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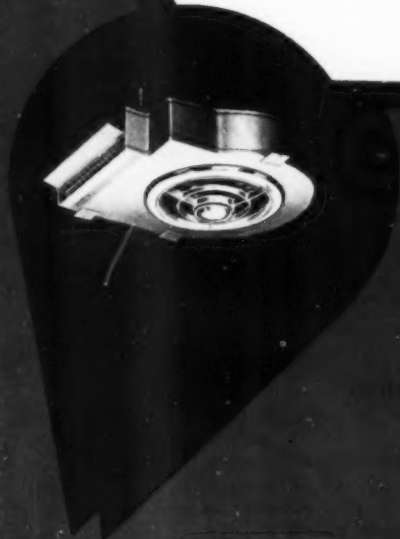
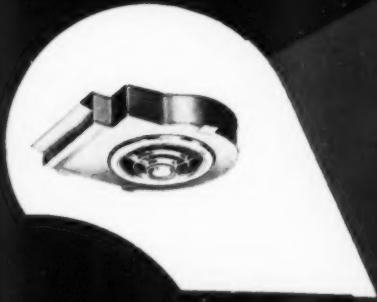
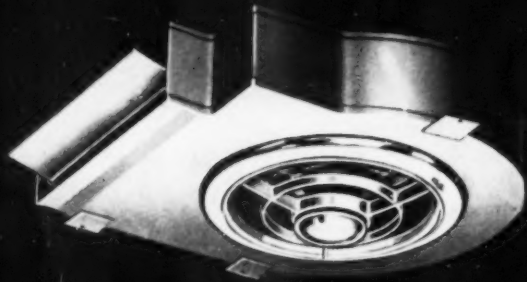
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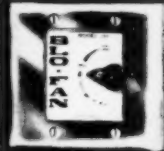
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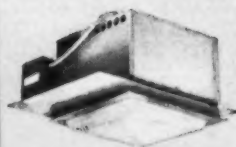
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## **Watch Housing Act Interpretations**

**T**HE HOUSING ACT of 1954 eases housing credit, and in effect is a green light for a continuing or increasing high volume of housing starts. But the Act also imposes several new and important conditions on builders using FHA and VA. While the new housing act spells out these conditions as clearly as can be expected, some of them are, nevertheless, subject to specific interpretations as questions of application arise.

For instance, Section 301 (a) requires the builder to warrant that a structure designed for not more than four families was constructed in "substantial conformity" with plans and specifications as approved by FHA or VA, as the case may be. There are numerous cases on record which have established the legal meaning of "substantial conformity" in connection with plans and specifications, and the indication is that the phrase as used in Section 301 can in no way affect the performance of a legitimate builder, but, on the other hand can be a further deterrent to the jerry builder.

Section 226 requires the builder to deliver to the buyer, prior to sale, a written statement of the amount of the FHA appraisal. This requirement, which applies to only one- and two-family residences, obviously is designed to assure the buyer a comparison of the FHA appraised value with the price he is being asked to pay. Here, the law is clear in both word and intent, and the builder must understand that it gives the buyer the right to abrogate any agreement he has made with the builder prior to the time the appraisal statement is delivered. This is particularly important to the custom builder. Most operative builders

finish a demonstration house on which an appraisal has been obtained before they begin to take orders or settle families in finished houses. The custom builder rarely has this advantage. Under the new law, if the mortgage is FHA insured, the custom builder can lose heavily if he begins the execution of a contract before delivering to his customer "a written statement setting forth the amount of the appraised value of the property as determined by the commissioner."

Section 227 applies to new or rehabilitated multi-family housing. It requires the builder, prior to final endorsement of the mortgage, to certify the difference either way or the equality of the proceeds of the mortgage loan and the approved percentage of actual cost. Actual cost is defined to include "a reasonable allowance for builder's profit if the mortgagor is also the builder as defined by the Commissioner," and, in principle, an amount equal to the commissioner's appraisal of the land in fee or the leasehold.

Clearly, this is intended to prevent a recurrence of the alleged irregularities in the financing of some 608 projects. The intent of the section is laudable. But giving the commissioner or anyone else but the builder, guided by competitive forces, the right to determine what is a reasonable profit is government price fixing which, aside from its grave socialistic implications, penalizes the legitimate operator, and invites the sharpshooters to find new ways to gyp the public and the government.

Applications and interpretations of all these sections should be watched by builders with special attention to Section 227 and the dangers that are inherent in it.

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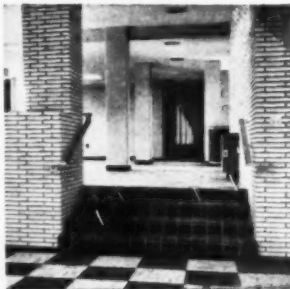
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### new housing bill accelerates home building

Nation-wide starts of new homes began to increase even before the new housing bill was signed. In June a total of 102,000 new non-farm dwelling units were started, 16 per cent above June a year ago. In July a total of 112,000 units were started, another increase of 16 per cent.

Builders have maintained a steady pace during the last four years, producing about 1,100,000 units each year, a very creditable record. With the new housing bill an actuality, the pace has quickened.

Builders, manufacturers and prospective home owners will benefit from the lower down payments, the open-end mortgage for home modernization and the rechartering of the Federal National Mortgage Association.

"The American dream of good homes for everyone is much closer to becoming a reality," was the comment of President Elliot Spratt of the Producers' Council. Mr. Spratt pointed out that "through hard work and hard selling the construction industry has become not only the largest segment of our economy, but the most effective."

The bill makes the purchase of homes easier for people in the middle and low income brackets. A big selling job will be required, nevertheless, because the market has diminished as compared with the early postwar years.

#### The new rules

A family buying a new \$12,000 house needs only half the down payment under the new rules. The requirement is for a down payment of only \$1,200 as compared with \$2,400 previously. A family buying a \$15,000 house needs \$1,950 as compared with \$3,000 previously. A new \$25,000 house required \$9,000 down under the old rules and now needs only \$5,000.

Of course, in many localities new houses have been available without

down payment, intermittently since 1946. In such places, the market has been very active.

The required down payments for old houses have also been reduced. There is always competition in the market between old houses and new houses. Will the new rules make the competition more active? The new rules on old houses require a down payment of 10 per cent on the first \$9,000 of cost, 25 per cent on all above \$9,000, 30 years to pay (but payment period must not exceed three-quarters of the estimated remaining life of the house). The maximum loan is \$20,000.

The open-end mortgage provisions of the new bill will stimulate modernization. Over 20 million of the nation's 45 million houses are a quarter of a century old. Active selling in this field is one of the best ways of preventing tomorrow's slums.

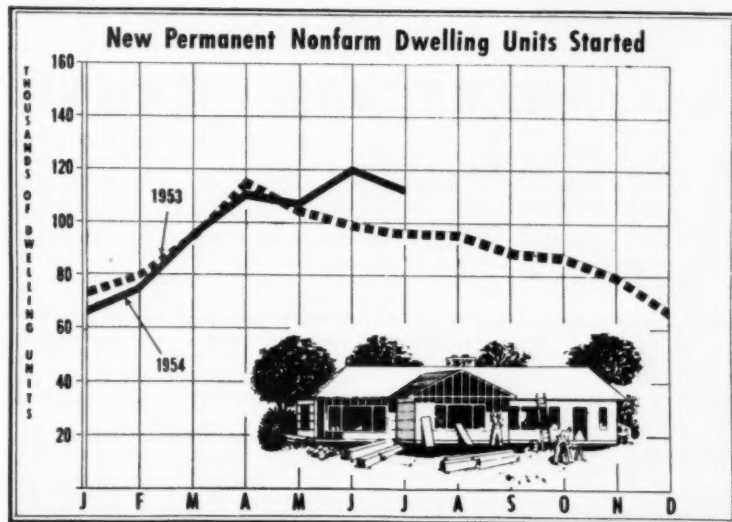
The rechartering of the FNMA, with the provision for the eventual operation with private rather than government funds, should prove invaluable in providing a stronger secondary mortgage market, with

the result that home buyers will find loans for houses easier to obtain.

#### New market data

New statistical information on the housing market will provide data on where new houses are being built. Up until now the Bureau of Labor Statistics has estimated the number of new dwelling units started in the United States each month, but there has been no information on the geographic distribution of starts. Under a new program the Bureau will publish an estimate of the number of dwelling units started in metropolitan areas and non-metropolitan areas. They will also estimate the number of dwelling units started by geographic regions—the northeastern, north central, southern, and western states.

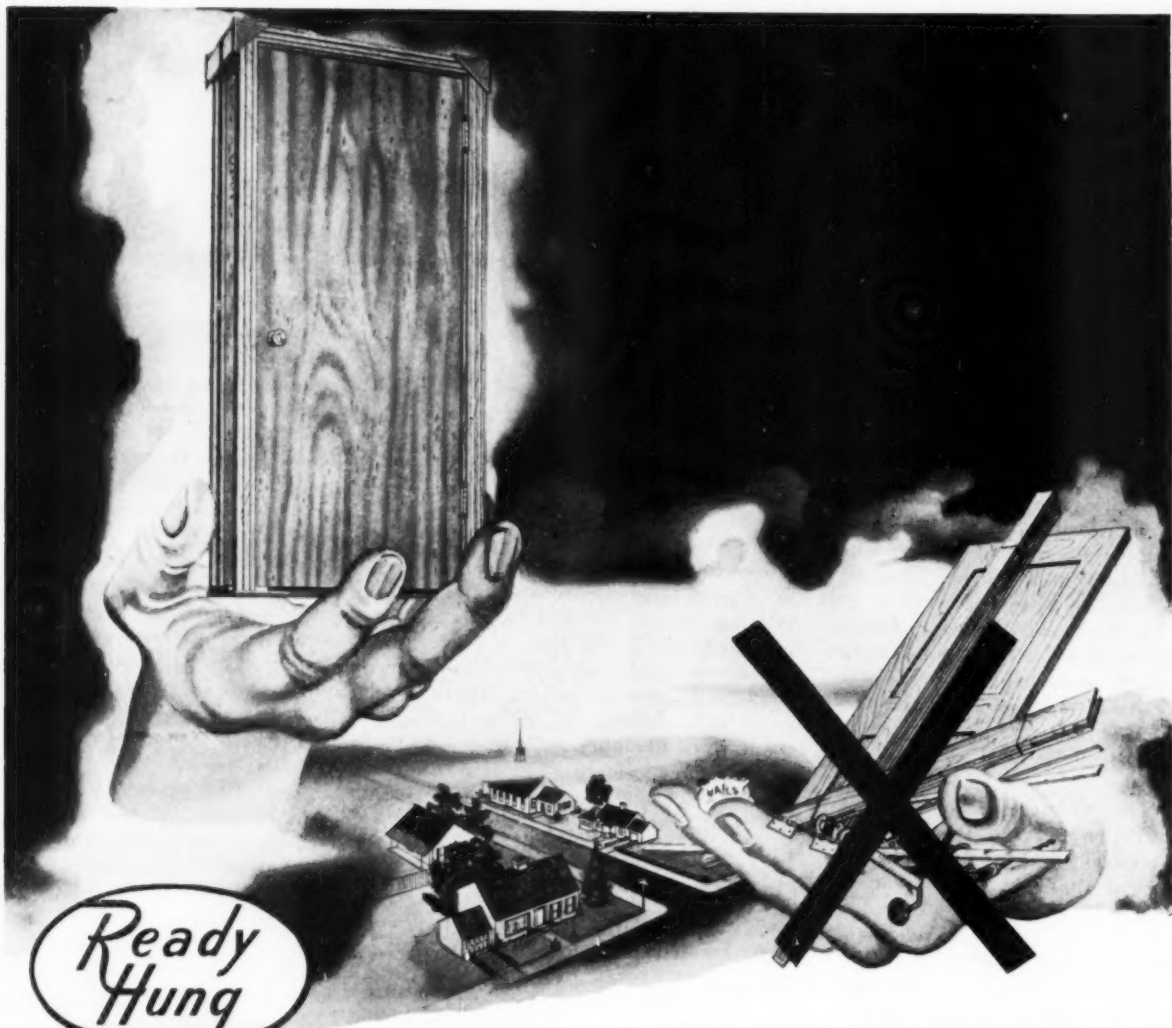
Of the four broad regions of the country, the South accounted for the largest number (a third) of all the new units begun during the first quarter of 1954. The other three regions shared almost equally in the balance, with the West a little in the lead, followed by the North Central and Northeastern states.



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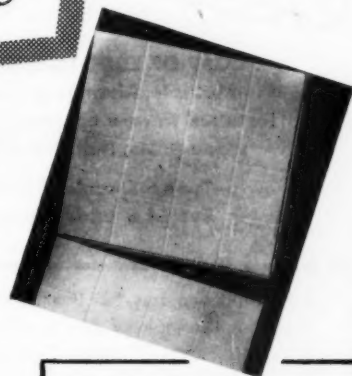
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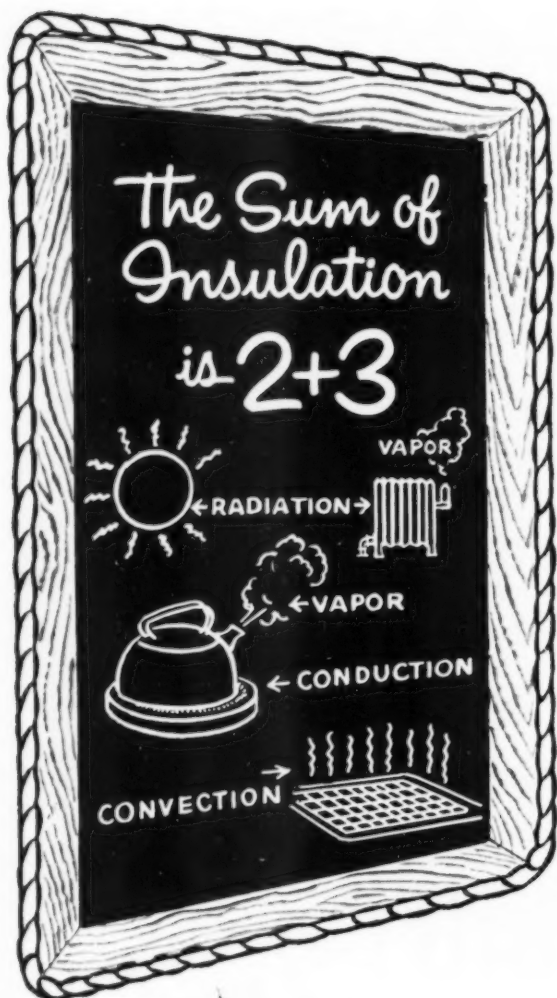
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**25 YEARS EXPERIENCE MANUFACTURING HIGH QUALITY BUILDING MATERIALS**

OCTOBER 1954



**COST OF EDGE-TO-EDGE INFRA  
Multiple Aluminum Insulation  
installed in new construction between  
wood joists, material with labor**

**Type 6-S under 9½¢ sq. ft.**

**Type 4-S under 7½¢ sq. ft.**

Infra Insulation, Inc., 525 B'way., N. Y. C. B-10  
Please send sample of new insulation ; Bureau of  
Standards Report "Moisture Condensation in Building  
Walls"—BMS63 ; Description of new insulation .

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

INFRA INSULATION, INC., 525 BROADWAY, NEW YORK, N. Y.

**7** FIVE-WAY protection is required of an insulation against (1) CONDENSATION, (2) VAPOR FLOW, as well as against Heat Flow by (3) RADIATION, (4) CONDUCTION, (5) CONVECTION.

Multiple accordion aluminum provides this 5-fold protection. It is pre-fabricated to automatically create a "blanket" of multiple alternating layers of air, aluminum and fiber as it is installed.

Against RADIATION there is high (97%) reflectivity, low (3%) absorptivity and low (3%) emissivity for heat rays. CONDUCTION is low because of preponderant compartmented air spaces of low density. CONVECTION, outer and inner, is retarded by multiple layers of aluminum and fiber.

#### CONDENSATION MINIMIZED

The aluminum sheets are completely impervious to water vapor. Infiltration under flat, stapled flanges is slight. The scientific construction of multiple layers of accordion aluminum, fiber and air spaces minimizes condensation on or within this insulation. Its slight mass produces little heat storage.

To obtain MAXIMUM, uniform-depth protection against heat loss and condensation formation, it is necessary to use the new edge-to-edge multiple aluminum\*, each sheet of which stretches from joist to joist, and also all through the flanges for further vapor protection as well as permanent attachment of each sheet.

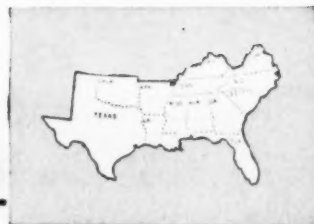
The U. S. NATIONAL BUREAU OF STANDARDS has published an informative and authoritative report on "Moisture Condensation in Building Walls." This booklet explains the conditions under which condensation will take place in insulated as well as un-insulated walls; what part is played by effective vapor barriers such as metal foils; how to use and interpret thermal-resistance and vapor-resistance fractions. You can obtain it at our expense by sending us the coupon.

\*Patent applied for

# Buildercast

- LOCAL NEWS
- FORECASTS
- NEW TRENDS

**SOUTHERN area**



## **REPAIR, REPLACE AND EDUCATE—at a profit.**

That's the three-pronged program being put to work at Richmond, Va., to punch holes in the argument of socialized housing exponents that "private enterprise cannot do it, so the government must."

Action of the Home Builders Association of Richmond to form the Home Builders Rehabilitation Corporation reported by American Builder last month, is designed to **bring housing standards up to an economic level rather than a minimum level** dictated by city ordinance.

The corporation stands ready to help owners who wish to make indicated improvements, with loans they cannot get through normal channels. It makes individual studies for them, provides them with a member list of repair contractors to "protect him from racketeering estimators and substandard workmanship."

Newest phase of the program to be worked out is replacement. When a house is so dilapidated that rehabilitation is economically unsound, the corporation offers to buy the property at a fair price, demolish the house and let a member (selected alphabetically) build the "home builders' replacement house."

An architect chosen by the corporation's art committee is designing an inexpensive "replacement house" plan. **The actual builder will receive the plans and a "spec" sheet with all costs listed**, the latter information furnished by subcontractor and supplier members. Declares the association: "Before he starts the builder member knows that cooperation with this plan assures him a profit."

Before the corporation was a month old, complete renovation was started on ten houses and negotiations were under way to buy three lots for erection of replacement houses.

**PACKAGE APARTMENT PLAN** for resort areas is being tested at St. Petersburg, Fla. It calls for the building of any number of suites from two up for a flat \$5,500 per unit, on buyer's land. Each unit is complete with its own heating and air conditioning system, has range, refrigerator terrazzo floor, ceramic tiled bathroom, ward-

robe closets. Horace Hudson, builder of many of the city's waterfront homes, is pushing the idea with a six-suite demonstration model.

**LACK OF FHA PERSONNEL**, a common complaint from many sectors, is not only holding back commitments but actually **causing many loan applications to be abandoned in favor of other means**.

Following a check of his membership, Ed Cohen, president of the Tulsa Home Builders Association, said they are "ready to ask for FHA commitments on 2,000 houses, but are holding back because it takes so long for the FHA office to process them."

As a result, he pointed out, "the market is getting topheavy with GI and conventional-loan homes." Unless the situation in the Tulsa area is corrected soon, in his opinion, the middle- or low-income non-veteran will find it difficult to buy any home.

No early remedy is foreseen unless FHA is allowed to hold some of its profit from the general treasury fund in the form of a "floating budget." This would permit it to add workers when the load is heavy, decrease staff during light periods.

**BOOM IN HOUSING STARTS** has upped all pre-season forecasts and has not, as yet, eased to follow the gradual late seasonal decline.

**More new home permits were issued in Louisville during the first seven months than in all of 1953** (3,639 to 3,283).

Tulsa, despite its FHA lag, anticipates the start of 5,000 houses this year, 1,000 more than the annual average since 1950.

FHA State Manager Sterling Roberts, whose Memphis office force has been cut back 20 per cent, reports about 1,000 commitments a month, or double the 1953 rate.

Seven-month surveys by F. W. Dodge Corporation reveal increase in residential dollar volume of 39 per cent in Virginia; 13 per cent in western Tennessee and Arkansas; 11 per cent in Kentucky and 6 per cent in the metropolitan Atlanta and Miami areas.

Even 100-mile-an-hour rain cannot penetrate this modern school's walls, coated entirely with water repellent made with *Linde* silicones.



**HUGE SCHOOL SYSTEM APPROVES**

## WATER REPELLENTS

made with *Linde* **SILICONES**  
Trade-Mark

**for Above-Grade Masonry**

### *"Invisible Raincoat" Protects Many of City's Schools*

In one of the nation's largest cities, the above-grade exterior brick and concrete of school buildings is being coated with water repellents made with LINDE Silicones.

More than thirty of the school system's close to 300 older buildings have already been treated. New schools are being treated as erected. To date, 500,000 sq. ft. are done.

Board of Education maintenance engineers say that rain leaks and seepage that once caused costly damage to interior plaster, paint, and woodwork, have been eliminated.

Masonry spalling and cracking caused by water absorption and freezing have been completely stopped. Unsightly efflorescence is a thing of the past. And buildings stay cleaner because rain simply washes dirt down the walls.



Leaks were serious in this older school, so brick was repointed, then coated with silicone repellent. Result: No more problems from moisture.

### *Why You, Too, Should Specify "Linde" Silicones In Your Plans*

Above-grade masonry water repellents made with LINDE silicones mean . . . longer life for concrete and brick . . . reduced maintenance inside and out . . . better appearance.

More and more architects are specifying masonry water repellents made with LINDE silicones. They alone provide all these advantages:

- **Clear and Invisible**  
Cause no change in color, no shine.
  - **One Coat**  
For complete water repellency.
  - **Penetrating**  
Reach correct depth for maximum effectiveness.
  - **No Seepage**  
Even rain driven 100 miles an hour runs right off, yet . . .
  - **Non-Sealing and Pressure Resistant**  
Let moisture out but not in.
  - **Fast-Working**  
Dry in 3 hours to complete water repellency.
  - **Applicable the Year Round**  
Can be applied even at 15 degrees Fahrenheit.
  - **Long Lasting**  
Tests indicate dependable service for 10 years!
  - **Easy to Apply**  
Either low-pressure spray or brush.
  - **Can Be Painted Over**  
With oil-base paints.
- **CALL OR WRITE LINDE**—for the full story on water repellents made with *Linde* silicones for above-grade masonry, and a list of representative suppliers.

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**AMERICAN BUILDER**



### NAHB to Issue Merit Awards On Regional Level

Recognizing that conditions faced by project builders vary according to geographic location, the National Association of Home Builders will conduct its 1955 design merit award program on a regional basis. Martin L. Bartling Jr., chairman of the construction techniques committee, reports that awards will be made in each of five geographic areas, based upon regional design considerations, costs and marketability.

Objective of the program is to recognize excellence in house design by project builders. A custom design for a specific owner is not eligible. The committee stresses that builder-architect teams may enter the competition regardless of their affiliation with either NAHB or the American Institute of Architects.

Entrants are required to fill out two copies of a "request for judging" form which can be obtained from NAHB or its local chapters. These must be submitted to NAHB in Washington by December 10, together with finished interior and exterior photos, floor plans, elevations and detail drawings mounted on one or more 40x40-inch panels. Entries will be judged and winners announced at the annual convention in Chicago next January. Certificates of merit will be awarded to both builder and architect of each entry selected.

Among states where the American Builder southern edition is distributed, Virginia is included in region one; North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi and Tennessee are in region two; Kentucky in region three; Arkansas, Louisiana, Texas and Oklahoma in region four.

### 78 \$18,000 Houses Sold in First 5 Days

Washington, D. C., area builders Michnick & DiMaio opened six furnished rambler and split-level model houses Aug. 29 at Lynbrook, near Springfield, Va. Five days later, they reported that 78 homes had been sold for \$1,404,000—an average price of \$18,000 per house.



### Work Session at Southern Builders' Conference

Discussing the new housing bill at Gatlinburg, Tenn., are (clockwise, from left): Sam A. Freyer, Shreveport, La.; C. B. Kelley, Nashville; Ben M. Smith Sr., Atlanta; Floyd R. Kimbrough, Jackson, Miss.; Swift Lockhardt; B. A. Martin, Atlanta; Richard Hail Brown, Birmingham; Ben Smith Jr., Atlanta, and a local television representative

### Charge Housing Act Appraisal Rule Makes 'Price Setter' Out of FHA

Charges that a clause in the Housing Act of 1954 actually puts the Federal Housing Administration in business as a "price setter" of new housing were made at the recent Southern Builders' Conference in Gatlinburg, Tenn., attended by NAHB members from seven states.

The disputed regulation requires a builder or seller to give the buyer a statement, on an FHA-approved form, setting forth that agency's appraised value.

Many builders felt this rule would result in numerous lost sales. Others

enough to warrant further study by the industry and government housing officials.

R. G. "Dick" Hughes, NAHB president, was a principal speaker at the conference, held August 19-20. Frank J. Zuzak of Shreveport, La., served as chairman, assisted by Martin L. Bartling Jr., of Knoxville, Tenn.

Previously, at a western builders' meeting, FHA Commissioner Norman P. Mason had declared: "If you do not have the FHA appraisal when your customer appears, you may give the prospective purchaser the opportunity to make a final decision—yes or no—when you do have the FHA appraisal."



F. J. Zuzak

M. L. Bartling Jr.

feared that to be safe, builders would have to conform closely to the house designs FHA was known to like if they wanted to be sure commitments granted would equal selling prices. All agreed the matter was serious

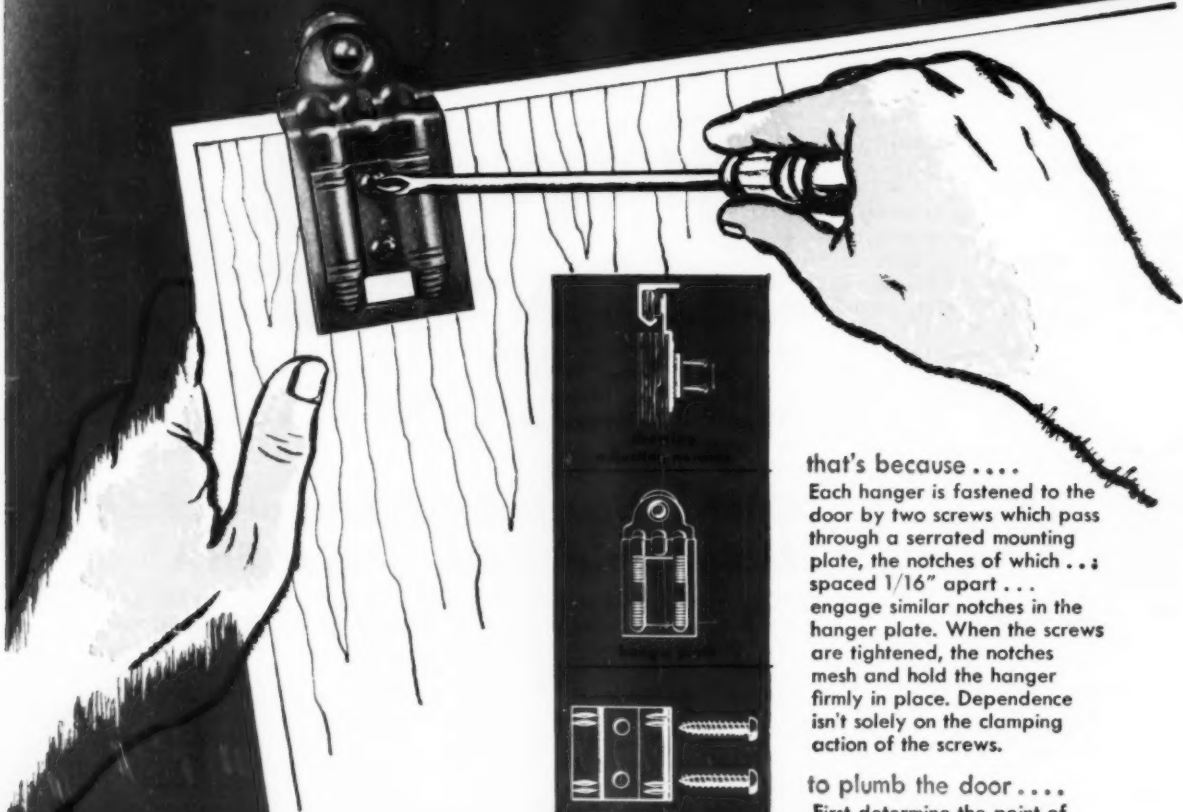
### Southeastern Dealers To Hear Mason, Gavin

The second Southeastern Dealer Convention and Building Material Show will be held Nov. 3-5 in the Atlanta Biltmore Hotel, Atlanta, sponsored by the Florida Lumber and Millwork Assn., Building Material Merchants of Georgia and Tennessee Building Material Assn.

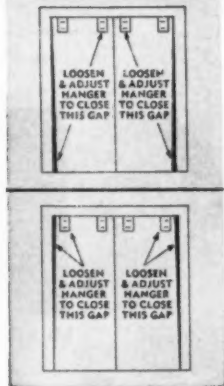
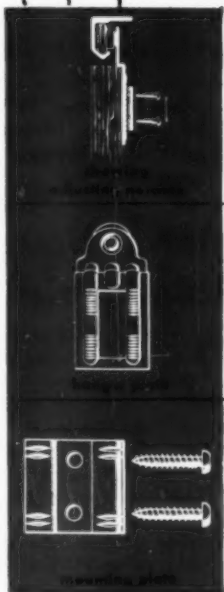
Principal speakers will include Norman P. Mason, commissioner of the Federal Housing Administration; Edward G. Gavin, editor of *American Builder*, and Clayton Rand, humorist.

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to make adjustments



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Each hanger is fastened to the door by two screws which pass through a serrated mounting plate, the notches of which . . . spaced 1/16" apart . . . engage similar notches in the hanger plate. When the screws are tightened, the notches mesh and hold the hanger firmly in place. Dependence isn't solely on the clamping action of the screws.

to plumb the door . . .

First determine the point of adjustment as shown at left. Then, loosen the screws and lower the door one notch . . . two notches, or even more if necessary. You can easily determine the degree of adjustment in units of 1/16". At all times you know where you started . . . how far you've gone.

There's no guesswork . . . no "too little and then too much" and no juggling a heavy door. You save time and a lot of trouble. That's why builders like the simplicity of installation and adjustment featured in Lawrence series "500" Sliding Door Hardware.

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AMERICAN BUILDER



## SOUTHERN NEWS

# Hughes, Madigan Slated to Lead Florida Meetings

R. G. "Dick" Hughes, president of the National Association of Home Builders, and J. J. "Jerry" Madigan, NAHB field director, will have leading roles at the Florida Home Builders Association annual convention Oct. 28-31 in the Roney-Plaza Hotel, Miami.

Hughes will be guest of honor at the "Florida Night" banquet climaxing the convention, while Madigan will serve as moderator of a panel discussion: "The Home Building Industry in Our City."

Regional builder members from Georgia, Alabama and Puerto Rico have been invited to attend, according to Walter K. Dean, association president. W. B. "Dutch" Miller, execu-



W. K. Dean



W. B. Miller

tive director, has arranged for a large number of delegates to attend the Miami-Fordham football game in the Orange Bowl Friday night, Oct. 29.

Col. N. B. Rood of Coral Gables is general chairman of the convention assisted by Paul J. Nasrallah and S. A. Dansyear, Miami; Clair Siefferman, Madiera Beach; Joseph A. Shaffer, Jacksonville; Bruce McCullough, Tallahassee; Mrs. Ouida B. Regan, Pensacola; Murray Paschal, Tampa; F. W. Penkert, Lakeland, and C. W. Jamerson.

### Roamin' the South—

Quincy Lee, San Antonio HBA leader, opened a group of 48 units ranging from two bedrooms and bath for \$9,025 to three bedrooms and two baths for \$12,500. The latter had a three-ton waterless air conditioner and 100,000 BTU central heating, was the main reason for 25 sales at end of the first day. Ten days later, Lee had a sellout. . . Three big names in golfdom are in the building business at Houston. Jimmy Demaret, Jackie Burke and Robbie Williams are partners of Truett Peachey, developer of Spring Branch



G. Kenneth Milliken

Woods. . . Gov. Johnston Murray of Oklahoma and his wife did the honors at Oklahoma City's pre-National Home Week Parade of Homes. They took turns at a hand saw to cut a plank, instead of the traditional ribbon. . .

G. Kenneth Milliken, former executive assistant of the Northeastern Lumber Dealers Assn., headed west last month to become secretary-manager of the Southwestern Lumbermen's Assn. . . Angus Lamond Jr. will chairman the ninth annual home show to be held next February by HBA of Metropolitan Washington. . . Knoxville, Tenn., builders celebrated National Home Week with a row of 18 house designs built for the first time in their area. . .

### "Horatio Alger II"—

Houston builders, accustomed to big ways, are talking about the phenomenal rise of a 25-year-old newcomer to their ranks. Alfred E. Pampell graduated from the farm, instead of high school, at 17, did dry wall contract work for a while with an older brother, soon set up his own business. The Army kept him out of circulation in 1950-51. Starting home building on a small scale in 1952, he quickly branched out to apartment construction and houses up to \$40,000. . . Now building 50 units in the \$17,500 to \$22,500 range, he expects to start 15 higher-price units this fall. Meanwhile, several major contractors are using his drywall business, which is one of seven corporations he heads. The others cover real estate and lumber as well as construction. . .

NAHB director Jim Albert of Miami has turned to the low-cost field at Fort Lauderdale, opening 299 two-bedroom units starting at \$5,750. Each buyer gets written warranty and service policy, chance to incorporate kitchen appliances in mortgage payments. . . Vast Coral City turnout (see pages 20S and 21S) helped increase attendance at other nearby projects and apparently stimulated

sales all around. . . C. & N. Construction Co. (Romeo Vellozzi, Sam Rizzo and Al Porco), who introduced split-levels to South Florida, are now convinced of their popularity in Miami and have started a large tract featuring the tri-level "Mansionette Challenger," with 2,000 sq. ft. of interior area. Aimed at veterans, the price is \$12,300, with no down payment or closing costs. . .

### New Look at Raleigh—

G. H. Wright Jr., building homes at Raleigh, N. C., since 1937, has started a group of 54 brick houses to introduce "Lockwood," a 400-acre tract with a potential of 1,000 homes. He has set aside 26 acres for a shopping center, and space for a creek-side recreation area, churches and a school. . . Louis L. Strey, ex-head of Houston R E Board, has returned to building after a lapse of several years. First ten houses range from \$9,750 to \$10,500; ten more are planned. . . Long Island builder Herman Glatt decided to quit building two years ago and take it easy in Florida. After a few months of idleness, he built a small home, then another, and now has started a group of seven in the \$12,500 class in North Miami. . .

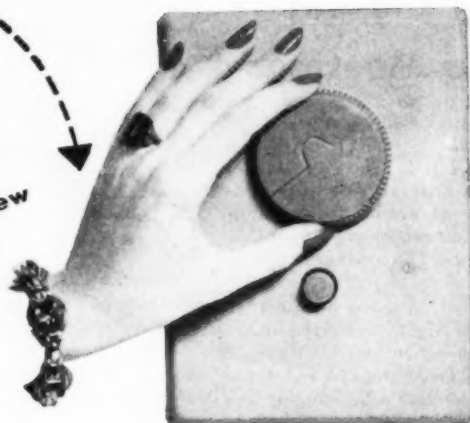
One of the nation's largest new subdivisions of moderate- to high-priced housing has been opened in the Houston metropolitan area by Clark W. Henry, long-time owner of much of the 5,000-acre Jersey Village site. Units are expected to range from \$15,000 to \$60,000, the first eight being air-conditioned units averaging \$20,000. First section of 1,209 acres is laid out for 1,432 home sites. When in full operation, Henry expects to complete ten homes per day. Some inking of the scope of the job comes from Revolvodor Co. which reports Henry awarded it a contract to install 21,000 of its special doors. . .

Lumbermen's Assn. of Texas has moved its office from Houston to First Federal Savings Building in Austin. . . Dudley Parker, contractor of Tyler, Texas, completed his 30-unit Globetrotter Motel in Longview, complete with swimming pool, in three months. . . Mel Larsen has begun a new project of small houses on the Interbay Peninsula in Tampa, near the Clearwater line. His goal: 50 homes a month, 1,200 in two years. . . Robert L. Fritsche, Melvin Hatley, Buford Ingram and Paul X. Johnston are getting ready to build in the new Casady Hills addition at Oklahoma City. Fritsche has acquired 149 of the lots for three-bedroom air conditioned houses. . .



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this entirely new  
concept in modern  
home lighting!



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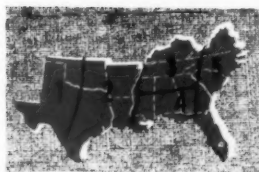
Why not arrange a demonstration soon? Simply call Western Union Operator 25 in your own city and ask for the name of your LUXTROL distributor.

-----  
For full technical data on LUXTROL Light Control, write your name and address on a corner of this page, tear off and mail to The Superior Electric Company, 11104 Demers Avenue, Bristol, Connecticut.

AMERICAN BUILDER

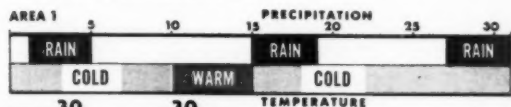
# building weather for October

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

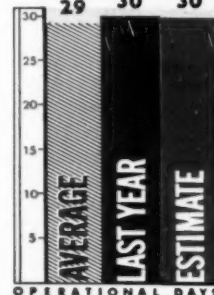


**SOUTH:** As compared to the long-term average, the South should anticipate considerable variation in operational weather. Least favorable conditions will occur in the Atlantic coast region.

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 without interruption even through the cold and wet spells shown.



Hot and dry weather is expected to prevail in western Texas and Oklahoma. While several intervals with conditions favorable for the development of rain are anticipated, amounts are likely to be light and interruptions in work schedules should be at a minimum. The number of operational days, therefore, will equal the long-term average. Last year in October, very wet weather was recorded in this area with about four days lost due to rain.



Contractors and builders in Area 2 should look for better than average working weather this month. Rainfall will result in one day being rendered non-operational. Other short but temporary delays may be observed locally due to shower activity during the stormy periods. Temperatures will not prove to be restrictive at any time of the month for, on the average, slightly warmer than usual weather should be recorded. Last October, outdoor working weather was as good as that in prospect.

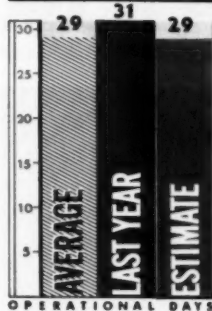
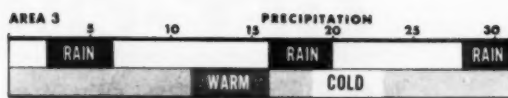


Krick

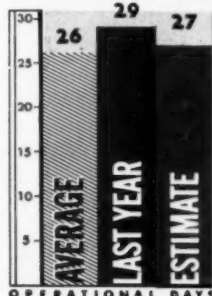
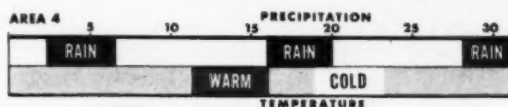
With thoughts turned to inter-planetary travel nowadays, the thin envelope of air that encircles our planet draws more attention from weathermen each day.

Between the outer spaces and our own world, there is an invisible blanket called the tropopause. This invisible blanket floats from roughly 15,000 feet altitude, over the polar region, to over 40,000 feet, in the equatorial regions. Like any fluctuating surface the tropopause develops a wave-like characteristic. Embedded in these waves are found racing rivers of air moving up to 300 miles per hour in some instances. These racing rivers of air are commonly referred to as the Jet Stream.

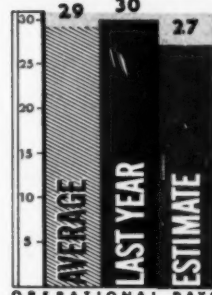
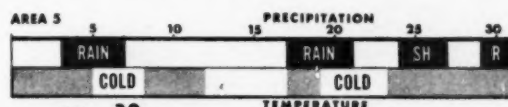
## Invisible Rivers



Normal to slightly warmer than normal temperatures are expected to prevail in this region during October. Rainfall totals also will average around normal although the eastern section should anticipate, precipitation amounts somewhat in excess of the long time average. Thus, construction activities should be carried on at a satisfactory pace. Delays are most likely to occur during the second half of the month. Gusty winds around the twentieth are expected to prove troublesome to siding and roofing work.



The number of days suitable for carrying on outdoor construction will be above average this month. However, working weather will not be as good as last October. Temperatures will be recorded at near seasonal levels during most of October. Warmest conditions will occur around the 14th. Precipitation will be the restricting factor with at least one day of non-operational conditions developing in each of the rain periods. Last year October was very dry.



Below normal temperatures and normal to above normal rainfall totals will characterize the October, 1954 weather in Area 5. Builders engaged in outdoor work should be interrupted frequently with most of the lost time occurring during the last two weeks. Principally, rainfall and generally unsettled weather will reduce the number of operational days. Weather patterns favorable for hurricane development affecting Area 5 will develop in early October.

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

To visualize this high altitude phenomena, let's compare one of these Jet Streams with a fast moving river. The deep middle current runs swiftest, drawing along with it the waters on either side. This middle current of a river is comparable to the swift center core of a high altitude.

With the approach of autumn, this high-speed river of air slowly edges its way southward. This southerly movement partially accounts for the seasonal movement of our wise migratory birds. During some periods, for no apparent reason, these migratory birds stay earth-bound. When this occurs, you may well suspect that there are winds of extremely high velocity being created by waves in the invisible tropopause.

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LUMBERMANS SASH & DOOR COMPANY  
Dallas, Texas  
SOUTHWEST SASH & DOOR COMPANY  
Houston, Texas  
H. E. WOODRUFF COMPANY  
Corpus Christi, Texas

**VIRGINIA**  
DALTON-BUNDY LUMBER CO., INC.  
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R-O-W DISTRIBUTORS  
Rocky Mount, Virginia

**WEST VIRGINIA**  
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Nearly all new homes are attractive. Prospects' selection of *the one* is usually based upon analysis of the "plus" features. That's why R-O-W windows *lift up sales*.

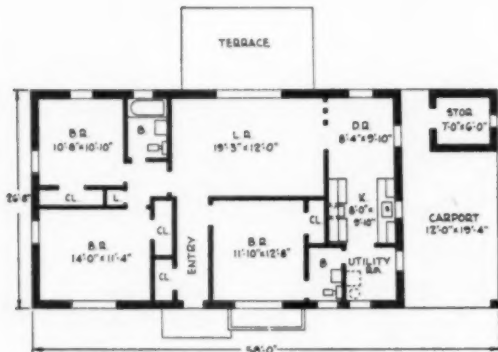
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R-O-W SALES CO. 1340-66 ACADEMY AVENUE • FERNDALE 20, MICHIGAN

R-O-W is the registered trade-mark of the R.O.W. Sales Co.



Largest model, the \$8,650 "Garden City" with carport, was the biggest seller



Plan of the "Garden City"

Smallest unit, the two-bedroom one-bath "Mineola," was priced at \$7,050. Plan is shown at right



## how to sell 1000

Miami builders advertises new houses "at actual cost"—sets sales record

Miami builder Julius Gaines has set what is probably a new national record by selling 1,021 houses in seven days.

He did it with a unique sales approach—he advertised homes in his new Coral City project for sale "at actual cost." Profits, he said, would be limited to what is possible through development





Sliding glass doors open onto patio under four-foot overhang

## houses in 7 days

of Coral City land and commercial building.

With six well-furnished and decorated models and a fanfare of publicity, the project opened August 22—a rainy Sunday. More than 43,000 persons came out and placed orders for 442 houses. The prospect of buying houses at actual cost apparently appealed to them.

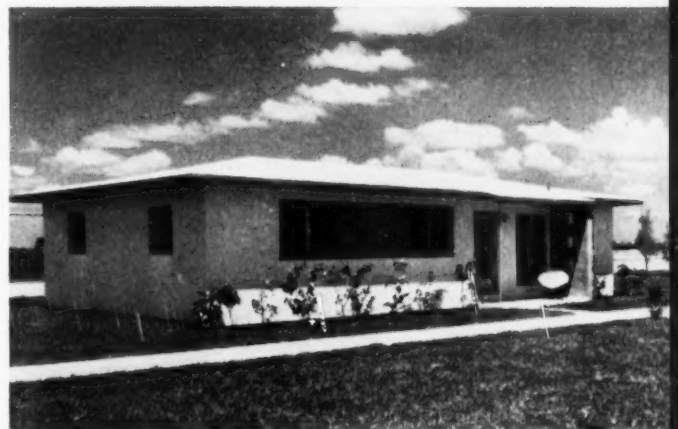
The six models in Coral City were priced from \$7,050 to \$8,650. Units varied from two-bedroom and bath to four-bedroom two-bath homes. Down payments as low as \$150 were accepted, though the houses are conventionally financed—without FHA or VA insurance.

Ralph E. Stolkin, Chicago industrialist who originated and is backing the financial policy, disclosed that sales prices are based on cost estimates. "If there proves to be any profit on the houses," he said, "all of it will be devoted to public improvements for the benefit of all the home owners of Coral City."

A community of 10,000 houses on 3,200 acres of dairyland 13 miles from Miami is planned. The houses themselves are of standard concrete block and stucco construction on concrete slabs, with floor area ranging from 961 to 1,343 sq. ft.

