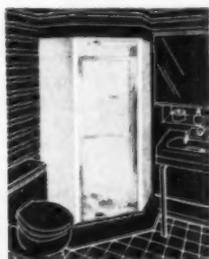
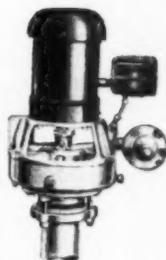
# BUILDING BUY-WORDS

(Advertisement)

**SAVE 70%? Yes!** Such results are *not* exceptional—with new Shakertown GLUMAC Units. They're deep-grooved, factory-stained cedar shakes which are electronically bonded to a tapered, asphalt-impregnated backer board. In big, easy-to-handle 16" x 46<sup>3</sup>/<sub>4</sub>" panels, GLUMACS complete a "double-coursed" shake sidewall *up to three times faster!* Just 22 pieces cover 100 sq. ft.—compared to over 400 separate shakes and under-course shingles. Tops in beauty, quality and *economy, too!* See the Yellow Pages, or write Perma Products Co., Cleveland 27, Ohio.



**THE BURKS HV SERIES PUMPS** work equally well installed horizontally or vertically. Because of this unusual installation flexibility, builders can put this system in cramped quarters where no other system would fit. The BURKS HV Water Systems are examples of fine engineering. They come with "KAM ACTION"-BURKS patented new impeller design with straight line volute, providing greater capacity per horsepower. HV series pumps have capacities up to 4850 gal. per hour—depths to 210 ft. The "Vent Air" impeller hub breather, another invaluable feature, makes priming easier, bleeds off air and gas from case. Many other features make BURKS HV Series Pumps and Water Systems extremely dependable and trouble-free. Be sure to write for complete details at once. Decatur Pump Co., 13 Elk St., Decatur, Ill.



**I'VE KNOWN WEIS PRODUCTS** for years and I've never run across anything they've made that didn't have solid quality in every detail. Weisway cabinet showers are no exception. For instance, receptors have strength of 14 ga. iron, the heaviest used for vitreous porcelain enameling. Easy to handle and install and won't rust. Walls are galvanized bonderized steel with two coats of baked-on enamel. Ideal for remodeling; you need no special preparation for building walls or floors. Choice of colors. Standard

or corner entrance models for exposed or built-in installations. Doors available. For literature, write Henry Weis Mfg. Co. 447 Oak, Elkhart, Indiana.



**THIS CAN HAPPEN . . . it DOES happen!** Every year TERMITE damage to homes amounts to millions of dollars in 47 of the 48 States . . . and ROT damage is 10 times greater. Stop TERMITES . . . prevent ROT. Protect your reputation and build to last with WOLMANIZED brand pressure-treated lumber. It is lumber scientifically processed-impregnated

under high pressure driving the preservative deep into the wood fibres. WOLMANIZED lumber makes sure future protection from TERMITES and ROT . . . produced under one specification by American Lumber and Treating Co., Chicago, Illinois, or its licensees. Use coupon for FREE information.

**RECENTLY I SAW AN INSTALLATION** of Cermak's new Carra-Plas plastic wall tile and am sure you will agree that this new giant size (8<sup>1</sup>/<sub>2</sub> x 8<sup>1</sup>/<sub>2</sub>" ) tile is the ideal solution for added saleability in your new homes. No available clay or metal tile approaches the modern decorative design of these distinctive tiles. Carra-Plas tiles closely resemble expensive glass tiles in everything except price. Available in ten plain pastel colors, these tiles will not chip nor craze. Easy to clean, they retain their fresh sparkle for a lifetime. Installation can be made on any smooth, sound wall or ceiling. For complete information, write to Cermak Tile Company, Inc., 4901 Brookpark Rd., Cleveland 29, Ohio.



**EVER SINCE** House Beautiful magazine featured the Elkay Sit-Down sink in connection with its 1954 Pace Setter house, inquiries have been flowing in from builders. It's a natural house-selling feature. Here at last is a sink that cuts way down on back-breaking kitchen labor. Mrs. Homeowner can now sit down for all those food preparation tasks such as peeling, sorting, cleaning and slicing vegetables, fruits, fish, etc. And, the sink is made of famous, nationally advertised Elkay stainless steel. Shallow bowl is for sit down tasks, deep section for normal dishwashing. Write Elkay Mfg. Co., Chicago 50, for full details.



**KITCHEN DESIGNS FOR ONLY \$5?** Yes, it's a new service for builders and lumber dealers being offered by Mutschler . . . specialists in hardwood kitchens. You send

rough floor plan with overall dimensions to be used, preference of natural or enamel cabinets, color and style desired . . . Modern, Early American or other. Mutschler then advises cost for detailed floor plan and artist's sketch of kitchen as it will appear when completed. (Cost, based on number of appliance and cabinet units used, may be as low as \$5.) Your "okay" starts a kitchen design like those featured editorially in leading women's magazines . . . a design that sells the kitchen, sells the home! For free quotations, mail rough plan and information to **KITCHEN DESIGN SERVICE**, Mutschler Brothers Co., Nappanee 4, Ind.

**BUILD  
BETTER  
TO SELL  
IN  
1954**

**BUILDERS WHO "SET THE COMPETITIVE PACE"** will have success in selling new homes in 1954. The successful builder will use every skill he has in construction and all the plus values possible within the price range of the homes planned—and these plus values will be color, and then more color—tile is a must for kitchens and baths—"built-in" features are a sure attraction.

There will be no excuse for failure to sell in '54 if the operative builder correctly evaluates and uses the many fine improvements which manufacturers of building materials and products have made available and ready for delivery through your building material dealer.

AMERICAN BUILDER

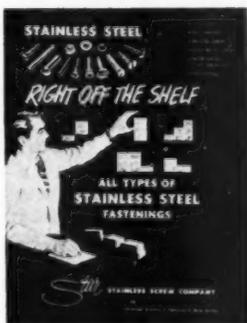
# Catalogs— and Manufacturers Literature

**488—ALUMINUMBLINDS**—16-page booklet presents "Flexalum" venetian blinds, offering maximum control of light and air, freedom from maintenance. Contains complete product information, light control and solar radiation control studies, installation information of units in different window areas. Detailed specifications and typical product installations also included. Hunter Douglas Corp., Dept. AB, 150 Broadway, New York 38, N.Y.



**489—HARDWOOD PLYWOOD**—product uses are told in new 20-page booklet. "A Treasury of Hardwood Plywood," stated to be first complete compendium of essential information ever issued on that product. Booklet contains color wheel showing in natural colors the range of hardwoods available in plywood form. Copies 25 cents each. Hardwood Plywood Institute, Dept. AB, 600 S. Michigan Blvd., Chicago, Ill.

**490—STAINLESS STEEL FASTENERS**—20-page catalog contains in-stock inventory of cap screws, nuts, washers, machine screws, sheet metal, wood and set screws, and pipe fittings for manufacturers of electronic and electrical equipment, general manufacturing and building. One page is devoted to suggested short cuts in ordering to help keep costs down. Star Stainless Screw Co., Dept. AB, 190-A Union Ave., Paterson 2, N.J.



**491—METAL WINDOWS**—steel and aluminum windows are offered in this new 32-page catalog. Standard pivoted and projected commercial types, residential casement and double-hung windows, rain shield, basement and utility windows are described with complete installation details in both full size and half scale. Glass sizes for both steel and aluminum types are included. J. S. Thorn Co., Dept. AB, Allegheny Ave. and 20th St., Philadelphia 32, Pa.



◆ FOR MORE INFORMATION USE COUPON, PAGE 214

MAY 1954

by Herb Willson

(Advertisement)

**IN-SINK-ERATOR'S** complete kitchen sink, featuring the famous IN-SINK-ERATOR Food Waste Disposer and the Dishwasher that makes its own 180° water, is ideal for promotional builders. Here's a "unit" that has features galore. A large, really usable sink with swinging spout and provision for spray. The finest disposer on the market... every prospect is familiar with its nationally advertised name. And, a completely automatic dishwasher... washes, rinses and dries without lifting a finger... holds all utensils for a family of six. Write In-Sink-Erator, Racine, Wis., for details.



Do it Yourself!



**HERE'S AN IDEA!** Where do you get a temporary floor runner? Where do you find small amounts of insulation, screen door covers, temporary enclosures, etc.? Richkraft has the answer in the new Redi Roll! This new 49" carton in an attractive pattern for store display, contains a full assortment of Richkraft papers in "take home" size rolls 36" wide. There is a type of paper for every requirement with just the

proper instructions for meeting all of the 101 household uses. Richflex Reflective Insulation is also available in Redi Rolls for making it easy for the house owner to do his own insulation. A real answer to some of the problems of the "Do-it-yourselfers!" Better look into it! "There's Millions in it." Ask the Richkraft Co., 510 N. Dearborn St., Chicago.



**CHECK THE COUPON** below which is included in **BUILDING BUY-WORDS** as an added service and for your convenience in requesting more information on the value-giving products presented in this department. We take care of all details. Allow reasonable time for requested information to be handled and mail. There is no obligation—USE THIS COUPON NOW.

### BUILDING BUY-WORDS

5510 Cornelia Avenue  
Chicago 41, Illinois

Please send information on products checked:

- PERMA PRODUCTS CO.—Shakertown GLUMAC Units
- HENRY WEIS MFG. CO.—Weisway Cabinet Showers
- CERMAK TILE CO.—Carra-Plas Plastic Wall Tile
- MUTSCHLER BROTHERS CO.—Kitchen Design Service
- DECATUR PUMP CO.—Burks HV Series Pumps
- AMERICAN LUMBER & TREATING CO.—Wolmanized Lumber
- ELKAY MFG. CO.—Sit-Down Sink
- IN-SINK-ERATOR MFG. CO.—Complete Electric Sink
- RICHKRAFT CO.—Redi Roll of Richkraft Papers

Name .....

Address .....

217

# Let It Rain....

## SISALKRAFT

### Gives Positive Protection to Building Materials and Equipment



This waterproof reinforced paper is light in weight, easy to handle . . . but plenty tough . . . capable of taking a soaking for days and be ready for re-use. Reinforced with over 1/4 mile of steel-strong, moistureproof fibres per square yard, it gives you maximum protection with real economy.

#### GENUINE SISALKRAFT is used in dozens of building applications:

- ... waterproof membrane between fill and slab
- ... under all flooring
- ... curing and protecting concrete
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- ... sheathing and many others

Available in widths of 3, 4, 5, 6, 7, 8 and 13 1/2' at Lumber and Building Supply Dealers everywhere. Write for free samples and information. Dept. AB-5, Attleboro, Mass.

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**SISALKRAFT**  
CORPORATION

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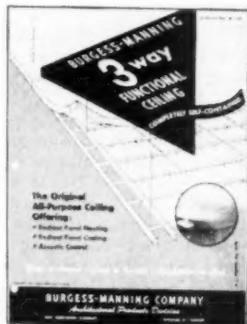
## Catalogs

**492 — AWNING WINDOWS** — "Air-Vue" aluminum awning windows are presented in this eight-page folder, containing complete material, construction, hardware, finish, glazing, erection and operator specifications. Line drawings show standard and modular widths and standard heights of all usual window sizes. Scale details show wood frame, concrete masonry and brick veneer on block installations. R. B. Leonard, Inc., Dept. AB, Miami, Fla.



**493 — ELECTRICAL FIXTURES** — "Inspiration Lighting" is the name of this attractive four-color catalog containing 52 pages of illustrations and text describing the complete company line. Standard and fluorescent fixtures for living rooms, dining area, bedrooms, hall lighting, kitchens, bath and powder rooms, outdoor fixtures, recessed lighting, strip lights and utility lighting are included, all with description. Moe Light, Inc., Dept. AB, Fort Atkinson, Wis.

**494 — FUNCTIONAL CEILING** — offers triple advantages of radiant panel heating and cooling and acoustic control. Heat is conducted from coils through aluminum ceiling panels which are secured directly to coils. Line drawings show advantages of system; performance characteristic charts indicating specific heat transmission at 70 and 80 degrees F. are included. Burgess-Manning Co., Architectural Products Div., Dept. AB, 5970 Northwest Highway, Chicago 31, Ill.



**495 — ALUMINUM DOOR** — 12-page catalog contains comprehensive information on wide span "Alumi-Door" designed for commercial buildings. Photographs and detail drawings describe how door is braced to make possible units up to 60 feet wide without posts. Contents include material and construction information, basic types, specification details, assembly instructions, maintenance economies and operation. Stevens-Thuet Co., Dept. AB, 2165 Cowles St., Long Beach 13, Calif.



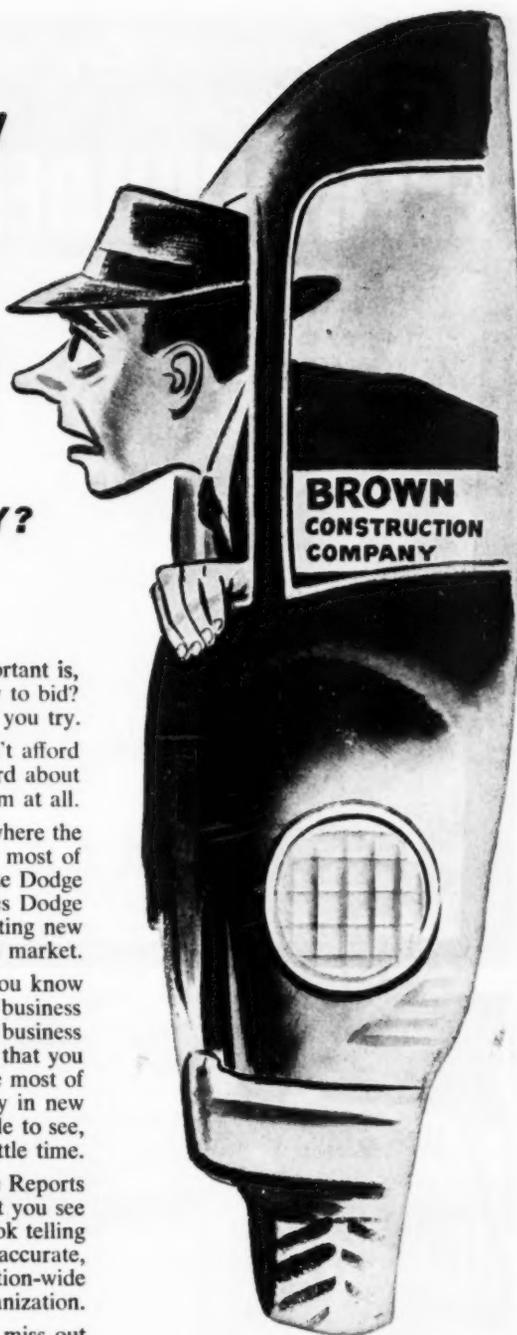
◆ FOR MORE INFORMATION USE COUPON, PAGE 214

AMERICAN BUILDER

how many  
will you  
miss out on

...AND WHY?

ANOTHER  
PROJECT  
OF  
**JONES**  
CONSTRUCTION  
COMPANY



No one can get 'em all. What's important is,  
will you have the opportunity to bid?  
You can't get any of them unless you try.

This is sure, with keener competition you just can't afford  
to miss out on any jobs because you heard about  
them too late or never hear about them at all.

The one sure way to know at the right time where the  
jobs are, the way proven for over 60 years by most of  
the leading firms in new construction, is to use Dodge  
Reports. Wherever you are in the 37 Eastern States Dodge  
field men spend all their time investigating new  
business opportunities for you in the new construction market.

You can have all the business you want if you know  
where the jobs are . . . at the right time. It's your business  
to figure, bid and sell...it's Dodge Reports' business  
to find the jobs and tell you where they are so that you  
can sell them. There's just no other way to make the most of  
all the opportunities coming up every day in new  
construction. There are just too many people to see,  
too many miles to cover, too little time.

Why not take a look at some typical Dodge Reports  
covering work right in your territory. We'll gladly let you see  
them and send along our informative book telling  
how others use Dodge Reports profitably. Timely, accurate,  
daily Dodge Reports are backed by the nation-wide  
facilities of the Dodge organization.

Make sure that from this day on you don't miss out  
on any jobs you want.

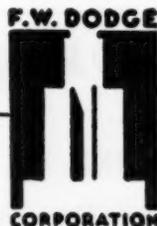
Write today for book. No obligation.

## DODGE REPORTS

TAKE THE FIRST STEP IN EVERY SALE

Dept. AB-554, 119 W. 40th St., New York 18, N.Y.

*Timely, accurate construction news service East of the Rockies*



*An Important Raynor  
Letter to*  
**EVERY BUILDER**

Dear Mr. Builder:

The beauty of the Raynor residential five section garage door, illustrated in this ad, is typical of the full door value found in every phase and model of the Raynor complete line of Wood Sectional Overhead Doors.