### ADVERTISED FEATURES

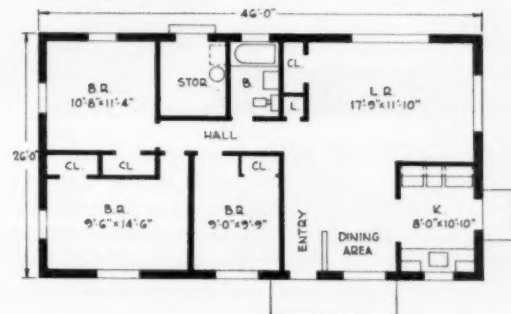
Lot sizes: 75x100 minimum  
 100-ampere wiring service to care for future air conditioning, workshop and appliances  
 Hurricane-proof roof trusses, tested to resist 160 pounds per square foot  
 General Bronze sliding glass patio doors, full height, with aluminum screens  
 Arnold Products glass jalousies in aluminum frames  
 Briggs colored bath fixtures  
 Wide roof overhang (2-4 feet) for weather protection  
 Ceramic tile walls and floors in bathrooms  
 Coleman 35,000 BTU gas space heaters  
 New Castle Spacemaster folding closet doors  
 Lath and plaster walls furred out from concrete block  
 Goodrich asphalt tile floors over concrete slab  
 Two-color birch kitchen cabinets by New Jersey Wood Products Co., Formica tops  
 Libbey-Owens-Ford glass doors  
 Flintkote asphalt roofs  
 Hotpoint appliances (optional)



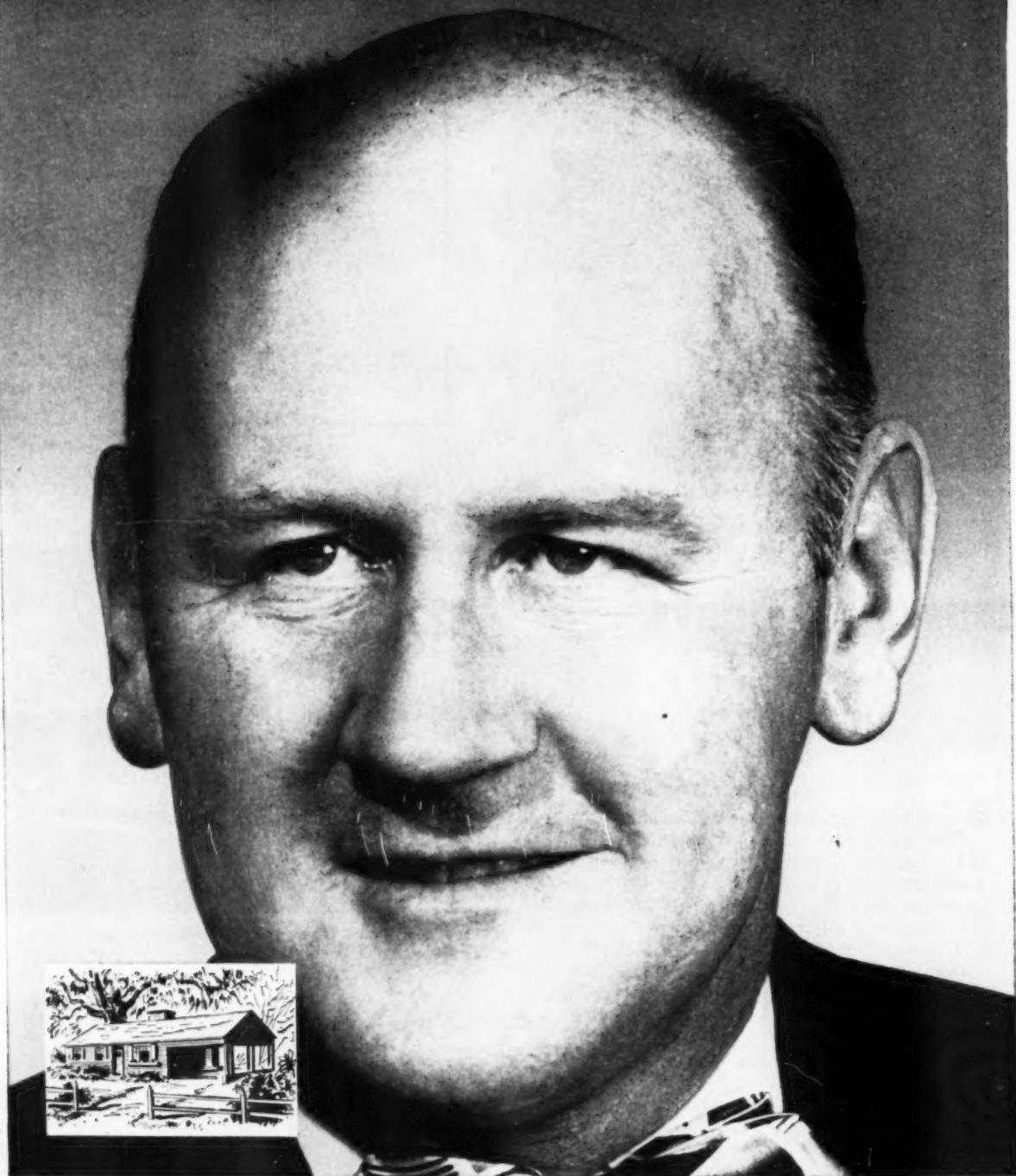
\$7,600 "Floral Park," lowest priced three-bedroom unit.

Photos by Rudi Rada

Plan of the "Floral Park," showing "inside" storage area with outside entrance



**ARTHUR OMAN, Prominent Weymouth, Mass., Builder**



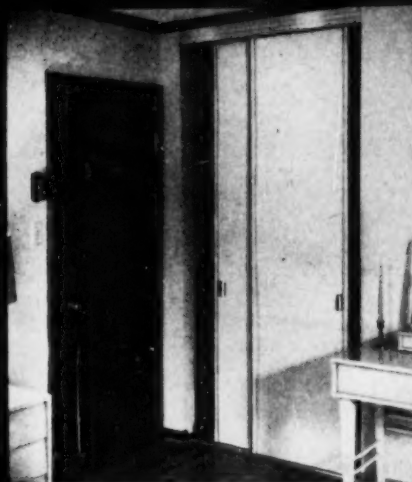
**"BUILDING GOOD WILL** is an essential part of every business. In home construction, good will often depends on the kind of products used by the builder. The better the products, the better the home and the happier the customer. We've found that brands advertised nationally are the best, and that's one big reason we use forty Post-advertised products." (*Manufacturers of building materials, equipment and fixtures place more advertising dollars in the Post than in any other consumer magazine.*)

22

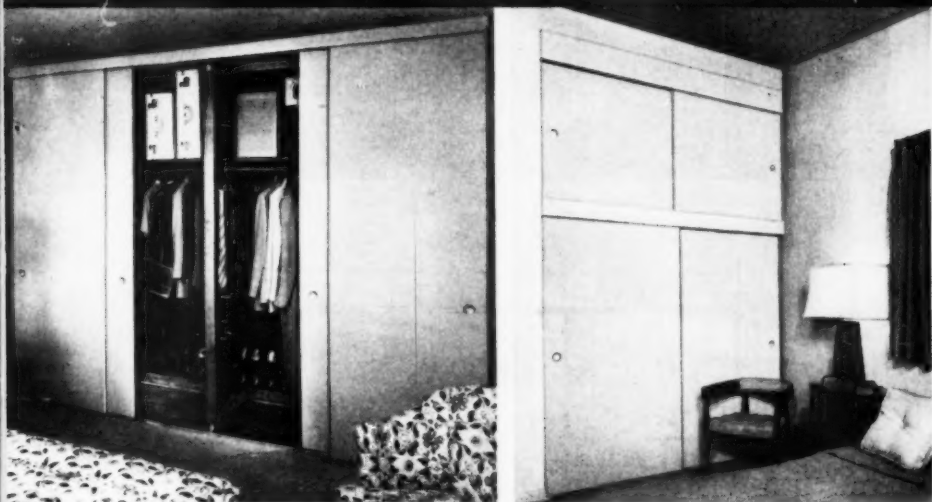
The Saturday Evening  
**POST**  
—gets to the heart of America  
AMERICAN BUILDER



# GLIDE-ALL Sliding Doors

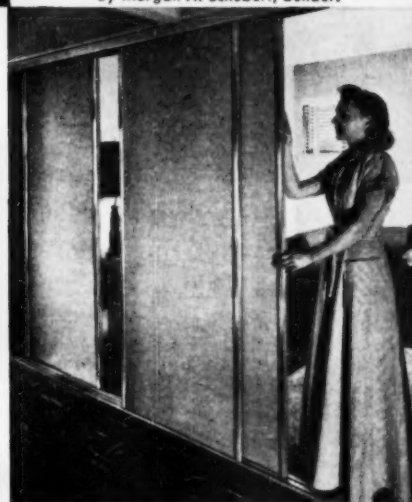


Handy floor-to-ceiling closet in Knoxville, Tenn.  
By Morgan A. Schubert, builder.



Wall-to-wall wardrobe in Elmhurst, Ill. By Surety Builders.

Upper-lower Glide-All panels—Studio-type bedroom in  
Midwest Contemporary Homes, Detroit, Mich.  
By Edward Rose Building Co.



Room dividers, Long Island, N. Y.  
By Straussman Construction Co.

## Here's Why

**HOME BUILDERS** supply their buyers' demand for greater closet and storage areas with Glide-All Sliding Doors... in floor-to-ceiling, wall-to-wall wardrobes... larger closets in the smaller rooms... ceiling-height hall storage space... room dividers, too.

In addition to this important feature of extra storage, *that helps sell houses easier and faster*, builders save time and money. They install Glide-All Doors quickly with simple adjustment, save construction material and labor. They can offer "more house for the money."

**HOME BUYERS** are "convenience conscious." They demand generous closet space with the easy access they have with Glide-All Sliding Doors. Too, they like their smooth-rolling action, their sturdy construction, and decorative possibilities of painting, papering, waxing or any finish to suit their taste.

**Home Buyers are sold on Glide-All Sliding Doors.  
Builders profit by using them!**

There are Glide-All Sliding Doors for all types of building: 8' floor-to-ceiling or 6' 8" standard heights, overhead or bottom roller models, in modern flush or recessed panels. Versatile Glide-All Doors can be adapted to your special installations too—send us your problem.

Write for complete information and prices. See Sweet's for brief details

GLIDE-ALL SLIDING DOORS ARE A PRODUCT OF  
**WOODALL INDUSTRIES INC.**  
DETROIT 34, MICHIGAN

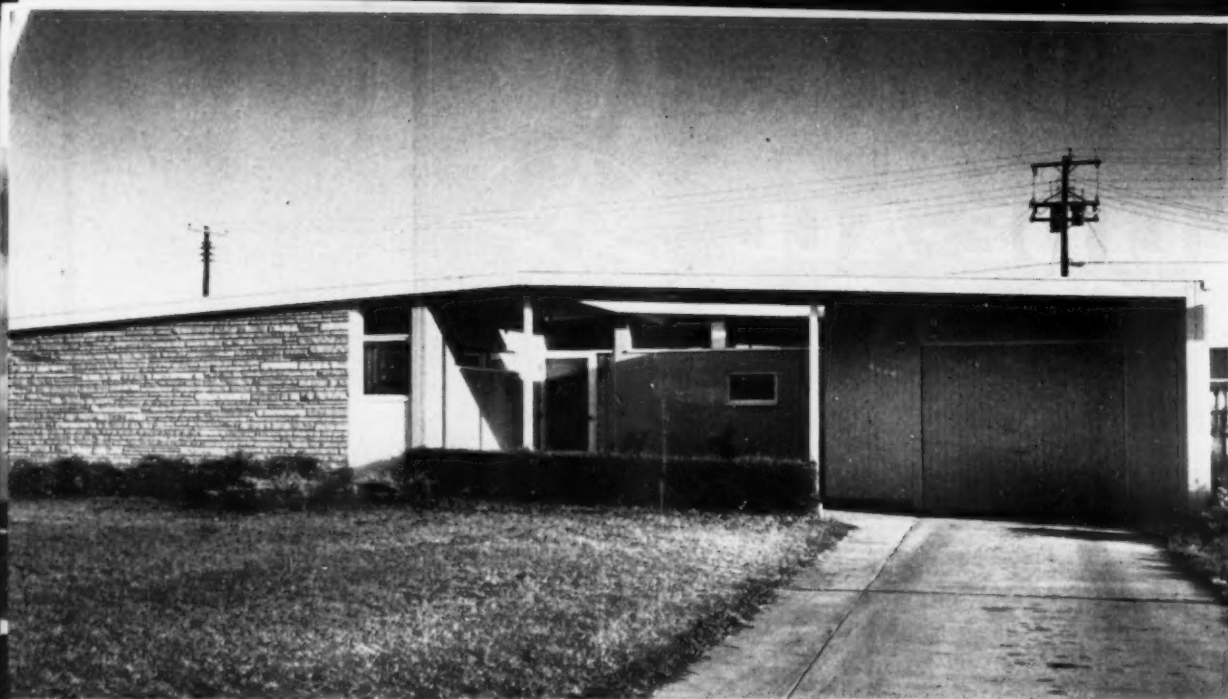
**4 WOODALL PLANTS COAST-TO-COAST  
SAVE YOU SHIPPING TIME AND COSTS**

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P. O. Box 673 • New York, Glen Cove Rd., Mineola, N. Y.  
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"Also Available in Canada"

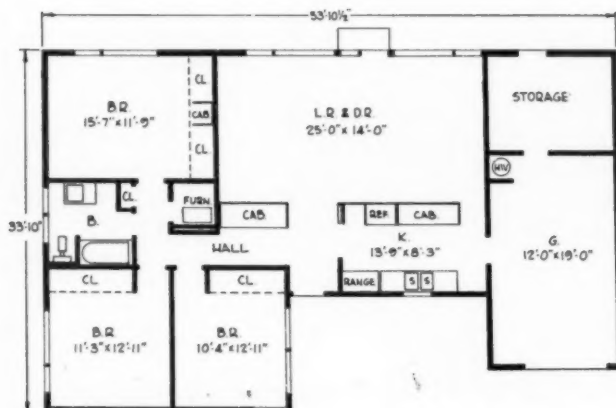


Wardrobe—boys room in San Francisco, Calif.  
By Oliver Rousseau Construction Co.



Tulsa, Okla.—

**finds public wants  
good traffic plan,  
air conditioning**



Open ceiling and pass-through cabinet bring real sense of open planning to the kitchen, which has one low and three high windows

People like the combination of a good traffic plan and year-round air conditioning in a house, because of the ease with which it can be cared for, declares Howard C. Grubb in explaining high public acceptance of his new Lortondale Addition in Tulsa, Okla. In this typical model designed by Donald H. Honn, entry is convenient to living area, bedroom section or kitchen. One may go from one of these sections to any other without passing through the third.

A 4x4 closet space opposite the bathroom houses a three-ton Chrysler AirTemp air-cooled compressor which is joined with a perimeter supply and central return.

Storage area includes 35 feet of closet space and a 9x12 storage room behind the garage. Condenser for the air conditioner is in the storage room and the garage has a 40-gallon water heater closeted in a corner.

Kitchen and hall have no wall separating them from the living room, but free-standing guest closet and dining cabinet form an effective divider, while leaving the ceiling area open to increase the impression of size.

This home has over 1,300 square feet of floor area, is priced at \$15,200 including air conditioning. Cabinet tops are Formica; doors, trim, cabinets are mahogany.



Aerial view of Chalmette Vista, well on the way toward its goal of 993 houses



St. Bernard, La.—

## large New Orleans project favors brick veneer homes



Most popular unit, shown in this row of newly completed homes, has been reproduced over 100 times

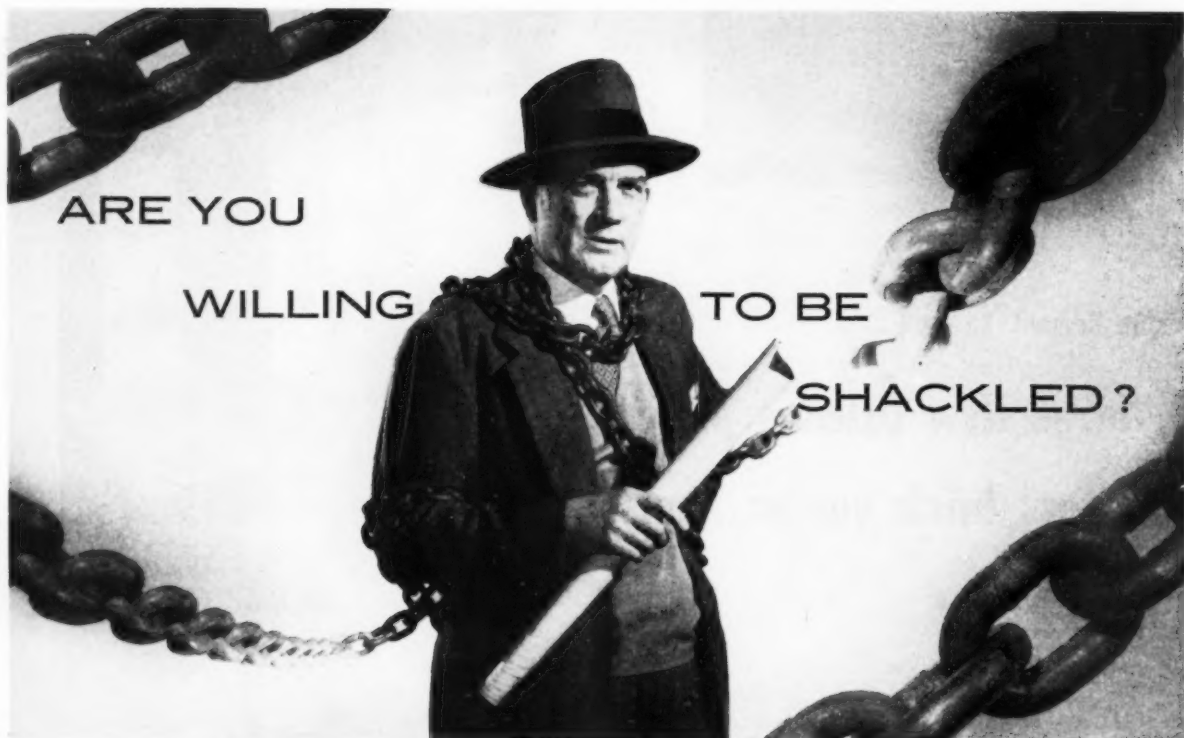


Most popular home in the planned 993-unit Chalmette Vista development at St. Bernard parish in Greater New Orleans, is this three-bedroom brick veneer house which has been reproduced over 100 times. Priced in the \$14,000-\$15,000 range with 55x110 or larger lot, it comprises 1,063 square feet of floor area plus carport.

William C. Osborne, builder, sells the houses from blueprints. He attributes a steady flow of sales to a policy permitting the buyer to watch construction of his home, to select colors for brick, interior paints, roof, ceramic tile and asphalt tile, and giving him a one-year warranty against all defects.

### BRAND NAME PRODUCTS USED

American-Standard colored plumbing fixtures	Minneapolis-Honeywell thermostats
Bruce prefinished oak flooring	Payne-Wilson Jetglas heater
Corbin and Weslock hardware	Sherwin-Williams paints
Johns-Manville asbestos shingles	



ARE YOU

WILLING

TO BE

SHACKLED?

**T**HE PRINCIPLE of free enterprise for the building industry is under constant attack. What are you doing to fight back?

THE NATIONAL ASSOCIATION OF HOME BUILDERS, maintained by local associations all over the nation, is fighting back. NAHB's fight for private enterprise is *your* fight. Failure means unlimited controls over *your* operations. Success means sound legislation, more and better housing, lower construction costs, greater availability of mortgage financing, greater market potentials, smoother building operations. Impetus provided by NAHB helped lift housing credit controls (Regulation X), remove curbs on materials, limit socialized public housing to about one-fourth of what was planned, transform the Military Housing program from dismal failure into spectacular success. GI home buying aids were extended to Korean War veterans, Congress was persuaded to replenish the mortgage financing authorizations of FHA and FNMA.

These activities—only part of NAHB's work for builders—meant more homes built, more profits for you, more families housed.

Active membership in NAHB is available to qualified home builders and Associates through their local Association. For your protection, for your firm's protection, for your industry's protection, join today. To join, contact your local HBA. If none has been formed in your area, write to the Membership Department for complete details.

**NATIONAL ASSOCIATION OF HOME BUILDERS**  
1028 Connecticut Avenue, N.W., Washington 6, D.C.



**WHAT'S NAHB?** An aggressive group of more than 29,000 home builders, contractors and sub-contractors, material suppliers, mortgage lenders, realtors, architects, building material manufacturers, all dedicated to a strong industry, free from unnecessary controls. Organized on national, state and community levels, it provides an effective means of voicing collective opinions on local and national matters. *Through membership in your local Association, you automatically become a member of the National group.*

**ACTIVITIES OF NAHB.** It represents you on Capitol Hill and before federal legislative groups; provides data on up-to-date design and construction techniques, mortgage finance information; engages in housing research; promotes National Home Week and the Parade of Homes; informs the public of industry activities through press, magazine, radio and TV; sponsors slum clearance programs, "trade secrets" meetings, annual conventions and expositions; your local association speaks for you at City Hall, at local FHA and VA offices.

NAHB provides these information services:

- *Washington Letter*—keeps NAHB members posted on trends that will influence operations; issued about three times monthly in concise, factual form.
- *Correlator*—monthly publication for members only, packed with Association news and information.
- *Housing . . . U. S. A.*—NAHB and Simmons-Boardman Publishing Co., publishers of American Builder magazine, combined forces to produce this interesting, informative, profusely illustrated volume on the merchant builder and the housing industry.
- *Special Bulletins* on new developments issued as circumstances warrant.
- *Technical Services Department* conducts continuing research to "build a better house with less money and fewer headaches"; examines new materials, construction techniques, land-planning methods. The Trade Secrets House was a product of this service available only to NAHB members.

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**TRI-CITIES HOME BUILDERS ASSOCIATION**  
200 Court St., Montgomery, Alabama  
**MONTGOMERY HOME BUILDERS ASSOCIATION**  
316 Old South Life Bldg., Montgomery, Alabama

### ARKANSAS

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Telephone # 2-5238  
**HOME BUILDERS CHAPTER OF MALVERN, ARK.**  
920 Pine Bluff St., Malvern, Ark.

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1034 Hendricks Ave., Jacksonville 7, Florida  
Telephone # 98-7589  
**POLK COUNTY BUILDERS ASSOCIATION**  
1019 So. Florida Ave., Lakeland, Florida  
**CONTRACTORS & BUILDERS ASSOCIATION OF GREATER ST. PETERSBURG**  
3140 Central Avenue, St. Petersburg, Florida  
Telephone # 5-3131  
**MID-FLORIDA ASSOCIATION OF HOME BUILDERS**  
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**BUILDERS ASSOCIATION OF SOUTH FLORIDA**  
239 Pan American Bank Bldg., Miami 32, Florida  
Telephone # 3-2035  
**TALLAHASSEE HOME BUILDERS ASSOCIATION**  
109 E. Carolina St., Tallahassee, Florida  
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4616 Leona St., Tampa 9, Florida  
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P. O. Box 5225, Pensacola, Florida

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Telephone # Walnut 1366  
**HOME BUILDERS ASSOCIATION OF COLUMBUS**  
1317 First Ave., Columbus, Georgia  
Telephone # 2-8751

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**HOME BUILDERS ASSOCIATION OF NEW ORLEANS, INC.**  
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Telephone # 5-8371

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Telephone # 4-2973

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1317 Cherry, Lawton, Oklahoma  
**OKLAHOMA CITY HOME BUILDERS ASSOCIATION**  
Rm. 328 Biltmore Hotel, Oklahoma City, Okla.  
Telephone # Forest 5-1376  
**HOME BUILDERS ASSOCIATION OF MUSKOGEE**  
303-06 Commercial Natl. Bldg., Muskogee, Okla.

### NORMAN HOME BUILDERS ASSOCIATION

905 N. Flood, Norman, Okla.  
Telephone # 2880  
**BARTLESVILLE HOME BUILDERS**  
109 1/2 Frank Phillips Blvd., Bartlesville, Okla.  
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Telephone # Sterling 3144  
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Telephone # 6-6346  
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**TIDEWATER ASSOCIATION OF HOME BUILDERS**  
213 Monticello Arcade Bldg., Norfolk, Va.  
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## THE MAGAZINE TAILORED TO MEET YOUR REGIONAL BUILDING NEEDS

Keeping abreast with today's fast-moving changes in the highly competitive home building industry is no easy task. Your local NAHB chapter is doing a splendid job of making that task an easier one for you—by keeping you informed about current changes, innovations and newly developed techniques. AMERICAN BUILDER takes its hat off to the NAHB for a job well done.

AMERICAN BUILDER . . . working hand-in-glove with the NAHB . . . is making every effort to further the interests of home builders everywhere. Our desires, not unlike those of the NAHB, are to help you keep 'on top' of the industry.

We're certain that you'll feel right 'at home' with a copy of AMERICAN BUILDER . . . for here is the easy, relaxing way to keep informed about what's going on in your industry . . . the logical way to supplement your activities in your local NAHB chapter.

AMERICAN BUILDER'S 'balanced editorial fare' gives you just the type of money and time-saving ideas you WANT . . . enough of the broad, yet detailed building information you NEED. Each month, the three regional editions of AMERICAN BUILDER deliver meaty, idea-filled, business-building articles designed to fit the needs of builders everywhere . . . and most important of all, the needs of YOUR specific building problems!

## AMERICAN BUILDER

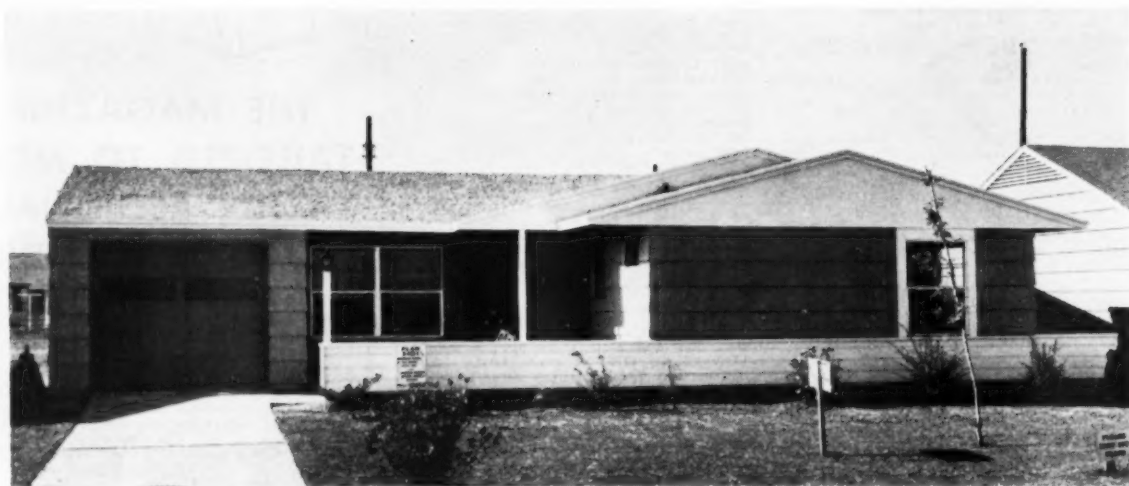
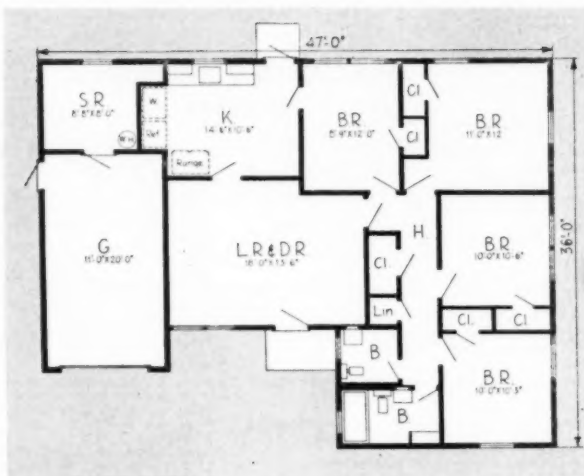
A Simmons-Boardman Publication

79 W. Monroe St., Chicago 3, Ill.  
30 Church St., New York 7, N. Y.



Houston, Texas

**29-day 'homes in review'  
produced 65 sales  
during 'off season'**



Largest of the 16 models, this four-bedroom house in \$10,500 range was also one of the most popular



Ten workmen at Inwood Terrace demonstrating strength of truss design used in the 1,500-home addition

Special display of 16 model homes in Inwood Terrace at Houston, plus a drawing among visitors for a car, clothes dryer and gas range, brought Sterling T. Hogan Sr., developer, 65 sales during a 29-day period regarded as a seasonal slump time. The show was called "Homes in Review."

Built in Parade of Homes style along one side of a main street, the two- to four-bedroom units were offered at prices of \$8,000 to \$10,800, with down payments starting at \$50 under VA terms; \$600 under FHA. Designed by Crochet & Carroll, architects, the houses are built on a slab foundation, having central heating, attic fan, ceramic tile baths and aluminum windows. Planned for 1,500 houses, the addition is now about half completed.

**BRAND NAME PRODUCTS USED**

Abco Aluminum & Brass  
Aluminum Products Co.  
American-Standard bath fixtures  
Aztec ceramic tile  
Philip Carey Manufacturing Co.

Certain-Teed Products Corp.  
Del-Mar cabinets  
Minneapolis-Honeywell controls  
Owens-Corning Fiberglas  
Rheem Manufacturing Corp.



San Antonio, Texas—



This Green Meadow Estates house was first occupied by the builders as an office

## it paid to move into a higher price bracket

Since the July 25 opening of the 598-unit Green Meadow Estates in San Antonio, Texas, sales have averaged two houses a day. William Ochse, president of Green Meadow Builders, said: "We felt our market below \$12,000 was pretty well satisfied, so we decided to step up into a little higher price bracket. . . . Our prospects for this bracket are seemingly unlimited." Models on hilly land and curving streets attracted 10,000 persons opening weekend.

Contemporary three-bedroom homes were priced at \$13,300 to \$15,750. Freeborn & Lord, architects, planned many of the houses

with direct entrance to all rooms.

The all-masonry houses have duct, wire, water and sewer connections "stubbed in" for air conditioning; a three-ton unit can be added for \$1,000 by removing a prefabricated closet. Another popular extra is a complete pop-up sprinkler system for front, side and rear yards at less than \$400. Features include two closets to every bedroom, tiled bathrooms with built-in vanities, colored fixtures and linen cabinets, and a 75,000-BTU furnace.

An 18-acre playground and 11-acre community center are part of the over-all plan.

### BRAND NAME PRODUCTS USED

Alwintite sliding aluminum windows  
 American-Standard colored bath fixtures  
 Armstrong or Nairn linoleum  
 Bryant heating and air conditioning  
 Clipper Trade-Wind fan and hood  
 Electromode bathroom heater  
 Gate City awning windows  
 General Electric Disposal  
 Insulite sheathing  
 KenCork floors  
 Ramset pins  
 Russwin hardware  
 Sun View sliding steel glass doors  
 U. S. Gypsum Sheetrock  
 Wood Conversion balsam wool insulation

Never needs  
waxing!



**SOLD!**

**because the flooring told them  
the builder didn't scrimp on quality**

WHEN a builder puts a new home on the market, prospects pay plenty of attention to construction details.

One of the first things that catches their eye is the type of flooring – and if it's Goodyear All-Vinyl, they'll like what they see.

For it immediately tells them you didn't cut corners. It has quality and beauty that reflects the wisdom of the builder—and this goes a long way towards putting them in a buying frame of mind.

Then when Mrs. Prospective Buyer learns the beautiful Goodyear All-Vinyl Flooring never needs waxing – it isn't long before

she's got Friend Husband over in a corner, talking hard and fast to him about what a wonderful home it will make!

Mortgage people like it too – for they are well acquainted with the longer life and durability of Goodyear All-Vinyl.

It does a bang-up job in any room of the house, and covets corners and counter tops beautifully.

Why not write for our new catalog, and see for yourself why Goodyear All-Vinyl enhances the value and good looks of any home? Address:

Goodyear, Flooring Department V-8321,  
Akron 16, Ohio

**GOODYEAR All-Vinyl Flooring**

FLOORS • WALLS • COUNTER TOPS — IN TILES AND 45" WIDE ROLLS

We think you'll like "THE GREATEST STORY EVER TOLD" — every Sunday — ABC Radio Network — THE GOODYEAR TELEVISION PLAYHOUSE — every other Sunday — NBC TV Network



# **BRIXMENT**

## *Better Mortar for Blocks*



### **STAYS WORKABLE LONGER**

To get a good bond between concrete blocks, the bricklayer must shift and adjust each block to its final position, before the mortar has stiffened.

Brixment makes it easier for the bricklayer to do this. Brixment mortar stays plastic longer in the wall because it has high water-retaining capacity, which provides greater resistance to the suction of the block. This gives the bricklayer more time to adjust and shift the block to its final position, while the mortar is still plastic enough to form a good, tight bond.



# LAU "NITEAIR" cooling kit

the new, complete  
ready-to-install package fan



"Niteair" Rancher in two sizes, packaged and shipped complete with everything necessary to install it

## here's what you get:

- 1—"Niteair" Rancher Fan (with 1/2 hp motor installed and wired)
- 1—#610 automatic ceiling shutter
- 1—12 hr. Automatic Timer switch (flush-mounted)
- 1—Outlet Box with cover
- 1—Deep well Wall Switch Box
- 1 p. —Box Supply Chute
- 2—Wire (clippie) clamps
- 5—Wire Connectors
- 20—Nails
- 10—Screws (for ceiling shutter)
- 1—Canvas Connector
- 18—Wire Clips (for above)
- 4—Rubber Mountings
- 30"—Wire Romex (connected to Motor)
- 1—Straight Connector (connected to Motor)

Write Lau Advertising Department for further details. Request Catalog LAD-623-2155.

A Full Fan Line For Every Need



**THE LAU BLOWER COMPANY**

2008 Home Avenue • Dayton 7, Ohio

## the Package Fan Unit that Packs More Profit!

You profit *faster* and serve home buyers *better* with this Lau "Niteair" Kooling-Kit. It is the big answer to installation of the exhaust cooling unit in the same precise and accurate manner as installation of heating, plumbing and other equipment. You get LAU guaranteed, nationally-known quality fans together with LAU-specified accessories . . . complete, matched, ready for perfect and completely satisfying installation.

### Two Fan Sizes: 22" and 30"

. . . for small and average size dwellings. Model 223-RP is the 22" Fan Package . . . Model 303-RP is the 30" Fan Package. The fan is our famous "Niteair" Rancher . . . it may be used in either vertical or horizontal position.

Here is the last word in a **COMPLETE PACKAGE UNIT!** The new "Niteair" Kooling-Kit brings you simplicity and ease of installation in both new dwellings at the construction stage—and existing dwellings. No longer is it necessary to go to many sources for various parts and fittings. You get the whole package, with motor wired and mounted . . . and easy-to-follow instructions. You save time and money with a Kooling-Kit!



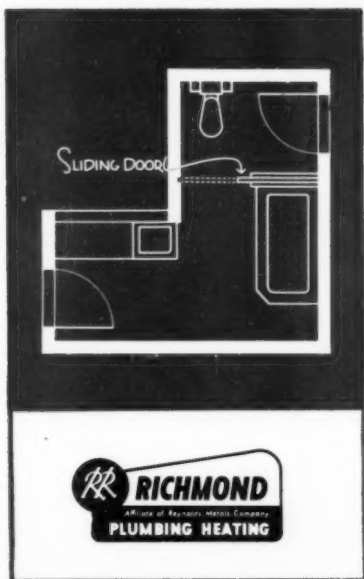
Lau fan ratings are certified by the PFMA and carry UL approval.

Lau fan ratings are in conformance with Commercial Standard CS178-51 as issued by the U.S. Dept. of Commerce.

"NITEAIR" T.M. Reg. U.S. Pat. Off.



## New bathroom designs to help you sell...



### Richmond fixtures for a contemporary theme!

Look at these modern features—the CLAREMONT toilet compartment with its space-saving, sliding-door partition and separate entrance behind the BLAKE corner tub; the generous sized cabinet with sliding mirrors over the vanity and graceful BROMLEY lavatory. Warm color tones lend a friendly atmosphere and *Whiter-White* Richmond fixtures, with their bright sparkle, add lively contrast. Decorator-designed by Richmond to help you sell baths for new homes and the rapidly growing modernization market.

Your customers will soon be seeing this new bathroom, the second of a series, in such leading national consumer magazines as *BETTER HOMES & GARDENS*. Illustrated in full color and described with stirring sales messages, this series will spark wide interest in bathroom design—vividly demonstrate the full beauty of Richmond ware—help build the consumer brand-acceptance you desire.

Whether you specify, sell or install plumbing fixtures, Richmond's national consumer advertising will help your selling job.

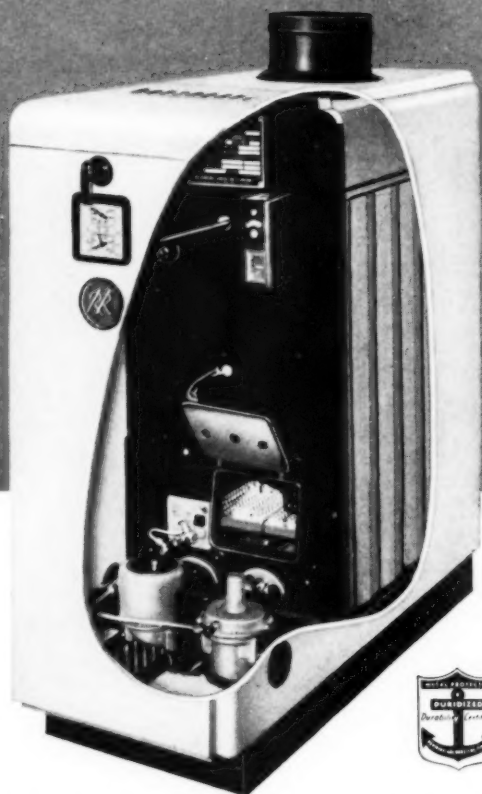
Richmond . . . the complete line of top quality lavatories, water closets and baths. Sold through selected wholesalers.

### Richmond radiator company

16 Pearl Street, Metuchen, N. J. • Affiliate of Reynolds Metals Company

See other side for complete details on the new Richmond WFD Boiler

# Make life simpler



## ONE boiler for ALL your gas-fired, wet heat needs The NEW WFD-Series F

Here's great news for the whole building team—plumbing wholesaler, contractor, builder, architect—Richmond's WFD Series F Boiler. Just *one* thoroughly reliable unit, for either hot water or steam, in eight different capacities—from 80,000 to 290,000 input Btu/hr.

The WFD is easy to install and easy to service—its top cleanout makes flue cleaning a quick, easy operation—particularly in confined spaces. WFD simplifies your specification, ordering and inventory. With a WFD and 2 sets of trim, you have a hot water boiler *or* a steam boiler.

In short, here is a wet base, cast iron boiler, engineered for dependable, fully automatic operation. Supplied with control groups for all types of gases, the WFD Series F is A.G.A. Approved, meets S.U.R. Standards, A.S.M.E. Standards. It's good-looking—and it will keep its good looks; the steel jacket is "Duridized"\* which provides a superior bond for the white enamel finish—protects the steel against rust or corrosion.

For further information send off the coupon today—find out about this new gas-fired boiler—the Richmond WFD Series F. Distributed through selected wholesalers.

\*Duridine—American Chemical Paint Co.

**Richmond Radiator Company**  
16 Pearl Street,  
Metuchen, New Jersey

Please send me more information on the new WFD Series F Boiler. No obligation, of course.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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

We are  plumbing contractors,  plumbing wholesalers,  
 builders,  architects.

### check these features:

- Cast iron, wet base—A.G.A. Approved for combustible floor installation.
- Available with tankless domestic heater for instantaneous hot water—3 or 5 gallons per minute capacities.
- Fully automatic—all controls and tankless water heater completely enclosed.
- "Duridized" for protection against rust or corrosion. Provides firm bond for white enamel on steel jacket.
- Deluxe appearance complements the finished basement or utility room.



## Richmond radiator company

Metuchen, New Jersey  
Affiliate of Reynolds Metals Company

*"I made a check chart...  
then I changed to*



says leading builder,  
Ben L. Bingham  
Los Angeles, Calif.

# American Kitchens

Check these top competition-beating features.

	ONE PIECE SEAMLESS DRAWERS	EASY GLIDING NYLON DRAWER GUIDES	SEAMLESS TOPS—FRONT TO BACK	DOUBLE ACTION SPRING HINGES	CONCEALED PULLS ON DRAWERS, WALL CABINETS	SMOOTH ROUNDED CONTOURS	TOE KNEE ROOM—ALL BASE CABINETS	15% LARGER SINK BOWL
American Kitchens	✓	✓	✓	✓	✓	✓	✓	✓
COMPETITOR #1				✓	✓	✓		
COMPETITOR #2							✓	
COMPETITOR #3	✓			✓				
COMPETITOR #4					✓	✓		
AVERAGE WOOD KITCHEN	✓		✓					



(Left) L. Martin, Gen. Superintendent for Bingham (Right) Ben L. Bingham

"Kitchens are my top home salesmen, and I wanted the best. I compared them all, then I changed to American Kitchens. For me, American Kitchens offer fast, economical installation . . . a kitchen with more most-wanted features at no more cost . . . features that turn my prospects into buyers. Better than wood kitchens . . . especially in the desert . . . the best in steel . . . American Kitchens are tops!"

Mr. Bingham builds about 400 \$10,000 homes a year in Southern California. Since he's having such success with American Kitchens, why not let us quote you on your next kitchen job and prove how high quality, low cost American Kitchens sell your homes faster.



## American Kitchens

**SELL YOUR HOMES FASTER**  
"CABINETS OF STEEL FOR LASTING APPEAL"

American Kitchens  
AVCO Manufacturing Corp.  
Connersville, Ind., Dept. AB-104

—I'd like to have "no obligation" quotation on my next kitchens.

—Please send your new Architects' and Builders' File.

Name .....

Address .....

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



DISHWASHERS



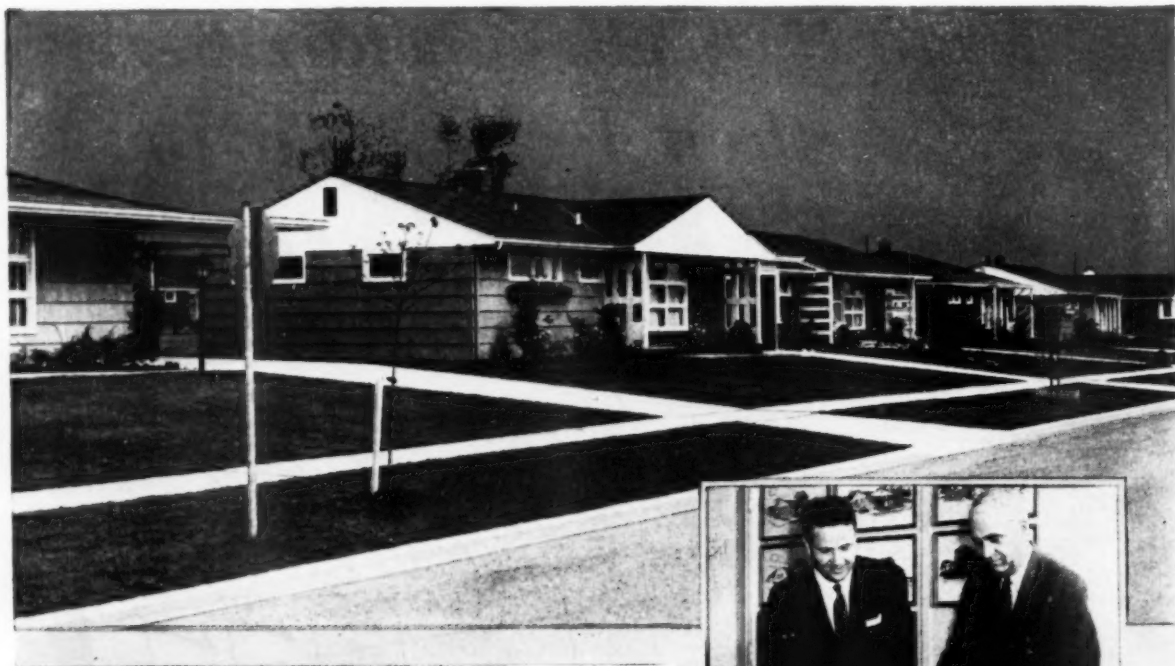
DISPOSERS



VENTILATORS



ACCESSORIES



## Father-son builder team features **ELJER** in 2,500 bathrooms



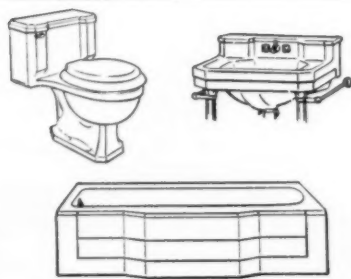
Howard W. Pearce (right) is past president of the local Home Builders Association. William H. Pearce (left) is current president. Plumbing contractor for Pearce & Pearce is J. F. Weinheimer, Inc., Buffalo.

Pearce & Pearce, of Buffalo, largest home builder in the Niagara frontier, averages a house a day, every day of the year—and every one equipped with Eljer fixtures.

They consistently feature excellent community planning, including curbed, paved streets; large lots; full landscaping.

Pearce & Pearce uses only the finest skilled labor and building materials. Like so many leading builders concerned with value and quality, they use Eljer fixtures exclusively—over 2,500 complete bathroom sets since the war!

For full information on the advantages to you of Eljer's wide line of quality brass, and fixtures in cast iron, formed steel, and vitreous china, see your plumbing contractor or write us. Eljer Co., Ford City, Pa.



Eljer's wide line of cast-iron, formed steel, and china fixtures is available in white and five colors. Eljer brass is of highest quality. All are available from a single source, and offer the advantages of a well-known and respected name.

*Eljer—the only name you need to  
know in plumbing fixtures*

# ELJER

A SUBSIDIARY OF THE **MURRAY** CORPORATION OF AMERICA

# NEWS

ON THE NATIONAL FRONT

## Builders Get Results Erasing VA Time Lags

### Groups Prepare Instruction Kits On Proper Procedures for Filing

In early spring this year VA applications in Washington, D. C. were being acted upon as late as four or five months after date of filing. The reason assigned was no increase in personnel in the local VA office, despite a big jump in the number of applications.

The reason was not good enough for the members of the Washington Home Builders Association who, with their executive officer, Jim Pearson, demanded and got a speed-up in processing. Currently the lag between filing and processing is down to four or five weeks.

Pearson stated that it certainly is true in Washington and probably true in other local VA offices that there has been no increase in personnel while the number of applications has jumped rapidly. But, he pointed out, if the builders do not demand either faster work or longer hours of their local VA staffs, the personnel will just go on at the accustomed pace. Every business has peaks which have to be met by the employees, and there is no reason why VA or any other government office should be an exception.

#### Partly Builders' Own Fault

But, warned Pearson, the fault does not lie entirely with the VA people. When he dug into the situation prevailing in Washington he found that one big contributing factor to slow processing was that many builders were not filling out their papers correctly or completely.

The Washington association took prompt steps to rectify this by issuing a kit with detailed instructions covering the filing of both VA and FHA applications. The New Jersey and Detroit home builders associations have put out similar kits, and early indications are that this action will have beneficial results.

#### Lags Up to Five Months

Reports from other sections of the country show lags of two to five

months. Local conditions probably are fairly well reflected in the following figures obtained recently from Washington. The number of units pending assignment at the beginning of the year was 7,600. At the end of July the figure stood at 24,000. In January, the number of applications awaiting an appraiser's report totalled 10,000. At the end of July the total was 42,000. The number of applications waiting for review of an appraisal report was 7,500 in January, and 29,000 at the end of July.

These figures show roughly a four-fold pileup between January and July. There is no possibility of adding to local VA forces at present. Pressure on the local offices by builders, and improved filing practices appear to be effective ways to close the gap between filing and processing.

### August Starts Total 111,000

Housing starts in August totaled 111,000, approximately a 20 per cent gain over the number recorded the same month last year. Only 1,200 were credited to public housing.

Total for the year through the first eight months was 796,000, of which 780,500 starts were attributed to private contractors. This is about 25,000 starts ahead of the similar period of 1953, when public starts were running twice as high.

The August figure, according to the Bureau of Labor Statistics, pushed the seasonally adjusted annual rate upward to 1,176,000 starts, highest since the 1950 peak.

August dollar volume of new construction, \$3.6 billion, set a new monthly peak and raised the eight-month total to \$23.7 billion, up 4 per cent from the total for the comparable period of 1953. Included in the August total was private residential work amounting to \$1.278 million, a 15 per cent improvement.

## Dealers to Mark 'Builders' Day' At Convention

Friday, October 8, has been designated as "Builders' Day" at the National Retail Lumber Dealers Association first annual convention and exposition in Kingsbridge Armory, New York City.

H. R. Northup, executive vice president of NRLDA, made the announcement after inviting the attendance of the home building industry in communications sent to R. G. "Dick" Hughes, president of the National Association of Home Builders; John M. Dickerman, executive director, and other NAHB leaders.

#### Builders Converging on City

Many leading builders from all sections of the nation are expected to be in New York at the time to attend the NAHB fall directors' meetings.

Demonstrations of Lu-Re-Co home construction are expected to be of special interest to the builders, as well as the showing of 12 model rooms which will constitute the "home of 1955." Phil Creden, exposition chairman, reports that the competitive spirit among the 12 consumer magazines collaborating in the design, decoration and furnishing of the rooms, will develop many novel ideas of interest to the trade.

#### 250,000 May Attend

The dealer show will wind up its nine-day "run" October 10, with an anticipated attendance of more than 250,000 persons. More than 160 manufacturers of building materials and equipment are represented in the exposition.

#### Planners' Competition

The nation's community pacesetters have been invited by the National Association of Home Builders to participate in its seventh annual neighborhood planning competition. Merit award winning entries will be selected and displayed at the 1955 NAHB convention and Exhibition in Chicago next January. Entries must be submitted to NAHB by December 10.

## 11th NAHB Show to Have 350 Exhibitors

The 11th annual convention and exposition of the National Association of Home Builders will be held in Chicago January 16-20, 1955, with meetings and exhibits about evenly divided between the Conrad Hilton and Sherman Hotels.

More than 18,000 persons are expected to attend the industry-wide meeting, according to Henry Fett, builder of Royal Oak, Mich., who continues to serve as convention chairman. He said that sessions will be carefully planned to permit intensive study of latest technical developments, sales and merchandising methods and mortgage financing.

Though exposition facilities have been increased 15 per cent over the January, 1954, total, Paul S. Van



Henry Fett

Auken, convention-exposition director, reported that more than 350 manufacturers of building materials and home equipment had purchased all available space by mid-August. Of these, he said about 70 will be participating in an NAHB show for the first time.

Van Auken pointed out that while some 6,500 rooms in 10 downtown hotels had been set aside for the association, reservations must be made by December 15 to insure that accommodations will be available. Builders, contractors, architects, engineers, manufacturers, financial representatives, building supply dealers and others affiliated with the home building industry are eligible to attend.

Advance registration and reservations for NAHB members will be handled through local chapters starting November 1. Persons not affiliated with a local unit should apply, according to Van Auken, to NAHB convention headquarters, 111 West Jackson Boulevard, Chicago 4.

In addition to Fett, the NAHB con-

Date	Association	Location
<b>OCTOBER</b>		
2-10	National Retail Lumber Dealers Assn.	Kingsbridge Armory, New York
19-20	Oklahoma Lumbermens Assn.	Municipal Auditorium, Oklahoma City
<b>NOVEMBER</b>		
3-5	Southeastern Exposition (sponsored by Fla., Ga., Tenn. and Ala. associations)	Atlanta Biltmore, Atlanta
<b>JANUARY, 1955</b>		
10-12	Kentucky Retail Lumber Dealers Assn.	Brown Hotel, Louisville
18-20	Northwestern Lumbermens Assn.	Auditorium, Minneapolis
18-20	Ohio Assn. of Retail Lumber Dealers	Public Auditorium, Cleveland
24-26	Northeastern Retail Lumbermens Assn.	Hotel Statler, New York
26-28	Southwestern Lumbermens Assn.	Municipal Auditorium, Kansas City
<b>FEBRUARY</b>		
1-3	Michigan Retail Lumber Dealers Assn.	Civic Auditorium, Grand Rapids
2-4	Mid-Atlantic Lumbermens Assn.	Chalfonte-Haddon Hall, Atlantic City
2-3	Lumber Dealers Assn. of Western Pennsylvania	William Penn Hotel, Pittsburgh*
8-10	Illinois Lumber & Material Dealers Assn.	Sherman Hotel, Chicago
8-10	Tennessee Building Materials Assn.*	Andrew Jackson and Hermitage Hotels, Nashville
8-11	Mountain States Lumber Dealers Assn.	Antlers Hotel, Colorado Springs
9-11	Western Retail Lumbermens Assn. (tentative)	Olympic Hotel, Seattle
15-17	Wisconsin Retail Lumbermens Assn.	Auditorium, Milwaukee
16-18	Virginia Building Material Assn.	Raonoke Hotel, Raonoke
23-25	Nebraska Lumber Merchants Assn.	City Auditorium, Omaha
<b>MARCH</b>		
1-2	North Dakota Retail Lumbermens Assn.	City Auditorium, Fargo
2-4	Indiana Lumber & Builders Supply Assn.	Murat Temple, Indianapolis
5-6	Intermountain Lumber Dealers Assn.	Hotel Utah, Salt Lake City
8-10	Iowa Retail Lumbermens Assn.	Exhibit Building, Des Moines
15-17	Carolina Lumber & Building Supply Assn.	Radio Center, Charlotte
16-17	Louisiana Building Material Dealers	Jung Hotel, New Orleans
22-24	Independent Retail Lumber Dealers Assn.	Municipal Auditorium, St. Paul
23-25	New Jersey Lumbermens Assn.*	Claridge Hotel, Atlantic City
24-25	Mississippi Retail Lumber Dealers Assn.	Buena Vista Hotel, Biloxi
25-26	West Virginia Lumbermens Assn.	Greenbrier, White Sulphur Springs
28-30	Building Material Merchants of Georgia	Radium Springs, near Albany
<b>APRIL</b>		
4-5	Lumbermens Assn. of Texas	Will Rogers Coliseum, Fort Worth
12-14	Southern California Retail Lumbermens Assn.	Ambassador Hotel, Los Angeles
13-14	Arkansas Assn. of Lumber Dealers*	Marion Hotel, Little Rock
13-14	South Dakota Retail Lumbermens Assn.	Coliseum, Sioux Falls
21-23	Arizona Retail Lumber & Builders Supply Assn.	Yuma
21-23	Florida Lumber & Millwork Assn.†	Soreno Hotel, St. Petersburg

\*No exhibits

vention committee includes George S. Goodyear, Charlotte, N. C.; Perry E. Willis, Miami Shores, Fla.; Albert L. LaPierre, Seattle, Wash.; Wilson H. Brown, Dallas, Texas; Irving R. Stich, West Hartford, Conn.; Joseph B. Haverstick, Dayton, Ohio; Francisco Fullana, San Juan, Puerto Rico, and John E. Bauer, Indianapolis.

### College Housing Program Gets \$50 Million Boost

The Bureau of the Budget has released an additional \$50,000,000 to carry on the Housing and Home Finance Agency's college housing program during the current fiscal year. The Housing Act of 1950, which established the program, authorized \$300,000,000 in loans to colleges and universities for construction of student and faculty housing. The latest action raises to \$200,000,000 the total released to date.

### FHA to Recognize 'Quality' Work, Products

Revision of FHA minimum property requirement will have as one objective the granting of recognition to "quality construction" and the use of "quality products," which will be reflected in lower maintenance costs.

So declared Commissioner Norman P. Mason in announcing appointment of Neil A. Connor, Boston architect, to the new FHA position of director of architectural standards. Connor, he said, will assist in the revision, "with the help of the building industry to raise the standards of housing in America.

"It is not only what a house costs initially which is important to the family occupying it. Equally important is what it will cost to live in. FHA is going to take a look at these other costs, such as monthly upkeep, fuel bills and depreciation."



## Court Fight Seen Over University Sale to Builders

Court action against the University of Minnesota has been threatened by the Minneapolis Home Builders Association and other industry groups in an effort to force it to drop plans for a 1,500-home development.

University officials, in a surprise announcement, reported they had contracted to sell several hundred acres of donated land to two builders: Winston Brothers of Minneapolis and Hal B. Hayes of Los Angeles, who would develop the site as a model community and build and sell the houses.

### Secret Action Decried

Association members accused the university of entering the field of private enterprise in competition to local building interest. Joined by local material dealers, subcontractors and lenders, they criticized the secrecy behind the project and the selection of a California developer who had no experience in building homes in the area.

Charged Lawrence W. Nelson, executive vice president of the home builder group: "That is like driving a knife in the back of university graduates who earn their living in the local building industry." He accused the state-supported institution of stepping far afield when it engages in promoting competitive enterprises in which private interests are engaged.

### 'Bombproof' City Planned

Meanwhile, Hayes disclosed plans from Hollywood to build a \$50,000,000 "atom-bomb-proof" city on 100 acres of the site. He said that homes in the \$15,000 to \$25,000 range would be equipped with Geiger counters and bombproof bedrooms. They would be served, he added, by a small canal "escape route" and safety-sealed wells for auxiliary water supply.

W. J. Rohan, Winston Brothers, president, said the new proposed project would be "a needed shot in the arm" for the area's economy, but Nelson claimed that shortage of housing was no excuse because local demand "has been completely met."

### Meistrell Appointed FHA General Counsel

Frank J. Meistrell has been named as general counsel of the Federal Housing Administration, succeeding Burton C. Bovard who was ousted in July after having served in the position since 1940. He was a member of the New York law firm of Donovan, Leisure, Newton and Irvine.

Appointed as his assistant was Bruce H. Zeiser, former trial attorney

### Dickerman's Column:

## Development of Servicemen's Market Up to Lenders, Individual Builders



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

A singular opportunity for the home builder to perform a needed public service and, at the same time, to develop a new market for his construction has been provided by the special servicemen's provision of the 1954 housing act. Recognizing the importance of good housing to morale in the armed forces and the inequity of withholding from men on active duty benefits that are available to veterans, Congress has now made it just about as easy for the man in service to buy his own home as it is for the ex-serviceman.

Of course, not all of the approximately 3,500,000 men now in active service will be in a position to take advantage of this new provision. Many are unmarried, stationed overseas, quartered on post, or have not been in service the required two years. But there is no question that tens of thousands of service families need better housing within easy reach of their present posts of duty and can now afford it under the liberal terms authorized in the new Act.

How well those needs are met will depend to a substantial degree upon the readiness of lenders to provide financing on the new terms—a minimum of 5 per cent down on homes valued up to \$18,000 and a maximum mortgage limit of 30 years.

But responsibility for the success of this program also rests heavily upon the individual home builder and the amount of energy and ingenuity he expends in developing the servicemen's market. Members of the armed forces are stationed today in practically every section of continental United States, and it is both good business and good citizenship for the builder to act promptly to determine the needs of these families in his area and then to see that the housing is provided.

In cooperation with local military authorities, the benefits offered under the new housing act should be explained to every service family and special effort should be made to acquaint these families with the home-buying opportunities available around their stations. The advantages to the man on active duty are obvious: if he is transferred, he can use the proceeds from the sale of his home to buy another at his next station, or he can keep the property as an investment. If he is ordered overseas, he may leave his family in security, with the assurance of a place to live when he returns to the United States.

For the builder, there is the double reward of developing a new market for his homes and of accomplishing a real public service. Congress will be watching the program with a careful eye to guide it in future legislation of this nature, and it is up to builders and lenders to make it succeed.



Frank J. Meistrell

in the civil division of the Department of Justice.

Other recent FHA staff additions

include Burnham W. Diggle of Washington, director of the examination division, a new position, and Loder L. Patterson of Jacksonville, Fla., director of the division of slum clearance and urban renewal.

Meanwhile, the Housing and Home Finance Agency's division of slum clearance and urban redevelopment named Tracy B. Augur as new assistant director for urban planning and assistance.

### Shift Convention Site

The National Established Roofing & Siding Contractors Association, which has formerly met in New York for its annual convention and exposition, will hold its 1955 meeting March 13-16 in the Hotel Sherman, Chicago.

## Cole Reports Plan To Recover FHA Section 608 'Windfalls'

The first move to follow "a pattern of decisive action by which the government will protect itself and the public interest in FHA windfall cases" has been announced by Housing and Home Finance Administrator Albert M. Cole. He said the plan was designed "to compel recipients of windfalls to pay back the money obtained in violation of corporate charters."

In his initial move, Cole directed Sidney Sarnier, president of 13 Fort Lee, N. J., corporations grouped as Linwood Park, Inc., to call meetings of preferred stockholders to replace incumbent directors.

### FHA to Elect New Directors

"New directors," said Cole, "will be elected by the FHA which owns the preferred stock in all corporations created in accordance with section 608." He pointed out that the program was adopted after study of available legal remedies by William F. McKenna, deputy administrator who directed the HHFA probe of FHA.

"Promoters of section 608 projects who paid windfalls to themselves," Cole reported, "violated section 608 corporation charters which provide that only earned income may be distributed to stockholders. . . . FHA as owner of the preferred stock will assume control of the corporations until the defaults are corrected. . . . Action similar to that taken in the case of the Fort Lee corporations will be taken in dealing with other section 608 corporations which have violated charter provisions or which have violated other regulations."

### 15,035 RFC Mortgages Taken by FNMA in July

Funds available to the Federal National Mortgage Association for purchase of mortgages decreased \$30,000,000 in July when it acquired 15,035 mortgages formerly held by the defunct Reconstruction Finance Corporation. Unpaid balances of these loans aggregated \$64,000,000.

Also in July, FNMA bought 4,365 other mortgages for \$56,000,000 and sold 3,497 for \$36,000,000.

At the end of the month, the agency's available funds totaled \$540,000,000, with \$235,000,000 intended for military and disaster housing loans and the remainder for other eligible mortgages.

## Dealer's Viewpoint

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



### Four Seasonal Themes Used This Year Will Be Repeated and Expanded in 1955

Collectively, retail lumber dealers and building products manufacturers spend well over \$100,000,000 a year on advertising and promotion. In the belief that even better sales results could be obtained if both groups were to coordinate their efforts, NRLDA's merchandising committee conferred twice with the producers' sales and advertising managers last year, and the outcome has been so encouraging that another joint meeting will be held this fall.

NRLDA already has advised the manufacturers that dealers will repeat in 1955 the four seasonal themes used this year and has urged the manufacturers to tie-in closely. Those themes are: "Buy or Plan Your New Home Now" in February, "Get Your Home and Yard Ready for Summer" in May, "Add-a-Room" in August, and "Get Your Home Ready for Winter" in October.

In addition to discussing methods of getting that program adopted still more widely in the future, NRLDA will consult the manufacturers on plans for revising and expanding its merchandising calendar and for developing methods of coordinating dealers' floor and wall displays with their weekly and monthly advertising themes.

No change is contemplated in the basic structure of the merchandising calendar, the dealers' advertising and display guide, but manufacturers will be invited to offer suggestions for improving it and making it even more useful.

Building products manufacturers spend several million dollars a year on display materials alone, and dealers contend that a considerable amount of that money is wasted because the materials are not well adapted to the dealers' needs. On the other side, manufacturers point out that too many dealers are content to leave the same displays in place month after month because they either don't get around to changing them or don't appreciate the importance of tying their current advertising and displays together.

NRLDA's merchandising committee has some ideas for correcting this situation, and doubtless the manufacturers will have some of their own. Out of the discussion is likely to come a set of recommendations that will be helpful to everyone concerned.

Other earlier attempts to reconcile the needs of dealers with the efforts of manufacturers to give them effective merchandising help have been most successful. In addition to using the seasonal advertising themes, many producers now are giving product data to dealers in a more useful form and are offering advertising mats better adapted to their needs.

When comparable progress has been made with display materials, the two groups will have built up a very commendable record of joint accomplishment in a field where individualism always has been the rule.

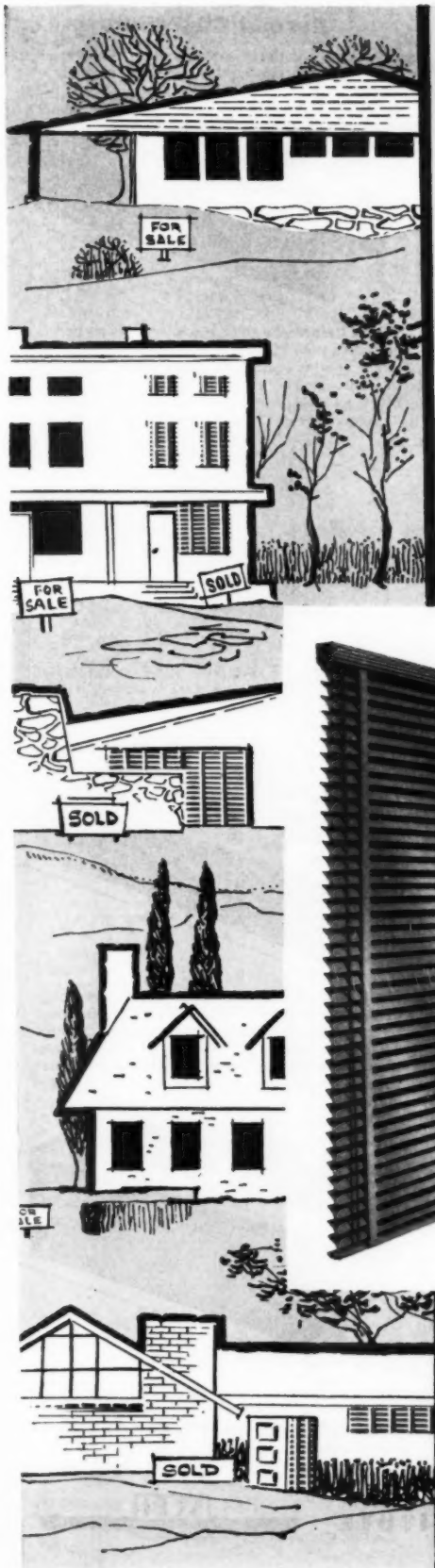
## Typical FHA Home of '53 Had Five Rooms, 924 Sq. Ft., \$10,140 Value

The Federal Housing Administration's forthcoming 20th annual report will show that the typical new home on which FHA insured a mortgage in 1953 was a single-family, five-room house with 924 square feet of floor space, valued by FHA at \$10,140. The size was about the same as 1952 counterpart, but the valuation was up about one per cent.

Last year, FHA insured 151,800 mortgages on new homes and 120,500 mortgages on existing homes. Valuations on three-fifths of the homes financed under the housing act's sec-

tion 203 ranged from \$8,000 to \$12,000. The proportion above \$12,000 increased from 21.1 per cent in 1952 to 23.5 per cent in 1953, and the proportion in the \$6,000-to-\$8,000 group rose from 14.6 per cent to 17.1 per cent.

The typical 1953 buyer of an FHA-financed new home had an effective annual income of \$4,880. He obtained a mortgage of \$8,555 (86.5 per cent of the FHA valuation) which he undertook to amortize in monthly payments of \$65.95 over a term of a little more than 22 years.



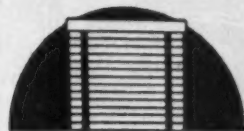
*Don't let your houses have that*

## VACANT STARE

It's the little things that sell the little woman and nothing can make your houses look so finished . . . so inviting . . . so ready to buy and enjoy as ROLLA-HEAD venetian blinds.

Beautiful custom-made ROLLA-HEAD blinds solve your buyer's problem of how to turn gold fish bowl into cozy nest without having to miss a mortgage payment.

And now, exclusive ROLLA-TEX plastic tapes make ROLLA-HEAD your "extra" with an *extra!* Put ROLLA-HEAD with ROLLA-TEX on your sales force, today!



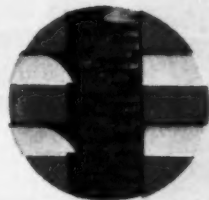
**ROLLA-HEAD**



*custom-made*

**VENETIAN BLINDS**

*featuring fabulous new*



**ROLLA-TEX** *plastic tape*

Rolla-Tex is stronger! Sunfast. Tear resistant. Mildew proof. Waterproof. Sheds dirt. Resists stains. Will not stretch or shrink. Available in 12 smart colors.



**Eastern Machine Products Co.**

General Offices & Plant: 1601 Wicomico St., Baltimore 30, Md.  
NEW YORK: 771 3rd Ave., Brooklyn    ATLANTA: 1486 Lakewood Ave., S.E.

PITTSBURGH: 208 Corey Ave., Braddock

CANADA: Eastern Machine Products, Ltd. TORONTO • MONTREAL • VANCOUVER

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.



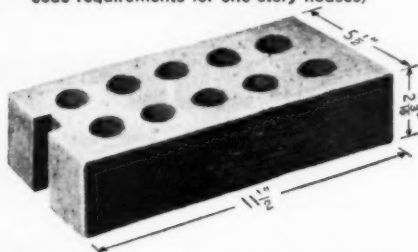
Unfurred hollow units may be plastered direct, left exposed or painted.

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

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

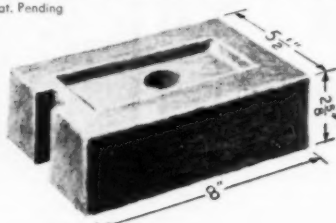
### Typical 6" Thru-the-Wall Burned Clay Units

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



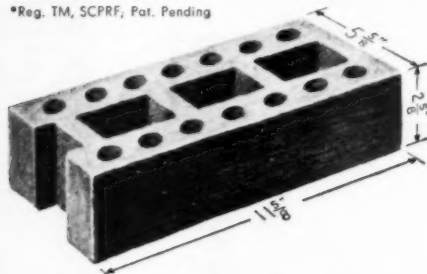
"SCR brick®" a solid, modular unit with coring not more than 25% of total volume. With furring strips, continuous base flashing and weep holes, this unit provides excellent weather protection in the most severe climates. Jamb slot accommodates metal or wood windows. Available nationally.

© Pat. Pending

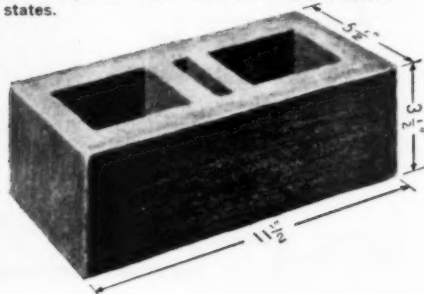


"SCR brick—Type SM™" is 8" long and has one large core in the center. Available in New York City and vicinity.

\*Reg. TM, SCPRF, Pat. Pending



**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. Available in Southwestern states.



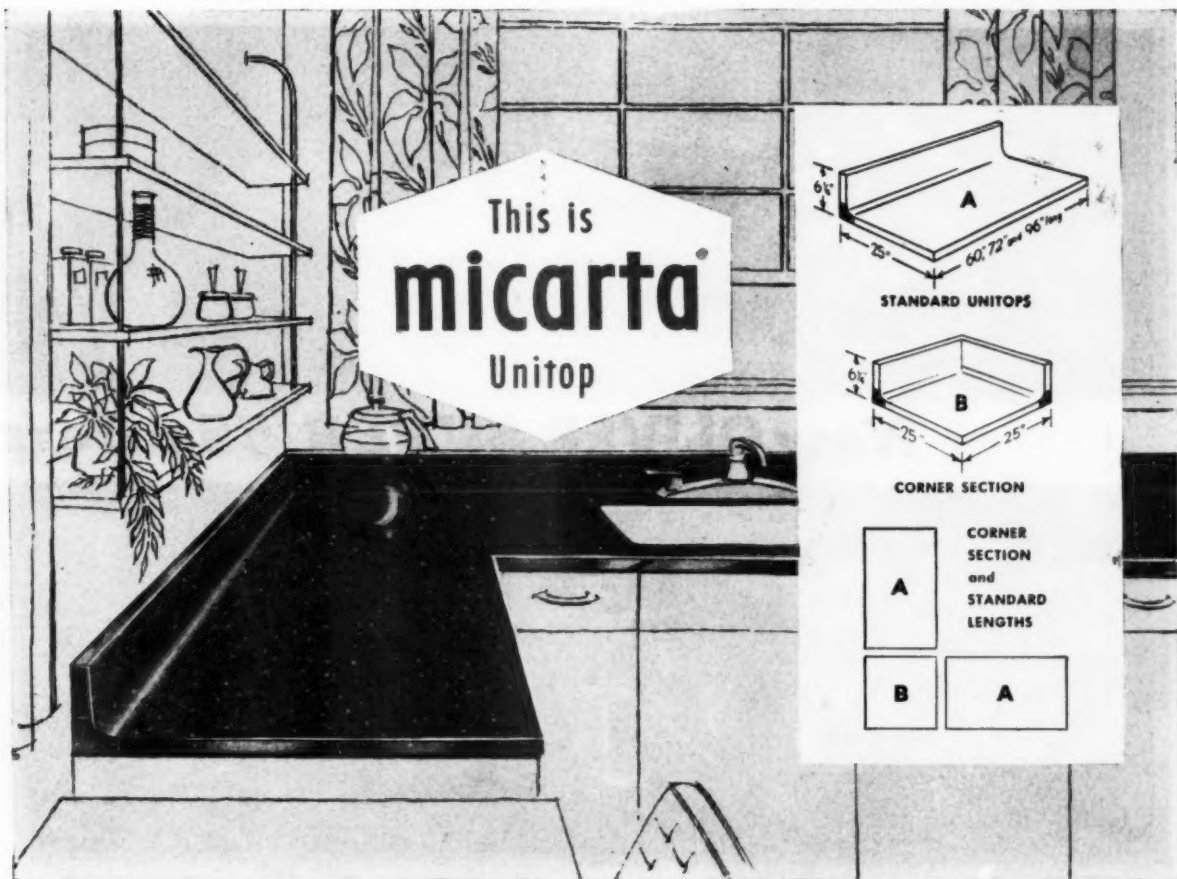
**Hollow Unit**—A vertically cored clay tile unit with 6" x 4" x 12" nominal dimensions, designed for use with or without furring. Available in South-eastern states.

STRUCTURAL CLAY PRODUCTS INSTITUTE

1520 18TH STREET, N.W., WASHINGTON 6, D. C.



AMERICAN BUILDER



...THE COMPLETE COUNTER-TOP PACKAGE  
WITH NEW SALES APPEAL

New, decidedly different Unitop has fresh appeal for you—and home buyers. You'll like the way Unitop combines top and backsplash in one unbroken piece—without joints or molding—to simplify and reduce the cost of installation. You'll like its flexibility, too. Three standard lengths, plus an interchangeable left and right-hand corner unit, let you meet the layout requirements of any job—whether straight-line, L-shaped, or U-shaped.

Home buyers will delight in the lasting carefree beauty of Unitop, for its attractive, mirror-smooth MICARTA® surface promises all the freedom from care and cleaning troubles that has always distinguished MICARTA from other surfacing materials.

Let new MICARTA Unitop accent the beauty and appeal of your homes. Your lumber dealer has complete information. Or, if you desire, write for the name of the Unitop fabricator in your area.

J-06586-A

Westinghouse  
**micarta**®



distributed by UNITED STATES PLYWOOD CORPORATION  
largest plywood organization in the world  
and U.S.—MENDEL PLYWOODS—INC.

United States Plywood Corporation  
55 West 44th Street, New York 36, N. Y.

- Please send full information on MICARTA Unitop.  
 Please send names of selected Unitop fabricators.

Name \_\_\_\_\_

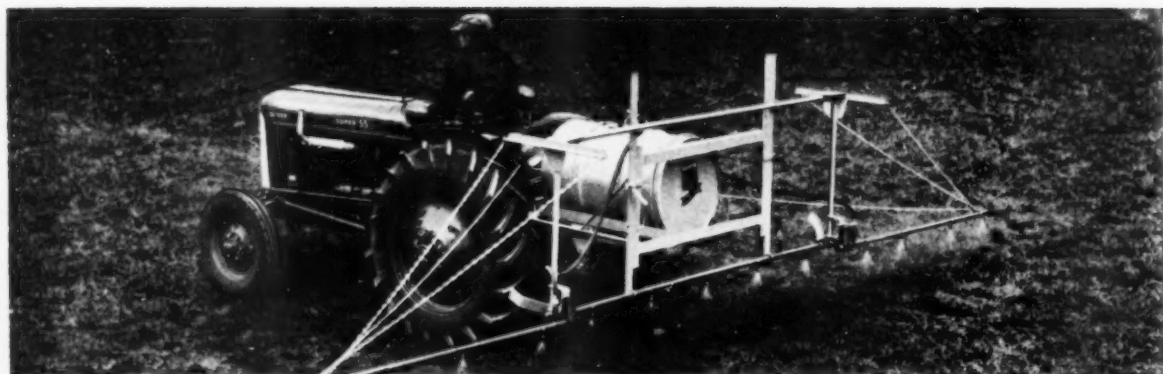
Address \_\_\_\_\_

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

AB-10-54



**New OLIVER SUPER 55 offers**



**built-in hydraulics for**



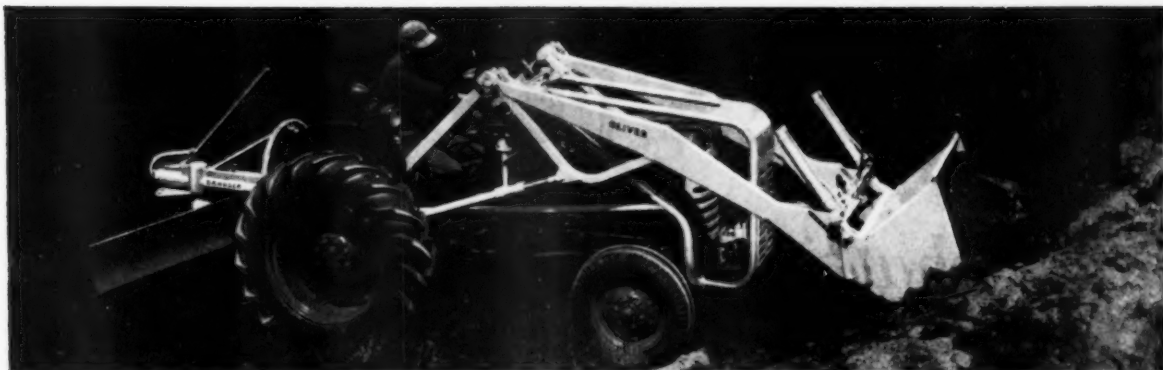
**Most powerful tractor of its type!**

Two husky, overhead valve engines to choose from—diesel or gasoline. Pick the fuel that fits your needs the best, cuts your costs the most.

The diesel is a *full* diesel—starts and runs on diesel fuel alone. An engine rugged and responsive, and one that takes little fuel and upkeep. And this diesel is weatherproof—easy to start no matter what

the weather or how long the tractor has been idle.

Choose the gasoline, and you get an engine built to the same rugged standards of the diesel. An engine with a compression ratio of 7.0 to 1—a new high for an industrial tractor! This extra high compression means greater power on less fuel, better performance on every job.



***diesel or gasoline power...***



***all types mounted equipment***



**Mounts equipment front, rear, side!**

The Super 55 is a tractor you can use with all types of equipment. Its 3-point hitch with built-in hydraulic system operates a variety of Oliver and other inexpensive tools. A sturdy, one-piece front frame with convenient mounting pad makes front mounted hydraulic pumps and other equipment easy to attach, easy to remove.

See this new Oliver, check its power, handling qualities and many attachments. Check, too, its many standard features: 6 forward speeds, double-disc brakes, recirculating ball-type steering—features that make the Super 55 the most versatile, profitable tractor you can own. See your Oliver Industrial Distributor, soon!



**THE OLIVER CORPORATION**

400 West Madison Street, Chicago 6, Illinois

a complete line of industrial wheel and crawler tractors



# Kennecott's new adequate

## *and what it means to the Builder!*

As a builder, you know few things are more important today to Mr. and Mrs. Homebuyer than the way your houses are electrically powered. He and she, as never before, depend upon a whole houseful of appliances for their convenience and comfort. These "electrical servants," in turn, must be fed plenty of power to operate smoothly at their full, built-in strength.

That's why you build your houses with a sharp eye to the specifications and layouts of their wiring systems. You see to it that the wires, themselves, are *large enough* . . . that circuits are *plentiful* . . . that outlets

---

---

are just *where they are needed*. Because you know that's *quality wiring*. Unfortunately, too many homeowners don't realize it!

*That's where Kennecott's national adequate wiring campaign comes into YOUR picture!*

You've seen the advertisements of this campaign in the Saturday Evening Post and This Week magazines. It's a hard-hitting drive that's teaching millions of people how to recognize and appreciate adequate wiring as a prime quality feature in the houses you build. It's a campaign that *pre-sells* what you are selling . . . fine homes, *fully-powered*, for both today's and tomorrow's electrical living.

So . . . make "adequate wiring" an important part of your sales talk. You'll find more and more people listening to you with more intense interest . . . greater understanding—thanks to this Kennecott advertising! Kennecott Copper Corporation, 161 East 42nd Street, New York 17, N. Y.



***Kennecott***  
COPPER CORPORATION

Fabricating Subsidiaries:  
CHASE BRASS & COPPER CO.  
KENNECOTT WIRE & CABLE CO.





# wiring campaign.....



# NEW

## *Adams-Rite*

# SLIDING DOOR LOCK

### *Series 660*



Outstanding in design — simplest to install — and with life-time performance even under extreme misalignment... this is the amazing story of Series 660.

Simple installation... fits standard 2 1/8" and 7/8" bore. No mortising. Lock accommodates any door misalignment. Bolt gives smooth snubbing latch action and acts as edge pull. Thumb button provides positive security. Solid brass except stainless steel bolt. Adjustable for all doors 1 3/8" to 1 3/4" range. Interchange of locking and non-locking escutcheons makes lock instantly reversible on job.

WRITE FOR COMPLETE INFORMATION



ADAMS-RITE MANUFACTURING CO.  
40 WEST CHEVY CHASE DRIVE, GLENDALE 4, CALIFORNIA, U.S.A.

## ON and OFF the RECORD

**PROTECTION DOORS.** This may be a new term applied to a type of door, without reference to anyone's particular door, but I'm using it in reference to screen doors, storm doors and combination doors, whether wood, metal or both.

**THIS IS CRITICAL** of protection doors of all kinds on behalf of the producers of beautiful entrance doors and the producers of equally beautiful entrance door hardware. And particularly on behalf of the home owner who willingly and proudly pays well for handsomely dressed, handsome front entrance door that reflects hospitality and good taste.

**THEN, WHAT HAPPENS?** He buys a protection door, probably a combination door that hangs twelve months a year.

**AND THIS COMBINATION DOOR** has wide stiles, wide enough to hide the beautiful bronze brass or chrome latch. Nobody ever sees it, not even the owner. Because the stiles are too wide.

Then, the winter panel is usually cut up into small rectangles hiding fine graining or tasteful paneling carefully selected to enhance the architecture of the front elevation. Chances are that it hides or half hides the ornamental bronze or brass knocker, too.

**THE SAME** goes for the summer panel of screen cloth. Likely it has horizontal members to ease the strain, if any, on the screen cloth.

**SO,** even in summer the protection door does its effective best to hide all the carefully chosen beauty behind it.

**AND TO COMPLETE** the mystery of what lies behind the

protection door, this same p.d. has a kick panel at the bottom which rises as high as 18 inches.

**AND YES,** some of the most effective enemies of the handsomely dressed, handsome entrance door use a scroll or a long legged bird impaled on the screen or storm panel. That does it.

**NOW, JUST TRY** to see the entrance door. You can't do it except from the inside when the door is standing open on a hot summer day.

**YOU GET THIS** far, and it becomes very unsmart to even have an entrance door.

**YOU CAN GET** the same effect, and for much less money, by nailing four reasonably straight old one-inch boards together on a rough Z-back, hanging the thing on two or three cheap steel butts, and fitting it with a hinge hasp and an inexpensive padlock. Nobody will ever know the difference.

**NOW THE PROTECTION** door ceases to hide beauty, and instead covers a crime.

**I LIKE BEAUTY** in an entrance door, in my own entrance door, and I'll bet I'm not an oddity in this respect.

**AND IT SEEMS** to me that it's about time that somebody came up with a protection door that will keep summer insects out, insulate against cold and snow, and at the same time let me, when I come home at night, see through the thing and view with pride my carefully chosen entrance door and its just as carefully chosen hardware.

**I'VE BEEN TOLD** that you can't get down to a one-inch stile and a

AMERICAN BUILDER

single pane storm panel and have enough rigidity to support the glass. I don't believe it.

**BUT EVEN** if it is true, do we have to use glass? Aren't there transparent plastics that will do just as well, and not need so much support?

**PLASTICS, EH?** Have any of the plastics people given a nod to the idea of a transparent all-plastic protection door, combination probably, and tinted to harmonize with the exterior color scheme of the house?

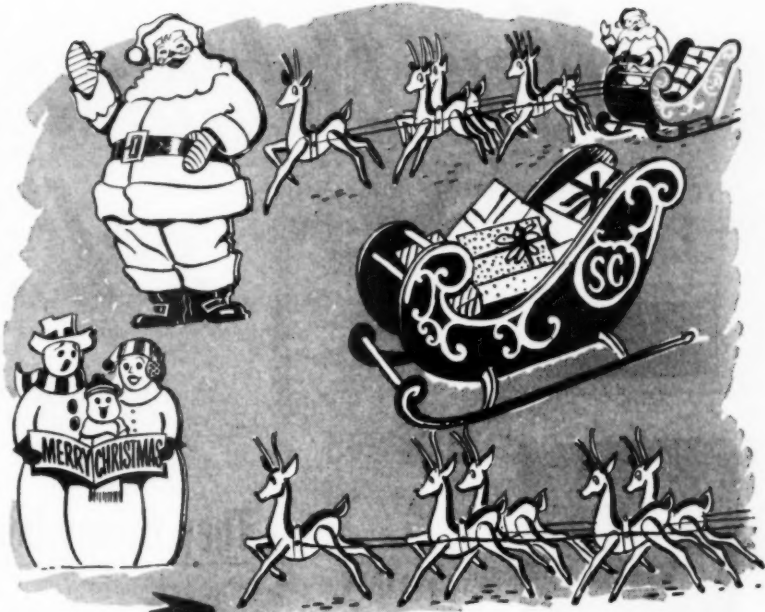
**IF THIS IS POISON** to the glass manufacturers, what about a glass protection door in combination style. There is structural glass and there are all-glass doors.

**AND IF** there is any merit to this, can these glass protection doors be tinted lightly, when desired?

**MAKE** a non-obscuring protection door out of wood, glass, metal, plastic or any combination of these, and I'll produce a jury of builders whose judgment regarding the salability of the product can be relied on implicitly.

**MERCHANDISING TIPS:** To promote 'on your lot' building, tour a neighborhood noting all vacant lots on which your current house would be appropriate. Then get names of owners from city hall records. Send letter inviting the owner to visit your furnished model house and study its possibilities for his lot. Note also improved lots which could take a second house, in zone permitting this usage. Get names of owners from city records and contact them by mail, suggesting investment possibilities of a second house on the lot.

**OFFER BABY-SITTING** service. "Yes, we will have a competent baby sitter sit with your young ones while you are transacting your business with us," states an advertising brochure of the Guthrie Construction Company in Spokane. If a prospect wants to spend some time looking at houses in a Guthrie tract, the company will supply a baby sitter without charge. The wives of several Guthrie employees do this work as it comes along. Since a number of women are available, somebody is always free to take on these assignments.



## Here's a 3-way answer FOR YOUR slowest season

The popularity of these Christmas figures is growing by leaps and bounds. Standing 30" to 40" in height, they are easily made and very colorful. Dealers, Builders and Contractors can capture a sizable market immediately, with a minimum in investment.

Each of these novel Christmas items is made from a full-size Easi-Bild\* Pattern—traced onto Homasote Type RD and then cut out. Full decorating instructions are included with each pattern.

The Dealer sells the patterns and the materials—to the Do-It-Yourself market—to his builders and contractors.

The Builder or Contractor keeps his men and equipment busy. The finished

pieces sell at a handsome profit and usually in sets.

In October and November, five magazines—with 40 million readers—will carry advertisements on these special Christmas patterns—creating a market for patterns, materials and finished pieces. The magazines are Better Homes & Gardens, American Home, Living for Young Homemakers, Popular Science and Popular Mechanics. Write immediately for the full details of this program. We offer both patterns and full-size samples for display. When people in your territory send us inquiries—as a result of our national advertising—we send them your name; we send theirs to you. Get in on this business now. Write or wire your inquiry today to Department 31A.

\*T. M. Reg. Easi-Bild Pattern Company



# HOMASOTE COMPANY

Trenton 3, New Jersey

# *New Coleman gas wall sell low-cost*

***No special construction—***

**They fit any home, new or old—**

**flat top, standard roof,**

**one- or two-story residences;**

**basement or slab-floor construction**



The biggest selling, best advertised, and by far the most popular wall heater available. Because it fits smoothly between standard 2" x 4" centered studs, it is ideal for installation in new homes as well as existing construction that is to be modernized.

Requires no basement, special excavation or duct work. Beautifully styled and a real space-saver in small homes, upstairs rooms, basements, tourist cabins, etc. Also available in Dual Wall Models to heat two separated areas at the same time. Install them singly to heat a few rooms or use multiple installations for zone-heating larger residences. Write us and we'll have our nearest distributor work out cost to your specifications. The Coleman Company, Inc., Wichita 1, Kansas.

# heaters cut your costs- homes faster

fast, easy installation

## **NEW** SHORT ECONOMIZER

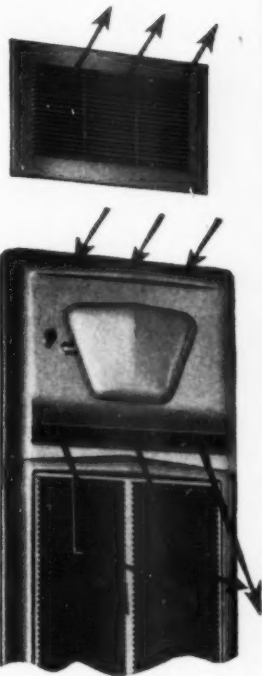
puts more heat into room

Fits in wall above the heater. Reclaims heat from flue area and returns it to the room. Short enough to fit flat roof, goes in buildings with attic or upper stories.

## **NEW** DIRECTIONAIR BLOWER

completely automatic with new Fan and Limit Control

Delivers tempered warmth clear to the floor. Increases circulation, prevents cold-floor discomfort. New Fan and Limit Control automatically regulates operation of burner and blower and economizes on fuel.



Comfort costs so little with a

**Coleman**<sup>®</sup>

Equipment AGA approved or listed with Underwriters' Laboratories

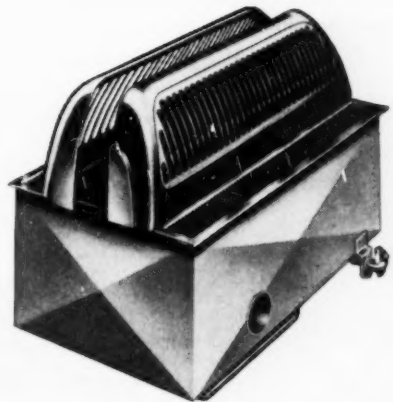
OCTOBER 1954

**Coleman**<sup>®</sup>

## NEW LOW PRICES ON COLEMAN FLOOR FURNACES

OIL GAS LP-GAS

Flat Register and Dual Wall  
Models to fit low-cost  
specifications



Complete in-floor furnaces that need no basement, no air ducts. Like Coleman Wall Heaters, they can be used singly or in multiple installation for zone heating. The famous Coleman Shalloflow is the industry's shallowest gas model.