By building a door to fit every type of residential, commercial, and industrial door opening, Raynor Mfg. Co. is capable of fulfilling your entire overhead door requirements.

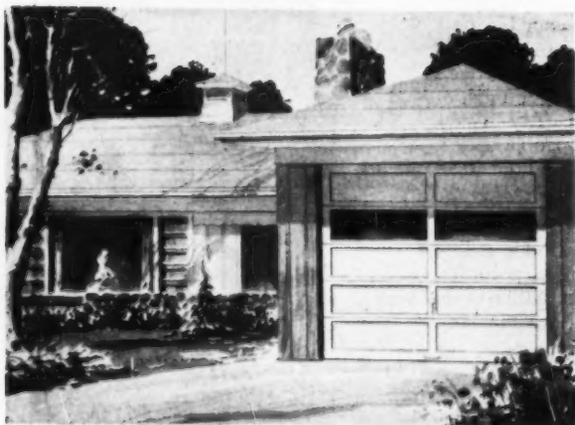
We most cordially invite you to check your telephone directory or write direct for the name of the Raynor dealer nearest you and he will gladly supply full details on Raynor Wood Sectional Overhead Doors.

Yours truly,

*E. W. Goddard*

E. W. Goddard, Sales Mgr.

P. S.—The entire Raynor line is equipped with Patented Graduated Seal for complete weather protection and ease of operation.



Raynor residential five section garage door

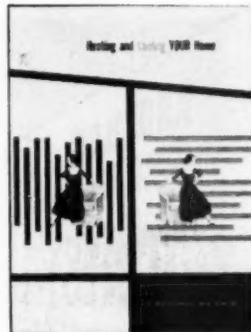
**RAYNOR**  
**MANUFACTURING CO.**  
DIXON, ILLINOIS

SEE OUR  
CATALOG IN  
SWEETS

Builders of a Complete Line of Wood Sectional Overhead Doors

## Catalogs

**496 — AIR CONDITIONING** — basic information about heating and cooling homes is contained in this 24-page booklet. Besides discussing principles of blended-air heating and blended-air conditioning, booklet points up the economies which may be realized by the home owner who installs summer cooling. Charts, diagrams, salient questions and answers to pertinent sought-after information are included. System combines central heating and cooling in one unit. The Coleman Company, Inc., Dept. AB, Wichita, Kans.



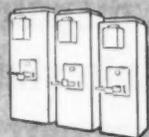
**497 — ALUMINUM WINDOWS** — new 40-page catalog lists manufacturer's line, including intermediate projected, classroom and combination windows, ribbon-type heavy section custom and classroom windows, glass block, casement, utility and basement windows, sun canopies, sills and channels. Specifications, glazing details, hardware, types and sizes are given full- or half-size details. Valley Metal Products Co., Dept. AB, Plainwell, Mich.

**498 — POWDER-ACTUATED FASTENERS** — this application manual has been compiled from field reports and includes photographs and cutaway sketches to show how these devices are best employed in the building, construction and maintenance fields, as well as in electrical, air conditioning and other installations. Manual lists more than 20 fixtures and accessories, 56 drive pins, threaded studs. Ramset Fasteners, Inc., Dept. AB, 12113 Berea Road, Cleveland 11, Ohio.

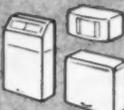


**499 — OVERHEAD DOORS** — 12-page booklet gives construction features, typical installations of both standard model, stretch spring-type, and deluxe model, torsion spring-type, for garage doors. Stock sizes available for residential single or double car openings as well as for commercial sections are listed. Extra features include reduction unit for chain operation, sliding center posts for wide openings, built-in access doors. The Kinnear Mfg. Co., Dept. AB, 5100 Fields Ave., Columbus 16, Ohio.

♦ FOR MORE INFORMATION USE COUPON, PAGE 214



for fine furnaces,

air conditioning units 

Thulman  chimneys

and fireplaces,

all kinds of furnace  pipe,

 stacks, registers, 

 special fittings and

complete  sales and

service aids 

*you can't beat* **Majestic**

Complete service from one source—that's the Majestic story in a nutshell. Nearly 50 years of experience in manufacturing quality heating equipment is placed at the disposal of Majestic dealers in the form of sales, service, and installation tools of every description. Efficient, well-built equipment to complete any seasonal or year-round air conditioning job—from basement to rooftop—is available from one source. Write today for the full story of Majestic's complete service and dealer cooperation.

**The Majestic Co., Inc.**

433 ERIE STREET  
HUNTINGTON, INDIANA



**MISTER—**  
Here is a **REAL**  
**SASH BALANCE**

**HIDALIFT...**

**TRULY THE MOST MODERN  
SASH BALANCE ever made!**

**ACCLAIMED BY BUILDERS, CONTRACTORS,  
HOMEOWNERS . . . EVERYWHERE!**



Tension is applied **DURING** installation on "L" type attaching bracket; **AFTER** installation on "L" and "Cup" types.

It's 100% concealed • It's **FASTER** to install • It's **WHISPER-QUIET** in operation • It provides **TWO** methods of tensioning • It has **POSITIVE, NON-JAMMING** action • It has a self-centering guide arm

*In fact, Hivalift has just about everything for greater sales volume — increased profits. Be sure and write for the new descriptive folder.*

QUALITY PRODUCTS FOR OVER A CENTURY



**HIDALIFT DIVISION**

The Turner & Seymour Mfg. Co., Tarrington, Conn.

Gentlemen:

Send complete literature and prices on Hivalift, Please check:  Dealer  Builder

Name.....

Address.....

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

Precision-built for the man behind the gun...



Model 3000 sold complete with tripod.

## White gives you the most practical Universal Level-Transit on the market!

HERE'S a Universal Level-Transit specially developed to handle all survey and checking operations. It's sturdy, accurate and exceptionally easy to use. And — a new single truss standard frame design replaces old-style cross bars and wyes. What's more it has a silvered  $4\frac{1}{4}$ " horizontal circle with easy to read 5 minute vernier.

Other advantages of this outstanding instrument include coated optics, internal focusing and a ball-bearing race for smooth operation even in sub-zero weather. Check out a White on your next trip and discover how much easier your work can be. Write for DAVID WHITE Bulletin 1053, and name of your nearest dealer. 311 W. Court St., Milwaukee 12, Wis.

### Speed all these and many other operations

- finding differences in elevation
- determining grades for building
- laying out lots and foundations
- running lines for curbs and sidewalks
- aligning foundation piers
- plumbing walls and uprights
- checking walls under construction
- ascertaining slopes for tiling
- relocating lost surveying monuments



We offer expert REPAIR SERVICE on all makes, all types of instruments

## most building labor disputes 'affect Interstate Commerce'

By John F. McCarthy  
Attorney at Law

The Taft-Hartley Act, officially known as the National Labor Management Relations Act, sets up the exclusive pattern for the regulation of labor relations in those segments of industry within its jurisdiction. There can be no regulation for those industries by state statute, even though consistent with the Taft-Hartley Act or merely supplementary to it. Most labor disputes between building construction employers in an area and a union will "affect interstate commerce," and will be subject to the Taft-Hartley Act and the power and authority of the National Labor Relations Board. Thus, the amendments to the Act, presently being considered by the Congress, are of substantial concern to builders. Certain of these amendments are inimical to the best interests of builders. (See *American Builder*, March, 1954, issue).

The exclusive nature of the power and authority of the National Labor Relations Board, and thus the significance of that Board and the Act to builders, is emphasized by a recent decision of the United States Supreme Court in the case of *Garner et al vs. Teamsters Union* 74 S. Ct. 161. In that case, Garner, under the name of Central Storage and Transfer Company, was engaged in the trucking business. His operations formed a link to an interstate railroad. He had no controversy with his employees and never had objected to their joining the Union. The Union sought to force Garner to compel his employees to join. To that end the Union established a picket line at Garner's loading platform. None of the pickets was an employee of Garner. Drivers of other carriers refused to cross the picket line and Garner's business fell off substantially.

The conduct of the Union was in violation of the Labor Relations Act of the State of Pennsylvania where Garner conducted his busi-

AMERICAN BUILDER



ness. It also was in violation of the Taft-Hartley Act. The Pennsylvania Court, finding a violation of its statute, issued an injunction prohibiting the Union's picketing. The United States Supreme Court reversed the Pennsylvania decision and dissolved the injunction. The Supreme Court said that since the dispute was within the purview of the Taft-Hartley Act, the parties only could proceed before the National Labor Relations Board.

Of course, the Taft-Hartley Act limits its regulation to labor disputes "affecting interstate commerce." The National Labor Relations Board has announced nine categories of industry in which disputes, in its judgment, affect interstate commerce and are subject to the Act. These are:

1. Instrumentalities and channels of commerce, interstate or foreign.
2. Public utility and transit systems.
3. Establishments operating as an integral part of a multi-state enterprise.
4. Enterprises producing or handling goods destined for out-of-State shipment, or performing services outside the State in which the firm is located, valued at \$25,000 a year.
5. Enterprises furnishing goods or services of \$50,000 a year or more to concerns in categories 1, 2, or 4.
6. Enterprises with a direct inflow of goods or materials from out of State valued at \$500,000 a year.
7. Enterprises with an indirect inflow of goods or materials valued at \$1,000,000 a year.

8. Enterprises having such a combination in inflow or outflow of goods or services, coming within categories 4, 5, 6, or 7, that the percentages of each of these categories, in which there is activity, taken together add up to 100.

9. Establishments substantially affecting the national defense.

Since a labor dispute between building construction employers of an area and a labor union would undoubtedly be a *general dispute* involving directly and/or indirectly goods or materials from out of state valued at from \$500,000 to \$1,000,000 a year, the proposed amendments to the Taft-Hartley Act and the power and authority of the National Labor Relations Board are of substantial concern to builders.

**"It's easier to sell houses from the floor up!"**

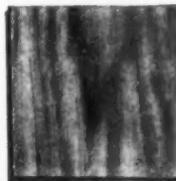
**...that's the beauty of Higgins Block**  
INC.



The Robert P. Gerholz houses in Flint, Michigan, have gained national attention because of their up-to-the-minute design. Right from the first, these houses have featured the up-to-the-minute flooring, Higgins Block. Besides the lustrous, sales-making richness of texture, look at all the other advantages of this flooring:

- 9" x 9" net face hardwood blocks —easy to install
- 3-ply cross-grain construction—when properly installed will not warp, buckle, cup or crack
- Selected oak face—comes with final finish
- Pressure bonded with marine-type glue—water-repellent, climate-proof
- Deep-impregnated with famous "Penta"—rot-proof, termite-proof
- Grooved back anchors into adhesive—quiet and comfortable
- Can be laid *without* special preparation directly on concrete slab—ideal for radiant heat
- Blocks fit flush—without large, visible V-grooves

**Higgins** BONDED HARDWOOD BLOCK FLOORING  
INC. THE WORLD-FAMOUS BOAT BUILDERS 



Use this coupon for free sample block and literature  
Higgins, Inc., Dept. A-54, New Orleans, La.

Gentlemen: Please send sample block and literature to

Firm Name.....

Address.....

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

# HOW to



During construction the owner wants a window made larger, built-ins added, door-types changed. It often adds up to a sizable amount of extra work. Whats the best way to keep track of it?

Filled out and sent to owner as soon as possible after extra job has been agreed upon verbally. In the main, owners like this system, sign and pay as asked

Some form is sent if job has to be figured on a cost-plus basis—but the rubber stamp in lower right hand corner is different. Payment comes at final billing time



CUSTOM building is almost synonymous with extras—that tangled net of extra work detail which gets thrown over a job-in-progress by the whims of the owner. Probably no fool-proof system has yet been devised to keep an exact account of extras, but every custom builder must cope with them in a systematic way, or at the final billing he will find himself in hopeless confusion.

An excellent approach to the problem has been built up out of long experience by C. A. Hemphill & Associates, who build some 50 houses a year along Chicago's North Shore. A Hemphill house averages \$40,000 in cost, is built under a fixed price contract. Hemphill prefers this type of contract for its sales appeal. The owner knows at the start just what the house specified in the contract will cost him, and this naturally encourages him to take the plunge with considerable peace of mind.

2122 Simpson Street	<b>C. A. HEMPHILL AND ASSOCIATES</b> Architects - Contractors - Builders EVANSTON, ILLINOIS	Skokie 590
DATE	<b>EXTRA WORK ORDER</b>	Owner
Job Located at	You have asked us to price the following extra work:	

2122 Simpson Street	<b>C. A. HEMPHILL AND ASSOCIATES</b> Architects - Contractors - Builders EVANSTON, ILLINOIS	Skokie 590
DATE	<b>EXTRA WORK ORDER</b>	Owner
Job Located at	You have asked us to price the following extra work:	
Work will be entered upon your acceptance.		
Charge will be made you at the agreed price of		
Amount: _____		
(Retain carbon copy for your file)		
<b>PLEASE RETURN</b> Approved or Disapproved Within Ten Days		

<b>PLEASE RETURN</b> Approved With Payment or Disapproved Within Ten Days
--



## Introducing . . .

the most compact and versatile central summer cooling unit now on the market!



**simple and easy to install as . . .**

**A**

Basic unit for addition to any forced-air warm air furnace.  
(only 43" high)



**B**

Basic unit with blower package added—converts any warm-air gravity furnace into a forced-air winter-heating and summer-cooling system.  
(only 60" high)



**C**

Add space cap to basic unit with blower and you have a compact summer cooling unit for commercial use in offices, stores, restaurants, etc.  
(only 72" high)

New Williamson 2 and 3-ton water-cooled space refrigeration systems need only 2.7 sq. ft. base area, fit into smallest home. Unique design makes handling and installation easy. Basic unit provides complete summer cooling with forced air warm air furnace. Add blower unit for use with gravity type, and space cap for large space cooling. Thermostat control. Just set thermostat. Air-cooled models also available.



Williamson horizontal space cooler requires no floor space. Install in attic or crawl space. 24" high, 22" wide, 35" deep.

**THE WILLIAMSON HEATER COMPANY**

Manufacturers of the industry's most complete line of warm air furnaces, pipe, fittings and ducts for home and commercial use.

**THE WILLIAMSON HEATER COMPANY**  
3525 MADISON RD., CINCINNATI 9, OHIO

Please send me complete information on:  
 Basic units    with blower    with space cap  
 Horizontal cooling unit  
 W.A. furnaces.    Prefab. Duct & fittings

Name \_\_\_\_\_

Company \_\_\_\_\_

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



This factory branch has a basic simplicity that adds much to the looks and little to the cost. Most important is the engineered floor plan designed exactly for its needs. Builder is John J. La Porte, Portland, Oregon

**office space • five components dictate display area • planning and design service counter • when you build for demonstration area • shop and storage • sales and service**

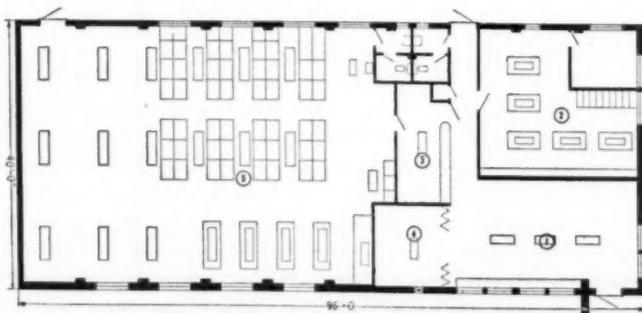
This Portland, Oregon branch of Skil Corporation is an excellent illustration of a building designed for the specific needs of a specialized business. It is typical, too, of the trend of manufacturers to improve and expand their service facilities, which should add further impetus to the construction of such facilities in 1954. Structures of this type require far different planning than the usual rectangular commercial buildings, and builders should be aware of this.

Careful consideration must be

given to the complexities of a branch operation. Foremost in the planning should be the shop and storage area. But branch operations have other requirements. The office area must include desk space for the outside sales staff as well as office personnel. These requirements increase the size of the area, more so than that of the usual small business operation.

A service counter, where customers return equipment for repair and authorized service men purchase

(Continued on page 228)



Plan shows the five areas that are required in the well planned factory branch

HOW TO CREATE ROOMS THAT SELL HOMES FASTER



La Mar Vanities by  
Dineen & Son,  
1510 N. Homewood Ave.,  
Pittsburgh 8, Pa.

# Build in the carefree beauty of NEVAMAR®

*The prefinished surfacing material*

Build a lovely vanity into a bathroom and you add an important selling feature. This is just one of the countless opportunities that NEVAMAR offers for putting extra value into any home you build or remodel. It's available in many colors and patterns, including mellow wood-grains that fit any decorative plan. It never needs painting or refinishing. Write for information and samples.