THE COLEMAN COMPANY, INC.  
Dept. 500-2-AB, Wichita 1, Kansas

Please have a Coleman distributor give me full information on Coleman Wall Heaters and Floor Furnaces.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

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

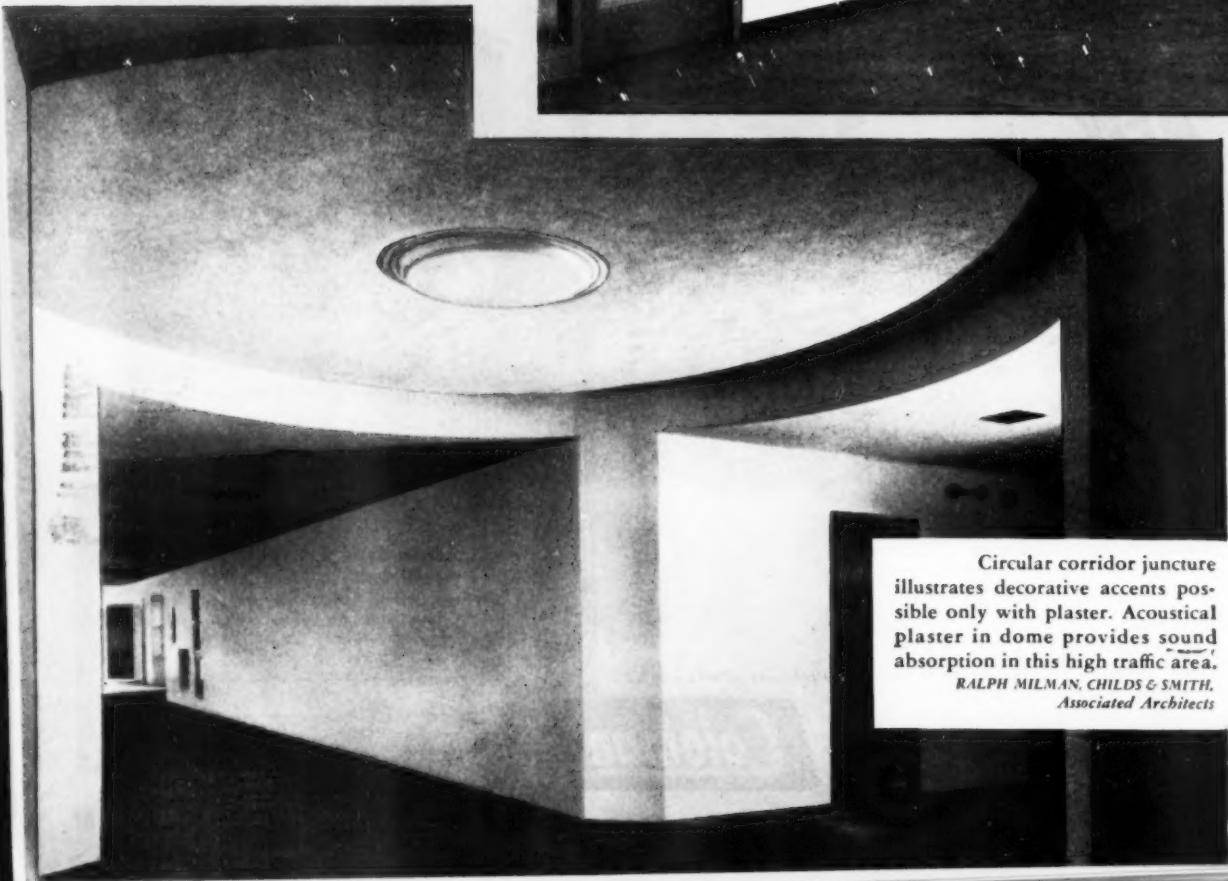
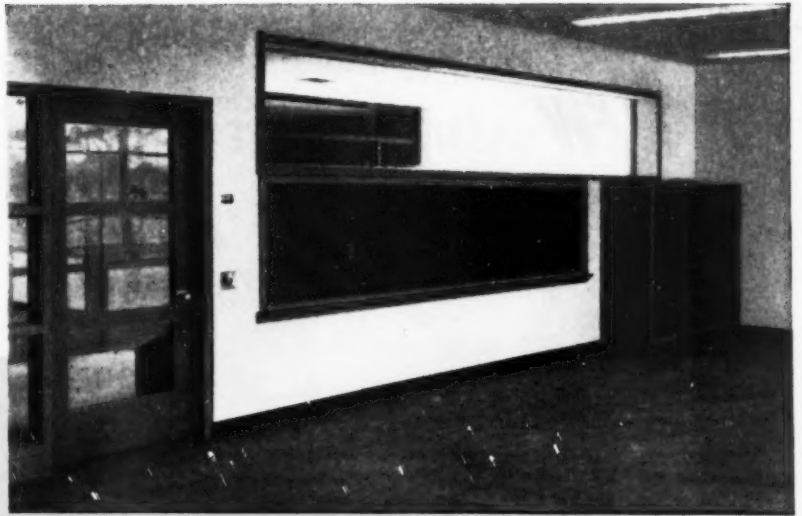
**LATH and**

# plaster



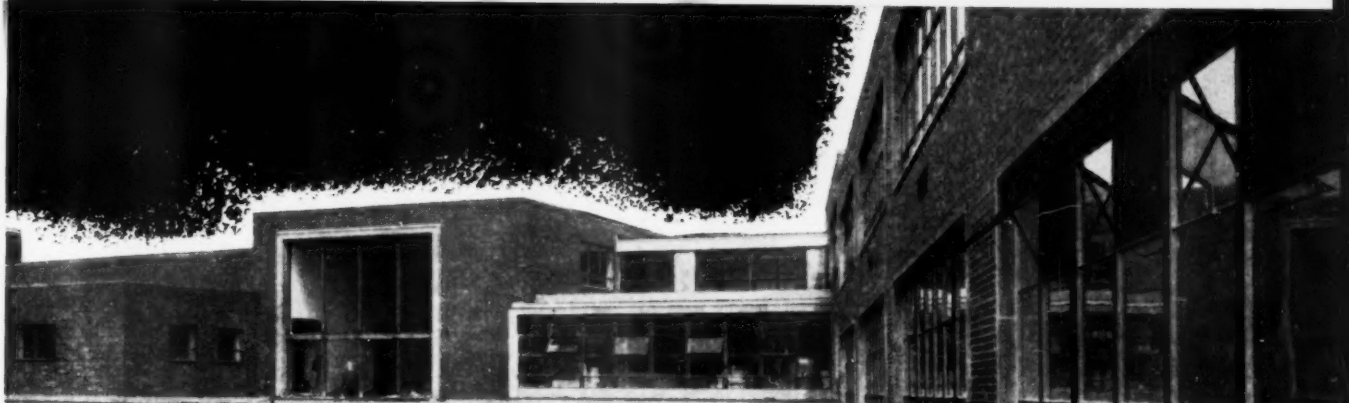
## results in lower

Frederick F. Quinlan, Superintendent of Schools, Lake Forest, Illinois, says, "After careful study, we found lath and plaster the best choice for our new Deerpath School. It provided the fire protection and permanency we feel is especially necessary in a school building. And we were pleased to find it was more economical. For example, lath and plaster ceilings effected an insurance saving which will recover the additional cost in three years—and yield a four figure premium saving each year thereafter."



Circular corridor juncture illustrates decorative accents possible only with plaster. Acoustical plaster in dome provides sound absorption in this high traffic area.

*RALPH MILMAN, CHILDS & SMITH,  
Associated Architects*



# insurance rates for this School



• RAY FELDNER, Superintendent of McNulty Bros. Plastering Contractors on Deerpath School, presents Certified Craftmanship Certificates to Mr. Frank A. Childs, Senior Partner, Childs & Smith, Architects; Mr. Ralph Milman, Architect; Mr. Frederick F. Quinlan, Superintendent of Schools, Lake Forest, Illinois; and Mr. William D. Matthews, Construction Superintendent, John Griffiths & Sons, General Contractors.

## Certified Craftmanship IN ACTION!

• *This Pledge of Performance* is your written and signed assurance that the lathing and plastering on specific jobs will be in compliance with the newly adopted Code of Standard Practices for Lathing and Plastering. This Code was developed by the National Bureau for Lathing and Plastering, an organization of contractors and craftsmen. It is subscribed to by scores of local chapters throughout the country.

Certificates issued on specific jobs are written commitments to work schedules, job cooperation, work of craftsmanship caliber and nationally recognized standards of quality. They are yours for the asking from lathing and plastering contractors adhering to the Code.

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. Or write National Bureau for Lathing and Plastering, 1401 K Street, N.W., Washington 5, D. C.

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

FINISHING LIME ASSOCIATION OF OHIO • GYPSUM ASSOCIATION  
METAL LATH MANUFACTURERS ASSOCIATION  
PERLITE INSTITUTE • VERMICULITE INSTITUTE



*This is the emblem of the National Bureau for Lathing and Plastering. It symbolizes high standards of job performance and responsibility.*



**"I'm lining up with *SARGENT* ALIGNA LOCK**  
**to sell my houses fast!"**

Yes, builder after builder says, "It's ALIGNALOCK for me!"

And *you* can't do better than use ALIGNALOCK . . . whether you are planning to build *one* new home or a *thousand!*

Here's *why*:

. . . ALIGNALOCK is a high quality, beautifully balanced lock that you buy at a *low* cost

. . . ALIGNALOCK's self-aligning assembly and other features make it possible for even *non-skilled* help to install it easily, quickly and economically. *No other lock can be installed faster!*

. . . ALIGNALOCK is backed by a long respected name . . . SARGENT of NEW HAVEN . . . a recognized brand that indicates to home buyers that quality products are being used *throughout*

. . . ALIGNALOCK is available in all functions, and is finished in handsome brass, bronze, aluminum and polished chrome for split finishes

. . . ALIGNALOCK is made only of *quality* materials. No brittle, easily-cracked die-cast parts.

. . . "Automatic unlocking" and "emergency unlocking" give the Sargent ALIGNALOCK an extra safety appeal to home-owners.

*See your supplier today. Compare ALIGNALOCK, feature by feature, with any low cost lock. We'll rush you full particulars if you'd like. Write us, Dept. 9K*



**SARGENT & COMPANY**

New York  
**NEW HAVEN, CONN.**  
 Chicago



**Hardware of Character**

**AMERICAN BUILDER**



# THE Stronghold<sup>®</sup> Line

BETTER FASTENINGS FOR EVERY PURPOSE

## Proved

IN USE FROM COAST TO COAST . . . IN LABORATORY TESTS . . . TO

## hold tighter—longer!

Stronghold and Screw-Tite Nails are engineered to hold tighter—permanently tight. They're backed by 20 years of on-the-job use—by our 40 years of experience, our reputation as the largest maker of threaded nails in the United States. Ask for them by name—take no others.

The far, far greater holding power of Stronghold and Screw-Tite Nails has been conclusively established by continuing laboratory tests at Virginia Polytechnic Institute under the direction of Dr. E. George Stern. No other nails can offer such proof of superiority! Ask your dealer for Stronghold and Screw-Tite Nails. If he can't supply you send us his name.

### SCREW-TITE<sup>®</sup> Flooring Nails

For "Squeak-Proof" Floors and Stairs

Floor laid with Screw-Tite Flooring Nails are tighter, smoother, longer lasting—never squeak, buckle or become springy. Screw-Tites are made of high-carbon steel, heat-treated and tempered—won't bend or break. Also in regular steel for softwoods. All sizes.

### Stronghold<sup>®</sup> NAILS

For Every Phase of Construction

Stronghold Nails add strength, hold permanently tight, save maintenance costs. Wood fibres "lock" with the scientifically engineered threads. Nails can't loosen—ever! Available in regular or hardened steel, or in aluminum or other non-ferrous metals. Any length to 9"; any diameter to .310—in any finish, for any purpose.

### Stronghold-Screw Fasteners FOR DRY WALL CONSTRUCTION

Give permanently trouble-free fastening for gypsum lath and Dry Wall construction. Never "pop" to cause plaster cracking or unsightly "bumps" under paper or paint; can't work out or loosen—ever! Treated to resist rust. Available in any size—any metal or finish.

### STRONGHOLD UNDERLAY FLOOR NAILS

A "must" for laying smooth, tight underfloors for linoleum, asphalt or rubber tile or carpet. Stronghold Nails can't work up to cause "bumps" or make holes in floor covering. Floors never get squeaky or springy. Specified by leading manufacturers of floor covering materials—used by prominent floor covering applicators from coast to coast.

### STRONGHOLD NAILS

For Asbestos Siding Shingles, Cedar Shakes and Insulated Brick Siding

Never "pop" or loosen; hold permanently tight. In bronze, stainless steel, aluminum and other metals. Available in matching colors in baked-on lacquers that won't chip or come off.

### SCREW-TITE<sup>®</sup> MASONRY NAILS

For Fastening to Cinder and Concrete Blocks, Brick, Mortar and similar materials

Made of high-carbon steel, heat treated and tempered—won't bend or break in hardest materials. The scientifically designed threads aid driving—add to holding power.

WRITE FOR COMPLETE CATALOG

Made only by  
**INDEPENDENT NAIL and PACKING CO.**

BRIDGEWATER, MASSACHUSETTS, U. S. A.



## Aluminum Nails

made stiffer to  
**DRIVE WITHOUT BENDING**

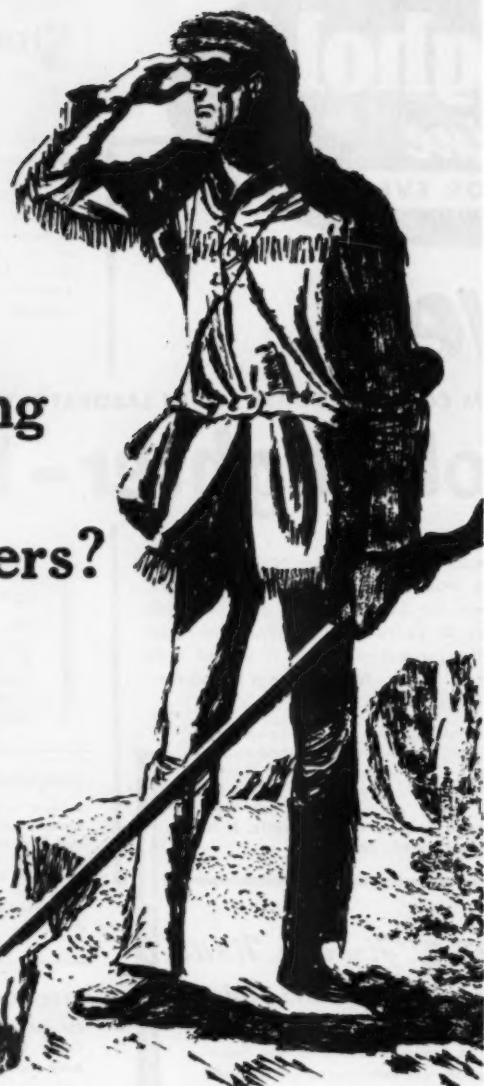
Here at last are Aluminum Nails you can drive! In all styles, for all applications where Aluminum nails are advantageous. Available in Stronghold, Screw-Tite or smooth—in count packages under our exclusive trade name, "DRIVE-RITE." Ask for them by name. Write for special "Drive-Rite" brochure.

Made only by

**INDEPENDENT NAIL and PACKING CO.**

BRIDGEWATER, MASSACHUSETTS, U. S. A.

## Scouting for Customers?



To reach out for more business, advertise in the 'yellow pages' of the Classified Telephone Directory.

That's a sure way to build your construction, alteration and repair business.

You'll get new customers . . . keep old ones when your business—name, address, telephone number and sales message—are prominently displayed in the 'yellow pages'. It's the quick and easy way for prospective customers to find you when they are looking for a builder.

Scouting for business is economical and effective when you use the 'yellow pages'.



Get in touch with the Classified Telephone Directory Representative at your local telephone business office.

## how to install oak flooring over concrete slab

Is it possible to lay oak flooring on 2x4's placed in or on a concrete floor slab?

Yes, say the E. L. Bruce Company of Memphis, Tennessee, producers of hardwood floors.

Lay 2x4 screeds in mastic, anchor them with steel clips or imbed them in the wet concrete itself. Laying the screeds in mastic is preferred by most builders, because the installation is simpler and it permits easier waterproofing.

Adequate waterproofing is of utmost importance with this type of installation. Whereas waterproofing below slabs or between them may act as a barrier to capillary moisture, it has little effect on moisture condensation on the surface of the subfloor.

Put a two-course application of a waterproofing membrane on top of the slab. This will provide an effective barrier against both condensation and capillary moisture.

Mop the concrete, after it has dried, with hot asphalt followed by a layer of 15-pound asphalt felt. Lap the edges one or two inches. Carry the felt up the walls about 4 inches (behind baseboards). Mop again with a second coat of hot asphalt followed by a second layer of 15-pound felt applied as before. Do not apply hot asphalt over the second layer of felt.

If screeds are imbedded in concrete, carry waterproofing membrane over and around them. If, however, the screeds are laid in mastic or fastened with steel clips, run waterproofing membrane beneath them.

Use 2x4's as screeds that are 18 to 30 inches long. Use #1 Common or #2 Common grade lumber. Treat screeds with an approved wood preservative and termite repellent, unless they are cut of heart Yellow Pine.

Lay screeds flat side down at right angles to the proposed direction of the oak strip flooring. Install them in a staggered pattern with the ends lapped at 3 inches for 2¼-inch wide flooring and 4 inches for 3¼-inch wide flooring. Place

(Continued on page 296)

AMERICAN BUILDER

*You asked for it—  
... so here it is:*

## **NEW Roltite® INDUSTRIAL CEMENT**

**highly resistant to heat  
and sun**

**gives a strong bond to  
aluminum, metals and  
other difficult surfaces**

**fast drying**

**gives good surface coverage**

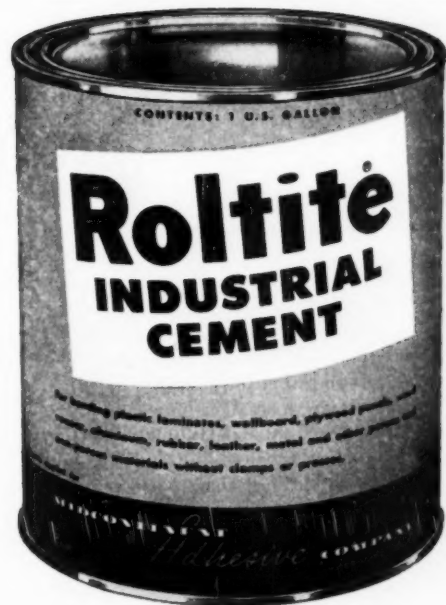
Yes, this is the special contact-type cement you people in the field told us was needed. And Roltite Industrial Cement has been prepared right to the specifications you gave us.

First of all, it dries fast. So it's ideal for those continuous set-up production runs, and for many other professional and industrial jobs where faster drying means more jobs done at a time. Along with this faster drying time you get better surface coverage, too.

The new Roltite Industrial Cement has exceptional resistance to heat and sun. Where you need a good bond in the face of continuous exposure to high heat this is the cement for the job.

With aluminum, other metals and those difficult bonding surfaces this new cement gives a strong, permanent bond. In fact, Roltite Industrial Cement opens new horizons in bonding aluminum and steel to wood. You can start working with a whole new class of materials and bond them just as safely as you now do plastic laminates or plywood. Now many more jobs can be permanently bonded with contact-type cement—jobs which still use old-fashioned glues (urea, phenol, casein).

If you'd like more detailed information on this new cement, or if you don't know the name of your Roltite distributor, just drop us a line today.



**regular Roltite® is still  
best for the average job**

For that average, run-of-the-mill bonding job we still recommend regular Roltite. While it doesn't have the special features of Industrial Roltite you'll find that regular Roltite has important points in its favor you'll want to keep in mind.

Regular Roltite is easier to clean off a smooth surface—you just rub it with your fingers. No solvent needed.

Regular Roltite has a much longer open time—over 2 hours. And on many jobs you know how important a long open time can be. The shelf life of regular Roltite is also about 3 months longer than that of Industrial Roltite.

If you need one or more of the special features of Roltite Industrial Cement then, of course, that's the cement to use. But if those special features aren't going to help you much then we think you'll still find regular Roltite the best all-purpose contact-type cement available.

**Roltite®**

**MIDCONTINENT**

*Adhesive*

**COMPANY**

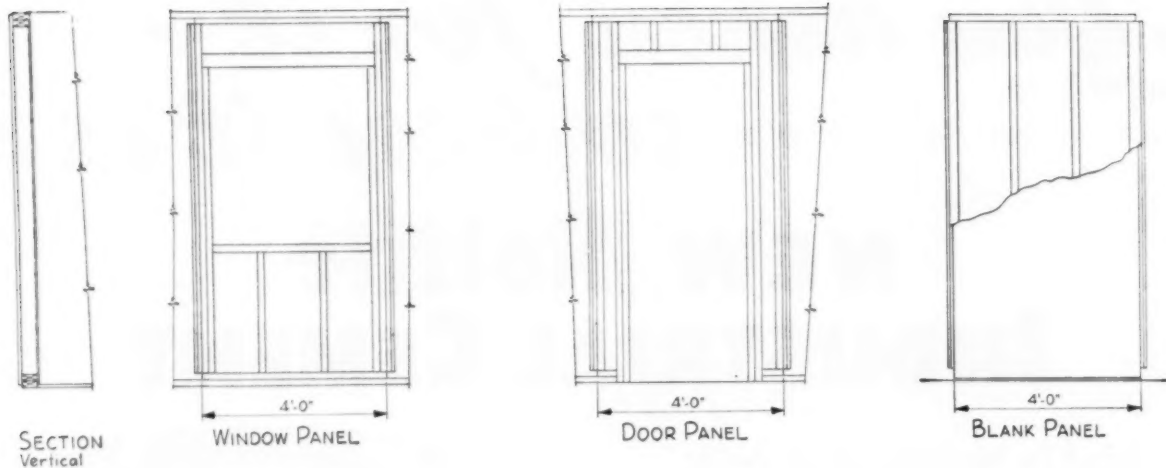
70 SUNSHINE DRIVE

Dept. A

GROVE CITY, OHIO

OCTOBER 1954

57



## here's a panel system that cuts

Wall panels that can be installed with interior finishing materials, including door and window trim, already applied is the big difference between most builder-fabricated panel wall framing systems now in use and that developed by C. A. Huffman, a small volume builder in Elkhart, Indiana. Huffman plans to franchise the system to builders and lumber dealers; has a patent pending with the U. S. Patent Office.

The system is designed around chamfered 2x4s and wedge blocks which provide a built-up post between the panels for fastening. Connecting of the panels is accomplished when one panel, with its extending 2x4 on edge, slips into a similar 2x4 on a previously installed panel. As the panels are pushed together the wedge blocks engage, and the two 2x4s align to form the correct stud width. Nails then are driven through this built-up 4x4 post to securely hold the panels together, and in place.

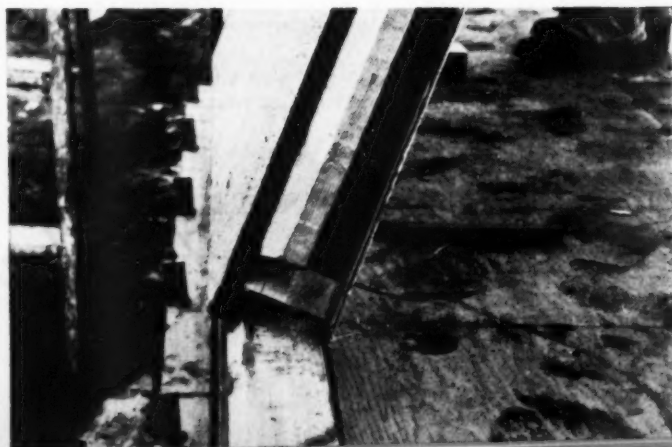
Huffman estimates his system will cut framing labor costs 25 to 40 per cent, compared to conventional methods; has shaved 30 man hours on the house shown on these pages.

Plumbing and heating are put in place conventionally but the electrical installation, though using conventional materials, is somewhat unique. Huffman drops low voltage wiring for his light switches; uses plug-in strips for base outlets.

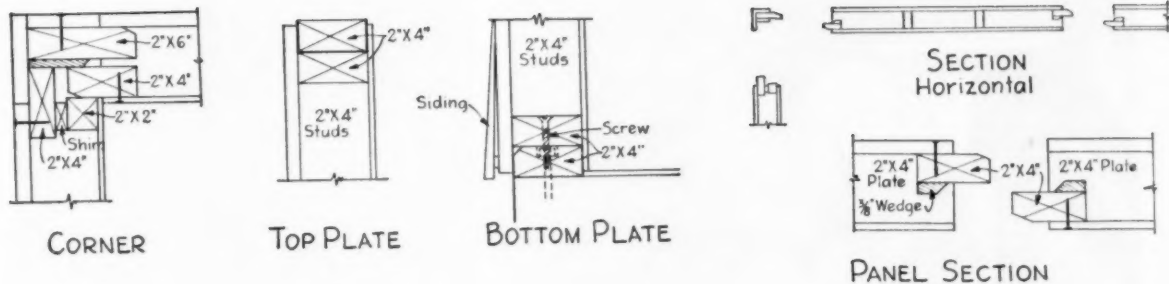


Panels are produced on this steel assembly jig which Huffman plans to supply to franchise holders

Panels are positioned over a raised 2x4 bottom plate. Note chamfered exterior edge of plate



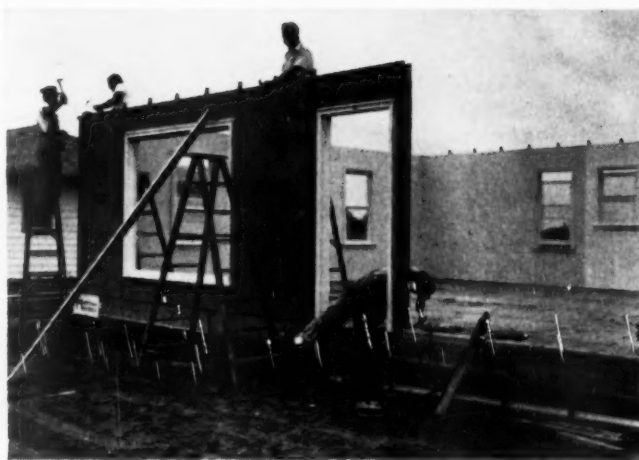
◀ panel details ▼



## 30 man-hours from framing time



Panels arrive at building site with interior finish already applied and primed



Four-foot module door, window and solid panels can be erected easily by two men

When panels are joined, a 4x4 post is created between each panel (see detail)



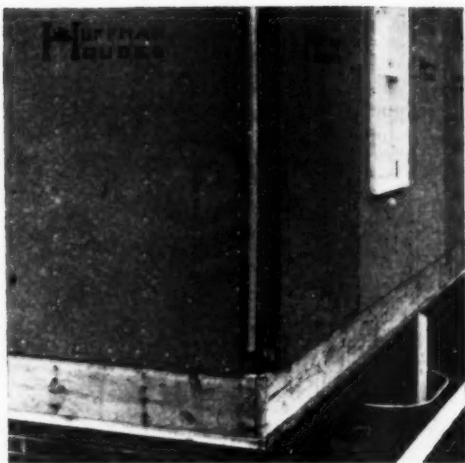
A three-inch screw is driven through bottom plate of panel into raised floor plate. Workman uses 1/2-inch drill and power screw driver



## panel system that cuts framing time



Carpenter drives a 16d nail through exterior insulation sheathing into built-up post



Special corner has same wedge system as the larger panels



One side of house is left open for easier erection of gable end and trusses. Wall is set up and gable raised after all trusses are positioned



A line is used to straighten the wall as the trusses are installed. Corners were plumbed and braced previously

A clamp is used to pull two gable end units firmly together before nailing



Starting at the subfloor, last truss was put in place after 4½ hours, or 18 man-hours





Corner is slipped into place and nailed with 16d nails (see corner detail)



Top plate is shop fabricated with metal fasteners for quick installation of trusses. Hurricane fasteners are positioned 24" o.c.



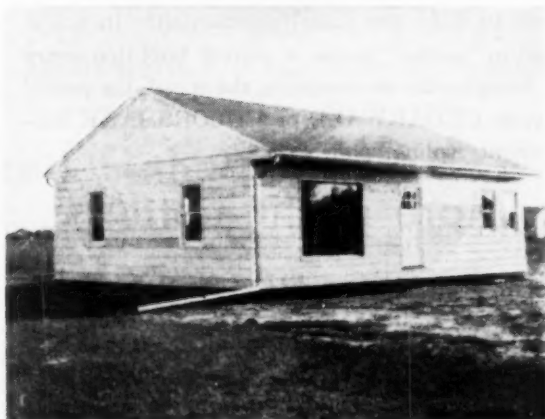
Gable ends are fabricated in two sections to minimize weight, speed handling



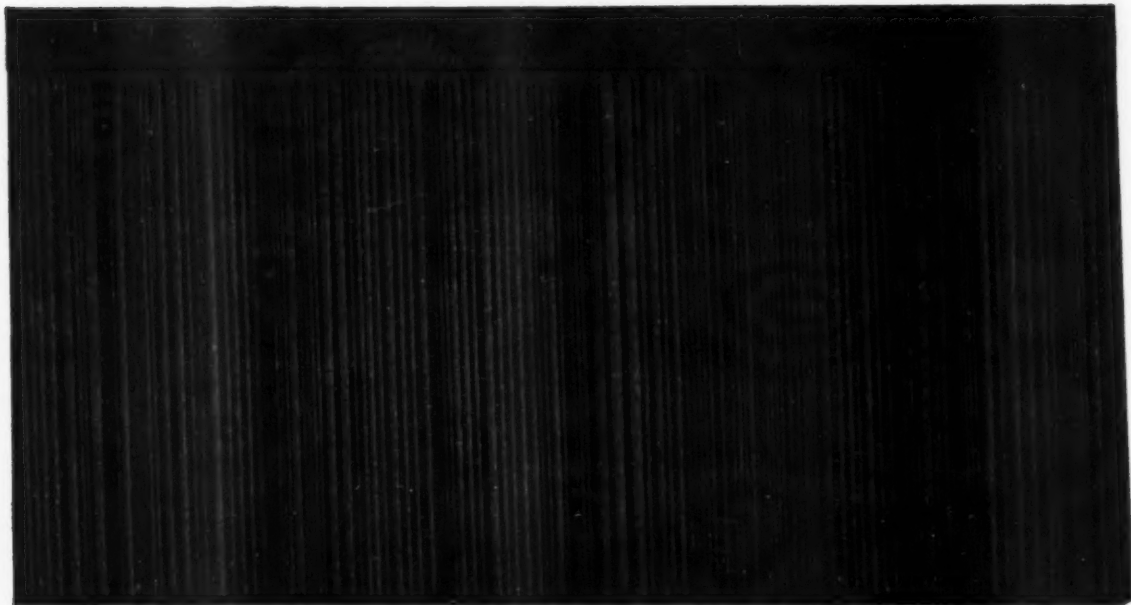
Both gable end units are raised and joined. Gable end units have same chamfered post system as wall panels

At the end of the second day, or 16 man-hours, most of the roofing and siding is in place

At the end of the third day, exterior of the building is complete, including roof, glazing, doors, windows, trim, gutters and prime coat. Starting at subfloor, four men were on the job for a total of 96 man hours



# NEW! cedar shake save up to 60%



## THE PANEL WITH

"SPLINE" PANELS turn time-taking sidewall construction to a fast, profitable operation. With "spline" panels you choose and use whatever backer or undercoursing you prefer. Ideal for both new construction and modernization. No costly fabricating to pay for—just premium quality cedar shakes—pre-painted in modern colors, tied rigidly together in convenient, lightweight 32" panels. Only 6 nails are needed to hold the panel permanently in place. Locked-in "spline" means a perfect butt-line every time. Imagine the convenience, the speed, the profit! Ask your CEDARWALL or COLORSHAKE supplier about "spline" panels today.

More profit, better  
results for every  
builder with cedar shake  
"spline" panels

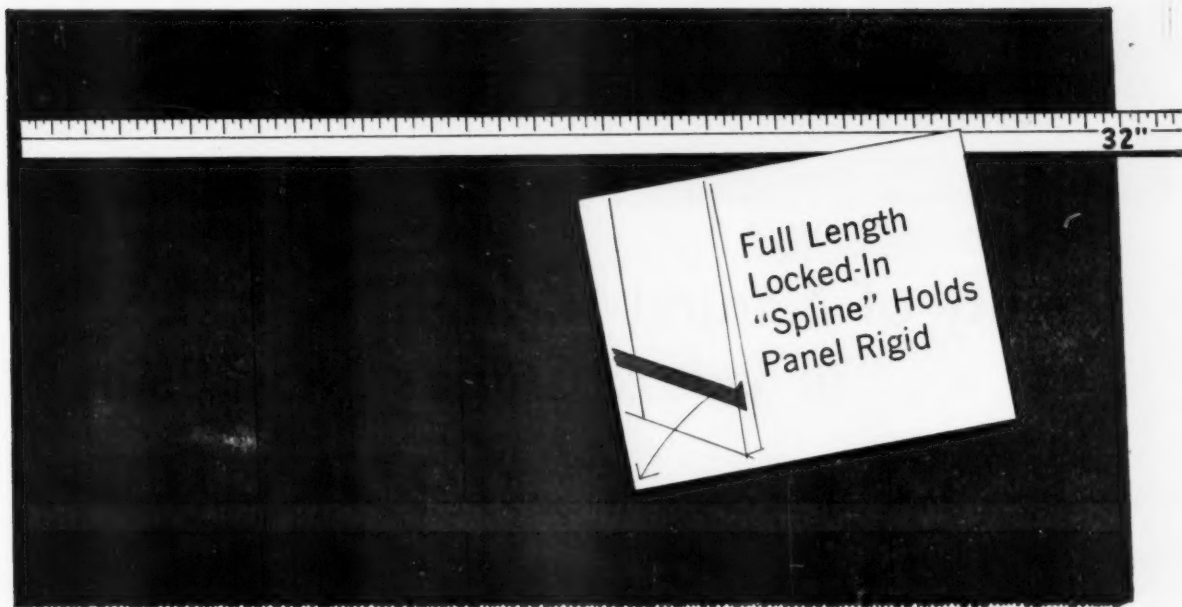


**LIKE A SINGLE SHAKE 32" LONG**, made from genuine red cedar shakes. Low-cost undercourse or backer board allows fast application with wide 14" exposure. Fabricated for your convenience from full 18" shakes.

- \* CHOOSE YOUR OWN UNDERCOURSE
- \* CHOOSE YOUR OWN COLORS
- \* THE ONLY ALL-SHAKE PANEL



# "spline" panels on application costs



## A "BACKBONE"



**LIGHTWEIGHT, EASY-TO-HANDLE.** Only a pound-and-a-half a panel. "Spline" panels go on as fast as you can swing a hammer. Apply in either new construction or modernization using the undercourse of your choice.



**CARTON PACKED.** A full square delivered pre-colored and clean in rugged, sealed cartons. As easy to stock and deliver to the job as they are to apply. See about "spline" panels.

exclusive authorized manufacturers

# CEDARWALLS

# COLORSHAKES

Ask your CEDARWALL supplier, or write:

CAPILANO TIMBER CO. LTD. • Vancouver, British Columbia

Ask your COLORSHAKE supplier, or write:

COLORSHAKE CORPORATION • Marysville, Washington



Lenox China Company's new 143,000-sq-ft plant, with attached administrative building, in Atlantic County, New Jersey.

## Plenty of Natural Daylight in Lenox China's New Plant

... AND THIS BUILDING IS READILY EXPANDABLE,  
THANKS TO THE RUGGEDNESS OF STEEL WINDOWS

When the Lenox China Company decided to double their production capacity by building a new plant near Atlantic City, N. J., they asked the architects to meet two basic requirements in the design. First, to provide plenty of natural daylight, a "must" for gilding and other intricate hand operations that go into the production of fine china. Second, to provide for plant expansion.

H. F. Everett & Associates, of Allentown, Pa., the architects, filled both requirements by specifying commercial projected steel windows. Glazed with tinted glass, these windows reduce glare, but allow all the natural light necessary. When the time comes to expand, the rear window-wall of the four-bay plant can be removed, other bays added, and the windows re-installed. Tough on the windows? Of course — but sturdy steel windows can take it!

Whatever type of designing or building you do — industrial, commercial or residential — you can do it *better* with steel windows. Thanks to steel's strength, steel windows give more light and more ventilation than other types of window — and are far more rugged.

A wide selection of steel windows in all standard types and sizes is available locally. Check with your building supply dealer, or contact the local representative of any reliable, nationally-known manufacturer of steel windows.

For many years, manufacturers of fine steel windows have used solid, hot-rolled sections of open hearth steel made by Bethlehem.



**MAXIMUM DAYLIGHT** — These highly-skilled craftsmen are gilding fine china, an intricate job that requires excellent natural lighting. Only steel windows have slender but strong framing members that permit maximum daylight and maximum ventilation. See Sweet's File 16b.

**BETHLEHEM STEEL COMPANY**  
BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by  
Bethlehem Pacific Coast Steel Corporation. Export  
Distributor: Bethlehem Steel Export Corporation

**BUILD FASTER...SELL FASTER WITH**

# STEEL WINDOWS



**AMERICAN BUILDER**

2 x 8 FACIA

# Include this SELLING feature in your plans SCHLAGE 5" BACKSET

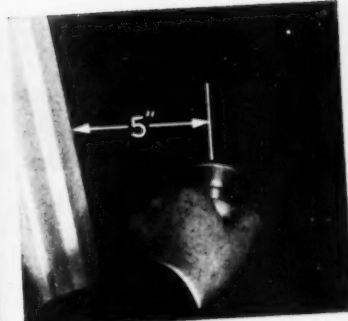
6'-0"

## GREATER Convenience

**Sales point No. 1.** Use the Schlage 5" backset feature on every flush door in your homes—inside and out. It will add custom-built convenience and has a lot of extra sales appeal. Prospective home buyers will be interested to know this unusual idea has been incorporated in your homes and the old knuckle busting days are gone forever.



Standard lock installation—Note the lack of knuckle clearance.



5" backset installation—Setting lock back gives more hand freedom.

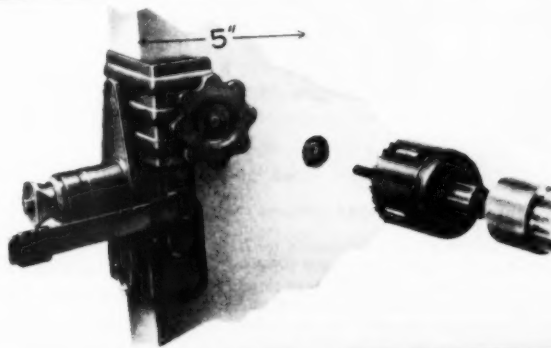
## DISTINCTIVE Designs

**Sales point No. 2.** Today's home buyer wants something different—and you can give it to him. Use the Schlage 5" backset and striking ornamental escutcheons to add sales appeal to your entrance doors. Dramatic escutcheons in combination with a wide variety of lock stylings and finishes will help individualize the appearance of your homes' entrance ways.



## QUICK AND EASY Installation

The new Schlage 5" backset guide, used with the Schlage boring jig and hole saw makes it possible to bore hollow-core doors easily, quickly and accurately regardless of size or positioning of lock block.



OPEN SHELVES ABOVE

SHELF & POLE

1/40 GAL. W.H. 10 YR.

AB

1 1/4" 2 3/4"

3'-7"

GOOD LIGHT

# SCHLAGE

THE WORLD'S MOST IMITATED LOCK

SCHLAGE LOCK COMPANY SAN FRANCISCO NEW YORK VANCOUVER, B.C.

**CONNECTICUT BUILDERS  
COMPLETE 225 HOMES—  
REPORT . . .**

**"Unqualified Satisfaction"  
WITH *FASCO*  
VENTILATING FANS**



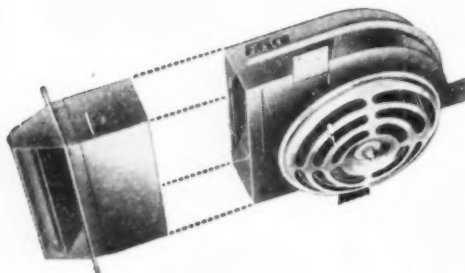
**C. W. GOEBEL,**  
*Vice-President  
Hearthstone Park, Inc.,  
Stamford, Connecticut*



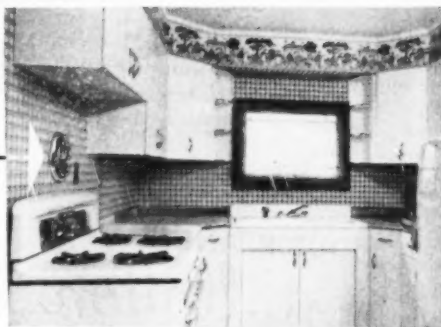
**LEONARD W. LEEDS,**  
*President  
Hearthstone Park, Inc.,  
Stamford, Connecticut*

"You will be pleased to know that throughout our operations we have used your Fasco Ventilating Fans with unqualified satisfaction. The true test is not in builders' selection at the outset, but the maintenance-free and ease of operation utility which provides our buyers with a kitchen exhaust fan that does a good job."

LEONARD W. LEEDS



Typical of the kitchens as displayed in the model home of Hearthstone Park, Inc.



**Model 1021-for inside walls and ceilings**

This FASCO Kitchen Ventilating fan is adaptable for a wide range of installations—inside wall above stove—thru cabinets—in ceiling. Housing 3/4" thick. Engineered for most difficult type of exhausting—by pressure, thru ducts. New FASCO Turbo-Radial Impeller develops pressures unobtainable by ordinary fan blades. 10" Impeller, 530 C.F.M.

These noted builders realize that Fasco Ventilating Fans provide convenience in living . . . convenience that every prospective home owner wants. Do as these and hundreds of builders throughout the nation do—specify Fasco for every Ventilating Fan installation. For complete information write Fasco today.

MANUFACTURERS OF THE  
ONE COMPLETE LINE  
OF VENTILATING FANS



110 AUGUSTA STREET  
ROCHESTER 2,  
NEW YORK



*Illustrated:  
Youngstown Kitchens' Diana Line Cabinets  
with Formica Tops. Layout by Family Circle*

## **FORMICA** makes News in the Package Kitchen

Formica won its place in hearts of your home buying prospects largely through the work of local or regional kitchen top fabricators. These good customers of ours and suppliers of yours will always play an important part in the sale of new homes.

Recent engineering advances that make possible the application of Formica to metal have now made Formica available as original equipment direct from the largest nationally advertised steel cabinet manufacturers.

Today if your kitchens are customized or standardized from wood or from steel, Formica, the most powerful brand name in the kitchen, can work for you.

Your customers and prospects by the tens of millions are seeing colorful Formica advertising in leading national magazines.

They are being told to—

**DEMAND THIS CERTIFICATION**

*This mark certifies genuine*  
REMOVE WITH SOAP AND WATER



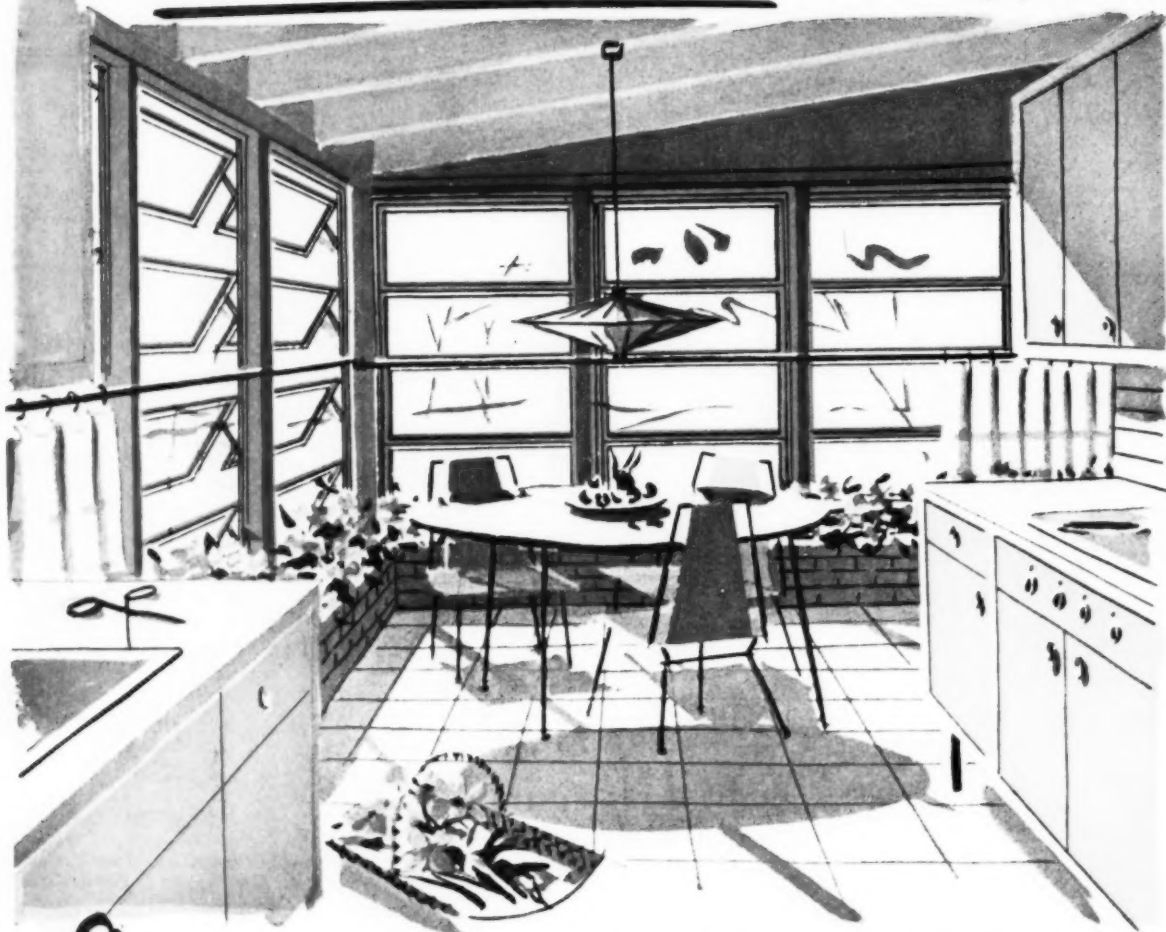
Seeing is believing. If this wash-off identification is not on the surface, it's not FORMICA.

**THE FORMICA COMPANY**

4514 Spring Grove Ave., Cincinnati 32, Ohio

In Canada: Arnold Banfield & Co., Ltd. Oakville, Ontario

# The "TOUCH OF QUALITY" that appeals



## 8 REASONS WHY YOU SHOULD USE ALUMINUM WINDOWS:

- 1 PREFERRED BY MOST HOME BUYERS**  
Growing demand by the public provides a real sales advantage.
- 2 ADD VISIBLE SALES APPEAL**  
that can be seen from outside as well as inside.
- 3 FIT ALL STYLES and TYPES of CONSTRUCTION**  
Can be used in ranch, colonial, modern or traditional style houses, with frame, brick, brick veneer or block construction.
- 4 EASY TO HANDLE and INSTALL**  
Light in weight, they're easily installed by one man, saving extensive time and labor on the job.
- 5 NEVER NEED PAINTING**  
at time of installation or after. Cannot rust or rot.
- 6 EASY, TROUBLE-FREE OPERATION**  
Will not swell or warp. Always open and close easily.
- 7 NEUTRAL COLOR**  
harmonizes with any color decor, inside and outside.
- 8 ACCEPTED BY MORTGAGE OFFICERS**  
as a superior, money-saving building product that lowers maintenance costs and enhances resale values.



**INSIST ON THIS SEAL  
FOR YOUR PROTECTION**

TESTED

**For Quality  
Materials**



TESTED

**For Sound  
Construction**



TESTED

**For Strength  
of Sections**



TESTED

**For Low  
Air Infiltration**



to every new-home buyer!

*Quality Approved*

# ALUMINUM WINDOWS

Quality-Approved aluminum windows add sales appeal to any house you build, regardless of its design or size.

For the woman, it's the appeal of attractive beauty, ease of operation, weather-tightness, and that modern look-of-tomorrow. For the man, it's the practical dollar-and-cents appeal of no painting, no maintenance expense, lower fuel costs.

Why not cash in on this growing demand for aluminum windows on the part of home buyers? As you plan and build new houses, install "Quality-Approved" aluminum windows and see for yourself how they help stimulate sales. Your home buying prospects, as well as your financing agency, will appreciate it, too, if you include screens and storm sash as part of a complete single-mortgage package.

To make sure you get good quality aluminum windows—designed and constructed in accordance with recognized quality standards—insist on windows with the "Quality-Approved" Seal. They are available through many manufacturers (see list below) in all sizes and styles (double-hung, casement, awning and projected). All are tested against rigid performance standards. All are APPROVED for quality of materials, for strength of sections, for sound construction, and for low air infiltration.

For additional information, consult Sweet's, or any of the manufacturers listed below, or write direct to Dept. AB-10.

AWNING



CASEMENT



DOUBLE-HUNG



PROJECTED

## *Aluminum Window Manufacturers Association*

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# the new income tax law explained

By John F. McCarthy

Attorney at Law

**This is the first of several articles discussing the Federal Internal Revenue Code of 1954. It takes up certain changes applicable to taxpayers generally. Later articles will deal with matters of particular application to builders**

● The Federal Internal Revenue Code of 1954, recently passed by the Congress and approved by the President, is the first general revision of the federal income tax law since the inception of that law in 1913. The new Code does not offer any change or reduction in tax rates. However, it does complete a revision which has changed the law otherwise in several material aspects which will confer various tax benefits and effect many tax savings. Most of these changes became effective as of January 1, 1954, and thus, where applicable, offer immediate relief. Each taxpayer, therefore, will be well advised to consult with his own tax counsel to determine exactly how the new Code affects his present business organization and future plans and what savings are afforded him.

Under the new Code the time for filing income tax returns by individuals and partnerships has been extended one month. Thus individuals and partnerships on a calendar year basis must file returns, and pay taxes, by April 15th. Those on a fiscal year basis must file and pay on the 15th day of the fourth month following the close of the fiscal year. Likewise, the time for the first declaration, and payment, of estimated tax by an individual is postponed to April 15. Subsequent dates for amended declarations and payments, namely June 15, September 15 and January 15, remain unchanged. Generally, the time for returns and payments by corporations also remains unchanged. However, corporations with tax liabilities of over \$100,000 a year are put on a new pay-as-you-go system under which they also must file declarations of estimated taxes, pay part of their taxes in advance and make final returns and payments after the close of the year.

It already has been noted that the new Code does not offer any change or reduction in tax rates. However, it should be pointed out that the reduction in the tax rate on the first \$25,000 of corporate income—from 30 to 25 per cent—scheduled to become effective on April 1, 1955, is continued. Thus, until April 1, 1955, corporate income up to \$25,000 is taxed at 30 per cent and over \$25,000 at 22 per cent. After that time income up to \$25,000 is taxed at the reduced figure of 25 per cent. Tax on income over \$25,000 remains as is.

The new Code makes two important changes concerning dividends received by individual taxpayers from domestic business corporations. It permits an exclusion from gross income of the first \$50 of dividend income received in any taxable year ending after July 31, 1954. Where husband and wife file a joint return and each has dividend income of \$50 or more, the exclusion is \$100. In addition, the Code permits a credit against tax of 4 per cent of any dividends received after July 31, 1954, and included in gross income. However, this credit is limited to 2 per cent of the tax for any taxable year ending before January 1, 1955, and 4 per cent of the tax for any taxable year ending after that time.

The general rule concerning deductions for dependents has been broadened by the new law. Now, a deduction may be had for a child who is under 19 at the close of the calendar year or who is 19 or older and a full-time student, regardless of the amount of the child's income, provided the taxpayer furnished more than one-half of the child's support. "Dependents" has been redefined to include unrelated individuals whose principal place of abode is the taxpayer's home and who are members of the taxpayer's family. In cases where an individual is supported by several persons, none of whom furnishes one half of the dependent's support but all of whom together provide that amount, the entire deduction may be claimed by anyone who contributed more than 10 per cent of the support. The various taxpayers may take turns in claiming this deduction.

Allowances for medical expenses have been increased. Now, a taxpayer may deduct the amount of such expenses which are in excess of 3 per cent of his adjusted gross income. Formerly the figure was 5 per cent. Further, the maximum of such deduction has been raised to \$2,500 per exemption claimed, with the further limit of \$5,000 on a separate return and \$10,000 in the case of a joint return. Medical expenses include amounts in excess of one per cent of adjusted gross income paid for medicines and drugs, as distinguished from toiletries, and monies paid for transportation primarily for and essential to medical care, but not for lodging or food.





In survey  
after survey,  
consumers  
choose

"Jackstraw"

**As a home salesman,** you can point with pride to "Jackstraw," the product your customers prefer by an overwhelming 20%! That's how "Jackstraw" rates in nationwide surveys. *By all odds, it's the favorite inlaid linoleum design!* Your customers see it constantly in powerful national ads! It sells on sight. And it keeps on selling throughout its long life. Because it's genuine Gold Seal Inlaid Linoleum, it doesn't pit, scar, or crack.

**As a builder,** you'll be interested in the installation economies made possible by "Jackstraw." Like all Gold Seal Inlaid Linoleum for residential installation, it has an exclusive patented felt backing that eliminates the need for

extra lining felt. The random design requires no special matching, eliminates waste. And of course "Jackstraw" carries the famous Gold Seal guarantee of satisfaction—or your money back!

**As a decorator,** you can do more with "Jackstraw" than with any other design on the market. It comes in 12 different background colors, each highlighted by 3 accent colors. It makes small rooms look bigger, all rooms look airier. It takes to either modern or traditional—goes with any room—and it's so good it's featured in your NAHB film: "Million Dollar Castle." See "Jackstraw" now at your Gold Seal Flooring Contractor's. In 6' widths or 9" x 9" tiles.

For more information about this wonder-working linoleum design, write Builders' Service Department. (AB-10)

**GOLD SEAL® Floors and Walls**

CONGOLEUM-NAIRN INC., Kearny, N. J.



LINOLEUM • VINYL INLAIDS • CONGOWALL® • RANCHTILE® • LINOLEUM TILE • VINYL TILE • VINYLBEST TILE • CORK TILE • RUBBER TILE • ASPHALT TILE



Photo above and the front cover by William Wolf

## AMERICAN BUILDER BLUEPRINT HOUSE

### SQUARE FOOT AREAS:

House, full area .....	1,500
Basement portion, 1/2 area .....	437
Front and rear steps, 1/3 area .....	70
Planters and retaining walls, 1/3 area .....	10

Total number of square feet ..... 2,017  
House built in 1950 at a cost of  
\$12.50 per square foot.

\* For computation purposes, the basement, front and rear steps, planters and retaining walls are fractional, so that their cost will be in ratio with the house.



AMERICAN BUILDER



**BUILDER:**

*Everett Loder, Madison, Wis.*

**ARCHITECT:**

*William Vogt Kaeser, A.I.A.  
Shorewood Hills, Madison, Wis.*

In this house the severity of the white stucco walls are pleasingly broken up by the redwood trim, red brick veneer and buttress walls. The three views of living room below show (from left to right) the dining room portion, a part of the living room window wall, and the all-over brick fireplace and entrance way

## design and lighting—they work together

The use of built-ins, sloping ceilings and adjoining outdoor areas have brought into focus the value and importance of artificial lighting, both from a practical and design standpoint in today's homes.

By placing recessed spotlights in the overhanging cornice of this house, as well as in the soffit of the projecting living room bay, several objectives are accomplished. (1) The flight of steps from the driveway to the front entrance of the house is brightly illuminated. This supplements the spotlight placed in the wall at start of first step. (2) The augmented driveway of the garage approach, often used as an outdoor terrace, is effectively

lighted. (3) The placement of these lights together with the indoor lighting which shows through the continuous battery of windows in the living room, tends to enhance some of the architectural features of the house. Other illumination features are cove lighting in the living room, recessed lens light over the dining room table, and a generous supply of convenience outlets in all rooms.

This house is well fitted to its sloping site, being one story on the high side and literally two stories on the low side, with basement wall entirely exposed.

Exterior is a combination of face brick and stucco, with a stucco-covered planter and bay, the bay extending

**MORE**





The L-shaped counter is well adapted to this medium-sized kitchen. Space is available for serving bar at right

(Continued from page 73)

the full length of the living room. The concrete steps which lead from garage drive to first floor are cleverly concealed from the street by a retaining wall for half the flight and planting from there to the entrance porch.

Planters are used by this designer to give proper scale to the end of retaining walls at front and rear of the house and at the end of the brick fence adjoining the house.

The house contains a combination living and dining room, kitchen, two bedrooms, lounge, bath and powder room, and six closets. The lounge is provided with sliding doors for the opening and can be converted to a guest room when desired. The master bedroom, which extends across the rear of house, can easily be converted into two bedrooms by installing a dividing wall in the center. The excavated portion of the basement contains a two-car garage and utility room.

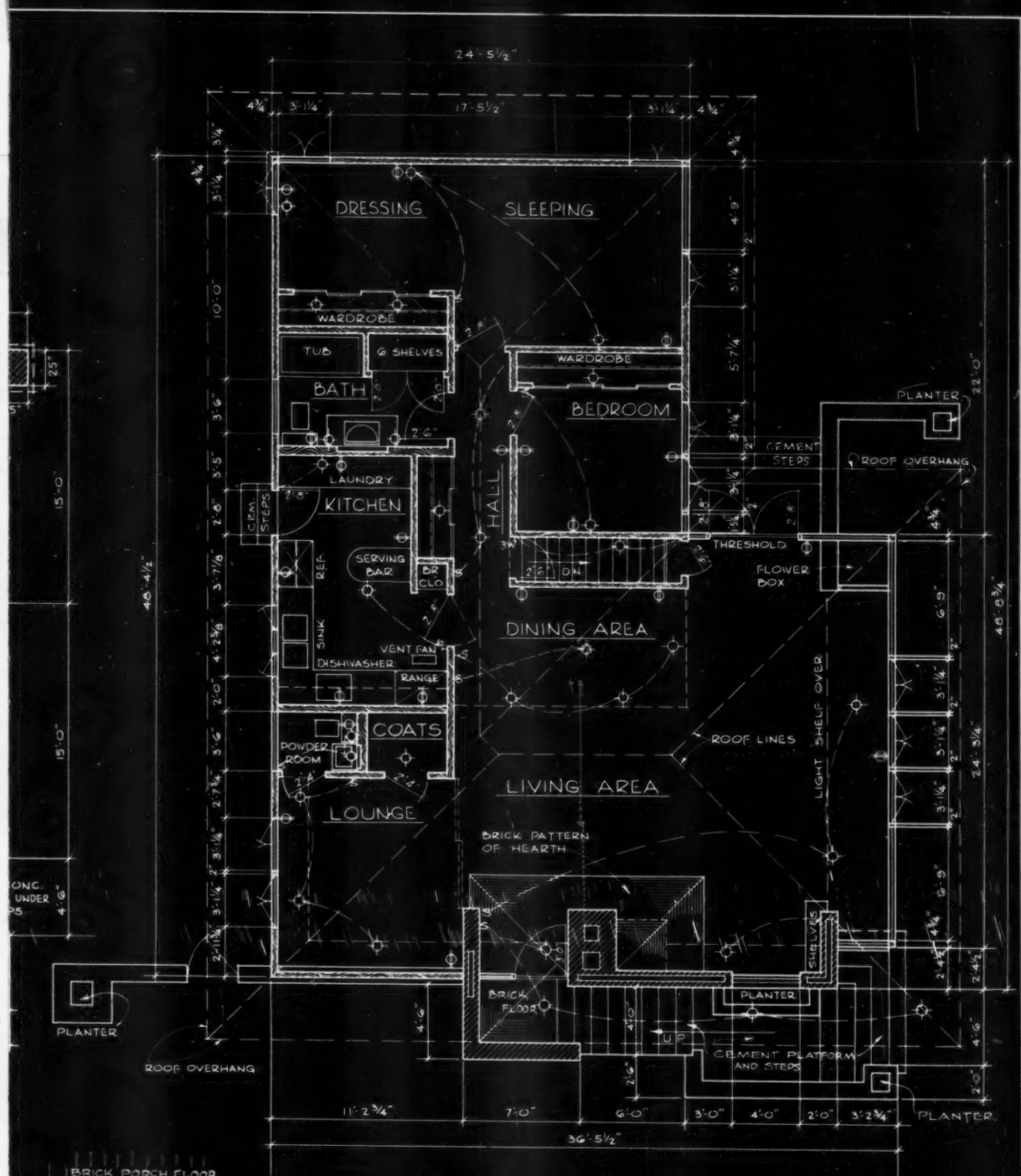
The house is placed on poured concrete foundation and footings with walls above of frame and masonry veneer. All concrete walls that extend above grade are faced with brick. All exterior frame walls not faced with brick veneer are covered with a  $\frac{3}{4}$ -inch thick sand finish stucco. This includes the soffit of the wide roof overhang. The roof, which has a 3 in 12 pitch, is covered with four-ply built-up roofing having aggregates composed of granulated green slate.

#### BRAND NAME PRODUCTS USED

Armstrong blanket insulation  
 "Barcol" garage doors  
 "Beneform" fireplace damper  
 "Bio-fan" combination light and fan  
 Chrysler Air-temp furnace  
 Clark electric water heater  
 Crane bathroom fixtures  
 Formica counter tops  
 General Electric dishwasher  
 G-E mercury switches  
 G-E Slimline fluorescent lighting  
 Hall-Mack bath accessories  
 Johns-Manville Sheetrock  
 Johns-Manville asphalt shingles  
 Kenna-Track sliding door hardware  
 Kitch'n-Handy cabinet accessories  
 Lawson medicine cabinet  
 Malorky mahogany plywood  
 Master fill cavity wall insulation  
 Minneapolis-Honeywell controls  
 Mosaic tiles  
 National cabinet hardware  
 Nutone bell and clock  
 Permutit water softener  
 Pratt & Lambert paints  
 Schlage hardware  
 Thermopane windows  
 Trion air filter  
 Westinghouse circuit breaker  
 Westinghouse disposal

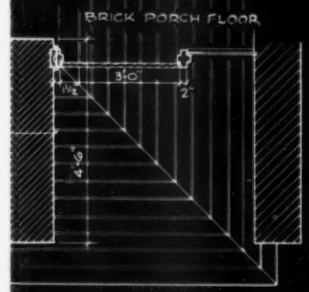
For information about complete one-quarter inch working plans of this house write American Builder Home Plans Service, 79 W. Monroe St., Chicago 3, Ill.

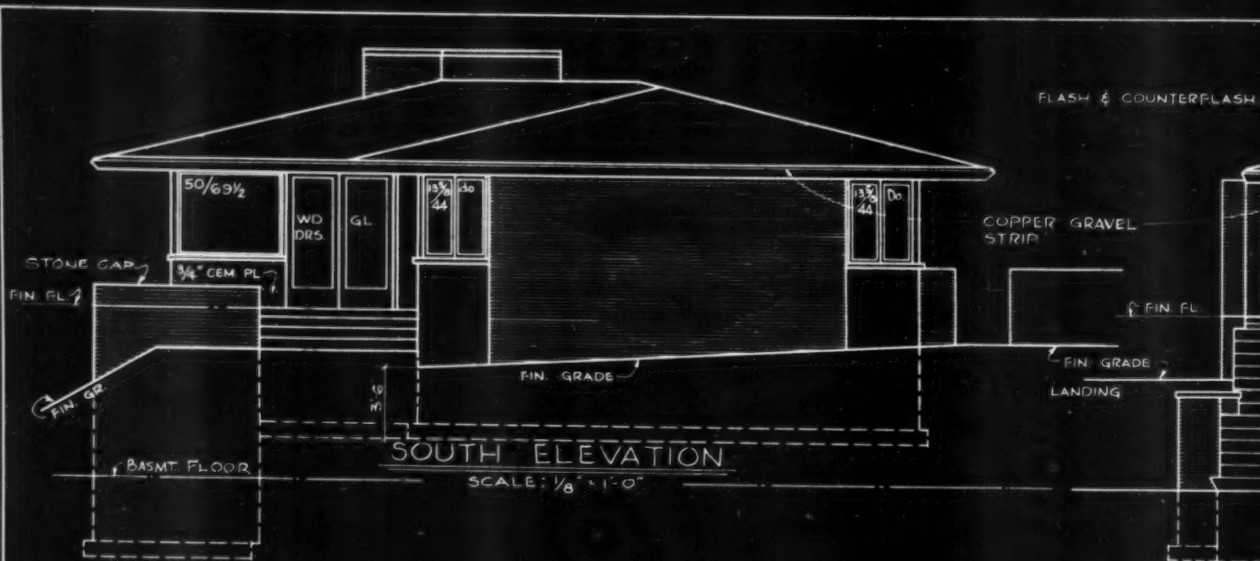
For details, see Gatefold Blueprint ►



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

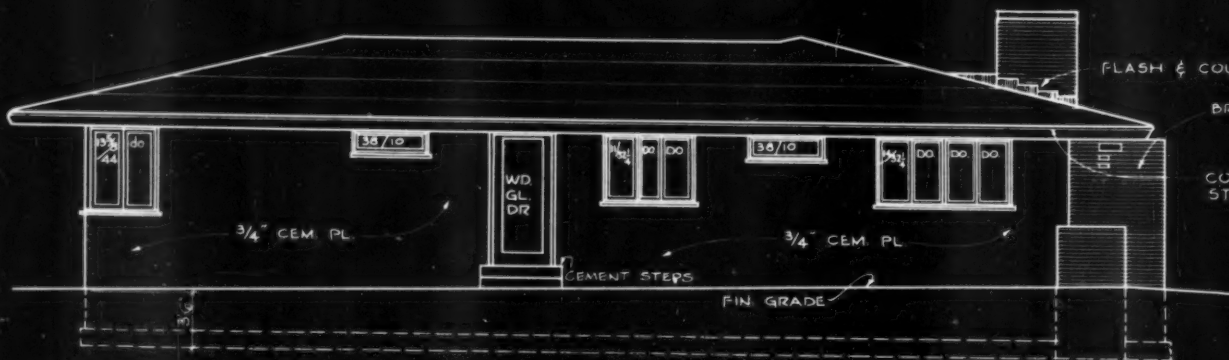
- NOTES:
- ALL DOORS 6'-8" HIGH, INTERIOR DOORS 1 3/8" THICK, EXTERIOR DOORS 1 3/4" THICK.
  - ALL FLOORS EXCEPT KITCHEN, BATH, & POWDER ROOM, 3/4" x 2 1/4" OAK.
  - KITCHEN, BATH & POWDER ROOM IS LINOLEUM.
  - PLASTER WALLS & CEILINGS THROUGHOUT EXCEPT LOUNGE WHICH IS PHILLIPINE MAHOGANY.
  - ALL SLIDING DOORS 2'-0" x 6'-8" x 1 3/8" EXCEPT LOUNGE WHICH IS 2'-4'0" x 6'-8"





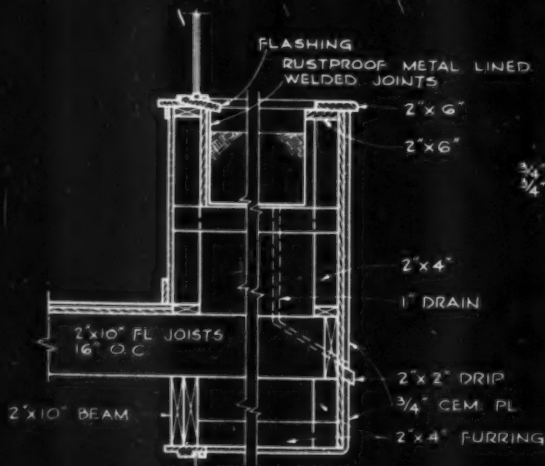
**SOUTH ELEVATION**

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



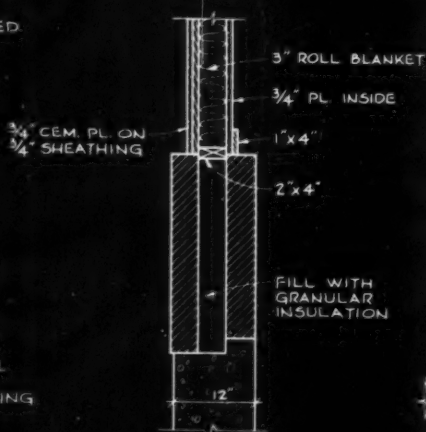
**EAST ELEVATION**

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



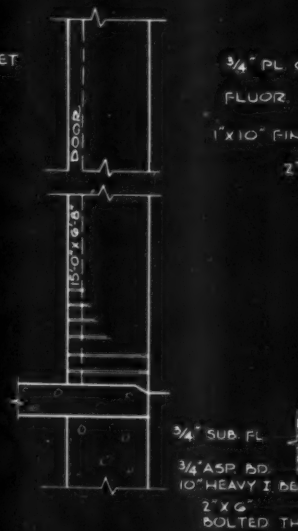
**EXTERIOR FLOWER BOX DETAIL**

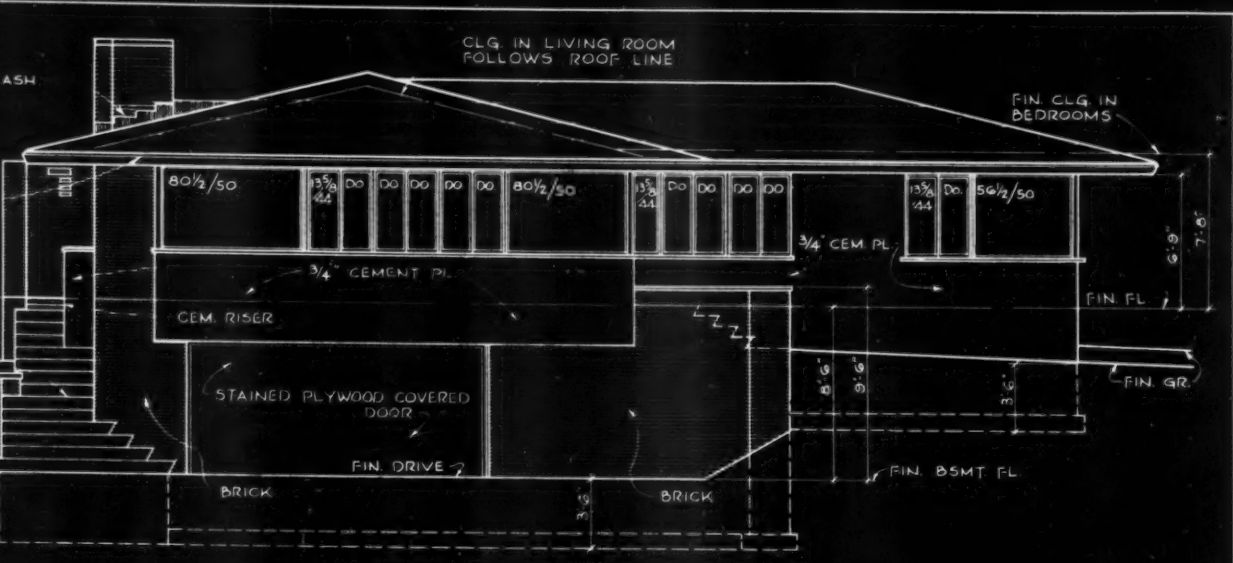
SCALE: 1/2" = 1'-0"



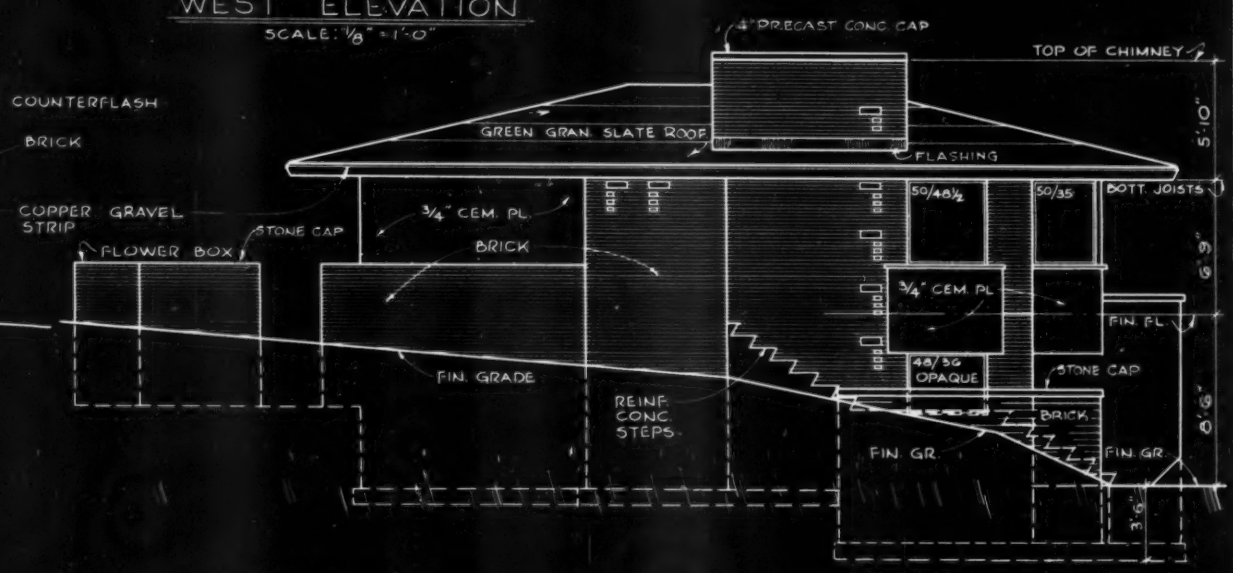
**WHERE CAVITY WALL MEETS FOOTING & PLASTER STUD WALL**

SCALE: 1/2" = 1'-0"

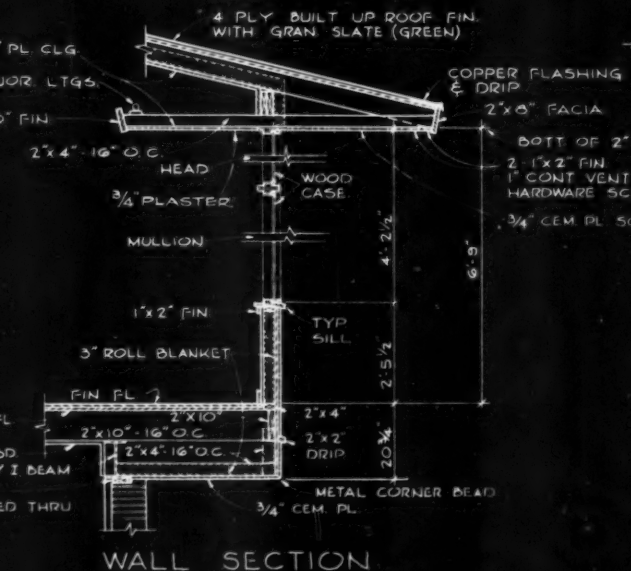




**WEST ELEVATION**  
SCALE: 1/8" = 1'-0"

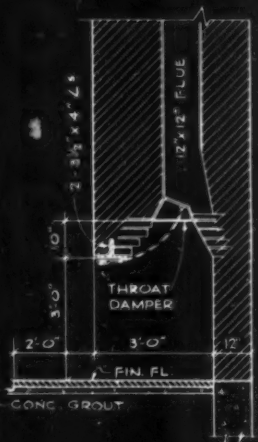


**STREET ELEVATION**  
SCALE: 1/8" = 1'-0"

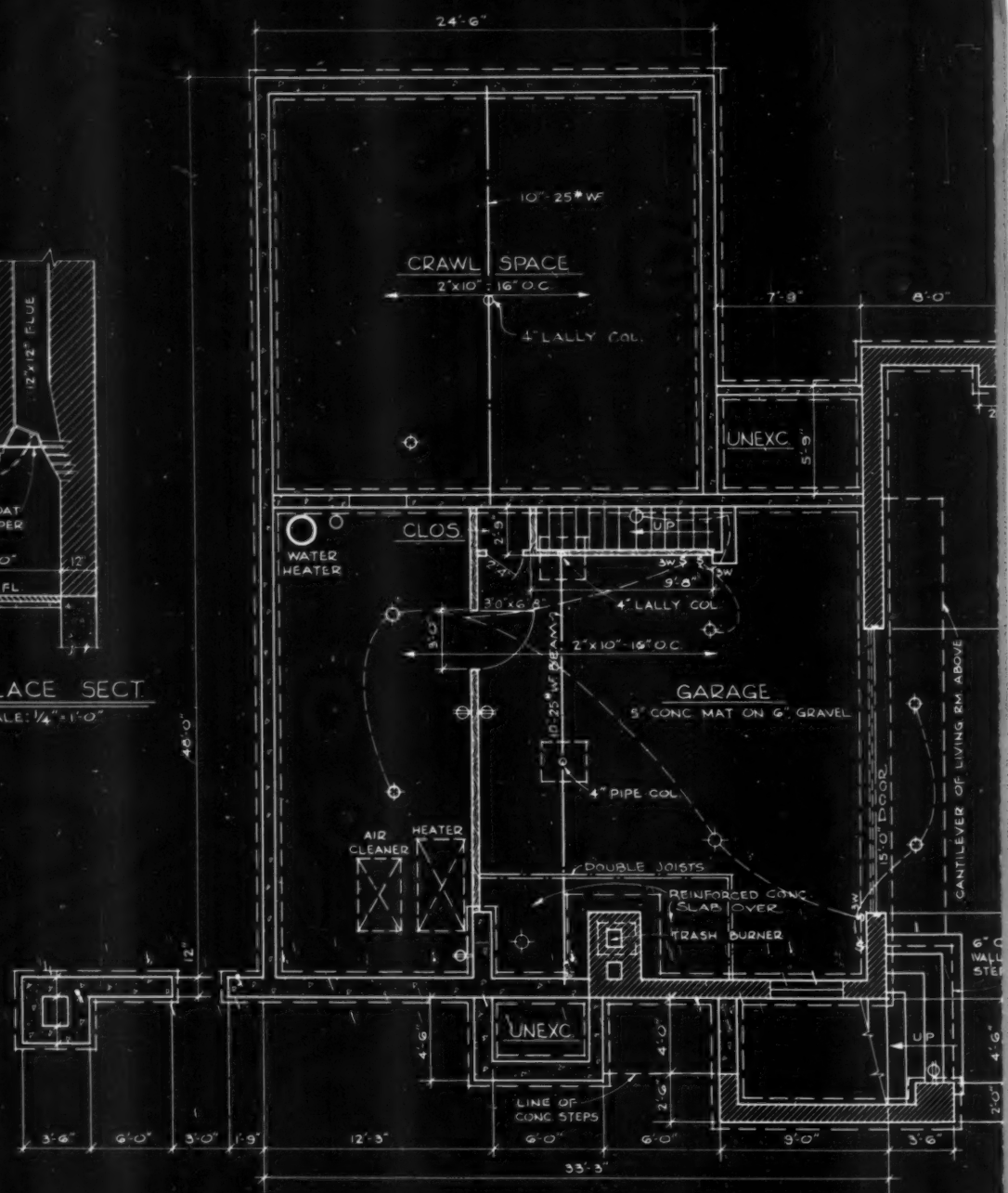


**WALL SECTION**

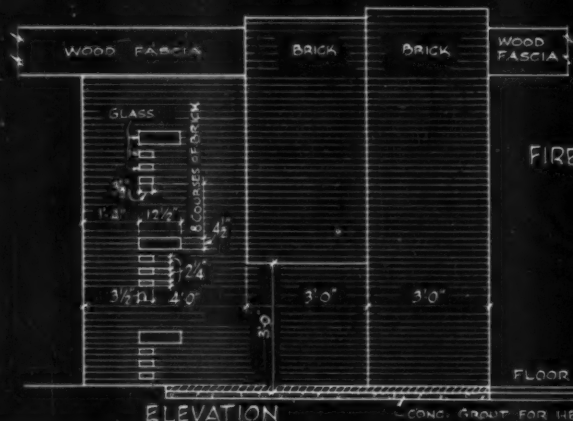
DESIGN NO. A.B. 212  
 AMERICAN BUILDER BLUE PRINT SERIES  
 DESIGNED BY  
 WILLIAM V. KAESER - ARCHITECT  
 MADISON, WISCONSIN  
 Simmons-Boardman Publ. Corp 79 W. Monroe St, Chicago 3, Ill.



**FIREPLACE SECT**  
SCALE: 1/4" = 1'-0"

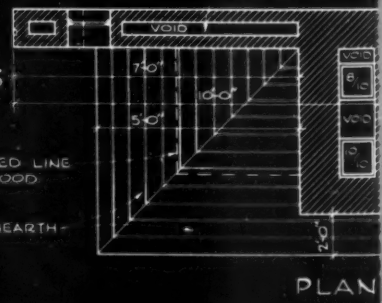


**BASEMENT PLAN**  
SCALE: 1/8" = 1'-0"



**ELEVATION**

**FIRE PLACE DETAILS**  
SCALE: 1/4" = 1'-0"



**PLAN**

PULL OUT FOR FLOOR PLAN



# Quantity List of Materials

## For American Builder Blueprint House No. 212

William V. Kaeser, Architect

### General Information

House — Type	Frame and Masonry
Area	1,500 sq. ft.
Cube	24,000 cu. ft.
Basement, 1/2 of area	437 sq. ft.
Front and rear steps, planters, and retaining walls, 1/3 of area	80 sq. ft.
Average height taken for cube was 16 ft.	

### Excavating

Trench for foundation	140 lin. ft.
Chimney and column footings	4
Excavation for basement	220 yds.

### Cement Work

Foundations	1,490 cu. ft.
Concrete work	900 sq. ft.
Thickness	5 in. on 6 in. gravel
Anchor bolts	50 — 1/2" x 12"
Waterproofing — foundation	800 sq. ft.
Miscellaneous	20 concrete steps

### Masonry

Type	brick cavity wall
Walls	835 sq. ft.
Window sills	wood and stone
Glass block	special glass lights built in chimney and entry
Chimney	1
Flue lining	1 — 12" x 12" — 12'0"
	1 — 8" x 12" — 36'0"
Cap	4" precast concrete
Fireplace	1
Throat and damper	1
Lintels	2
Miscellaneous	stone caps on planter boxes rubbish burner built into garage

### Iron Work

Structural	61'10" — 25# 1
Lally columns	3 — 4"

### Millwork

Windows — Type	casements, fixed, and awning
Fixed	1 — 69 1/2 x 50
	2 — 80 1/2 x 50
	1 — 56 1/2 x 50
	1 — 50 x 35
	1 — 50 x 48 1/2
Casements	19 — 13 3/8" x 44"
	4 — 14" x 32 1/4"
	3 — 11" x 32 1/4"
Awning	2 — 38" x 10"
	1 — 48" x 36"
Fixed window at entry door	22" x 80"
Exterior doors	wood
	1 — 3'0" x 6'8"
	3 — 2'8" x 6'8"
Garage door	1 — 15'0" x 7'0"
Asbestos board for ceiling	768 sq. ft.
Interior doors	1 — 3'0" x 6'8"
	3 — 2'8" x 6'8"
	3 — 2'6" x 6'8"
	3 — 2'4" x 6'8"
	2 — 2'0" x 6'8"
Wardrobe doors	2'0" x 6'8"
Sliding doors at lounge	2 — 4'0" x 6'8"
Broom closet door	1'8" x 6'8" x 1 1/8"

Special Interior millwork	Kitchen cases — serving bar
	Living room shelves
	Living room flower box

### Carpentry

Foundation Plates	187 lin. ft. 2" x 6"
Joists	23 — 2" x 10" — 16'0"
	23 — 2" x 10" — 22'0"
	20 — 2" x 10" — 24'0"
Bridging	360 lin. ft. 1" x 4"
Studding and plates	300 — 2" x 4" — 8'0"
	40 — 2" x 4" — 12'0"
	24 — 2" x 4" — 16'0"
Ceiling joists	45 — 2" x 4" — 8'0"
	20 — 2" x 6" — 24'0"
	20 — 2" x 6" — 12'0"
Roof rafters	50 — 2" x 4" — 8'0"
	70 — 2" x 8" — 18'0"
	3 — 2" x 8" — 24'0"
	48 — 2" x 6" — 16'0"
	4 — 2" x 10" — 24'0"
	1 — 2" x 10" — 10'0"
Framing lintels	2 — 2" x 10" — 10'0"
	4 — 2" x 8" — 10'0"
	4 — 2" x 8" — 8'0"
	3 — 2" x 12" — 24'0"
	2 — 2" x 12" — 12'0"
Subfloor	1,700 bd. ft. 1" floor boards
Roof sheathing	2,800 bd. ft. 1" sheathing
Sidewall sheathing	950 sq. ft.
Sidewall materials (not carpentry work)	800 sq. ft. 3/4" cement plaster
Carpenter stairs	2 — 2" x 12" — 16'0"
	13 — 2" x 10" — 3'0"
	12 — 1 1/2" x 8" — 3'0"
Flooring — hardwood	1,250 sq. ft.
softwood	250 sq. ft.
Exterior material	
Soffits	720 sq. ft. 3/4" cement plaster
Eaves	180 — 2" x 8" fascia
Soffit vent	360 lin. ft. 1" x 2"
Copper Screen	180 lin. ft. — 6" wide
Insulation	
Ceiling	1,600 sq. ft.
Sidewall	1,000 sq. ft.

### Sheet Metal

Copper flashing and drip	202 ft.
Miscellaneous	2 flower box liners and drain

### Roofing

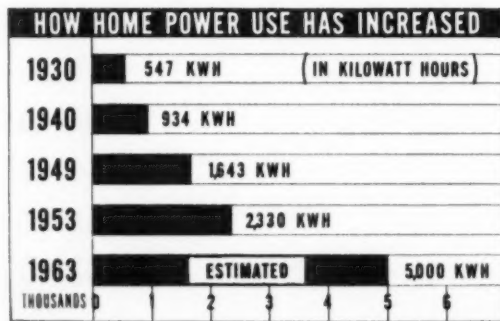
Type	four-ply built-up with green granulated slate aggregates
Area	25 squares

### Interior Walls

Area to be covered	510 yds. plaster
Wood paneling	207 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.

**chances are**



# you're under wiring - - here's why

**Air conditioning and television have put spotlight on need for better wiring. Buyers' interest spurred by new devices and by wiring drives as power use rises**

It took air-conditioning plus television finally to awaken U.S. homebuyers to the importance of up-to-date wiring.

Now there is so much talk about voltage drop, overloaded circuits and blown fuses that they are very wide-awake indeed. They not only ask about wiring but they are willing to *pay extra* to get a job that will absolutely insure full-power use of their equipment.

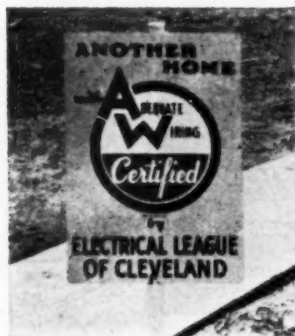
Thus wiring has become a useful and powerful sales tool. The builder who still puts in a 1926 style job is at a sharp disadvantage competitively. And he makes dissatisfied customers. Wiring is the heart of today's home, and when equipment fails to work well because it is choked for lack of "juice," reputations suffer.

Use of electric power in the home has skyrocketed 400 per cent in the past ten years. It has doubled in the past five years. It is expected to double again in the next ten years.

Some new houses, still wired by 1926 standards, are obsolete when the customer moves in. When he connects his television (300 watts), his roaster (1,650), his ironer (1,650) and his air conditioner (1,500 for a one-ton unit) he is in trouble right away. And of course he wants to have and use a clothes washer (700), dishwasher (700), waste disposer (500), and many other of the 100 appliances now available on the market. He can't make them work properly without 1955-style wiring.

Still more wire-taxing devices are on the way: color television (perhaps 500 watts), electric frying pans and

*(Continued on page 82)*

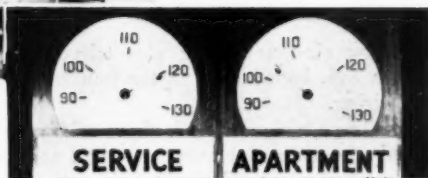



Public interest in wiring is being stirred by advertisements such as those shown here. Manufacturers, utilities and local wiring bureaus also are driving for better wiring. Thousands of builder homes now receive Adequate Wiring certificates, display signs inside and outside house. Above right: builder Curtis Gruebmeier, Sidney, Ohio (center), receives 3,000th certificate of local Adequate Wiring Bureau from Herbert Sneed, executive secretary, Adequate Wiring Bureau, Dayton, Ohio.



**WATCH THE VOLTAGE DROP**

Broiler, toaster, percolator all going; so what happens to TV? It shrinks. And when room cooler is turned on—bam!! —out go the lights. How Con Edison of New York dramatizes need for wiring by putting on one-act play



sauce pans, more air conditioners, more labor-saving devices, more amusement devices.

Because the building industry puts so much emphasis on electrical *equipment* to help sell houses, it is clear that more emphasis must be put on the hidden but highly vital *wires* that make that equipment able to work at full capacity.

Plenty of power just when and where it is needed for every appliance is a sales feature that builds a quality reputation.

Five developments have focused interest on the importance of efficient, up-to-date wiring and make it more than ever a help in selling homes:

1. Acceptance of a 3-wire, 100 ampere voluntary service entrance standard for all houses by the National Association of Home Builders.
2. Aggressive new programs by public utilities to create consumer interest in better wiring, and parallel programs to assist builders to check wiring needs and to see that new homes have an up-to-date standard.
3. Advertising and promotion campaigns by manufacturers of wire and equipment aimed to arouse public interest in better wiring.
4. Education and service by national and local adequate wiring bureaus and electric institutes. There are 71 such service groups who work with builders and builder associations as well as consumers. Utility companies will also usually provide wiring advice and assistance as well as promotional help to builders.
5. A wave of public irritation, made acute by the problems of thousands of home and apartment dwellers who have had difficulties with electrical devices—especially air conditioners and high wattage roasters and broilers. The difficulties have usually been due to overloaded circuits, causing voltage drop and poor operation or failure of the equipment.

So today the builder who says "I'll put in anything the buyer wants and will pay for" has a conclusive

**ARE YOU TAKING ADVANTAGE OF THESE ELECTRICAL SALES HELPS?**

1. Display certificates and signs from adequate wiring bureau showing quality of wiring job
2. Open model home featuring 1955 wiring, lighting and electrical equipment
3. Run cooperative advertising from manufacturers on some phase of wiring or equipment
4. Feature remote-control wiring
5. Use glamorous lighting fixtures as eye catchers
6. Install circuit breakers to simplify fuse problem
7. Feature automatic window or garage openers
8. Try motor-operated draperies
9. Install triple outlets and clustered outlets at points of high use, such as near head of bed
10. Use plug-in strips to accommodate any need
11. Try "mood lighting" controlled by rheostat
12. Install expansible wiring—extra circuits which can be put into use later when load increases
13. Have outdoor lighting for night games
14. Try valance lighting, spots, cove lighting
15. Use quiet switches, clock outlet, pilot light
16. Install heavy duty outlet and circuit for home workshop

answer. The public wants and will pay for a high 1955 standard of electric wiring.

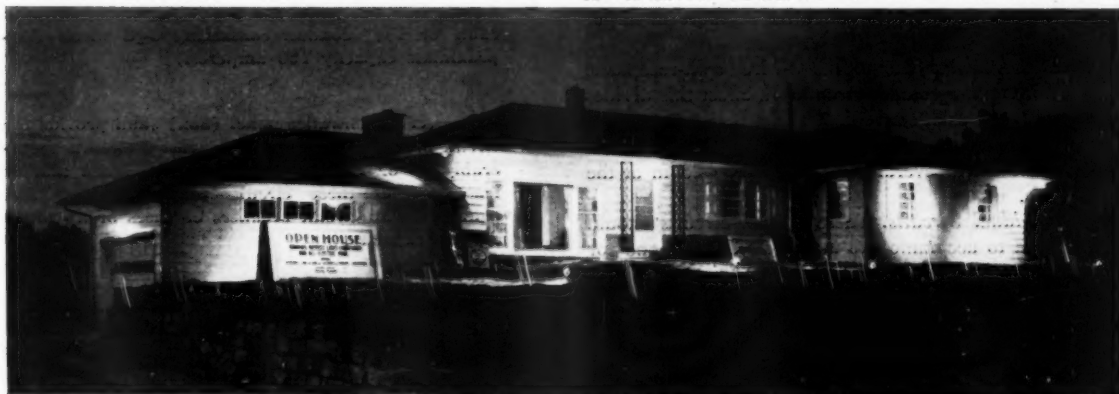
In addition, considerable recent progress has been made with mortgage appraisers in getting recognition for the higher value of an adequately-wired house. FHA and VA have recognized the higher value of adequate wiring.

## WHY WIRES ARE LOADED

More than 100 electric devices are now used in the home. Here are 35, with "juice" they use

	LOAD		
Room cooler (one ton)	1500 Watts	230 Volt dryer	4500 "
Room cooler (¾ ton)	1250 "	Water pump	700 "
Roaster	1650 "	Electrostatic air cleaner	60 "
Television	300 "	Floor lamp	150-300 "
Color television	500 "	Electric blanket	200 "
Ironer	1650 "	Sun lamp	400 "
Hand iron	1000 "	Vacuum cleaner	125 "
Radio	100 "	½ Horsepower motor	500 "
Toaster	1100 "	Table lamp	50-150 "
Grill or waffle iron	1000 "	Corn popper	600 "
Dishwasher—waste disposal	1500 "	Floor polisher	200 "
Clothes washer	700 "	Hair dryer	100 "
Bathroom heater	1500 "	Hot plate	1000 "
Home freezer	350 "	Small tool motor	100 "
Portable heater	1000 "	Soldering iron	150 "
Furnace mechanism	800 "	Glass panel heating	1500 "
Coffee maker	1000 "		
Refrigerator	150 "		
Portable fan	100 "		
Food mixer	100 "		

These are typical wattages, may vary with different makes. Exact rating usually given on nameplate. If expressed in amperes, multiply amps by volts to get watts. If in horsepower, figure one horsepower equals 1,000 watts



## how to be SURE there's enough power at all times

A good wiring job for 1955 electrical living boils down to three simple points:

- 1.—Bring in enough "juice" from the power line:—service entrance should be 3-wire (#2 size) capacity 100 amperes.
- 2.—Provide enough branch circuits (at least 8) of big enough wire (#12 or more) to carry the load when and where needed at all times.
- 3.—Install outlets, switches and fixtures at the right spots and in sufficient numbers to keep a 1955 U. S. family happy.

The electrical service entrance is of course the key to an adequate wiring job. The 30 to 60 ampere capacity installations of the past are proving inadequate to handle present electric loads in the average home. On the basis

of a study of conditions across the country, the National Association of Home Builders Wiring Committee has now adopted a voluntary standard calling for 3-wire (#2 size) service entrance cable or conduit with capacity of approximately 100 amperes. Other authoritative studies show that this is a sound standard needed to accommodate today's electrical loads and those anticipated in the next few years.

Of further importance, the NAHB standards call for a service entrance panel capable of handling at least eight circuits (preferably 10 or 12) and designed so that at least two may be 3-wire circuits with fuses or circuit breakers of up to 50 amperes capacity.

The three-wire circuits will enable the householder to

(Continued on page 84)

## electric wiring

(Continued from page 83)

add an electric range or other 240-volt equipment.

Also called for are spare circuits, for future expansion, to accommodate air conditioning, home workshops, dryers, freezers or other heavy-load equipment.

The NAHB standards, which are expected to become the basic standard for all the home building industry, will in one step practically eliminate the power shortage in private homes so wired.

### Branch Circuits

The 1955 style of electric wiring calls for three types of branch circuits, and a minimum of eight circuits in a house, but preferably more.

1. *General purpose* circuits are roughly calculated on the basis of one for each 500 square feet of floor space. The rule needs checking in the light of actual requirements of the buyer. Sound current practices recommend use of #12 wire with 20 ampere fuses or circuit breakers (top load 2,400 watts). This greatly steps up their capacity over the #14 wire, 15-ampere circuits of the past.

2. *Small appliance* circuits (to take care of kitchen, laundry and dining devices) should be provided:—at least two in a small house and three or more in larger ones.

There is growing use of the 3-wire, split-receptacle system for small appliance circuits. In effect this divides the openings at each convenient outlet between two different circuits, greatly reducing the possibility of overloading one when several devices are plugged in at the same time.

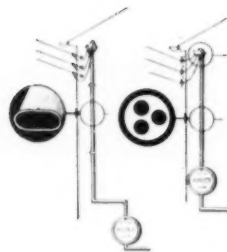
3. *Individual Circuits.* These special circuits should be installed to accommodate major appliances, one for each, sized according to its need. In addition, at least two spare circuits should be allowed to take care of future heavy load equipment. Each of the following requires a special circuit: range, 40 or 50 ampere, 3-wire; dishwasher-disposal, 20 ampere, 2-wire; clothes washer, 20 ampere, 2-wire; clothes dryer, 30 ampere, 2-wire; attic fan, 2 ampere, 2-wire; room cooler, 20 or 30 ampere, 2-wire; home freezer, 20 ampere, 2-wire; bathroom heater, 20 ampere, 2-wire; work shop, 20 ampere, 2-wire.