DISTRIBUTOR: THE NEVAMAR COMPANY, ODENTON, MARYLAND

 *The NATIONAL Plastic Products Company*

Manufacturers of Nevamar High-Pressure Laminates • SARAN FILAMENTS • Wynene Molded Products

ODENTON, MARYLAND • NEW YORK: EMPIRE STATE BUILDING • LOS ANGELES: 5025 HAMPTON STREET

In Canada: Richmond Plastics, Limited • Richmond, P. Q.

This is  
**NEVAMAR®**

- a high-pressure laminate surface
- Designed for long life and lasting beauty
- will not crack, crack or peel
- withstands boiling water
- resistant to cigarette burns
- not affected by grease, alcohol, fruit acids, ammonia, bleach, ink, or similar substances
- Easy to clean!

Guaranteed by  
Good Housekeeping



NEVAMAR conforms to  
NEMA specifications

## The New MULLER MIXER

— top performance with  
bottom price and upkeep



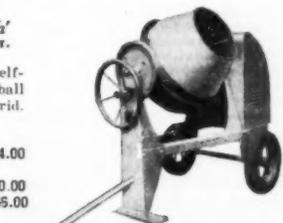
The New Muller 3½' Plaster and Mortar Mixer.

throwout; 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 ..... \$324.00
- 2.7 H.P. Briggs & Stratton Engine ..... 340.00
- 3.1 H.P. Wisconsin Engine .... 365.00

Also made in 2', 6', 6' to 8' and 9' Heavy Duty Models. Rubber Blades (Pat. Pdg.) at slight extra cost.



Muller 3½' Tilting Type Concrete Mixer from \$315.00 up. F.O.B. Factory

Also made in 3' and 6' sizes.

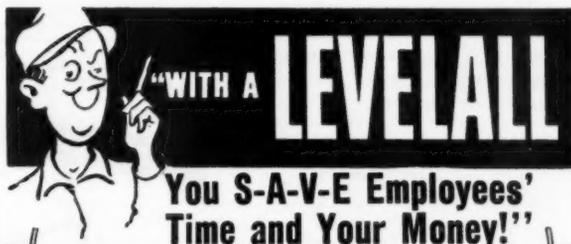


**MULLER MACHINERY COMPANY, Inc.**

Metuchen 4, N. J.

Cable Address MULMIX

MAY 1954



Any workman can handle any leveling job with 100% accuracy . . . and do it speedily and easily, all by himself.

For LEVELALL is a 75' transparent plastic tube with shut-off valves, mounting brackets and filled with a special anti-freeze liquid. And here's how it works: fasten tube brackets to forms, batter-boards, etc., snap open the valves and the liquid gives two accurately level points. The job is level . . . no doubt about it.

LEVELALL is an investment, a time-saving, cost-saving precision instrument at the extraordinarily low cost of only \$12.95.

Start leveling your costs by sending for "On the Level," a free booklet aimed to help solve your leveling headaches . . . or ask us to send your LEVELALL post-paid immediately.

Money-back satisfaction guaranteed. Dealer inquiries welcome.

LEVELALL, 83-E Webster St., Rockland, Mass.

- Please send free booklet, "On the Level."  Mail me Deluxe LEVELALL @ \$12.95  Regular 50' model at \$9.95  Ship postpaid full price enclosed.
- Ship C.O.D.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# Revolutionary! New!

featured in the

## PER-FIT<sup>®</sup>

LINE FOR 1954



**MR. BUILDER:** Here's real profit opportunity for you! A revolutionary new type fool-proof slider window has been added to the already famous line of PER-FIT and BEST-VENT aluminum double hungs.

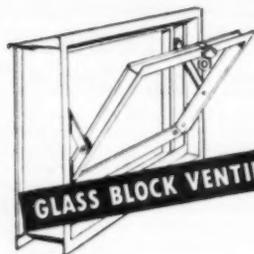
This new slider window—the "JOB-CONDITION SLIDER"—was developed after intensive job investigation and laboratory research to meet an unfilled demand for a fool-proof horizontal slider window easily adjustable to all job requirements—one package to fit all through-wall thicknesses from 4 $\frac{3}{8}$ " to 5 $\frac{3}{8}$ "!

These four great windows . . . "the PER-FIT line" . . . offer you your best opportunity to satisfy the growing demand for modern aluminum windows.

"JOB-CONDITION" SLIDER WINDOW—New, complete package—designed for fool-proof on-the-job adjustment. Fits any through-wall thickness from 4 $\frac{3}{8}$ " to 5 $\frac{3}{8}$ ". Installs in rough opening by simply nailing through flashing fins, which are concealed by integral exterior finish. We challenge any other slider window on the market to match our features!



**PER-FIT**—The aluminum window with custom features—at mass-production prices. Every feature of this solid, rigid window spells quality . . . with spiral-spring tension balancers on both upper and lower sash—welded sill corners and internally brazed sash corners—permanent weather seal. Compare its quality—then compare its price!



**GLASS BLOCK VENTILATOR**—Another new PER-FIT design—with rugged, precision construction plus the handsome lines your customers like. Heavy extruded aluminum. Available in all standard sizes and opening types, for any width glass block. You'll want to see this new window—every feature is engineered for customer appeal.



**BEST-VENT**—Here is the window acclaimed by all three: the architect, the builder, and the user! Famous BEST-VENT has counter-balanced sash—both top and bottom open simultaneously, at the touch of a finger. The most modern aluminum window in America—at surprisingly low cost! Easier to sell, easier to install.

You owe it to yourself to take a good look at all four of these great new PER-FIT products. If your materials dealer does not stock them, ask him to write for samples and prices . . . or contact the factory direct for the name of the PER-FIT dealer nearest you.



**PER-FIT PRODUCTS CORPORATION**

1204 EAST 52nd STREET, INDIANAPOLIS, INDIANA

**World's Finest Aluminum Windows**

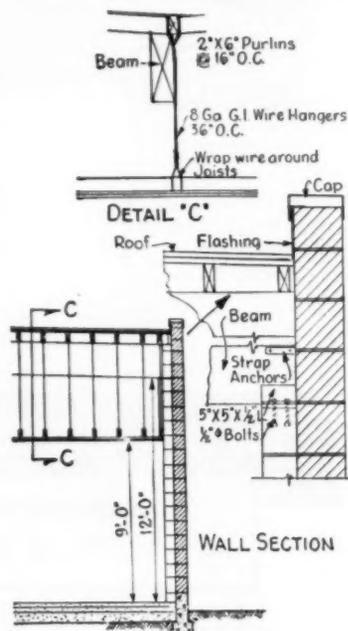
## sales-service building

(Continued from page 226)

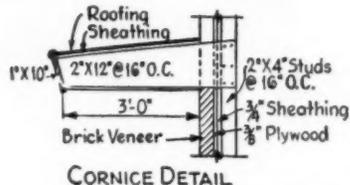
parts, is an important consideration.

A convertible area for demonstrations and meetings is another highly desirable component of a branch operation. Many manufacturers use demonstrations as a sales tool, and the room provided for this purpose should have folding doors so that it can be closed off and used as a meeting room.

The display area for this type of building is extremely important, for



Detail shows construction of the suspended ceiling in the display-office area



CORNICE DETAIL

Cornice detail illustrates construction of the canopy at the front of the building

many sales will be made here.

Space requirements for a branch office and its five integral parts will vary with the type and size of the manufacturer's product. A small portable power tool has far different space needs than a larger product. Space allocations for the Portland Skil operation are as follows:

(Continued on page 230)

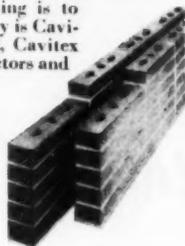
**AMERICAN BUILDER**

## To Build Modern . . . without Price Penalty... Build of Cavitex

Among today's home builders the swing is to masonry. And the ultra-modern masonry is Cavitex. With eye-appeal and price appeal, Cavitex has unusual interest for building contractors and owners alert to modern trends.



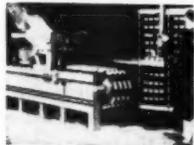
**CAVITEX**



Cavitex is new—in size, proportion, design and color range. Cored-out design provides insulation values and saves weight. Easily the most practicable unit for cavity-type wall construction. Ideal also, as veneer over frame, or as facing over 4" concrete block. Available in pastel tones for exposed masonry interior walls.

Expensive? Just the reverse! Material for material, Cavitex costs less than frame. This low price made possible by manufacturing economies. Local plants convert local raw materials into units for local builders. Usual high costs of freight and distribution are practically eliminated. Write

**W. E. Dunn Mfg. Co.** today for 4-color brochure and name of nearest local production plant.  
418W. 24th St., Holland, Mich.