Four good wiring rules for builders are as follows:

1. Base your wiring plan on a detailed analysis of the buyer's 1955 electrical needs. Get technical advice from the local utility, adequate wiring bureau, or a progressive electrical contractor.

2. Have a detailed wiring plan and schedule of outlets, switches and receptacles prepared as the basis for obtaining your cost estimate. Then stick to it.

3. After you have installed an adequate, up-to-date wiring job, merchandise it to the buyer. Install cards, tags or placards at key points to describe the difference between the 1926 job (of your competitor?) and the sound 1955 installation you have made.





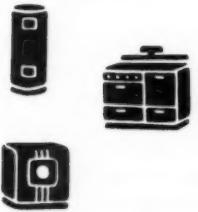
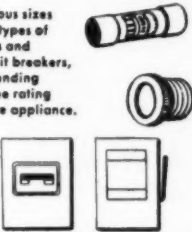


## AMPLE POWER assured

### with NEW NAHB

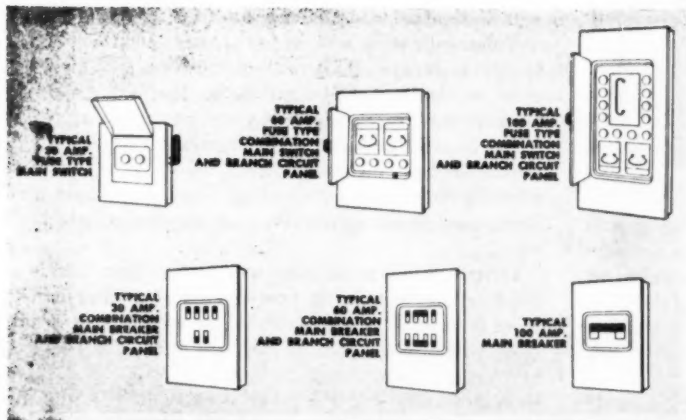
### service entrance standards

- 1 There shall be a 3-wire 110/220 volt "drop" from the pole to the service entrance lead. (Usually responsibility of the power company.)
- 2 From the service entrance lead to the meter and service entrance panel run 3-wire #2 service entrance cable or 1 1/4" conduit containing 3-#2 wires. (Approximate capacity 100 amperes.)
- 3 The service entrance panel (box) shall provide for circuit breakers or fuses for at least 8 circuits (preferably 10 or 12) and shall be so designed that at least two of these circuits may be 3-wire and equipped with circuit breakers or fuses of up to 50 ampere capacity.
- 4 When the service entrance panel (box) is installed in a way which might require "remodeling" to utilize the spare circuits, provide two "dead" 3-wire #6 cables or two empty one-inch conduits (rigid or flexible) as follows:
  - (a) One to an accessible location in the attic; the other to an accessible location below the first floor, or—
  - (b) Both to accessible locations either in the attic, or below the first floor, or—
  - (c) If slab construction, one to the attic and one to the equipment wall in the kitchen, and if both slab and beam and plank ceiling, then both to equipment walls in the kitchen or elsewhere in the house.
- 5 If there is an attached garage, run one "dead" 3-wire #12 cable or empty one-inch conduit (rigid or flexible) from the panel (box) to an accessible location in the garage. This provides for use of power tools, home freezer, or laundry equipment in the garage. In some cases, what is recommended in 4 above can be arranged to take care of 5.

The Three Kinds of Branch Circuits Are:	They Serve	For Protection, They Require	You Can Connect All at Once On One Circuit	Your Home Should Have
<b>General Purpose Circuits</b> 	Lights all over the house and convenience outlets everywhere except in the kitchen, laundry and dining areas.  No. 14 wire, requiring a 15 Ampere protection, is found in most older homes. No. 12 wire is larger and is therefore recommended for present-day electrical systems for General Purpose and Small Appliance Circuits. Never use an oversize fuse.	15-Ampere Fuse or Circuit Breaker   A 20-Ampere fuse or circuit breaker may be used if No. 12 wire is used in the circuit. This allows.....	1800 Watts  2400 Watts	One for each 500 square ft. of floor area.
<b>Small Appliance Circuits</b> 	Only the convenience outlets—no lights—in the kitchen, laundry and dining areas, where portable appliances are most often used.  No. 12 wire is the smallest which may be used in Small Appliance Circuits.	20-Ampere Fuse or Circuit Breaker 	2400 Watts	At least two. Larger homes need three.
<b>Individual Circuits</b> 	Automatic Heating Plant (regardless of fuel to be used) Electric Range (larger circuit needed if it is double-oven) Dishwasher—Waste-Disposer (one circuit serves both) Electric Water Heater Automatic Washing Machine Electric Clothes Drier Summer Cooling Fan (Attic) Air Cooling Unit Home Freezer Built-in Bathroom Heater Work Shop or Work Bench  An Individual Circuit seldom becomes overloaded, as no other appliance is connected to it.	Various sizes and types of fuses and circuit breakers, depending on the rating of the appliance. 	Nothing more than the appliance served by each circuit.	One for each piece of equipment listed in the second column of the left.

**Important:** There should always be spare terminals in the Branch Circuit Box from which additional branch circuits can be run later.

BRANCH CIRCUIT CHART describes three kinds of circuits, what each does. There should be one general purpose circuit for each 500 square feet of floor area. Every house should have two or more small-appliance circuits



No. 14   
 No. 12 

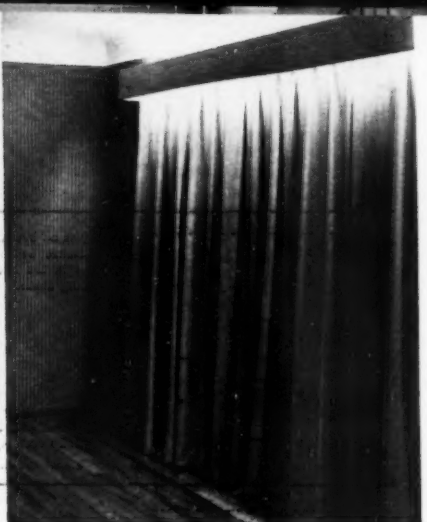
Use of #12 wire for all general purpose circuits greatly steps up capacity at small cost. This permits 20 ampere fuses instead of 15, increases capacity of each circuit from 1,800 to 2,400 watts



Well-lighted entrance



Cove light, modern fixture



Valance light brightens window

## good lighting sells houses—here's how

Good wiring and effective lighting go hand in hand as selling aids for home builders. Once the basic job of well-planned and complete wiring is accomplished, there are innumerable ways in which the builder can give visible evidence of his interest in the buyer's comfort, health, and sense of beauty.

Light fixtures have the advantage of being seen and, if carefully selected, often contribute that "something special" that sets a house apart, giving it an undoubted competitive edge over others less thoughtfully outfitted.

In addition to the lavish supply of unusual and striking lighting fixtures now on the market, there are a number of related features which should be considered, such as valance lighting, cove and cornice lighting, pin-hole, spot and recessed lighting. These recent developments are still very advanced in conception to most people but their use has become such common practice in newly built homes that they will soon be requirements for all houses.

An even greater amount of public interest in new home-lighting methods is bound to be aroused this month throughout the United States because it is the seventy-fifth anniversary of the perfecting of the incandescent bulb by Thomas A. Edison. The "Diamond Jubilee of Light" is to be observed and celebrated, and builders will have an excellent opportunity to capitalize on this new interest in lighting.

The electrical industry is going to great effort to create public interest and excitement, and acquaint a wide audience with the tremendous advances recently made in this field. Light-conditioned homes by the hundreds have been built throughout the country, and more are on the way. These houses reveal a completely "new look," in lighting, rendering many of the old fixtures inadequate and unlovely.

What will be the outstanding points of interest?

First to catch the eye will be the new fixtures: "spray" designs, copper and brass clusters, perforated dome

lights, adjustable-track and pulley fixtures, suspended plastic globes. There are inspired designs in such well-known and popular styles as Swedish, Italian, Japanese, Baroque, Modern and Period. There are new colors, new materials, new uses of plastics and metals.

The next point to stress is the scientific and health value of the new ideas in light-planning. It should be seen that fixtures and outlets are provided to eliminate dark corners and safety hazards, and that work spaces in kitchens, laundries and other such areas are lighted according to tested recipes of illuminating engineers. A builder is well advised who points out such provisions with signs, placards, tags and sales talk.

Valance lighting will be found to be smart and relatively inexpensive. This method throws a soft, pleasant glow on window fabrics, and makes the dark area of a large picture window glowing and attractive at night. Valances are provided with fluorescent tubes which should be four inches out from the wall, and at least 10 to 12 inches below the ceiling. The valance light may be directed down, up to ceiling, or may throw light both ways.

Cove lighting is another spectacular item that is a good selling feature. It provides indirect illumination from fluorescent tubes concealed by moldings of wood, plastic or metal. Tubes should be 10 to 12 inches below the ceiling to distribute light well up and out. Cove lighting is most effective when it fits naturally into the architectural character or construction of the room.

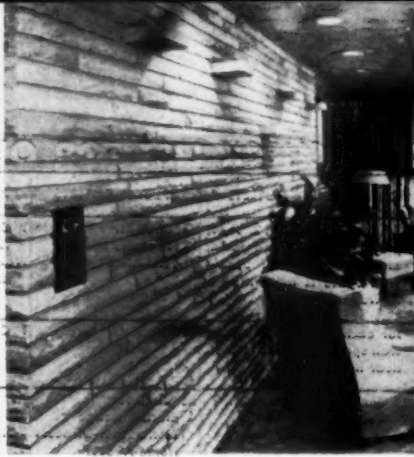
Cornice lighting, another sales help, is used to throw a pleasant glow over a wall, or part of a wall, or over a fireplace, sofa or even an important picture or wall decoration. One or two rows of fluorescent tubes may be used, and a choice of colors to enhance the decorative effect of the room.

Recessed lighting is a form of illumination that may be used purely for decorative effect, or as a local illumination over dining rooms, steps, niches, foyers, etc.

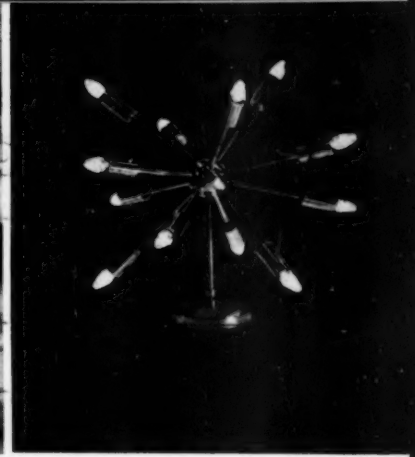




17-inch bedroom light



"Mood" light and spots



"Pincushion" design

### It's the Diamond Jubilee of Light

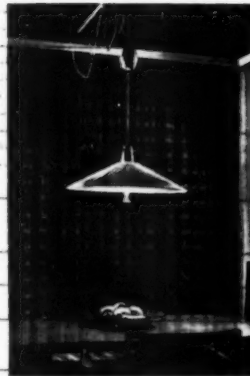
This month marks the 75th anniversary of the development of the first practical incandescent lamp by Thomas A. Edison. It is being celebrated throughout the world—a good opportunity for builders to capitalize on lighting as a sales help in their homes.

The larger units, backed by low intensity tubes, throw a soft glow over a considerable area, which is inviting. For a more concentrated type of lighting a smaller recessed unit is used, with higher intensity bulbs or tubes.

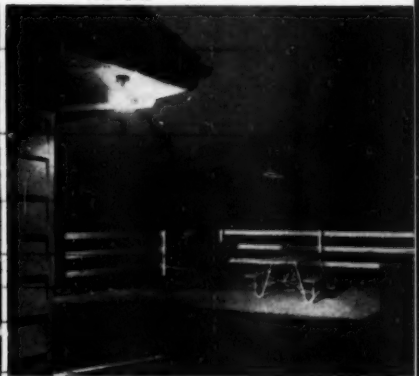
For a spectacular effect the recessed pinhole or spot lighting is a striking feature. Light is projected through a small opening, may be directed at a specific grouping of furniture, a desk, game board, art object, or musical instrument. It is dramatic and effective.

One of the latest lighting ideas is the "mood lighting" idea. By means of a simple control the lights in a given area may be raised or lowered to any degree of intensity. One wall of a living room, for example, may be flooded or softly tinted with light, a convenience especially where the desires and whims of television viewers are concerned.

Outdoor lighting plays a part in creating selling appeal. It is important not only for garage entrances and front and back entrances, but also for terraces, walks,



Track fixture.



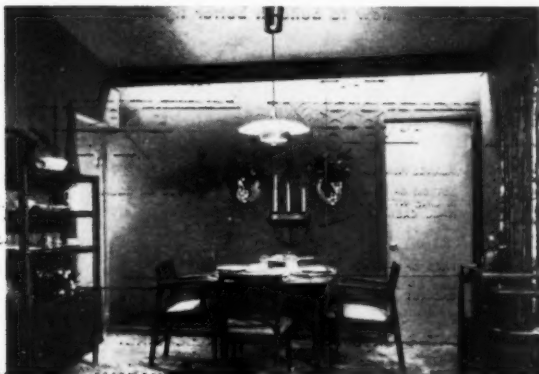
Outdoor floods for games



3-fixture bath (left), egg-crate ceiling, right



Cornice light, modern fixture in dining room



Broad cove, well handled in modern home, below



# ROOM-BY-ROOM CHECK LIST FOR OUTLETS AND SWITCHES

CONVENIENCE OUTLETS	SPECIAL OUTLETS	PERMANENT LIGHTING	SWITCHES
<b>LIVING ROOM, BEDROOMS and GENERAL LIVING AREAS</b>	1, at least, every 12 feet, placed so that no point along floor line of usable wall space is more than 6 ft. from an outlet.	Required for FM Radio Television	1 Ceiling Light (2 in long, narrow rooms) Wall, cove or valance lighting may be substituted
<b>DINING AREAS</b>	1 for each 20 feet of usable wall space, with one located near hostess' chair.		1 Ceiling Light over table
<b>KITCHEN</b>	1 for each 4 feet of work counter 1 for refrigerator	Required for Electric Range Dishwasher-Disposer Home Freezer Clock Ventilating Fan	1 Ceiling Light 1 over sink Others over work counters as needed
<b>LAUNDRY</b>	1 at washing area 1 at ironing area 1 for hot-plate	Required for Automatic Washer Electric Drier	1 at washing area 1 at ironing area
<b>UTILITY ROOM</b>	1 at workbench 1 near furnace	Required for Fuel-fired Heating Equipment Electric Water Heater	1 for each enclosed space 1 at workbench 1 near furnace
<b>BATHROOMS</b>	1 adjacent to mirror	Required for Built-in Heater	1 on each side of mirror 1 in enclosed shower compartment
<b>ENTRANCES</b>	1 weatherproof near front entrance		1 at front 1 at rear
<b>HALLWAYS</b>	1 for each 15 feet of hallway		1 at least; 2 in long halls
<b>STAIRWAYS</b>			1 each at head and foot
<b>CLOSETS</b>			1 for each closet over 3 ft. deep
<b>PORCHES, TERRACES, PATIOS</b>	1 weatherproof for each 15 feet of usable outside wall		1 for each 150 sq. ft. of enclosed porch

1 on latch side of each frequently used doorway

Rooms with entrances more than 10 feet apart should have multiple control switches

**NOTE:** The requirements given here for number and placement of outlets, lights and switches are the bare minimum requirements. For additional suggestions and more details,

ask your electric power supplier or an experienced electrical contractor about the accepted Standards of Wiring Adequacy, approved by the National Adequate Wiring Bureau.

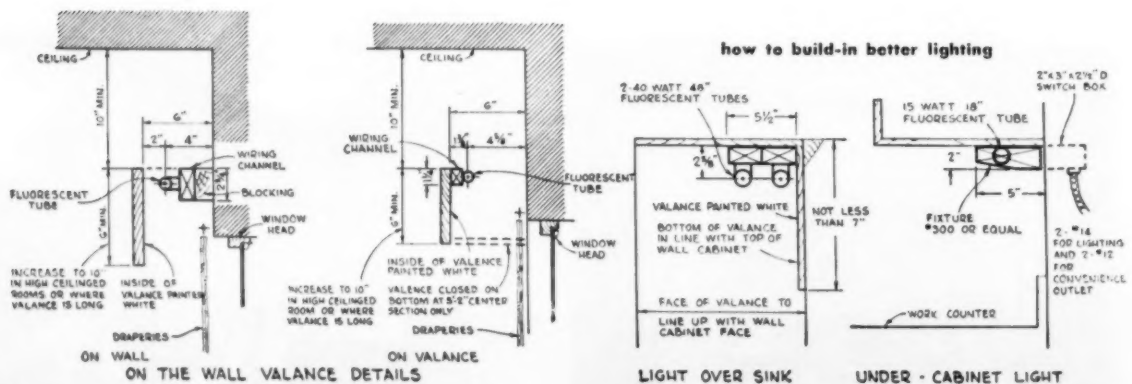
driveways and patios. New lines of fixtures of aluminum and other rust-resisting metals are on the market, specially designed for outdoor use, to let water run through without damage, washing away bugs and leaves through bottom openings. An outdoor game area, lighted so that it can be used through the evening, is another idea now used by builders of model homes.

Here is a brief summary of the number and type of

fixtures needed to light-condition a typical 6-room house (25 fixtures total):

**Hall fixtures.** Two for small front hall. Minimum 60 to 100 watts. Rear hall—100 or three 40-watt in ceramic-glass shielded fixture.

**Bedroom fixtures.** Minimum 17-inch diameter bowl with four or five sockets for four 50-watt or five 40-watt bulbs. Bowl should be of such shape and translucency



## HOW AND WHERE TO PUT OUTLETS, SWITCHES

1. Place double or triple convenience outlets so that no part of any unbroken wall space is more than six feet from an outlet.
2. Every small usable wall space of three feet or more should contain an outlet.
3. Leave one outlet in a room free for vacuum cleaner, fan etc.; place so it can be reached without moving furniture.
4. Locate convenience outlets 12 to 18 inches above floor except in kitchen, laundry, bathroom and garage where they should be 48 inches above floor.
5. Cluster several double outlets at points of heavy use, such as head of beds—or install plug-in strips.
6. Locate wall switches on lock side of door within six inches of frame and from 48 to 54 inches above finished floor.
7. "Light the way" with switches through rooms, halls, and up and down stairs. Where commonly used doorways to a room are more than 10 feet apart, provide 3- or 4-way switch controls. Place 3-way switches at head and foot of stairs.

that light is diffused comfortably throughout entire room.

**Dining room fixture.** Recommended: 3-effect fixture having separately-controlled spotlight in center and four 50-watt lamps in 17-21-inch diameter bowl. This type requires two circuits for switch control of three effects.

**Dining room valance or wall bracket** (4-foot minimum length) for more pleasing effect than fixture alone.

**Living room valances or cornices.** Total of 16 to 20 feet in length needed for general lighting—to supplement portable lamps, provide comfortable light for TV viewing or other uses not involving close seeing.

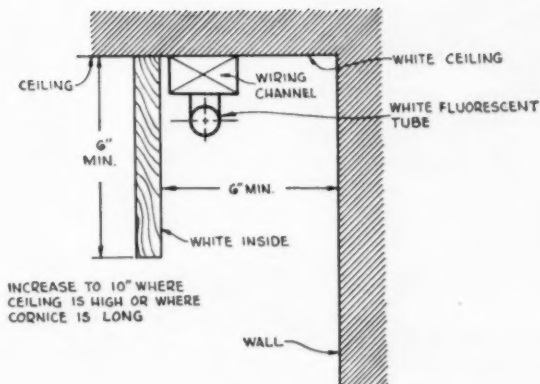
**Kitchen**—Four fixtures or wall brackets. Typical set includes:

- (1) Two 25-watt fluorescent or 150-watt (12-inch globe) incandescent center ceiling fixture
- (2) Similar fixture over sink
- (3) 25-watt fluorescent bracket over range
- (4) A 20- or 50-watt fluorescent bracket over work counter.

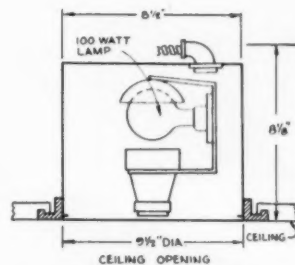
**Bathroom fixtures**—Three or four if there is a separate shower stall. Fixture for one 20-watt fluorescent or two 40-watt incandescent lamps (minimum) at either side of mirror and on ceiling above front edge of washbowl.

**Laundry**—Two fixtures (unless laundry is in kitchen, in which case kitchen ceiling light may serve for ironing): One 150-watt silvered-bowl lamp in reflector or two 25-watt fluorescent fixture 43 inches above center of set tubs and ironing location.

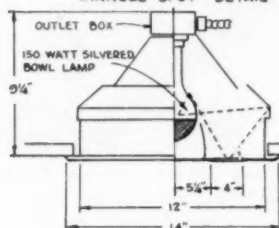
**Garage**—One fixture for 100-watt bulb on each side of car, six feet back of front bumper.



## ON THE CEILING VALANCE DETAILS

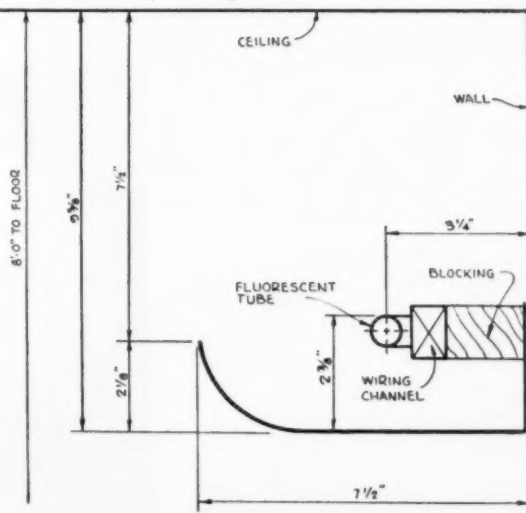


PINHOLE SPOT DETAIL



RECESSED CEILING LIGHT DETAIL

Built-in details courtesy of Westinghouse



COVE LIGHTING

## how to romance a model home with better wiring, lighting

Model homes have helped many builders sell better wired, lighted and equipped houses. They are frequently sponsored by utilities, publications, associations or by manufacturers, as in the case of the "Wonder Home" shown here. This is one of a series by General Electric Company in which a builder, architect and a consumer magazine cooperate.

Located at Hamden, Connecticut, it was built by Brentwood, Inc., of New Haven, designed by Hugh Stubbins of Lexington, Massachusetts and decorated by Gladys Miller of Family Circle magazine which also shows it in its October issue.

The thousands of visitors who went through this model were able to see for themselves just what adequate wiring, light conditioning, and modern electric equipment can do for today's living.

There are 15 electric circuits, protected and controlled by a 100 ampere load center in which circuit breakers take the place of fuses. The 24-volt remote-control wiring system has master selector switches in living room, entry and master bedroom which control important lights and outlets inside and outside the house.

Lighting includes extensive use of fluorescent cornices for general illumination and in alcoves, over the fireplace and over window walls. It has a fully equipped electric kitchen and laundry including a combination refrigerator-freezer.

Upper and lower levels of living area are shown. Upper area (top) is used for dining, reading, children's play. Note striking cornice lighting over magazine rack, good table lighting with track fixture

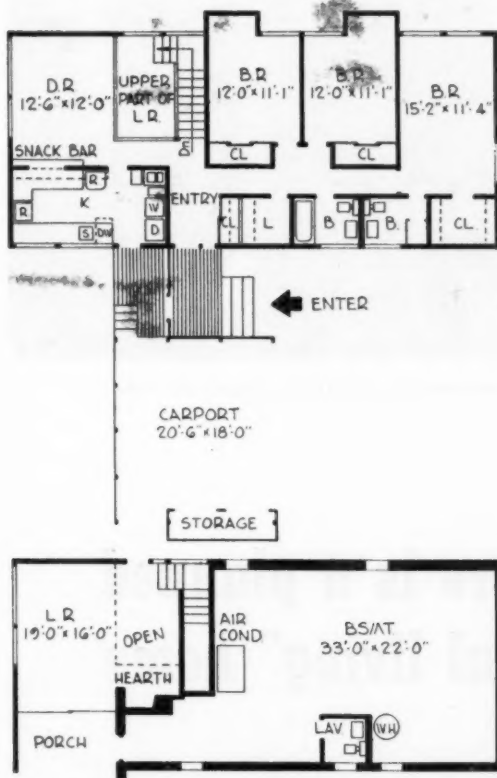
Living room is on lower level, (right) has large windows and sliding doors opening on porch and terrace. Fireplace of ledge stone has cornice lighting from concealed fluorescent tubes. Cornice lights also extend across east and west walls, provide general illumination



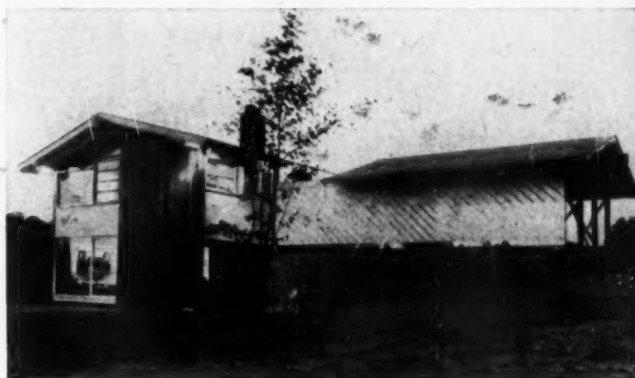


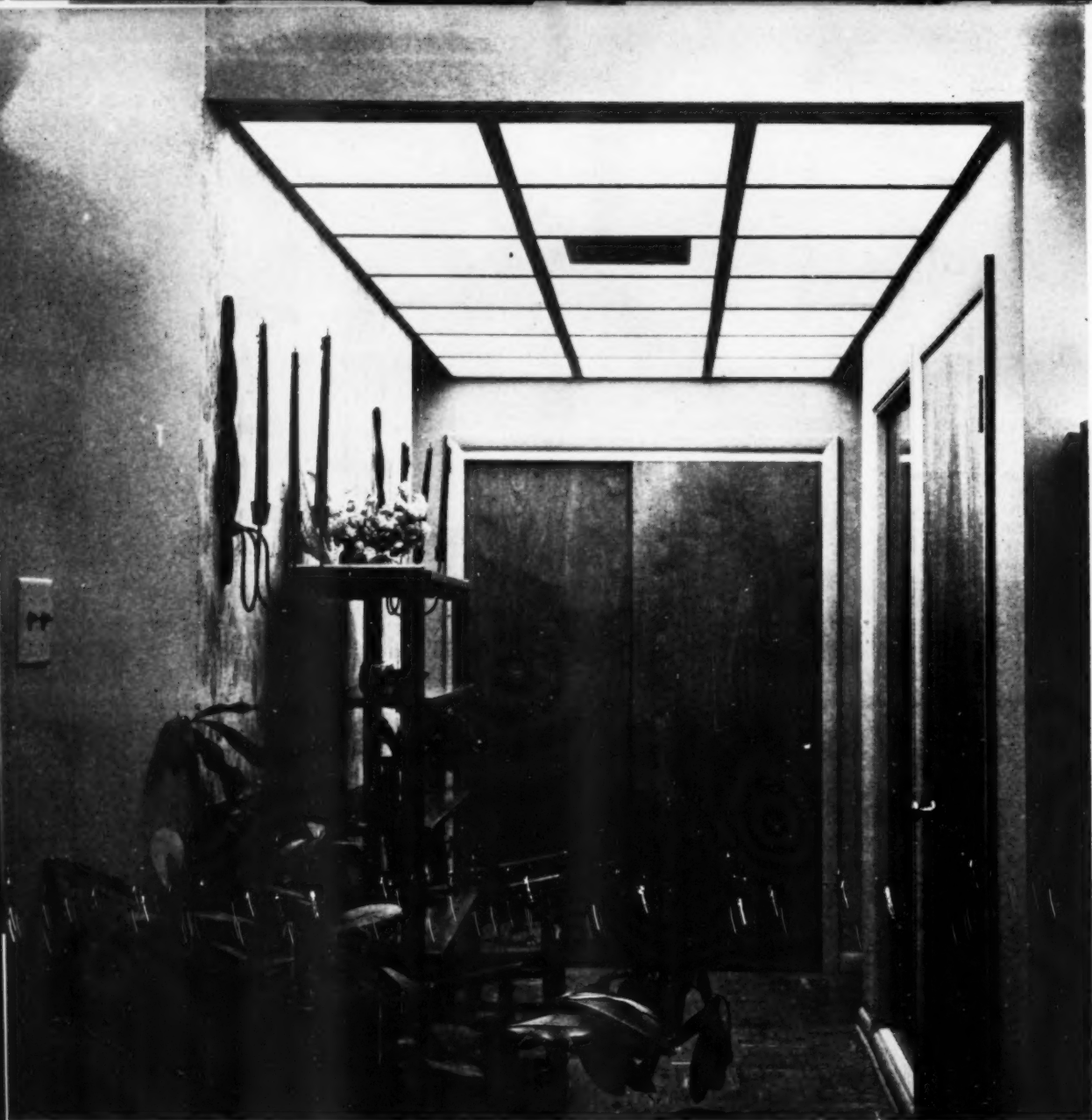
Two 20 amp appliance circuits supply the equipment in this kitchen, plus special circuits for stove and dishwasher. There are two overhead lighting fixtures and fluorescent tube lighting under cabinets. Compact U-plan is efficient, saves steps

**MODEL HOME ELECTRICAL FEATURES:** 100 ampere service, 15 circuits, remote control wiring, circuit breakers, light conditioned, air conditioned, electric kitchen, master selector switches, outdoor floodlights, triple outlets, cornice and alcove lighting, complete laundry, "stand by" circuits



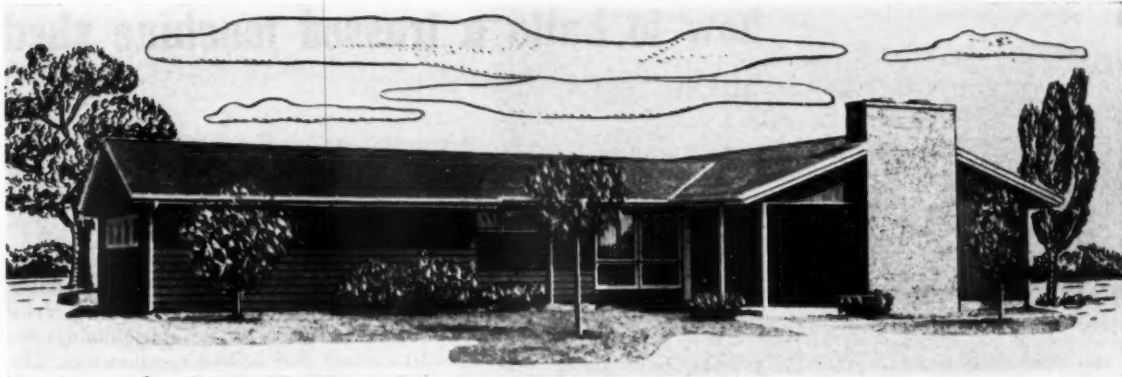
Two level plan puts living room on lower floor, provides big dining-reading-play room on upper level near kitchen. Carport and main entrance are on upper level. Floor area, 1,650 square feet





Foyer of Ideal model has 5x14-foot translucent plastic ceiling panel concealing four rows of fluorescent tubes

**here is a planned  
“electrical living” home**



**35,000 people came out to see this model "electrical living" home. Features include planned electric kitchens and laundries, fuseless wiring, ample circuits and outlets, valance, cornice and pin-hole lighting, grounded outlets**

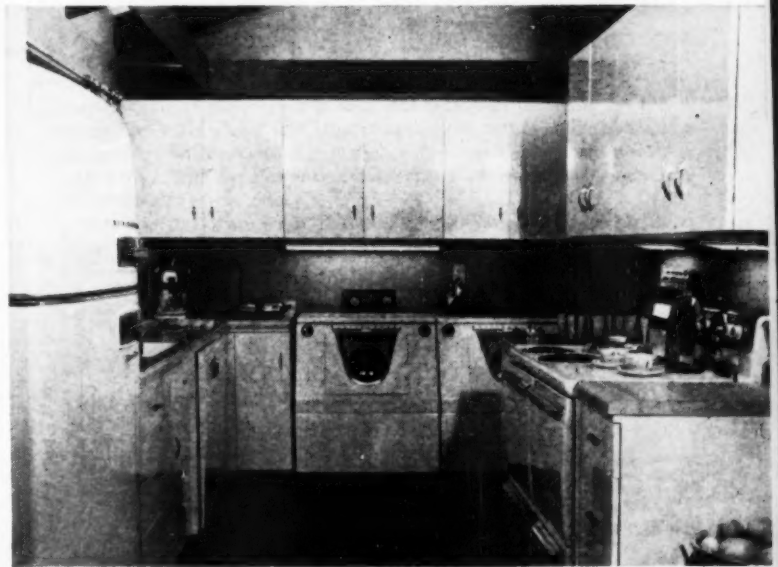
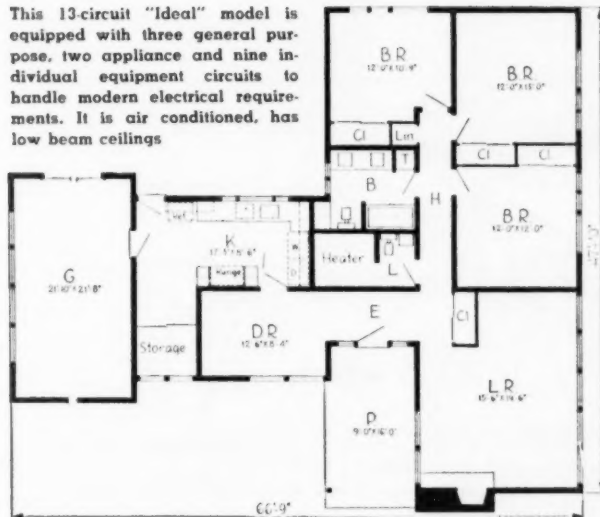
This home was one of three model houses inspected by thousands of visitors daily for three weeks as part of an Electrical Living Exposition staged in Columbus, Ohio, by Westinghouse Electric, and Columbus & Southern Ohio Electric Company, and local builders.

Located in Lincoln Village and called the "Ideal" model, it illustrates a high level of electrical living; is a 13-circuit house.

In all three model houses electrical devices and appliances are serviced by: 1) adequate wire capacity; 2) ample circuits; 3) plenty of convenience outlets; 4) silent switches to provide a "path of light" ahead; 5) fuseless service entrance and circuit protection; 6) efficient lighting, using newest techniques.

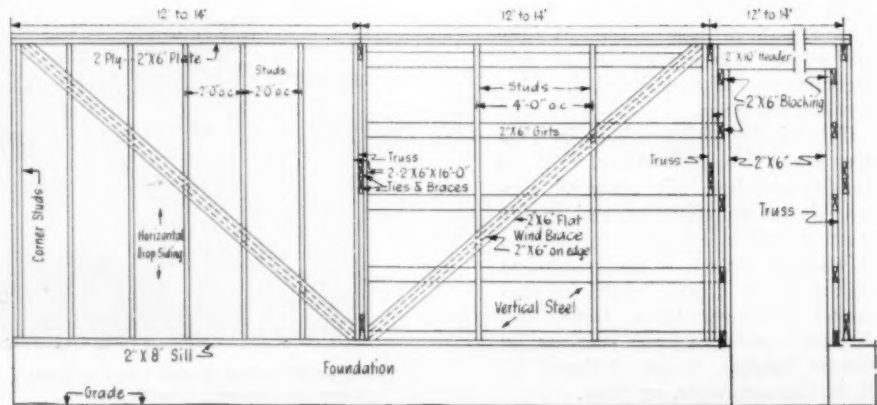
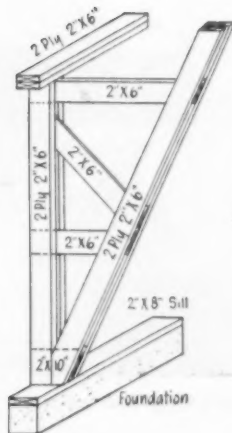
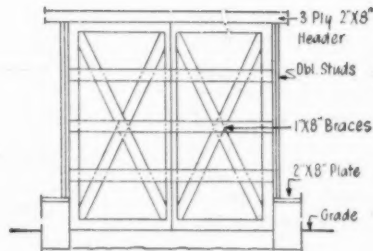
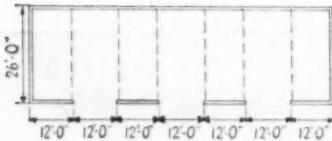
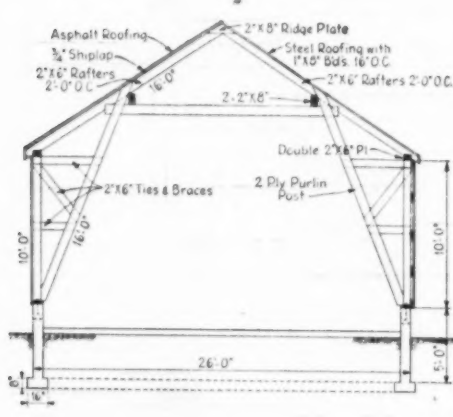
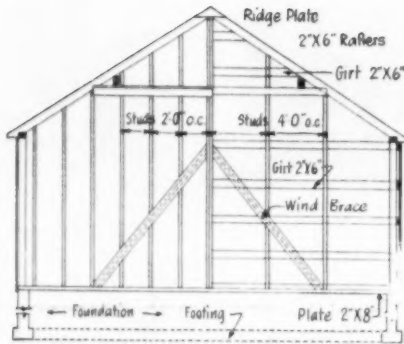
The Ideal model was built by Peoples Development Company. It is air conditioned, has fully equipped electric kitchen and laundry, and an unusual low-pitch, exposed-beam ceiling. A striking feature is the translucent ceiling in the foyer, lighted by concealed fluorescent tubes. House also features cornice, valance and special fixture lighting. It was designed by R. H. Gamortsfelder, architect.

This 13-circuit "Ideal" model is equipped with three general purpose, two appliance and nine individual equipment circuits to handle modern electrical requirements. It is air conditioned, has low beam ceilings



Suspended ceiling trough supplies general illumination. Each major appliance has separate circuit

# how to build a trussed machine shed



Farm construction accounts for 50 per cent of the business of Frank Piehl, who operates a lumber yard in Seymour, Wisconsin. Part of Piehl's service is a drafting department where farm buildings are designed to owner and builder specifications. The machine shed shown here is based upon the experience and advice of many builders as to what they believe a trussed farm building should be.

Keeping in mind that the use of used lumber is one of the best cost-cutters in the building of farm structures, the trusses designed for this machine shed have no members that are longer than 16 feet. Drawings indicate two types of construction as to siding. Left portions of drawings show construction necessary for dropsiding, while right portions indicate construction recommended for the use of steel siding and roofing.



a door  
is only as good as its  
parts



TAPER-TITE TRACK

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*Every part*—from the carefully selected West Coast lumber to the heavy gauge hardware that's both Parkerized and painted—helps make Ro-Way the best possible door for any home or commercial building. *Every part* is built to give permanently smooth easy-up, easy-down operation—year 'round, year after year. Mortise and tenon joints are both glued and steel doweled. Muntins, rails and stiles squared up with precision . . . sections rabbeted to assure weather-tight joints. And the Power-metered springs are individually matched to the weight of each door.

Yes, top to bottom—inside and out—Ro-Way builds its doors to its own highest standards of quality. And that's what makes the big difference in service and dependability. So remember, when you're specifying garage doors—for residential, commercial, or industrial installations—don't settle for anything less than a Ro-Way!

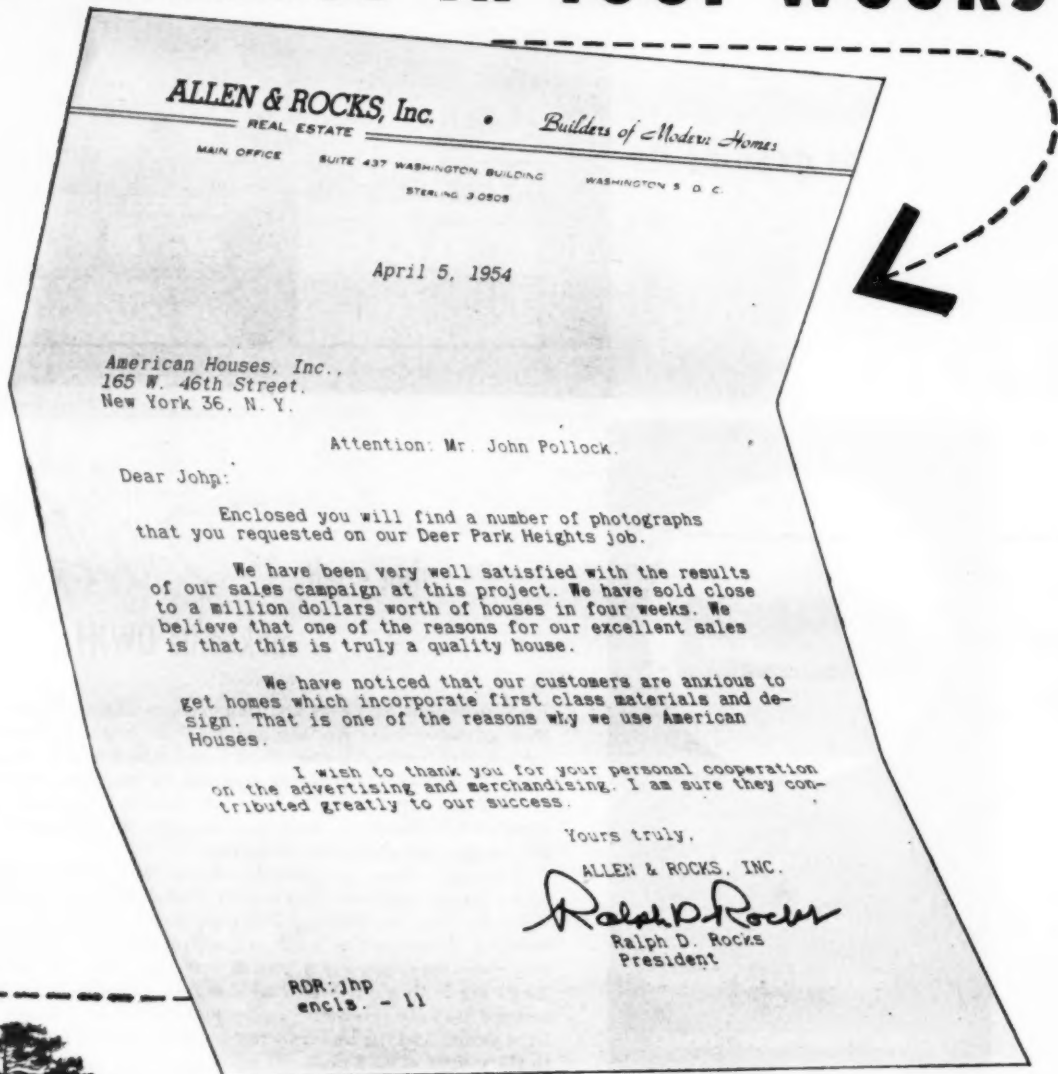
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# "...a million dollars worth of houses in four weeks"



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April 5, 1954

American Houses, Inc.,  
 165 W. 46th Street,  
 New York 36, N. Y.

Attention: Mr. John Pollock.

Dear John:

Enclosed you will find a number of photographs that you requested on our Deer Park Heights job.

We have been very well satisfied with the results of our sales campaign at this project. We have sold close to a million dollars worth of houses in four weeks. We believe that one of the reasons for our excellent sales is that this is truly a quality house.

We have noticed that our customers are anxious to get homes which incorporate first class materials and design. That is one of the reasons why we use American Houses.

I wish to thank you for your personal cooperation on the advertising and merchandising. I am sure they contributed greatly to our success.

Yours truly,

ALLEN & ROCKS, INC.

*Ralph D. Rocks*  
 Ralph D. Rocks  
 President

RDR:jhp  
 encls. - 11



Allen & Rocks built 170 family units of the "Commander," a 3-bedroom duplex, and now another 200 are under construction. Equipped with gas range, refrigerator, and garbage disposal unit, they sold for \$12,950 a unit.

*thanks a lot, Ralph!*



If you are interested in sales like these...  
 the American Way to modern selling,  
 write us for more details!



**American  
 Houses Inc.**

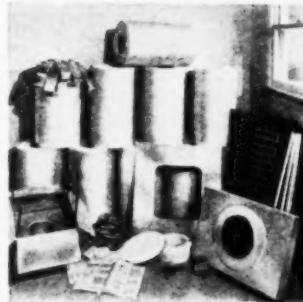
165 W. 46th Street, New York 36, N.Y.

AMERICAN BUILDER



Sectional masonry construction of the Van-Packer Packaged Masonry Safety Chimney with "Brick-Panel" Housing is shown in this cutaway view. Van-Packer is listed for all fuels — coal, oil, gas — for all home heating plants and incinerators by Underwriters' Laboratories, F.H.A. and major building codes.

## How you can put up a genuine masonry chimney in 3 man hours or less



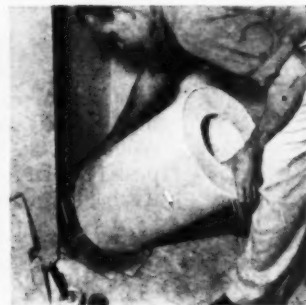
All parts needed to install the Van-Packer Chimney are delivered to the job completely packaged. Construction delays eliminated. Saves up to 50% on time and material.



Openings quickly prepared in the floor, for the chimney support, and in the ceiling and roof to permit passage of flue (floor suspended method).



Chimney support with heavy iron support straps is nailed to wood construction members of the floor. Van-Packer installs without special skills.



Flue sections made of  $\frac{3}{8}$ " fire clay tile inner lining, 3" vermiculite-concrete insulating wall, and cement-asbestos outer jacket. Here first 2' section is installed in support.



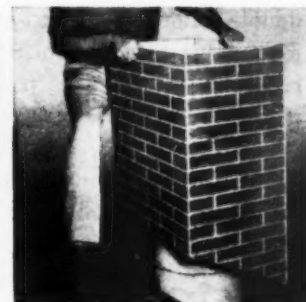
Acid-proof, leak-proof cement joins masonry sections up to desired height. Cement comes in easy-to-use plastic squeeze bags. Each joint is secured with aluminum drawband.



Aluminum flashing is installed on the roof. Van-Packer's "Brick-Panel" Housing over its aluminum flashing gives chimney a weathertight seal.



Brick-red cement-asbestos panels are cut to roof pitch, then assembled with corner angle irons and sheet metal screws provided.



Corner angle irons quickly fasten housing to roof. Deep embossed mortar lines retain natural color if housing is painted to match other brick colors.



Aluminum housing cap, chimney pot and refractory rain cap are added to complete installation. Van-Packer develops 34% more draft than standard code brick chimneys.



Massive "Brick-Panel" Housing adds beauty of conventional brick to all homes while saving on construction time and material.



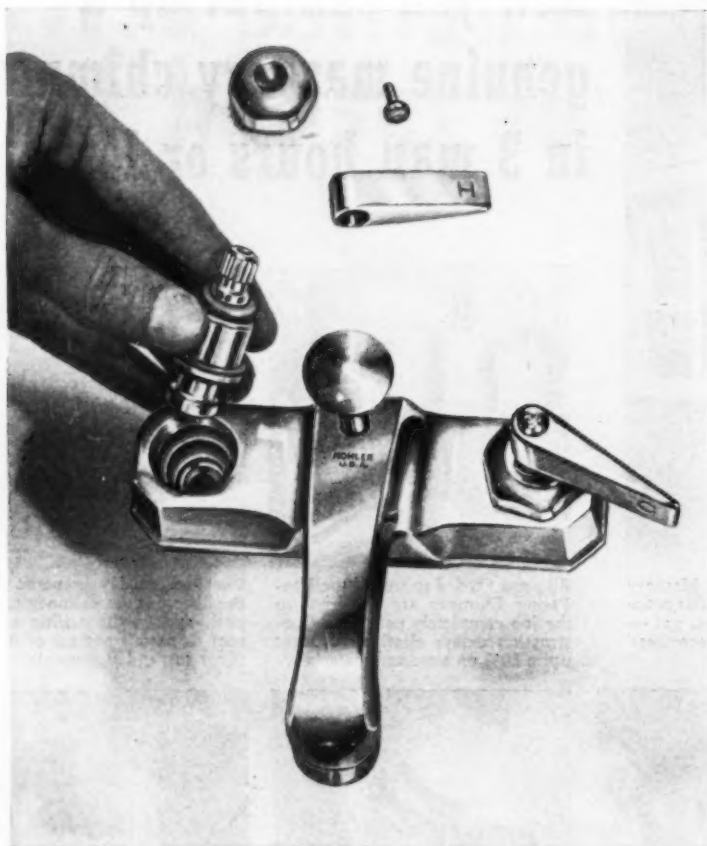
**Van-Packer**

**PACKAGED MASONRY CHIMNEY WITH "BRICK-PANEL" HOUSING**

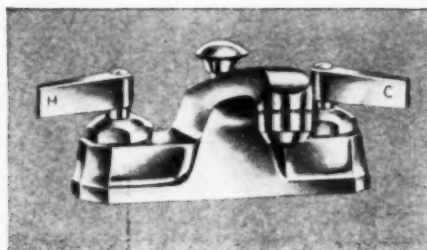
Van-Packer Corporation • Bettendorf, Iowa

Send for all the facts on the Van-Packer Packaged Masonry Safety Chimney. Ask for Bulletin 12J-AF23.

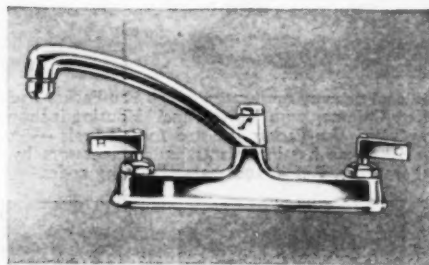




CENTRA lavatory fitting, showing removable thread sleeve and seat.



CENTRA combination lavatory fitting with convenient pop-up drain. Compact, one-piece body saves space, makes installation and cleaning easy.



ROCKFORD top-mounted sink fitting. Easy to install—need not be disassembled. Arched spout simplifies filling of bottles, vases. One-piece body is easy to clean and clean around. Available with or without hose sprayer.

## KOHLER CENTRA and ROCKFORD FITTINGS with long-wearing interchangeable valves

Kohler chromium-plated brass fittings are of first quality, with modern, clean-cut designs that harmonize with Kohler fixtures. Specific features of the Centra lavatory fitting and Rockford ledge and counter-top sink fitting simplify installation and maintenance, assure maximum convenience and lasting serviceability.

All parts subject to wear can be easily and economically replaced. The removable seats have hard chromium-plated surfaces

that resist wear. Removable sleeves have double-action threads, deep and cleanly cut for positive water control. Stems and sleeves have long-life "O" ring packing, easily replaceable. Large waterways provide ample volume.

All Kohler fittings are tested under greater-than-normal water pressures, and closely inspected. Spouts are designed so that the beauty of the fitting is maintained whether furnished with or without aerator.

Kohler Co., Kohler, Wisconsin. Established 1873

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**NOW...our laboratories**  
**have perfected**

**LONG-BELL**

**FLAKEWOOD**

**NEW...satin smooth**  
**paneling with**  
**3-D depth!**

**Here's Distinctive Home Paneling** at a price to meet any budget! **FLAKEWOOD** is a rich, decorative wall surface that's ideal for dens or recreation rooms. It's perfect, too, for offices and commercial buildings!

**FLAKEWOOD is Made Of Millions** of wood fibers and flakes, sealed tightly together under heat and pressure. Broader flakes of a single type of wood make up the smooth, level surface. And, **FLAKEWOOD** is available in a choice of pine, fir, cedar or maple—in 4' x 8' panels or 12" and 16" squares, 1/4" thick. Available in cars with other products.

**For A Free Sample Of FLAKEWOOD** and complete technical information, see your local Long-Bell representative—or write direct to our Kansas City, Missouri or Longview, Washington office, Factory Sales Dept.



**The Long-Bell Lumber Company**

Established 1875 — Kansas City 6, Mo.

**DIVISIONAL OFFICES**

**EASTERN DIVISION — KANSAS CITY, MO.**

**WESTERN DIVISION — LONGVIEW, WASH.**

# "We sold 42 houses the ...with kitchens



Here are two views of the G-E Kitchen that appealed so much to prospects in Fairfax, Va. It features the G-E Range, G-E Refrigerator, G-E Under-Counter Dishwasher, G-E



Disposalall,<sup>®</sup> G-E Washing Machine, G-E Dryer, and G-E Exhaust Fan. Here is a really modern kitchen within the reach of every home-buying prospect.

# first day!

## and laundries completely G-E equipped!"



**Stafford Builders Inc., Fairfax, Va.** Left to right: Mr. R. E. Stafford, Mr. R. J. Harris, Mr. J. A. Cason. These are the builders of Country Club Hills in Fairfax County, Virginia.

**Mr. Stafford says:** "Outside of the World Series, we never saw such crowds as came to our Fairfax, Va. model homes.

"Naturally, we were delighted. For a down-to-earth price we had built a quality house of solid masonry, with 2 fireplaces, and fine fir lumber construction comprising over 1300 feet of floor area.

"AND we equipped our quality homes with quality appliances—completely General Electric.

"We take credit for building the quality that prospects want. And we give G.E. credit for presenting kitchen

and laundry appliances that prospects want most, too. Are we happy? We sure are . . . 42 Stafford-built homes were sold the first day!"

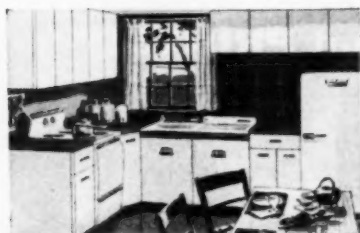
*G.E. can help you, too—* the way G.E. helped Stafford Builders, Inc.

By installing the G-E Kitchen-Laundry in houses . . . you offer a modern and appealing home! A home that builders tell us will sell far easier in today's tough, competitive market.

See your G-E distributor. Let him help you sell more houses . . . *faster and easier!*

### G. E. has a Kitchen-Laundry for your homes—regardless of price range!

(See your G-E distributor for answers to your kitchen problems)



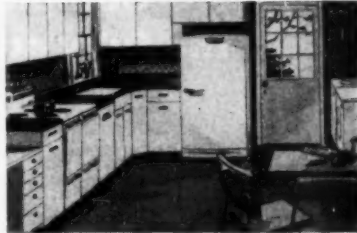
#### IN YOUR \$9,995 HOUSES

Include G-E Refrigerator, G-E Range, G-E Dishwasher, G-E Disposall, G-E Cabinets. Add as little as \$3.26 monthly to mortgage payments.



#### IN YOUR \$12,500 HOUSES

Include G-E Refrigerator, G-E Range, G-E Disposall, G-E Dishwasher, G-E Automatic Washer, G-E Cabinets. Add as little as \$5.31 monthly to payments.

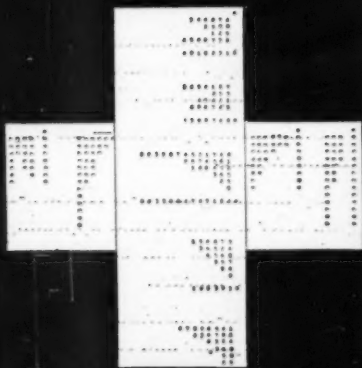
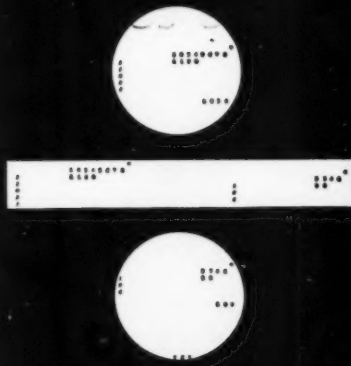
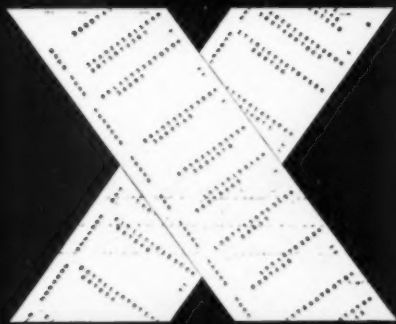


#### IN YOUR \$16,000 HOUSES

Include G-E Refrigerator, G-E Range, G-E Dishwasher, G-E Disposall, G-E Automatic Washer, G-E Dryer, G-E Cabinets. Add as little as \$6.31 monthly to payments.

HOME BUREAU

# GENERAL ELECTRIC



**Completely new—Totally different...  
the fully automatic Calculator that PRINTS!**

The Model 99 Printing Calculator multiplies, divides, adds and subtracts. It performs every one of these calculations with greater efficiency than any previous machine of its kind. Among its many outstanding features, it provides *automatic multiplication* and *credit balances* plus *Simpla-tape*, the two color printed record of each and every calculation. Write for free booklet number C669.

**Remington Rand**

Room 2063, 315 Fourth Ave., New York 10, N. Y.





# NEW WAY TO FASTEN SLEEPERS TO CONCRETE WITH **DRIVE-IT**



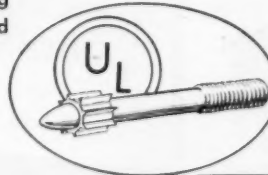
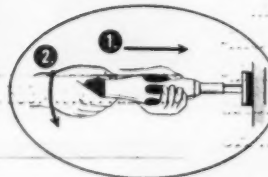
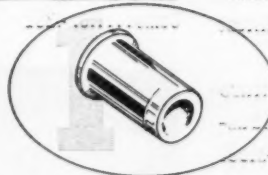
Kenbo Corp., builder of Rancho Monterey homes near Los Angeles, uses Drive-It "400" to fasten 2"x4" sleepers to the concrete floor slabs. Superintendents Walter Johnson and L. B. Swann, Drive-It users three years, say Drive-It fastenings are quick, dependable, economical.



**NEW  
EXCLUSIVE**

**DRIVE-IT 320**  
WITH  
**BREAK-OPEN ACTION**

Snap open action results in the fastest operating tool on the market. Easiest method to load and eject cartridges under any condition.



**Controlled Power.** First and only tool which requires but one standard power load regardless of penetration desired. No need to buy and stock various strength power loads.

**Three-way Safety.** Cannot be discharged accidentally, due to the push and turn firing sequence. This, plus the large, swivel safety pad, makes DRIVE-IT triple safe.

Drive pins are Underwriters' Laboratories approved.

More fastenings per hour with this speedy way of loading and ejecting cartridges.

**DRIVE-IT**  
*the original* POWDER-ACTUATED TOOL

SEND  
THIS  
COUPON  
FOR FULL  
DETAILS

**POWDER POWER TOOL CORP.**

DEPT. I S. W. Macadam, Portland 1, Oregon  
Canada: Ammo Power Tool Co., Ltd.  
735 Broadway, Vancouver, B. C.

- Please send FREE catalogue and literature.
- I want a FREE demonstration of DRIVE-IT.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



**style and  
performance**

**makes houses  
sell easier!**

For 53 years, U/R has pioneered in making bathroom fixtures more beautiful—producing the first concealed front overflow lavatory, the first free-standing unit closet, and many other styling and performance “firsts.” That’s why U/R fixtures offer the very latest in beauty and dependability.

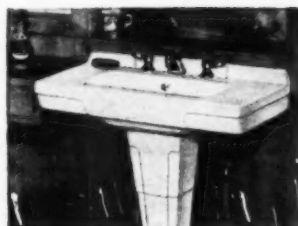
You can depend on U/R for top fixture quality, too—the whitest white in the industry . . . matched colors . . . harder-than-steel surfaces that stay lovely . . . performance backed by hydraulic laboratory research.

And when you show your prospect Universal-Rundle fixtures, he recognizes a familiar name, for he has seen U/R fixtures advertised in leading national magazines. He knows you are showing him *quality!*

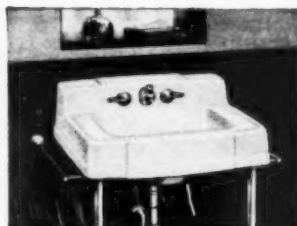
Write for  
**FREE**  
Catalog!



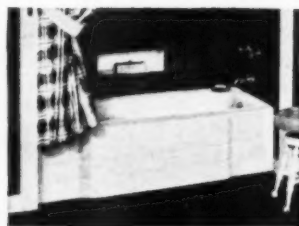
Como . . . No. 4231



Chateau . . . No. 4585 . . . 27" x 21"



Ledgemaster . . . No. 2201 . . . 22" x 19", No. 2200 . . . 19" x 17"



Master Meadow . . . 4½', 5', 5½' lengths



U/R Luxury-Trim Fittings



*The World's Finest Bathroom Fixtures*

by **Universal-Rundle**

233 River Road, New Castle, Pennsylvania

Plants in Camden, New Jersey; Milwaukee, Wisconsin; New Castle, Pa.; Redlands, Calif.; San Antonio and Hondo, Texas



"A salute to those who made it possible" \*

Fenestra Super Hot-Dip Galvanized Industrial Steel Windows in Riverside Laundry, Dania, Florida. Engineer: L. B. Taylor, Miami, Florida. Contractor: Witters Construction Co., Hialeah, Florida.



## They'll clean up on maintenance savings here!

Here, the outside air around this laundry is full of salt water. And you can imagine what it's like inside. The air soaked with moisture. Walls and windows wet. But the Fenestra\* Industrial Steel Windows in this building *will never rust!*

They are Fenestra Super Hot-Dip Galvanized Industrial Steel Windows. They'll save thousands of dollars in paint and labor—every few years, for the life of the building—because they never need painting. And they *cost no more than regular steel windows with two inside-outside field coats of paint!*

Fenestra has the only plant and equipment in America especially designed for the highly specialized job of window galvanizing. For complete details on Fenestra Super Hot-Dip Galvanized Industrial Steel Windows, call your Fenestra representative—he's listed in the

phone book yellow pages—or write the Detroit Steel Products Company, Dept. AB-10, 2260 East Grand Blvd., Detroit 11, Michigan. ®



**BEND TEST** shows why Fenestra Steel Windows are called Super Hot-Dip Galvanized. When two pieces of galvanized steel are bent, then straightened, some types of galvanizing crack open, leaving the steel vulnerable. The Fenestra piece stays protected.

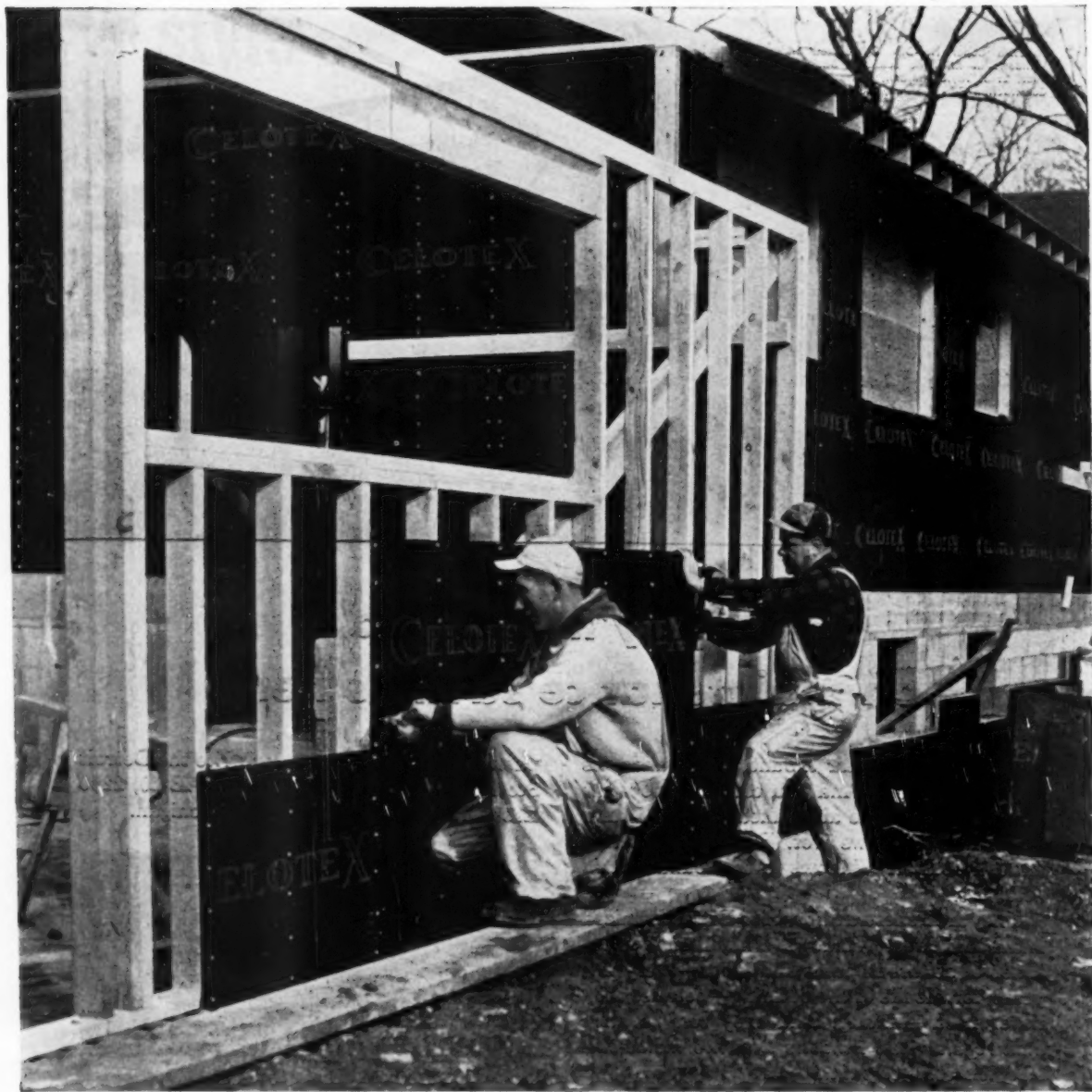


Your desire for windows of strong material that would resist rust resulted in Fenestra Super Hot-Dip Galvanized Industrial Steel Windows—a great advancement in building products.

# Fenestra

**SUPER HOT-DIP  
GALVANIZED INDUSTRIAL  
STEEL WINDOWS**

# Rain puts no "damper"



## Celotex National Advertising Builds Business for YOU

To help you really score in '54, Celotex hits the residential construction market with a great new advertising campaign. Month after month you'll see big, colorful, eye-stopping ads — *working for you* — in THE SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME.

Make the most of this powerful sales help. Tie in by stressing to prospects that your homes are built with genuine Celotex Products. This smooths the way to sales because over a third of a century of national advertising has created nationwide preference for the brand name Celotex!

Impartial survey shows

ARCHITECTS PREFER  
**CELOTEX**  
INSULATING SHEATHING

2 to 1

over the next leading brand

# on construction schedules

## when you use Double-Waterproofed **CELOTEX INSULATING SHEATHING**



"During the past few years we have built 300 homes in the suburban Pittsburgh area, and have always considered Celotex Double-Waterproofed Insulating Sheathing a must. Our close working schedule doesn't permit any unnecessary wet weather delays, and we found out years ago that the extra coating of asphalt on Celotex sheathing sheds water like a duck's back. That means we can resume work almost immediately, even after heavy rains, without worrying about sealing damaging moisture into the walls of our houses."

J. R. and R. L. Wells  
Wells Brothers Corporation  
Mollenauer, Pennsylvania



It's the same story everywhere. Builders across the nation confirm the Wells Brothers' experience. Celotex *Double-Waterproofed* Insulating Sheathing offers all these practical job advantages — saves time, labor and money — makes it possible to build stronger, more comfortable homes with fully insulated sidewalls. Applied, Celotex Insulating Sheathing costs no more — usually LESS — than ordinary sheathing. Yet it gives you all these big, added values . . .

- 1. Insulates and Weatherproofs** as it builds. All at *one* cost. No building paper needed.
- 2. Laminated for Extra Strength** and rigidity. All Celotex  $\frac{3}{32}$ " Insulating Sheathing, both 4' wide and 2' x 8', is made of 2 plies, specially bonded.
- 3. No Corner Bracing Needed** to meet F.H.A. requirements, with 4 ft. wide,  $\frac{3}{32}$ " thick Celotex Insu-

lating Sheathing. Has approximately 30% greater strength than ordinary sheathing with let-in bracing.

**4. Goes Up 30% Faster.** Easier to cut and fit. Up to 15% less waste.

**5. Excellent Base for Wood or Asbestos Shingles.** Use special methods for direct application; or apply over Celotex Impregnated Backer Board.

**6. Double-Waterproofed.** Outside, by protective asphalt coating. Inside, by special processing of the fibers. Yet has more than twice the *vapor permeance* advocated by government agencies.

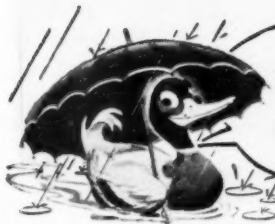
**7. It is the Only Sheathing** made of tough, strong, long Louisiana cane fibers — protected by the patented Ferox® Process from dry rot and termites.

**Mail coupon** for factual FREE new booklet, "40 Questions and Answers about Insulation Board Sheathing."

Build Better... Build with Genuine

# CELOTEX INSULATING SHEATHING

REG. U. S. PAT. OFF.



It's double  
waterproofed!

The Celotex Corporation, 120 S. LaSalle Street  
Chicago 3, Illinois

MAIL TODAY!

THE CELOTEX CORPORATION, Dept. AB-104  
120 South LaSalle Street, Chicago 3, Illinois

Please send me free the new Celotex booklet, "40 Questions and Answers about Insulation Board Sheathing."

Name

Address

City  Zone  State

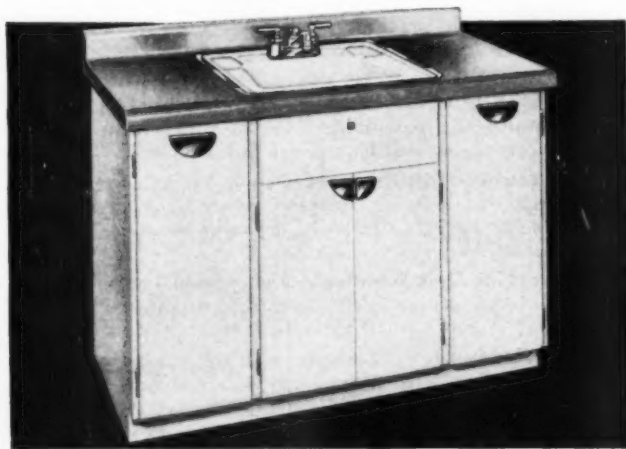
# American-Standard ready-built LAVATORY-DRESSING TABLES

*with new counter tops of MICARTA*



**now more beautiful, practical,  
and easier to install!**

**THE DRESSLYN** is a luxurious 3-in-1 combination with a gleaming lavatory of genuine vitreous china. Available in four sizes—42, 46, 58 and 62 inches. And in your choice of either the smart-looking kneehole model or the extra serviceable straight front model with center storage compartment. Complete Dresslyn unit is factory-assembled and shipped in one carton for easy installation.



**THE MERRILYN AND HIGHLYN** feature one-piece Micarta counter tops. The Highlyn has heavily enameled cast iron lavatory; the Merrillyn features lavatory of genuine vitreous china. Post-formed Micarta top provides one continuous area of easy-to-clean counter space. Available in single cabinet model (24" wide), kneehole or straight front models (42" wide), models with lavatory on left or right (43" wide) and twin lavatory model (66" wide).

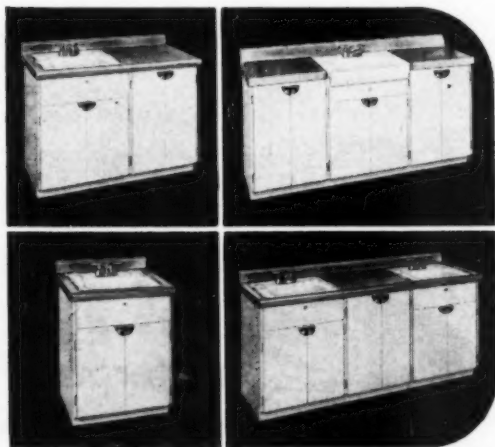
- American-Standard lavatory-dressing tables are now re-designed for greater beauty . . . and for wider latitude in bathroom and powder room planning.

Now made with new design counter tops of durable, decorative Micarta, and available in wide choice of cabinet sizes and lavatory arrangements, American-Standard lavatory-dressing tables are the most distinctive ready-built combinations on the market. Cabinets come in gray, peach, buff, blue and white; Micarta tops in tan, mulberry, and gray; lavatories in white and popular American-Standard colors.

The handsome dressing tables feature a fine quality lavatory and a vanity-cabinet. Most models include such built-in conveniences as a medicine chest, specially designed drawers for cosmetics and toilet accessories, as well as plenty of storage space for towels.

The new and improved line covers the Dresslyn with its deluxe vitreous china lavatory; the Merrillyn (vitreous china lavatory) and the Highlyn (heavily enameled cast iron lavatory).

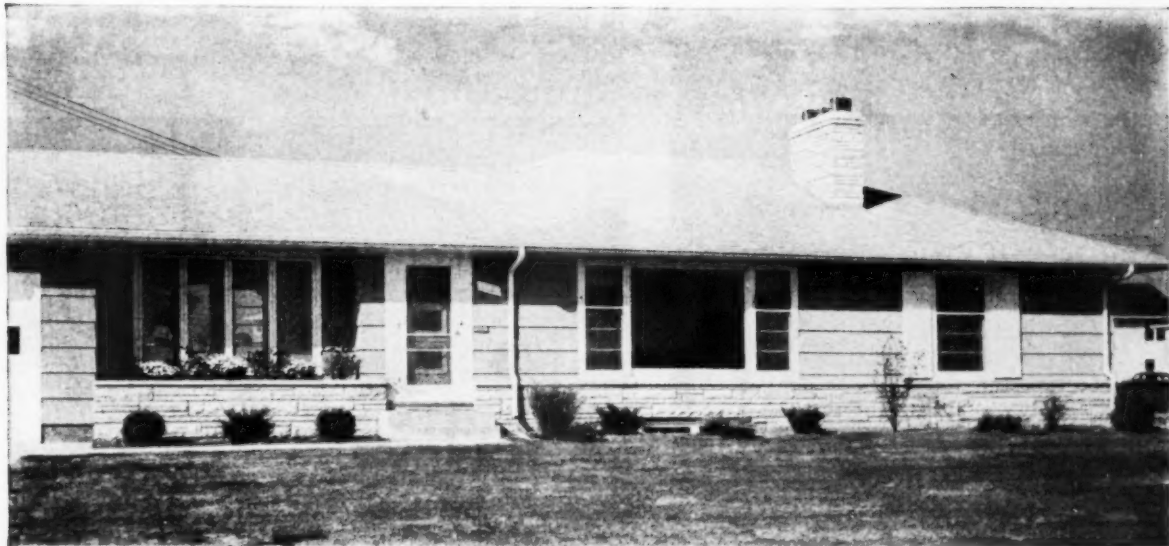
For details regarding models, colors and dimensions, please contact your nearest American-Standard sales office or write for Form 384-3.



**AMERICAN-Standard**  
BATHROOMS

American Radiator & Standard Sanitary Corporation, P. O. Box 1226, Pittsburgh 30 Pa.

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



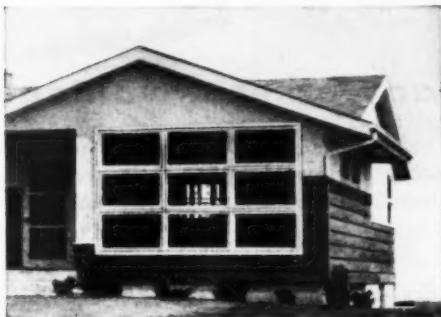
No window "monotony" here! In this house, Silentite double-hung units, casements and picture window form an attractive combination. The Silentite "family" offers the right window for every purpose.



## For variety in windows there's nothing like a "family"

From window walls to basement sash, there's window *variety* for every architectural need in the Curtis Silentite "family." That means a single, dependable source for all your window requirements. You can give home owners exclusive window features and advantages, developed through Curtis research—plus the assurance that materials and workmanship of every Curtis Silentite window are *fully guaranteed*.

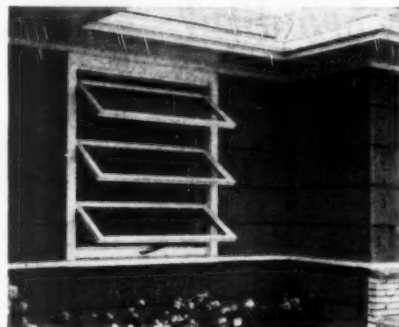
So take your choice of the Silentite family—double-hung units—casements—awning windows—panel windows—convertible windows—and many others. With any, or all, you'll achieve the kind of customer satisfaction that sells homes today.



It's a casement—awning...or hopper-type window...as you choose—this new Curtis Convertible! More than a thousand window combinations are possible with this versatile window that is always "right side up."



These smart, single-light Silentite casements are truly weather-tight. The Curtis adjuster provides fifteen times the opening force of the ordinary lever type. Screens and insulating glass furnished. Available in several sash styles.



Available in twelve sizes, Silentite awning windows provide controlled ventilation—with positive weather-tightness—in any climate. Adaptable to any type of wall construction, Silentite awning windows come completely factory assembled and carton-packed for easy installation.



Curtis Companies Service Bureau  
200 Curtis Building  
Clinton, Iowa AB-10-54

Please send literature on the Curtis line of Silentite windows.

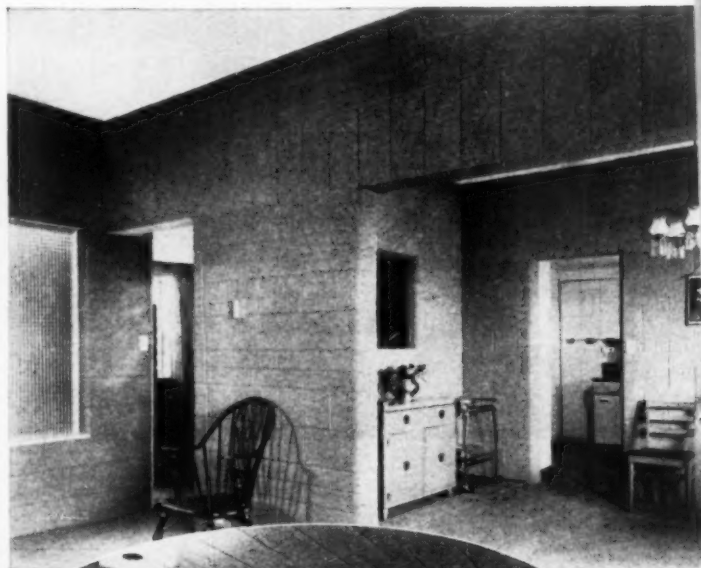
Curtis makes a complete line of architectural woodwork and birch kitchen cabinets for homes of all types. Make your next home "all Curtis."

Name.....

Address.....

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

# Build Better with **VIBRAPAC** Block



for magnificent  
**INTERIORS, too!**

**EVERLASTINGLY beautiful**

Vibrapac Block, used extensively for *exteriors* of buildings, is equally adaptable to *interiors*. No other building material commands greater respect. In homes, and other structures, large or small, you know the colorful beauty, unique texture and ruggedness of Vibrapac Block is everlasting. Here is modern, practical, permanent construction that reflects good judgment and wins prestige.

**plus UNEQUALLED Low Cost and many other advantages**

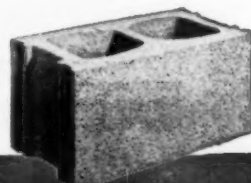
Obviously, Vibrapac Block are firesafe and stormsafe, vermin and rodent proof. They insulate effectively against heat and cold . . . have great acoustical and soundproofing qualities . . . assure maximum economy in both first cost and maintenance cost.

**BESSER**

50th Anniversary

1904-1954

Vibrapac Block are produced only on BESSER Automatic High-Production Block Machines. There's a plant in your area equipped to produce Vibrapac Block in a variety of styles, sizes and colors. Ask for literature and other helpful data, or write directly to Besser Mfg. Co., Box 183, Alpena, Michigan, U.S.A.



Half Century of Concrete Masonry Progress!





*Beauty  
that pays off  
... for you!*

Beauty in a door is for everybody! The builder sells the house more easily. The supply dealer takes pride in furnishing the best. And the homeowner has the life-long satisfaction of doors that keep their good first impression, harmonize with the architectures and

modern furnishings. Atlas Plywood doors pair well with plywood paneling . . . All this is because Atlas Plywood controls the quality and value — from forest to finished product. There's profit for everybody in beautiful doors by **Atlas Plywood.**

there's *Beauty  
in Birch...*

*if it's Atlas Plywood*

Your best bet is birch. It's better for *you* every way you look at it — and it looks beautiful.

Atlas Plywood brings you birch flush doors at their best . . . absolutely dependable, easy to work, easy to maintain . . . able to take any stain or paint to best advantage, versatile, hard, durable . . . sure to make any homeowner happy and keep him so.

Atlas Plywood can stand back of its guarantee for gluing, trimming, truing and sanding because Atlas Plywood controls the quality at every step.

*Contractors!*

As part of the Atlas Plywood quality control, Atlas Plywood field men make spot checks as a job proceeds in order to insure that *delivered* quality measures up to Atlas Plywood standards. These men will also give you the benefit of their experience toward getting the best possible use out of the profitable beauty you have bought.

*Free Color Folder*

brings you complete details on Atlas Plywood Flush Doors. For your copy address Dept. AB-10, 1452 Statler Building, Boston 16, Mass.

**Atlas Plywood**

CORPORATION

FROM FOREST TO FINISHED PRODUCT

BOSTON 16, MASS., DISTRIBUTORS IN ALL PRINCIPAL CITIES



*choose from three door grades —*

"Estate" — premium grade, for natural finishing, book-matched

"Suburban" — for high grade staining; pleasingly matched

"Metropolitan" — all-purpose grade, suitable for staining

Each grade in hollow-core or solid-core construction.





*Sell them the garage door  
they LOVE to close - a STRAND  
by don herold*

A lot of people *bate* their garage doors—and the men who sold 'em to 'em. The doors are hard to open and hard to close.

But owners of STRAND All Steel doors find it a joy forever to operate them. As a result, the owner shuts his STRAND Door every time, and it makes his house more beautiful. (1. Because it hides the open garage from the street or neighbors; 2. because of STRAND'S modern horizontal-line styling.)

You'll stay IN GOOD with your customers if you sell the STRAND Door, because it STAYS easy to oper-

ate. Its bridge-like, welded rear bracing and its strong, oven-baked galvanized armor against rust give it lifelong endurance. It will never rot, sag, warp, shrink, swell or splinter.

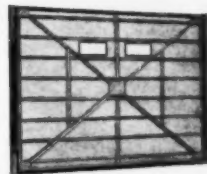
**\$\$\$ INBUILT PROFITS \$\$\$  
FOR YOU**

The one-piece door and the factory-assembled hardware enable you to install your customer's STRAND Door in a prepared opening in minutes!

Your customers will like the low first cost of the STRAND—due to standardized large-scale production in the largest home-garage-door factory on earth.

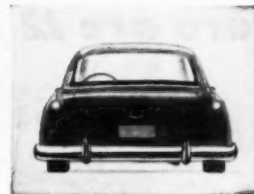
**BRISTLING WITH  
SELLING POINTS**

You can sell the STRAND against any garage door on the market—low cost, lifetime smoothness, beauty, etc. It beats other steel doors on installed price and in many other ways. It will not warp, swell, rot, shrink or splinter like wood, or dent like aluminum.



**BRACED LIKE A BRIDGE**

Take 'em behind the scenes. Show 'em the strong diagonal braces welded to the staunch frame. Mention the thick, galvanized armor coat for lasting rust protection. (No prime paint coat necessary.)



**FOR TODAY'S WIDE CARS**

For only \$5.50 more (factory list) you can give 'em a 9' receding or canopy STRAND Door—which is a good idea when possible. (8' also available in canopy or receding type, and 16' double door in receding type only.)

**WIDE NATIONAL DISTRIBUTION**

STRAND Doors are easy to get in a hurry through 150 national distributors and thousands of dealers.

**BE A GARAGE "EXPERT"**

This 32-page book will give you a lot of quick and easy garage "know-how." Contains 12 smart designs and sensible floor plans, how-to-build instructions, material lists, driveway sketches, etc.



Strand Garage Door Division  
Detroit Steel Products Co.  
Dept. AB-10 2242 E. Grand Blvd.  
Detroit 11, Michigan

Please send 32-page booklet of Garage Plans and Ideas. I'm enclosing 10c for postage and handling

Please send free Strand literature and free Garage Plan of the Month

Name

Address

City  State



**here are 12 pages of "know how" to help you  
keep that job moving in**

**Use American Builder's Weather Service — Here's How —**

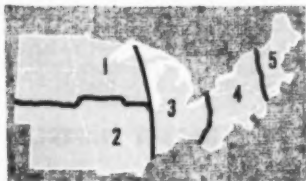
**Monthly weather service a must for long range planning**

Builders can foresee the weather future with *American Builder's* monthly weather service prepared by Irving P. Krick, Ph.D. noted expert in the field of weather forecasting. Dr. Krick's weather predictions are proving to be phenomenally accurate, right at least three out of four times.

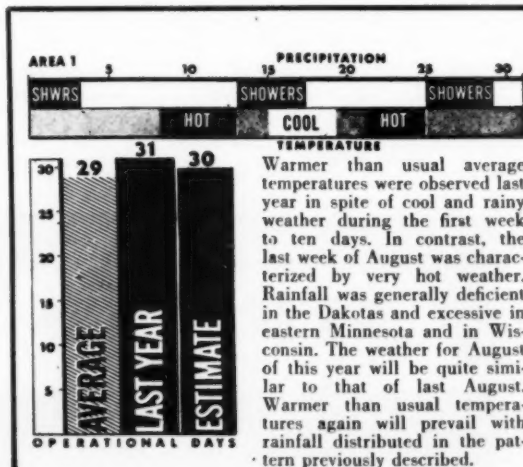
This weather forecasting information, found monthly in your *American Builder*, is prepared 30 to 45 days ahead so builders can plan future operations.

The weather page is very easy to use. First turn to the weather page (see index in every issue). You will find a map similar to the one shown here. Pinpoint your area on the map and note the block number. Then read the weather in the corresponding numbered area.

Across the top are numbers 1 to 30 which represent the days of the month. Below is the forecast for rain during the month, and on the bottom of the horizontal bar chart are the temperature forecasts.



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.



Warmer than usual average temperatures were observed last year in spite of cool and rainy weather during the first week to ten days. In contrast, the last week of August was characterized by very hot weather. Rainfall was generally deficient in the Dakotas and excessive in eastern Minnesota and in Wisconsin. The weather for August of this year will be quite similar to that of last August. Warmer than usual temperatures again will prevail with rainfall distributed in the pattern previously described.



*Do you fold up shop when nature unleashes bad weather on your building project?*

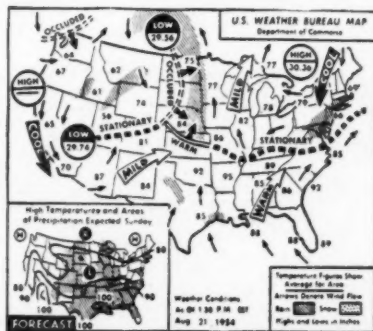
*You shouldn't, for today's equipment, material, and technical know-how make non-operational days few and far apart. Builders who use the construction tips on the following pages and American Builder's long range weather forecast in their planning, can continue to build and profit despite bad weather.*

## HOT — WET — COLD weather

### Short range forecast

On the preceding page rain is indicated for the 25th to the 29th of the month. Builders planning their long range operation at the first of the month should not schedule pouring of slabs those days.

However, by adding the short range weather forecast found in his daily paper a builder can supplement the service. He will be able to confirm the likelihood of rain as much as 3 or 4 days before the 25th. If the rain is not coming (local forecast), the builder can make last minute changes to suit his building needs.



Weather needn't stop today's builder because modern building materials, construction techniques, equipment and accurate advanced weather predictions can, with few exceptions, permit uninterrupted building operations.

Here is a compendium of useful tips for avoiding trouble in licking what, in the past, have been costly interruptions, whether the weather is freezing and snowy in the north, hot and arid, particularly in the southwest, or sticky and rainy as is often the case in many southern and coastal areas.

The various major operations which, in the past, have been adversely affected by bad weather are listed here, and the ways to beat them are presented in tabular form, each under its particular bad weather condition. Builders in northern climes will want to study the cold weather techniques, while southern and coast builders who have plenty of rain and humidity in the winter months will want to study these building techniques. The hot weather information, frequently applicable in all sections of the country, should be studied, then filed away for use during next summer.

## HOT WEATHER

### 1 — Excavating

No unique problems in hot weather.

### 2 — Trenching

Prolonged hot spells dry some soils to a rock-like hardness which is hard on trenching machine cutters. If such a soil condition exists, it is best to procure case-hardened cutters from trencher manufacturers. Otherwise, no other problem exists for this operation.

### 3 — Forming

No unique problems encountered.

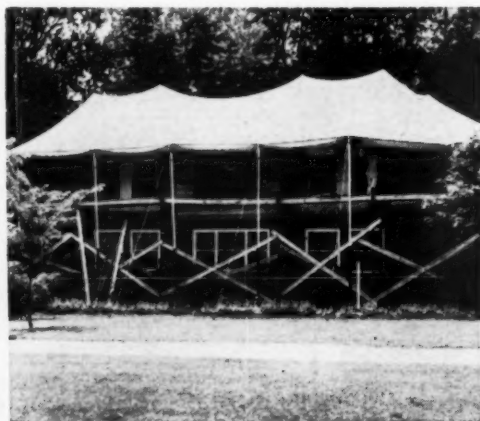
### 4 — Shelters

Canvas and waterproof paper need to be used as shading devices where direct sunlight and heat must be kept from newly laid concrete.



Portable tent covers concrete work in cold or wet weather

Large circus-type tent top can be placed over building for protection in inclement weather



AMERICAN BUILDER

## WET WEATHER

Builder's problem depends on degree of saturation of the soil. To dig basements when very wet soil conditions prevail, a well point can be driven into the ground at the approximate center and the water pumped out. This method will dry out areas up to  $\frac{1}{2}$  acre.

For smaller areas a pit can be dug beside the foundation about one foot lower. Water can be pumped out of the pit. When water stands in the pit lower than the proposed footing level, work can start.

Many gumbo soils will clog trencher in extremely wet weather. Operator will frequently have to stop machine, scrape off sticky soil, start again—and so on until the job is done.

Stabilize soil where form will set with gravel when mud is encountered. Tamp gravel well.

Canvas, waterproof paper and plastic should be ready when rain threatens newly laid concrete. Lumber materials and power tools should also be protected.

## COLD WEATHER

Modern excavation machinery has little trouble digging in frozen ground up to one foot. Large scale machines and large hydraulic back hoes can penetrate frost even deeper. Once machine is below frozen ground, it will break off frozen top layer and the excavation continues as normal.

To keep excavation from freezing during cold weather, 10 to 12 inches of hay or straw should be placed in the excavation. This is important as footing should not be poured on frozen ground.

Where frost has penetrated deep into the soil a fire is needed to thaw out ground first. Hay or straw two or three feet thick covered with a few inches of sand will smolder for a long period. Wood scraps and petroleum products can also be set afire.

Flame throwers are beginning to make an appearance for thawing small sections at a time.

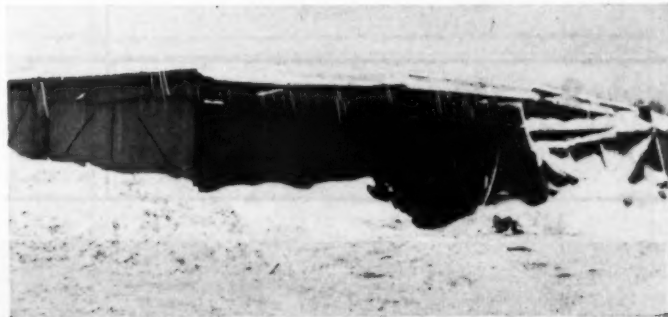
Cold weather trenching is much like that of hard soil. Case hardened cutters are recommended where temperatures are below zero. Trenching gets progressively harder as temperatures drop.

Many operators will start a charcoal or coal fire the night before. Fire is maintained over night. Trenching is easier in the morning.

Do not place form on ice or snow. Also exercise care that ice or snow do not get on form before the concrete is placed.

Portable and temporary shelters made from canvas, waterproof paper, plywood, lumber, insulation board, and hard board are musts for most cold weather building. Provision must be made for temporary heat inside these shelters.

Temporary winter shelter can be made with standard framing materials and waterproof paper



Frozen ground does not stop large power tools



Simple canvas shelter offers protection in inclement or cold weather



## HOT WEATHER

### 5 — Concrete Pouring

Recommended procedure is not to pour or finish concrete when temperatures are over 90 degrees. Many builders who live in areas where day time temperatures are over 90 degrees for long stretches pour very early in the morning or very late in the afternoon. For high strength concrete every effort must be made to keep the concrete under 80 degrees by shading.

### 6 — Concrete Protective Methods

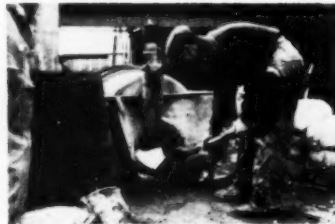
Concrete can be kept below 80 degrees by covering with hay or straw, burlap, canvas, cotton matting and kept wet. Membrane curing is finding favor in road building industry. Membrane is petroleum, bituminous, or resin material sprayed over the finished concrete to reduce evaporation. Black membrane coatings should be white-washed in hot weather to reduce heat gain.