### Local Manufacturing Opportunity

Many choice locations are open for the local manufacturing of Cavitex. Excellent opportunity for building contractors. Each plant operates under franchise in protected territories. Cavitex machine available on lease or sale. If interested, ask for important book "Opportunity Unlimited."

X-1

Save Time and Money . . . Avoid Mistakes . . . Use

## SIMPLIFIED CARPENTRY ESTIMATING

HERE IS EVERYTHING YOU NEED to know to "take off" a bill of materials from set of plans and specifications for a frame house. Saves you time figuring jobs, protects you against oversights or mistakes that waste materials and cost money. Nothing complicated—just use simple arithmetic to do house carpentry estimating with this easy-to-use ready reference handbook.

**CONTENTS:** Estimating Fundamentals. Foundation Material. Framing. Exterior Finish. Hardware. Building Information. Estimating Short Cuts. Labor Hours per Unit of Work. Carpentry Mensuration. Mathematical Reference Tables. Stair Estimating. How to Plan a House.

1950. 5th Ed. 301 p. 123 illus. 60 tables. 5x8. \$3.75



### FREE EXAMINATION COUPON

Simmons-Boardman Books, Dept. AB554  
30 Church St., New York 7, N.Y.

Please send me a copy of Simplified Carpentry Estimating. If after 5 days trial I am not fully satisfied, I'll return it and owe nothing. Otherwise I'll keep the book and send \$3.75 plus a few cents for postage and handling in full payment.

Name .....

Street .....

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

SAVE. Send \$3.75 with your order. We pay postage, handling. Same trial terms.



**Calcium Chloride**

- Keep Unpaved Streets
- Parking Areas
- Driveways
- Playgrounds
- Tennis Courts

. . . and any other Earth, Gravel, Unpaved Surfaces

## CLEAN, SMOOTH and DUSTLESS

SOLVAY Calcium Chloride is the inexpensive, efficient way to eliminate dust. This clean, odorless, economical material keeps all unpaved surfaces and adjoining areas healthful and free of germ-bearing dust.

SOLVAY Calcium Chloride is easy to use—requires no special equipment or knowledge. It can be applied quickly and easily. —No experience or expensive equipment is necessary.

### Send for FREE BOOK

This highly informative book "END DUST" gives complete details on methods of application, quantities required, etc. It contains photos, illustrations, charts, and easy-to-follow, step-by-step instructions on how to end your dust problems.

### DEALERS!

If you are not now handling SOLVAY Calcium Chloride, write for details, prices, advertising and promotion material.

GET THE FACTS—MAIL COUPON NOW!



### SOLVAY PROCESS DIVISION

Allied Chemical & Dye Corporation  
61 Broadway, New York 6, N.Y.

Please send me at no obligation your FREE BOOK, END DUST with SOLVAY Calcium Chloride.

Name .....

Company .....

Position .....

Address .....

City ..... Zone ..... State ..... 34-5



**Hydrocrane's  
Built-in Reach  
Grabs the  
"EXTRA DOLLAR"  
Jobs**

Here the Hydrocrane lifts slabs used as facing for new building in Omaha, Nebraska. With telescoping boom plus cushion hydraulic control operator can inch slabs into place without fear of breakage.

Bucyrus-Erie's 3-ton Hydrocrane with hydraulically telescoping boom gives you 8 ft. more boom—right at your fingertips. This special extend-retract action means extra dollars in savings on regular jobs . . . extra dollars in profits on special jobs ordinary outfits can't handle. Look:

**1 ON ERECTION WORK** boom reaches between girders, through windows and doors—hoists concrete buckets and planking to upper stories . . . saves hundreds of man-hours.

**2 ON CONCRETE POURING,** other material handling jobs, telescoping boom reaches under branches, over obstructions, into tunnels—handles dozens of close quarter jobs.

**3 ON YARD WORK** reaches into box cars . . . over fences . . . between stockpiles to move material, load trucks, etc., in a hurry.

12H53

**Quick Convertibility to HYDROHOE**



Get the full story on the all-hydraulic Hydrocrane with its many attachments. Write for interesting new literature.

By actual stop-watch test, crane has been converted to dragshovel front end by one man in *less than one hour!* And on trenching, extra telescoping action of Hydrohoe boom cuts lost time moving up by as much as 40 percent.



**BUCYRUS-ERIE COMPANY**  
SOUTH MILWAUKEE, WISCONSIN

**sales-service building**

(Continued from page 228)



Built on a corner lot facing a busy street, the company used brick veneer to dress up the exterior

Total area	3,800 sq. ft.
Office space	504 " "
Display area	510 " "
Service counter	96 " "
Demonstration area	144 " "
Shop and storage area	2,160 " "

The building is concrete block with brick veneer on the sides facing the streets. Footings are 16x8 inches for the block and veneer walls, and 12x8 for the block wall. Foundations are 12 inches for the combination walls, and 8 inches for the block wall. Pilaster footings are 24x12x12 inches and the pilaster blocks, supporting the clear span beams, are 16 $\frac{3}{4}$ x7 $\frac{5}{8}$ x18 $\frac{5}{8}$  inches. The wood beams are 7x21 $\frac{1}{8}$  inches 40 feet long. The beams are placed 9 feet 6 inches on center. Purlins

(Continued on page 232)



Display area is most important in the planning of this type of building. Demonstration room is at the rear. Folding doors can separate it from the display room



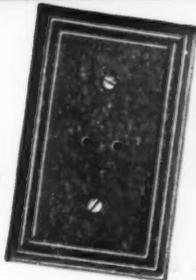
This picture of the display room shows relationship to the window area. Special night lighting draws passerby interest

**AMERICAN BUILDER**



## When Your Clients Ask For TV Sockets

Specify and Install  
**MOSLEY**  
TV LEAD-IN  
WALL SOCKETS!



- Made for television!
- Low cost!
- Flush mount in almost any type wall!
- Available in types for every installation requirement!

MOSLEY Cat. F-1PK TV Wall Socket for single lead-in. Supplied with attractive ivory or brown face plate, mating plug and instructions. List Price, only \$1.95.

Other MOSLEY TV WIRING ACCESSORIES include:  
MOSLEY TV Conduit, Plaster Rings, Roof and Wall Lead-in Entrance Devices, 3-Way Antenna Switches, 2-Set Couplers, etc.

Available at Radio and Television Parts Distributors, coast-to-coast. Write for name of nearest supplier, free catalog and booklet "How Builders Fit Into The TV Picture."

**MOSLEY ELECTRONICS, INC.**

8622 St. Charles Rock Road

St. Louis 14, Missouri

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*genuine* **Asynite** **Best!**



Plants In  
Ohio and  
California

• ALSYNITE is a best-seller with Materials Supply men everywhere because it rates best with builders! They insist on genuine ALSYNITE for all fiberglass installations for hundreds of residential, commercial and industrial jobs. Builders know from experience that Asynite, the original, is the prime, top quality panel, most useful and most widely available thru a nation-wide network of dealers supplied by reliable distributors in principal cities from coast to coast. If you're a builder or materials supply dealer . . . there's money for you in Asynite!

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for modern design

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- Saws & Nails!
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- Keeps Glare Out
- Many Colors

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4654 DeSoto St., San Diego 9, Calif.

PLEASE SEND ME Asynite information  
 For BUILDERS  For DEALERS

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

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## HOLT NMPL12 FLOOR SANDER

with patented demountable cushion that's replaceable in minutes right on job—no long, costly delays when nails rip cushion. Designed and built to eliminate vibration and chatter, so you get smooth floors easily. Double, self-adjusting belts, sure-grip clamps, high-speed cutting keeps jobs rolling, enable you to sand more floor daily.

HOLT Rotary Edgers for quick, easy sanding of edges, corners, stairs, closets, etc. Two-hand front and back controls permit fast starts and stops, improve control on close work.



HOLT Floor Machines put a sheen on floors that wins friends and extra business. Use for waxing, polishing, scrubbing, rug shampooing, steel wooling.

Take the HOLT way to more profitable floor jobs—mail coupon TODAY.

# HOLT MANUFACTURING COMPANY

Better floor machines for more than 25 years 12

RCOM B-5, 669 - 20th ST. • OAKLAND 12, CALIF.

HOLT MFG. CO.

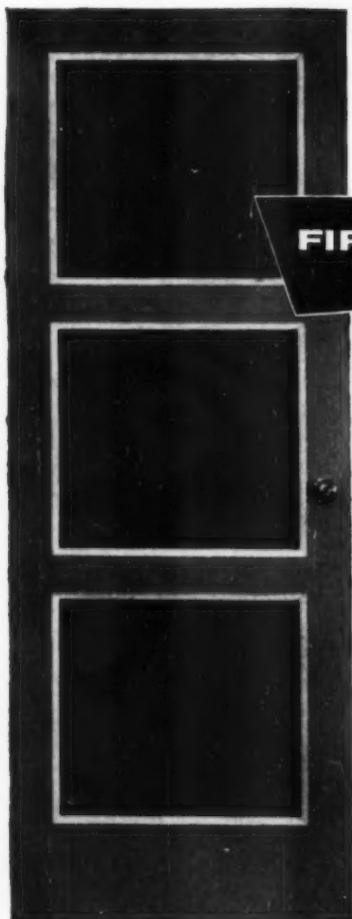
Room B-5, 669 - 20th St., Oakland 12, Calif.

Please send me folders describing HOLT's exclusive, new features.

NAME \_\_\_\_\_ POSITION \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_



**built-to-last**

**FIR PANEL DOORS**

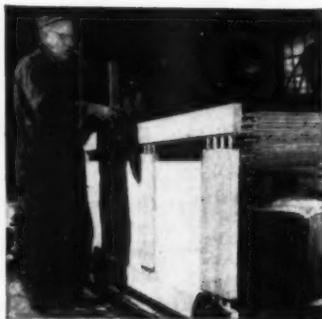
**won't come apart**

**...won't warp**

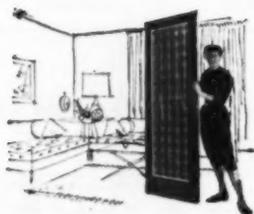
**...stay straight**

**DEPENDABILITY**... a word with real meaning if you use fir panel doors. Hang them, then forget them—secure in the knowledge that you won't have to repair or replace them in a year or in twenty years. This is dependability that means dollars to home builders. And speaking of dollars, fir panel doors with all their plus features, cost less than most doors on the market—two to three dollars less. More home for the money? That's exactly what you can offer if you include fir panel doors.

Charlie Rogers is typical of the proud craftsmen that maintain the traditional quality in every fir panel door. Each door is meticulously put together. Each is made with carefully selected straight grain Douglas fir. Each carries the FDI hallmark to assure exacting U.S. Commercial Standard requirements.



**restyled** **FIR PANEL DOORS** **add buy-appeal**



More color, more texture are the modern decorative themes. Restyled fir "picture-panel" doors provide both. Wider, flat bevel molding frames the panels for exciting decorative treatments... makes the door a dramatic room feature. Make your interiors come alive... add eye-interest, buy-interest in the homes you build.

CALL YOUR REGULAR SUPPLIER OR WRITE FIR DOOR INSTITUTE, TACOMA, WASHINGTON

**sales-service building**

(Continued from page 230)



The office area is large enough to accommodate five desks, somewhat larger than that found in other small businesses

(2x6) are 16 inches on center and are covered with 1x6 D&L roof sheathing. The roof covering is a class "C", 3-ply, built-up roof.

The slab is five inches with six inches of gravel beneath. A waterproof membrane was imbedded in the concrete slab. First, three inches of concrete were poured and the membrane installed. Then two inches of additional concrete were poured over the membrane.

Ceilings were dropped for the customer portion of the building. Wire (8 gauge) was tied to the purlins every 32 inches (32 inches on center). These wires carry 2x4 ceiling joists 16 inches on center. Fire resistant acoustical tile was used as the finish material.



Parts and service counter, adjacent to the shop, is a must for factory branches. Counter is covered with stainless steel



The shop and storage area is ample for repair jobs, storage of parts, and inventory of new equipment

## Are builders missing a bet?

You know from experience that you sell a house by selling its features. You also know that the kitchen contains some of the most important selling features in the house.

There was a time when a builder got by with a modern range in the kitchen as a selling feature. Then he began to include a refrigerator and, one by one, other appliances. Why? Because his customers demanded them!

New customers are demanding freezers. More and more homemakers every year want this appliance that saves them time, money and work, allows them to serve better meals, at lower cost. They want to "be modern—live electrically." Last year, more than 1,000,000 freezers were installed in American homes.

That's why you're missing a bet unless you design your kitchens with space for a freezer—allowing, too, for the weight of this appliance and its contents, in designing the load-bearing strength of the floor.

Don't miss out on this important selling feature. If you need more information, write to any of the manufacturers listed below—or see their dealers in your community.

FARM & HOME FREEZER SECTION  
National Electrical Manufacturers Association  
155 East 44th Street, New York 17, N. Y.

ADMIRAL • BENDIX • CROSLY • DEEPFREEZE  
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INTERNATIONAL HARVESTER • KELVINATOR • NORGE • PHILCO  
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"... and the best part is  
IT'S EQUIPPED WITH A  
**HUBBELL  
CHESTABLE**"

"THAT'S WHAT SOLD ME ON THE HOUSE . . . it's the most attractive room divider, gives me a handy place for the silverware, plenty of shelf room for even my biggest platters and bowls, and it opens out into a full sized dining table. And talk about quality . . . it's real custom furniture. Why, the builder even told me he couldn't have planned that cozy kitchen-living-dining room combination without the HUBBELL CHESTABLE."

MAKE PRACTICAL LIVING SPACE OUT OF WASTE ROOM . . . when you install or specify Hubbell Chestables you double space utility . . . cut costs, add buyer appeal. In amber maple with Formica top and table as a complete unit, or without top for installation in custom bar or cabinet combinations.



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Height 36"  
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(closed)

Sold only direct from factory. Send check or money order . . . or write for illustrated folder and details.

by the Makers of the  
Famous Hubbell File Chests

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## Sales come easier with **WEL-BILT** Overhead Operating DOORS

Residential • Commercial • Industrial



Whatever your building project — if it incorporates overhead doors — your chances for sales improve when you feature *distinctive, sturdy, easy-lifting, favorably priced* WEL-BILT Doors.

**Dependability** — Well-seasoned, sag-resistant lumber; strong, well-proportioned hardware; custom-designed tension type springs; scientific weather sealing; super struts on larger sizes.

**DeLuxe Styling** — Stock and custom-built models for every type of architecture, every kind of installation. Designed to attract the most discriminating buyer. All built to craftsmanship standards.

**Expert Installation** — You're relieved of all worry and bother about installations. Trained and experienced factory personnel take over after quick delivery to the site; insure years of fine service.

**Competitive Pricing** — "Geared production" gives WEL-BILT a competitive edge. This means an all-round superior product which in turn gives you a competitive sales advantage.

**Get the WHOLE story — Send Coupon** — Facts speak louder than claims! The WEL-BILT catalog gives you the facts, proves these claims. Just fill in and mail the coupon — no obligation.

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SIGNIFIES QUALITY

Overhead  
Operating  
DOORS

HUCK-GERHARDT CO., INC., Dept. C  
Luzerne & G Sts., Philadelphia 24, Pa.

Send me a copy of your latest catalog illustrating and describing all types of WEL-BILT Overhead Operating Doors.

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

**HUCK-GERHARDT** Co., Inc., Luzerne & G Sts., Philadelphia 24, Pa.



**BUILDERS, ENGINEERS, ARCHITECTS ARE ON SURE GROUND WHEN THEY RELY ON ORANGEBURG ROOT-PROOF PIPE AND FITTINGS FOR DEPENDABLE PIPE-LINES UNDERGROUND. ORANGEBURG'S TIME-DEFYING QUALITY—PROVED BY MORE THAN A MILLION SUCCESSFUL INSTALLATIONS—HAS MADE IT AMERICA'S MOST WANTED PIPE.**

Orangeburg Pipe and Fittings are strong, tough, resilient. They resist corrosive ground waters and chemical wastes, traffic tremors, earth deflections, temperature variations. Taperweld® Joints—self-sealed without cement or compound—help keep the pipeline *root-proof* and *in line*. Light weight, long lengths and fewer joints speed assembly and cut costs of handling and laying.

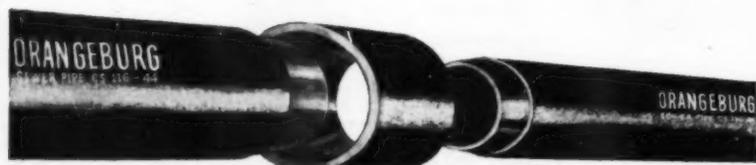
Use Orangeburg Root-Proof Pipe for... house-to-sewer (or septic tank) connections, down-spout and storm drain lines, other non-pressure, outside uses. Use Orangeburg Perforated Pipe for septic tank disposal beds, foundation footing drains—also the draining of wet spots in lawns, fields, drive-in theaters, athletic fields, parking lots, airports. Informative catalog 306 on request. Write Dept. AB54.

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ORANGEBURG PIPE AND FITTINGS**

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## THE ROOT-PROOF PIPE



1/4 Bend connected to Orangeburg Pipe making a 45° turn. Joints are leak-proof and root-proof.



1/4 Bend connected to this down-spout making a 90° turn. Orangeburg Fittings save installation costs.



Wye Fitting showing a branch connection. Orangeburg Fittings are the same high quality as Orangeburg Pipe.



Useful slide rule estimates residential air conditioning costs for four different types of air conditioning units

## A SLIDE RULE to estimate air conditioning costs

A useful slide rule for determining season operating costs of home cooling systems is available to contractors and builders. This useful device is made of heavy, glazed cardboard, and measures 8x3 3/4 inches.

Called the "Economy Guide for Home Cooling," it enables the user to compute and to compare what the season operating costs will be for homes equipped with any one of four kinds of cooling systems—waste water condensers, cooling towers, evaporative condensers and air cooled condensers. A booklet listing utility rates in 98 cities is furnished with the slide rule. The reverse side of the rule shows the number of months of cooling operation per year, as well as the humidity variations for all sections of the country.

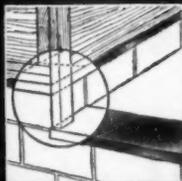
The guide is available free upon request to The Coleman Company, Dept. AB, Wichita, Kansas, or La Porte, Indiana.



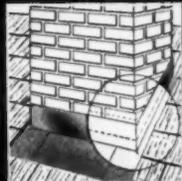
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Now is the time to **TALK TERNE...**

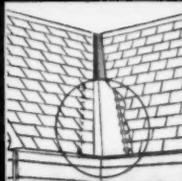
for these  
**WEATHERSEALING  
jobs!**



Termite Shields



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Valleys

**FOLLANSBEE TERNE METAL, that is!**

Alert sheet metal men will take advantage *now* of this year's big building market by "talking Terne" for weathersealing.

Follansbee Seamless Terne Metal is the ideal weathersealing material for built-up, composition, wood, asphalt or asbestos shingle, slate or tile roofs. Tough, durable and malleable, Terne Metal should be used for copings, eaves troughs, flashings, gravel stops, gutters, valleys, and termite shields.

Properly installed and maintained, Terne Metal will last as long—or longer—than any roofing material with which it is used. Terne can be installed easily and quickly. *Remember, expansion and contraction are never a serious problem with Follansbee Terne Metal.*

Leading distributors are prepared to supply you with this high quality Terne Metal in 40 lb., 20 lb. and 8 lb. coatings, in various widths from 4 inches to 28 inches, in 50 foot continuous rolls. Be sure to specify Follansbee Terne Metal the next time you need "Valley Tin" or "Roofing Tin."

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Balanced design, and superior workmanship of Nicholls TROWELS, FLOATS, CEMENT TOOLS, DARRIES and HAWKS make them the "quality tools" of the trade.

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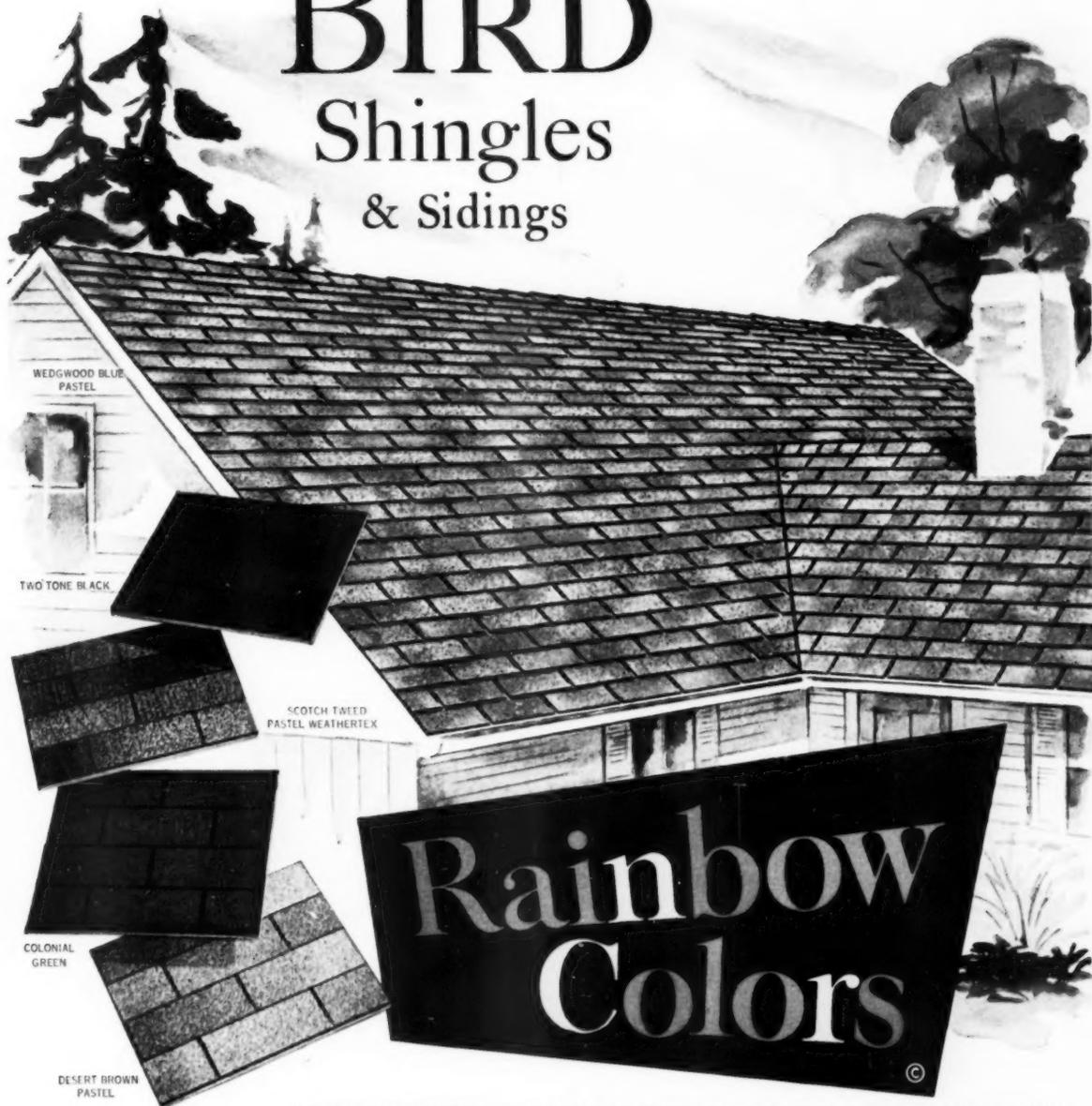
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# BIRD

## Shingles & Sidings



Rainbow  
Colors

**NEVER BEFORE — COLORS LIKE THESE TO HELP YOU SELL!**

BIRD Master-Bilt shingles have a range of *Rainbow Colors* the like of which you've never seen . . . from smart, brilliant colors to delicate pastels.

Today, that is very important to you, since the modern low roofline has created an ever-increasing interest in color roofing.

Every day, more and more builders are using BIRD's colorful roofs to help sell homes . . . and more and more people are demanding Master-Bilt's beautiful *Rainbow Colors* for re-roofing. Both know that for thick-butt construction and top durability as well as for superior color beauty — it's the BIRD Master-Bilt.

*Ask your distributor for further details — or write  
BIRD & SON, inc., Dept. AB-5, East Walpole, Massachusetts.*

QUALITY PRODUCTS SINCE 1795



EAST WALPOLE, MASS., NEW YORK, N. Y., CHICAGO, ILL., SHREVEPORT, LA.

*Start right, in building the Dream Home*

by planning for—

*National*  
**BUILDERS' HARDWARE**  
to complete the picture

Note the wide variety of hardware products illustrated in this complete line.

Every room in the home enjoys added service conveniences when National hardware is installed.

Modern design, simplicity of action and ease of installation are the dominant reasons why leading architects, contractors and builders are unanimous in their choice of this quality line.



*National* **MANUFACTURING COMPANY** STERLING ILLINOIS