### 7 — Masonry

Masonry units must be kept wet in hot weather. Old time masons kept bricks under water. Saturated brick reduces suction of water in mortar resulting in better bond.



Oil-fired blower heater warms masonry units



Gas-fired heater warms concrete in mixer

### 8 — Masonry Protective Methods

Tarps or waterproof paper over the wall will keep the wall shaded and cooler. The wall can be sprinkled after the mortar has set to keep it cool.



Mortar and masonry need to be warmed when temperature is below 40 degrees



## WET WEATHER

At certain curing stages wet weather is most beneficial to concrete. Prior to concrete setting it must be protected if rain threatens a newly poured slab. Waterproof paper, tarps, portable tents are used. Rain after slab has set has no ill effect. Cement and concrete aggregates should be kept dry in rainy weather.

Wet weather is beneficial to concrete curing. In wet weather where speed of setting is essential and it looks as though time is limited before another rain, concrete men have been using high early strength concrete to speed setting.

Masonry can be laid under shelters in wet weather. Rain will not affect wall if mortar has set up enough so it doesn't smear. Keep covered if mortar is not set up.



Fire under coils warms water

Tarp, waterproof paper, or temporary tent shelter should be placed over wall to keep it dry.



Aggregate must be warmed in cold weather to maintain concrete of 70-80 degrees

## COLD WEATHER

Concrete should not be poured over ice or snow. Many builders put calcium chloride in bottom of trench to thaw ice and snow. Concrete should be maintained between 70 and 80 degrees. This requires batching plant to know exact pouring time. If concrete is mixed on job, all aggregate should be free from ice and snow and pre-warmed before use to maintain the 70 to 80 degree temperature.

The Portland Cement Association recommends the mix be maintained at 70 degrees for three days or 50 degrees for five days for proper setting of normal concrete. For high early strength concrete, curing temperature should be 70 degrees for two days or 50 degrees for three days.

Calcium chloride can be added to concrete. Two pounds per bag of cement are recommended by the Portland Cement Association.

Builders concreting in cold weather need to plan in advance so as to have shelter and heat when temperatures drop below 32 degrees. Straw and hay will protect concrete at slightly over freezing temperatures.

Keep masonry units dry while being stored. Place on planks that are raised off the ground. Cover with tarps. Reason is to keep moisture out of brick. It is liable to freeze.

Mortar mix in cold weather must be properly prepared and heated. Aggregate and water should be heated to 150 degrees, not to exceed 160 degrees. Sand should not be scorched.

Further precautions are:

1. Never place masonry units on snow or ice.
2. Keep walls covered.

Structural Clay Products Institute recommends that 1:1/4:3 mortar (cement, lime, sand by volume) should be heated to over 40 degrees when outside temperature is below 40 degrees. Air on both sides of wall should be 40 degrees for 48 hours. Time of air on both sides of wall at over 40 degrees can be reduced to 24 hours with high early strength cement.

For 1:1:6 mortar the same procedure as above applies except protective period is 72 hours and 48 hours with high early strength cement.

### CONSTRUCTION PRACTICE

Temperature Range	Type of Heating	Masonry Protection
Below 40	None	None
Above 32		
Below 32	Salamanders	Provide wind breakers
Above 25		
Below 25	Salamanders	Waterproof paper or canvas cover
Above 18		
Below 18	Salamanders or steam	Canvas cover
Above 0		
Below 0	Steam	Complete enclosure



Straw covering protects poured concrete foundations

## HOT WEATHER

### 9 — Lumber

Lumber is kiln dried to certain moisture standards that approximate the humidity conditions where it will be used. Keep lumber covered with waterproof paper. Store on level ground as hot, dry weather has tendency to warp lumber.

### 10 — Insulated Sheathing

No adverse effects to this material.

### 11 — Plywood

Hot weather has no ill effect on plywood. However, it is suggested that the material be kept covered.

### 12 — Roofing



Cold weather application of built-up roof must be on dry surface

Wear sneakers or some flexible rubber soled shoe to avoid marring of asphalt shingles in hot weather. Store asphalt shingles indoors or, if necessary to store on job, keep shingles covered and in the shade. Do not place packages of shingles on the ground. Place on 2x4's or on wooden platform. Don't drop shingles from the truck. Shingles may be marred in hot weather. Do not stack over three feet, shingles might bleed. When storing roof roofing stand it on end as it may bleed or stick if stacked like cordwood.

Dry conditions are most important for laying built-up roofing. Frequently built-up roofs are laid over insulation board. The insulation material must be dry. Moisture will cause built-up roof to blister.

Rolls of felt used for built-up roofs must be stored off the ground. If stood on end on the ground, rolls may absorb moisture and later cause blistering of roof.

### 13 — Insulation

Temperature has no adverse effects on this material.

Correct piling of lumber is important in summer. Heat can cause warping



## WET WEATHER

Lumber, especially trim stock and mouldings, is kiln dried to standards which will reduce contraction and expansion after it is installed. Deliver trim lumber after house has been closed in. All other lumber should be covered.

Keep insulated sheathing covered, especially those that do not have a waterproof coating. Store sheathing off ground.

Keep plywood covered if on job. It is best to keep this material inside. Interior plywood has 10 cycle gluing which allows 10 wet and dry cycles before the glue bond breaks down. Store plywood off ground.

Do not apply shingles on wet days over a wet underlayment or on a wet deck. Moisture in either shingle, underlayment or deck will cause buckling and give roof poor appearance. Store shingles off the ground on 2x4's or a wooden platform.

When using emulsion don't apply if there is likelihood of rain within 24 hours after application. Emulsion will absorb water. This is important when applying the new 2-12 asphalt shingle roof.

Store roll roofing in wet weather on end.

Many insulations break down after repeated soakings. Most insulation has its insulating qualities impaired when wet. If installed, other moisture vapor problems could arise such as roof buckling, paint peeling, etc. It is best to store insulation inside, out of the weather. If it must be stored outside, keep from contact with ground and keep well covered.

## COLD WEATHER

Cover lumber with tarps or waterproof paper to keep off snow and ice. Stack lumber off ground. Keep it from sagging. Successive freezing of wet lumber will cause excessive checking and the breaking down of the cellular structure which will weaken the lumber.

Cover. Keep snow and ice off insulated sheathing. Keep dry. Handle  $\frac{1}{2}$ -inch sheathing with moderate ease. If kept dry, weather conditions have no effect on the material.

Temperature has no adverse effects. Keep material dry. Cover to keep off ice and snow. If surface is damp, freezing tends to widen splits and roughen face.

For built-up roofs wait for break in weather as it is most important that deck, insulation and material are dry.

Store rolls of felt off ground as they might absorb moisture.

Wear sneakers or other rubber soled shoes to keep shingles from cracking. Store shingles indoors as shingles will get brittle and difficult to work with in temperatures under 45 degrees. If shingles must be stored outside, keep off the ground and see that they are well covered. Do not drop shingles off truck. They might crack if weather is cold. In cold weather, do not stack shingles over three feet; bottom shingles might crack on edges.

When using emulsions in valleys or on 2-12 pitched roofs, do not let emulsion freeze.

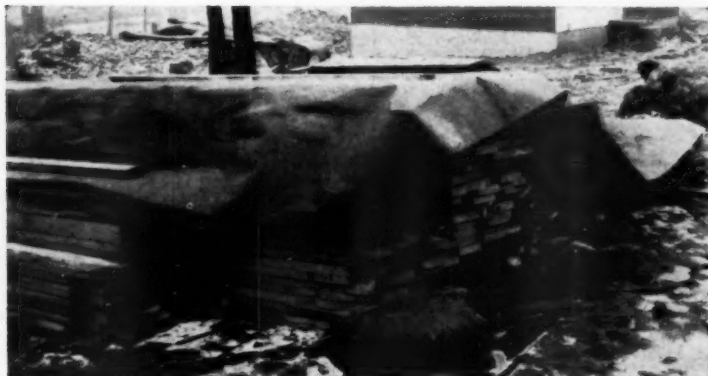
For roll roofing it is not best to apply when temperatures are under 45 degrees. If it is necessary to apply at these temperatures, warm roll before unrolling to avoid cracking. Cut roll into 12 to 18 foot lengths and lay on a flat surface until roll lays flat without curls or waves. Then apply.

Don't ever warm or heat asphalt cement directly over a fire. Put *unopened* can in hot water to warm.

Store roll roofing on end and off ground. For built-up roofing keep all materials, deck, insulation and felt dry. Any dampness will cause built-up roof to blister.

Store rolls of felt off the ground as they may absorb moisture. In cold weather do not throw chunks of asphalt that are covered with ice or snow in kettle. This will cause kettle to overflow and start a fire.

Temperature has no effect on this material. Keep covered from ice and snow. Keep dry. (See conditions under wet.)



Tarp covering is invaluable for protecting lumber in wet weather. Lumber should be stored off ground. Tarp shown is a waterproof paper variety

## HOT WEATHER

### 14 — Painting

Do not paint in direct sunlight. Paint will seal over, underneath thinner will be trapped. Surface could blister. Solvents dry out of paint fast in hot weather, making it hard to apply. Paint shady side of house a couple of hours before it will be in direct sunlight.

### 15 — Plaster

Cover all openings of building during hot weather to prevent drying effect of hot winds. Use a coarse mesh fabric. Unless this is done "dryout" may occur. "Dryout" results from a rapid evaporation of water from plastered wall with insufficient water remaining for setting action of gypsum. It results in a soft and crumbly appearance. To correct this condition apply water to "dryout" portions with spray nozzle of hose. Continue operation every two hours until plaster sets hard and firm.

### 16 — Gypsum Wallboard

Temperature has no adverse effects on this material or in its finishing.

### 17 — Flooring - Doors - Millwork

It is best to store flooring, doors, and other millwork under cover at normal temperatures in normal relative humidity conditions.

Have this material delivered to job when needed and plaster has dried. Do not store on ground. If it must be stored on job site, keep off ground and keep covered. It would be best to wrap it completely in waterproof paper.

### 18 — Interior Decorating

If building is too hot, paint might set up too fast. There is danger of lap marks showing. The addition of a paint drying retarder will help. Paint small area at a time in hot weather.

Wallpaper is not affected by temperature.

### 19 — Plumbing

Temperature has little effect on this operation. Heat might slow up tradesmen's efficiency but does not affect material.



Window frame is pre-primed before cold weather installation



Siding should be pre-primed on both sides before applied. Siding in photograph has been dipped in stain before application

## WET WEATHER

Paint will not anchor properly with too much moisture. Sooner or later peeling will occur. Do not apply to wet or green lumber or heavy dew that might be on siding. Dew, however, is not as serious as water that is in the wood. In humid areas, a fungicide is recommended to prevent mildewing of the paint.

Open doors and windows to stimulate more rapid evaporation of water in plaster. In very humid conditions artificial heat or dehumidifier should be used. If plaster cannot dry in a reasonable time a "sweat-out" exists where plaster has musty odor and loses strength. Plaster in this condition is worthless and no known remedy exists.

Gypsum board is highly susceptible to wet or rainy weather. It should be stored under roof. If it must be stored outside, place off ground and take extra precautions in covering to see that gypsum board is kept absolutely dry.

Wet weather slows down the drying of joint taping. Heat or dehumidifier could be used.

Do not let doors, flooring, or millwork get wet. Warping, swelling and raised face grain will result. Keep under cover. Deliver to job only when needed after plaster has dried. Do not store outdoors.

Painting the interior in wet weather offers no particular problem if ventilation can be secured. Wet weather slows drying.

Applying wallpaper in wet weather presents a problem with the paste. Paste might sour and spoil paper. A tablespoon of carbolic acid to a bucket of paste will keep paste good three or four days.

If paper won't dry in three or four days, turn on heat or use dehumidifier if one is available.

Rain has little effect on plumbing but does affect the running of sewer and water lines from mains to house. Shelters could be placed over ditches if installation had to be made during these weather conditions.

## COLD WEATHER

Do not apply exterior paint if temperature is under 55 degrees. Paint will not dry properly and will substantially lose its durable qualities. It is best to pre-prime in a heated-ventilated shed and finish painting in the spring.

Provide heat to dry plaster when temperatures fall below 40 degrees. Plaster that has frozen before it has set results in damp, dark colored walls with reduced strength. In thawing plaster provide ventilator, in addition to heat, to remove moisture and prevent "sweat-out." (See conditions under wet weather.)

Temperatures do not affect the material if it is in a dry state.

Do not let material get damp and freeze. Do not let applied joint cement freeze—apply heat.

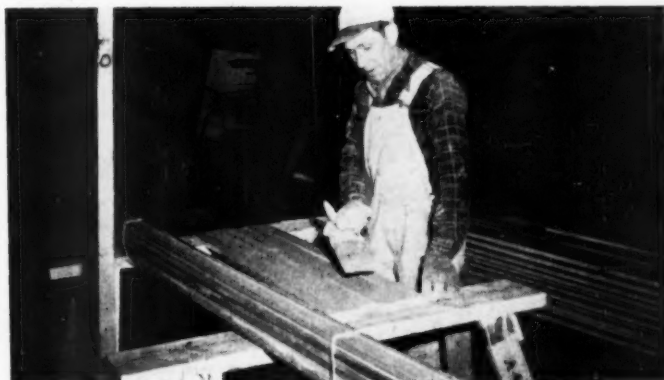
Deliver doors, flooring, or millwork from heated shed to heated house after plaster has dried. Apply material only after furnace can be turned on. Do not store outside. Best procedure to apply flooring in winter weather is to heat house to 70 degrees. Pile flooring loosely inside house four or five days before laying.

Temperature for interior painting is no problem as heat will probably be turned on. Some ventilation is needed to dry paint. Some paint does poor job below 60 degrees. It is best to heat house.

Wallpaper should be applied in warm room. Coated papers will crack when unrolling in temperatures under 60 degrees. If heat is not applied, souring of paste could occur. (See wet weather.)

Temperatures under 50 degrees are considered too cold to do plumbing work. Plumber cannot work with plumbing tools when conditions are such. Temporary heat is suggested to continue operation.

Prime coat is applied inside a temporary, heated shed. Finish coat of paint is applied in dry weather. Priming shed should be used either in wet or cold weather



## HOT WEATHER

### 20 — Electrical

Temperature has no effect on the material but does affect the efficiency of the tradesmen.

### 21 — Heating— Air Conditioning

Temperature does not affect material.

### 22 — Temporary Enclosures

Simple framed skeletons over concrete work, etc., with canvas or waterproof paper coverings will give protection from hot sun.

### 23 — Portable Tools

Heavier grades of oil must be placed in the gear case. Do not overheat tool. See that air vents are not clogged.

### 24 — Machinery

Use heavy oils and greases. Make sure radiator is filled with water and is properly cooling engine. For crawler tractors be sure there is oil for lower rollers. Put in proper weather oil in hydraulic systems. If dust must be considered, clean oil filter often.

### 25 — Safety

Keep building site clean—not full of rubble. Do not stack material too high. See that all scaffolding is well braced or supported. Don't let burning scrap piles get out of hand. Shore deep trenches. Do not use poor ladders. Secure loads. Supply fresh drinking water on the job.



Use your bulldozer to remove snow. Check battery, points, plugs and anti-freeze often in cold weather



Cover your bulldozer in wet weather for easy starting

## WET WEATHER

Electrical wiring put in houses is known as "dry type" and should not be installed in direct rain. If water does not fall directly on the wiring, however, electrician can install it.

It is very seldom heating or air conditioning would be stored outside. If this is the case, it should be raised off the ground and covered with tarps or waterproof paper. Installation usually takes place in substantially completed building.

Heavier, braced, framed skeletons with canvas or waterproof paper covering will give protection from rain. Framing needs to be stronger because of winds sometimes accompanying thunder storms.

Builder might also rent tents to cover work.

Important caution for using power tools in wet weather is to see that tool is *grounded*. Portable tools should be grounded at all times, but it's most important in wet weather. Under certain conditions in wet weather a man could be killed. Check ground wire. Store in dry place.

Check starting mechanism if gasoline engines are used. Keep engines dry. Keep ignition system dry.

For clutch-type tractors with dry clutches, see that holes to let water out are open. Track system or crawler type tractors need proper lubrication in wet weather.

Ground all power tools.  
Use low voltage extension cords.  
Block wheels of trucks on slopes.  
Caution against wet scaffolds, ladders, other walk ways.  
Secure loads.  
Shore trenches.  
Caution in working at high levels that have slippery surfaces. Winds during thunder showers mean caution at high levels.



**Ground electric tools. Make certain the ground wire (the third wire) on every portable electric tool is attached to suitable ground. Report all unprotected tools to the foreman. A shorted circuit can give such a jolt you may loose your balance and fall, or, if you are standing on wet ground, the shock can kill! Be sure of your ground**

Credit for assisting in the compilation of this material goes to: Actna Plywood and Veneer Company; American Concrete Institute; Angier Sales Corporation; Appalachian Hardwood Manufacturers, Inc.; Armstrong Cork Company; Arps Corporation; Asphalt Roofing Industry Bureau; California Redwood Association; Caterpillar Tractor Company; Crane Company; General Electric Company; Institute of Boiler and Radiator Manufacturers; Insulated Board Institute; Jewel Paint Company; National Concrete Masonry Association; National Electric Manufacturers Association; National Lumber Manufacturers Association; National Ready Mixed Concrete Association; National Safety Council; Oliver Corporation; Portland Cement Association; Rieberaft Company; Skil Corporation; Structural Clay Products Institute; United Wallpaper Company.

## COLD WEATHER

Temperature has little effect on the material though it does affect tradesmen. It is best to place temporary heat in building when temperatures drop below 50 degrees.

Temperature has no effect on the material. Installation should be made with temporary heat (salamanders, etc.) when temperature is under 50 degrees.

Wet systems will need temporary heat (salamanders) for test period.

Temporary enclosures should be well built. Snow load must be taken into consideration. For large enclosures, plywood, hardboard, or insulated sheathing should cover framework and canvas or waterproof paper should be placed over the sheathing material.

For small areas or small storage enclosures a well braced frame with canvas or waterproof paper will suffice.

When starting tool in freezing weather let it run without load until it warms up before using it. Store the tool in a warm place. Use thin oil in gear case.

See that battery is fully charged and that points and plugs are set according to manufacturer's specifications. Check anti-freeze often. Use thinner viscosity oils.

For diesel (capsule starting) systems, be sure system is clean.

Use proper viscosity oil for hydraulic system in cold weather.

Clean ice and snow from track. In moving, make sure track is not frozen to ground. Starting off when track is frozen will break gears—a common mistake during winter weather.

Caution men to dress for winter weather. Several layers of thin clothes are better than a few layers of thick clothes. Wear earmuffs and gloves in extreme cold.

Watch for frostbite.

Watch for slippery ice and snow patches.

Watch for ice and snow covered ladders, scaffolds, etc.

Make sure salamander and other temporary heating equipment does not set fire to canvas tarps.

Keep building site clean. Frozen debris under snow could be dangerous. Secure loads.



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# **KLINKII**

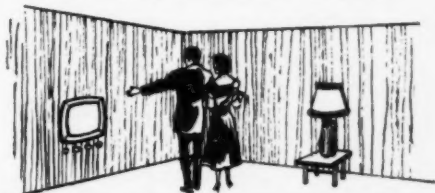
**THE PERFECT PLYWOOD**





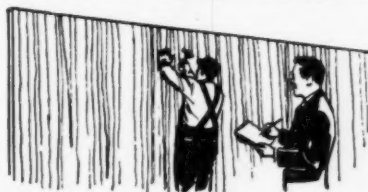
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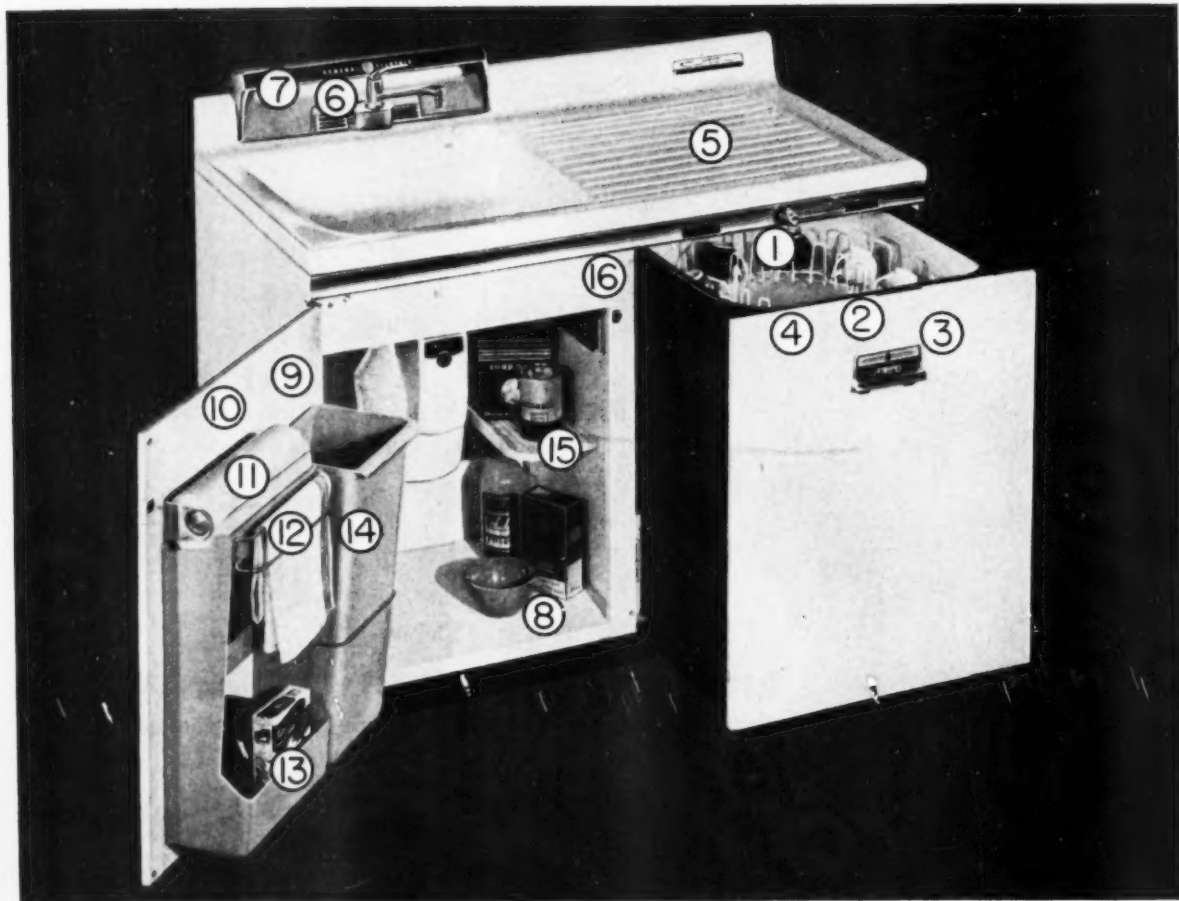
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- 5.** New sink top—specially designed "no-drip" edge.
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- 8.** New and bigger under-sink storage.
- 9.** Under-sink lighting—automatic, door operated.
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- 12.** Special rack for hand towels.
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Please send me  
... detailed information on Disposalls  
... detailed information on Dishwashers  
... name of nearest G-E distributor.

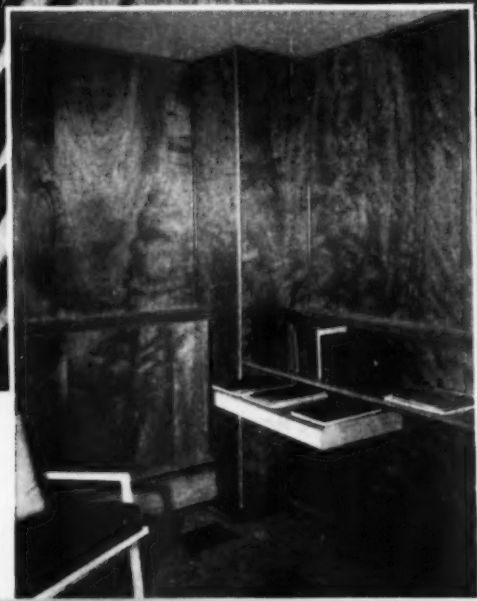
Name .....

Street .....

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

GENERAL  ELECTRIC

*From the Heart of Africa...*



**HERE'S A CLOSE-UP OF SAMARA!** Naturally a black and white picture cannot do justice to Samara's warm soft coloring, but notice the distinctive grain pattern . . . see how much *sales appeal* it has on a wall . . . and think how little it costs!

# Weldwood brings you **SAMARA**<sup>†</sup> the genuine hardwood paneling that costs only about \$21\* for an 8' x 12' wall area.

**There is absolutely no substitute for the natural beauty and sales appeal of real wood paneling. Samara is an exceptionally beautiful wood! Judge for yourself how it compares with your present walls in sales appeal and cost.**

Here's *genuine* African hardwood that compares favorably in cost, when installed, with conventional finished walls.

You can see for yourself why it is no longer necessary to finish off interior walls in the same old way. In fact, you are missing a house full of *sales appeal* if you do!

With Samara you can panel single walls or do entire rooms, *at no additional cost*. No other solid wall covering material even comes close to matching the natural *beauty* and *serviceability* of real wood paneling. It's a beauty that is away from the ordinary, sets a house apart—*has a prospect reaching for his checkbook!*

#### **LIFE-OF-HOME GUARANTEE PACKS SELLING PUNCH.**

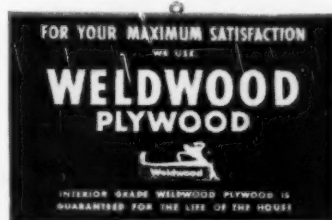
Like all Weldwood interior paneling, Samara needs little or no care. It's easy to clean. Its cheerful natural color is on the order of light mahogany. It can be left natural or finished in any number of interesting ways. You have a real selling feature in the fact that Samara is *guaranteed for the life of the home!*

**EASY TO INSTALL.** Samara can be quickly installed and finished by conventional methods. Pre-finished Samara panels are particularly suitable for the new Weldwood Contact Cement Method of installation, which eliminates nails. Weldwood mahogany molding provides still another way. Your nearest Weld-

wood distributing unit will be glad to provide complete installation instructions.

**OUR SALESMEN ARE AT YOUR SERVICE.** As a service to you and your lumber dealer, our salesmen are available to assist you in planning the use of Samara and other United States Plywood Products in your homes. Call any of our branches for this service.

**SEE YOUR LUMBER DEALER.** See Samara and other fine Weldwood paneling at your lumber dealer's today! See the complete line, including Weldwood Stay-Strate® Doors and Fire Doors at any of the 73 United States Plywood or U.S.-Mengel Plywoods distributing units in principal cities, or mail coupon.



This Weldwood Guarantee display plaque in genuine walnut, 11<sup>3</sup>/<sub>4</sub>" x 7<sup>1</sup>/<sub>2</sub>", is available free for builders featuring Weldwood paneling. Ideal for model homes.

†Trade Mark

**AVAILABLE IN HANDY 4' x 7' AND 4' x 8' SIZE PANELS—<sup>1</sup>/<sub>4</sub>" THICKNESS**

\*Approximate price for unfinished panels. For factory-finished panels, ready to install, contact your Weldwood dealer for prices.



## **Weldwood**<sup>®</sup>

**United States Plywood Corporation**

*World's Largest Plywood Organization*

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

**U.S.-Mengel Plywoods, Inc.**, Louisville, Kentucky

*In Canada, Weldwood Plywood Ltd., Toronto and Montreal*

**UNITED STATES PLYWOOD CORPORATION**

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

AB-10-54

- FREE  Please send me free sample of Samara.  
 Send me 24-page Contractors and Builders Book packed full of Weldwood data and specifications.

NAME .....

ADDRESS .....

CITY ..... STATE .....

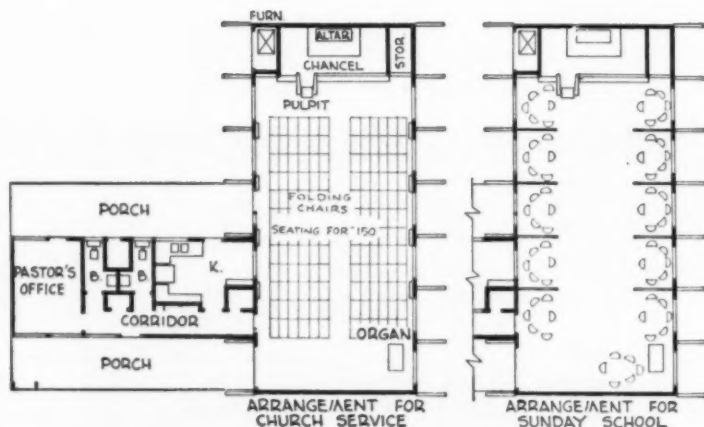


Simplicity of construction creates a straightforward architectural design. "A" frame wood members are anchored to concrete piers. Piers are not connected laterally; there is no continuous footing. They are, however, connected beneath the floor slab with steel. Each pier is connected with the one opposite to prevent spreading

## here's a church for a

**BUILDER:** Samuelson Brothers  
**ARCHITECT:** Culver Heaton, AIA  
**STRUCTURAL ENGINEER:** Serge L. Kolesoff  
**PLACE:** Reseda, California  
**PRICE:** \$24,822

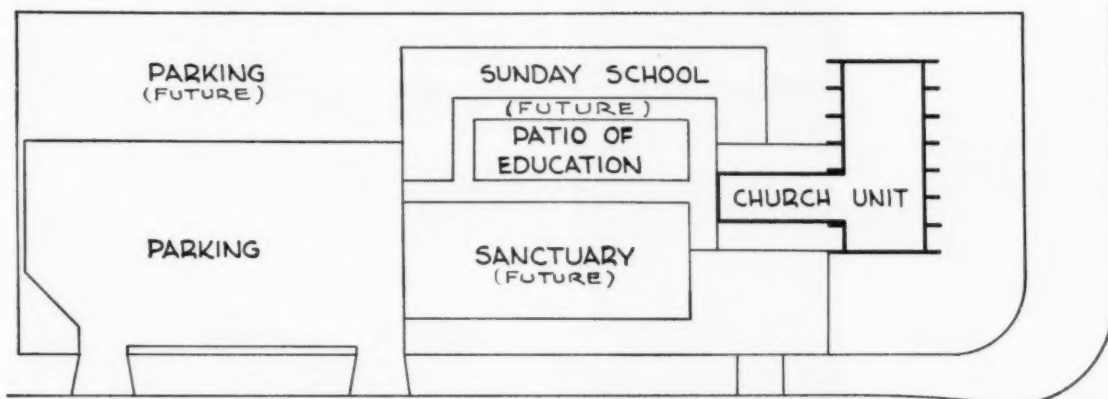
Plan indicates multi-purpose use of nave by use of folding chairs for 150 persons and the use of folding partitions, creating 10 classrooms. Choir and organ are concealed by a movable screen; area forms eleventh classroom. Dinners can be served cafeteria style from stainless steel counter between kitchen and nave



A Reseda, California, Lutheran congregation wanted a building for worship, Sunday school, church dinners, recreation and administration. They wanted a building that would lend itself gracefully to future expansion. A cost of at least \$50,000 seemed conservative.

But with the congregation's rockbottom budget of \$25,000, the building of a church fulfilling all of these requirements became not only an architectural challenge but a battle of the budget as well.

The answer lay in simplicity of design and construction. "A" frames made of three 2x12's bolted together at the job site, form the nave. Anchored in concrete piers, the frames are set eight feet on center. V-joint planking, forming both the roof and the ceiling was nailed over the "A" frames.



Plot plan shows future expansion of church plant around "plaza of worship" and "patio of education." Paved parking lot permits active outdoor games

## congregation with little money—it's expansible

"A" frame is left exposed on inside; is painted a dark blue. Ceiling planking is painted a soft blue-grey, chancel is of redwood; walls, yellow ochre; floor, tan

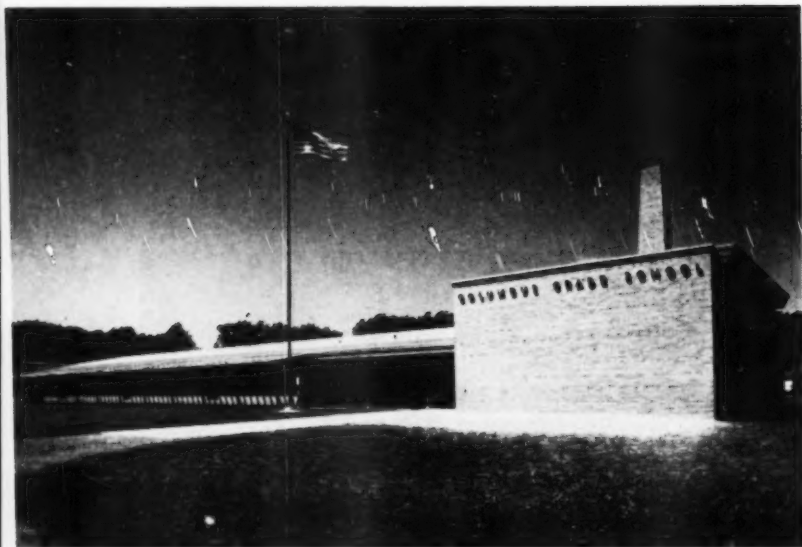
To accommodate the many activities of the church, the nave became a multi-purposed room seating 150 persons by means of folding chairs. Acoustical folding panels swing from the falls to provide eleven Sunday school classrooms. The pastor's study and kitchen furnish adult classrooms.

Tables for church dinners are stored in a closet next to the chancel. The carpet can be rolled back creating a space 24x28 feet, available as a parish hall.

When the bid came in, it was \$23,204. This allowed an additional bay to be added to the length of the nave and a brick veneer on the facade. The final price of \$24,322 included: paving of parking area, walks, landscaping, sprinkler system, chancel furnishings, carpets, dossal curtain, radiant heating and ventilation system.



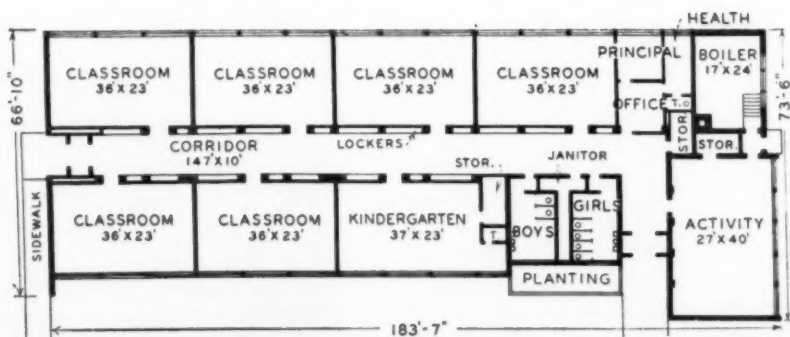
School rooms that face south in this Columbus, Wisconsin, grade school have egg-crate or louvered overhang that restricts direct sunlight from large glass areas along south wall, but permits open view, plenty of light and air



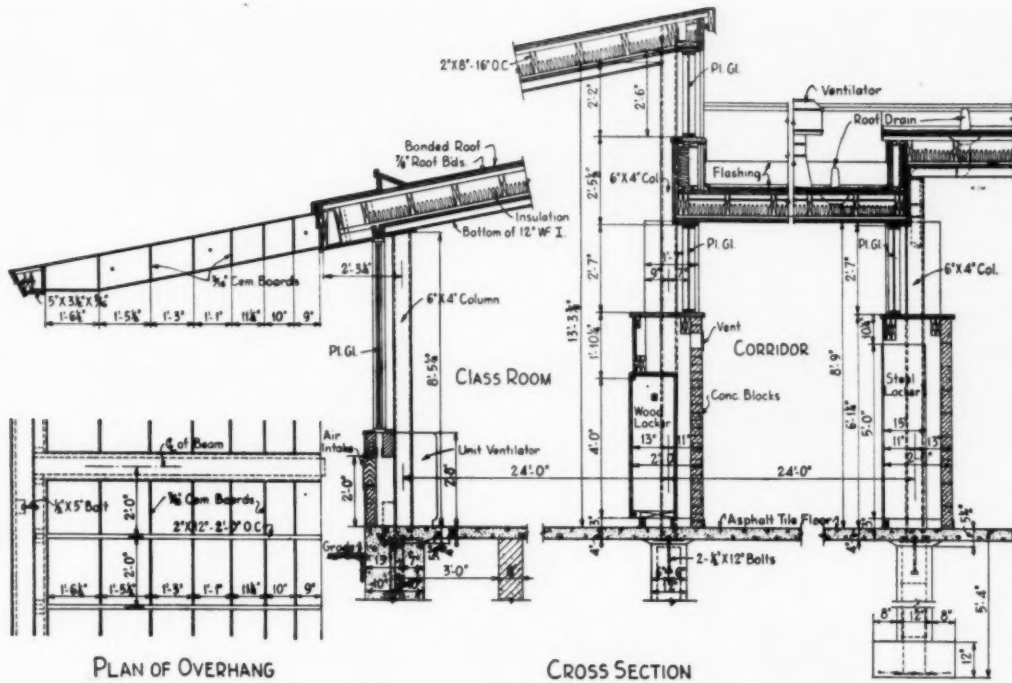
## how egg-crate

▲ Sun shade overhang helps create ground-hugging lines of the building. Design of building won the architects an honorable mention in a national competition for better school architecture

School is fairly small, but very adequate for its needs; additional classrooms may be added to the west should expansion be necessary



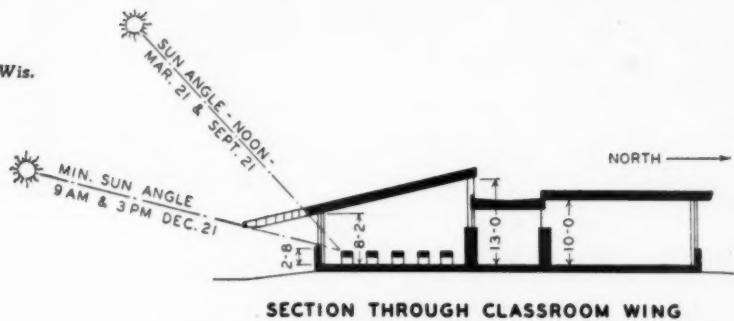




Details of overhang and section showing overhang, clerestory and roof construction

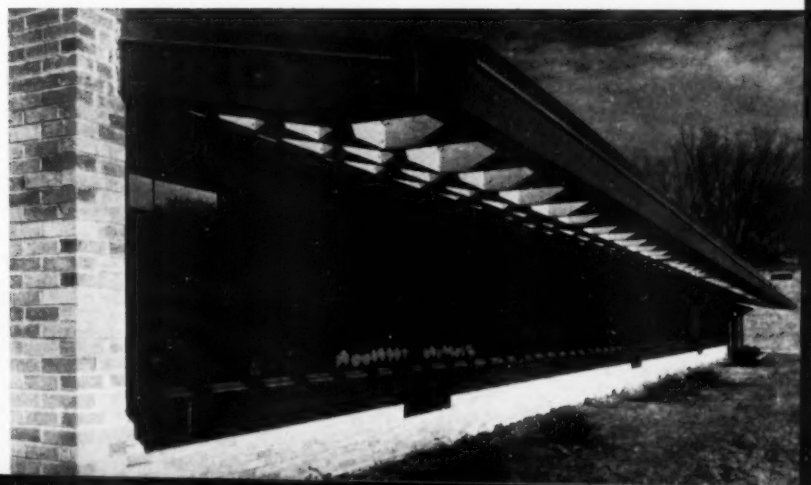
## sun shade solves window wall light problem

**BUILDER:** A. W. Jeske Construction Co.  
**ARCHITECTS:** Weiler and Strang, Madison, Wis.  
**PLACE:** Columbus, Wisconsin  
**CUBAGE:** 153,300  
**COST PER CUBIC FOOT:** \$1.06  
**TOTAL COST:** \$162,255



SECTION THROUGH CLASSROOM WING

Top illustration is section through classroom wing showing angles of sun at various times of year. Direct penetration of sun is negligible. Sun shade cuts glare of sun down below window line (see bottom photo), still allows needed light to penetrate into classrooms





*Here's another home equipped with Ceco-Sterling Aluminum Windows/Jack Boeder; Building Contractor-Architect*

**h**ow to get bigger rooms

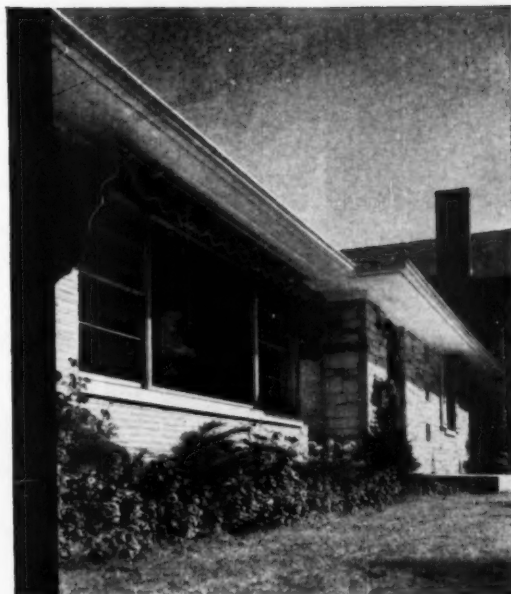
in small homes...

**Builder Jack Boeder adds**  
**the vistas of nature...with**  
**Ceco-Sterling Aluminum Windows**

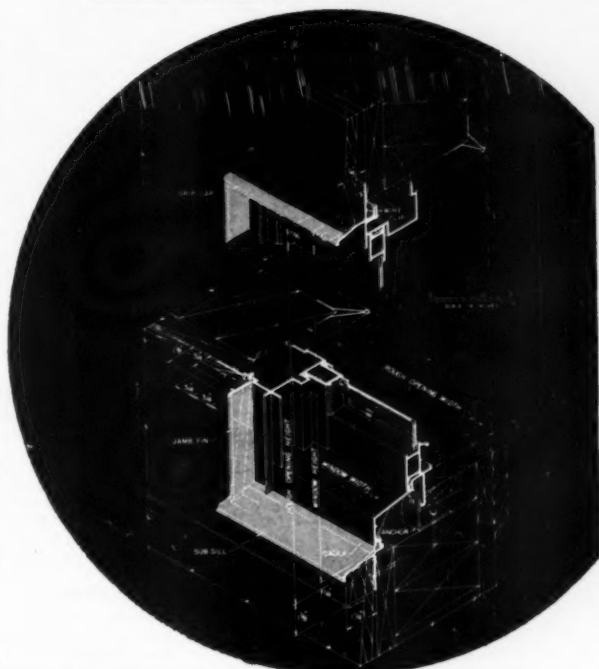
Seven little words just about sum up what buyers want in homes today—"Small houses with lots of big rooms." That's the way Jack Boeder, Western Springs, Ill., builder, sees it. So that's what he gives them . . . and he does this neat trick with windows . . . Ceco-Sterling Double-Hung Aluminum Windows. Slender frames add more glass area . . . which means more view, with nature coming right into the home, and rooms looking as big as all outdoors. This is economical expansion—no expensive special-size glass—natural ventilation provided at no extra cost with standard sash. Yes, Builder Boeder gives his home owners open glass area—and at the same time plenty of inside wall space for furniture and pictures. Spreading over the entire interior is new beauty, too . . . beauty born of light. Here are five other reasons why you'll find Ceco-Sterling Windows better:

1. Easy to install . . . no weatherstripping necessary;
2. When equipped with storm windows, the cost is no more than wood;
3. Maintenance cost is nil . . . no painting necessary;
4. Won't stick, warp or rot;
5. Modern, functional beauty complements any design.

*In construction products*  
**CECO ENGINEERING**  
*makes the big difference*



■ Wide, ventilated glass areas are practical with Ceco-Sterling Aluminum Double-Hung and Picture Windows.



■ This is a detail of the Ceco Aluminum Exterior Fin and Trim used on Boeder homes. Erection time is saved because fitting is eliminated. Jamb's act as guides for siding or masonry. Siding butts to the drip cap and sub-sill.

**CECO STEEL PRODUCTS CORPORATION**  
 Offices, warehouses and fabricating plants in principal cities  
 General Offices: 5601 West 26th Street, Chicago 50, Illinois

*This* "Merry-go-round"  
help make your



**THESE ARE MEMBERS OF AND CONTRIBUTORS TO PONDEROSA PINE WOODWORK:**

**LUMBER:**

Alexander-Stewart Lumber Co.  
Associated Lumber & Box Company  
Blagen Lumber Company  
Brooks-Scanlon, Inc.  
Cascade Lumber Company  
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Crane Mills  
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Gilchrist Timber Company  
Hayfork Lumber Company  
Edward Hines Lumber Co.  
Industrial Wholesale Lumber Co.  
Long Lake Lumber Company  
McCloud Lumber Company  
Michigan-California Lumber Co.  
J. Neils Lumber Company  
Ochoa Lumber Company  
Oregon Lumber Company  
Pestastin Lumber & Box, Inc.

Pickering Lumber Corporation  
Setzer Forest Products  
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Weyerhaeuser Sales Company  
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The Wabash Screen Door Company  
White Pine Sash Company

**ASSOCIATE MEMBERS:**

Chapman Chemical Company  
The Dorris Lumber & Moulding Co.  
McKuen Moulding Company  
Protection Products Mfg. Co.

# and the **POST** selling job easier



This eye-catching, revolving counter-top display puts Ponderosa Pine doors "out in front" on the dealer's counter—helps builders select doors of distinction to make homes more beautiful and more *salable*. It's another evidence of the big promotional push which includes full-page Ponderosa Pine advertising in *The Saturday Evening Post*—presenting the charm and quality of Ponderosa Pine doors, windows and cabinets to a 20,000,000 audience! For information write Ponderosa Pine Woodwork, 105 W. Monroe St., Chicago, Illinois.

## Here's What They Think of This Modern Counter Display

"With your Merry-go-round door selector, our customers can actually see exactly what doors will look like. When a customer sees only a picture of a door, there is always a question of doubt."

*(Signed) Walter F. Howe, Vice President,  
The New Canaan Fuel & Lumber Co.  
New Canaan, Conn.*

"The enthusiastic and constant use which the Merry-go-round gets means easy shopping for our customers. This sort of farsighted merchandising and planning by Ponderosa Pine Woodwork Association is a valuable tool."

*(Signed) Clarence Reisen, Vice President,  
Reisen Lumber & Millwork Co.,  
Union, N. J.*

"The Merry-go-round door selector has saved us many steps and much time by not having to take a customer out to our door shed to show him the doors; and it gives the customer a better idea of what the doors look like as compared with a printed catalog."

*(Signed) E. W. Van Ness, President,  
Van Ness Lumber Co., Pequannock, N. J.*

"The selector has caused a good deal of comment from customers when in our office, and several customers have used the selector in deciding on what type of door to select for their own use."

*(Signed) Charles Hanan,  
Charles Hanan Lumber & Building  
Material, Macomb, Ill.*

"The display requires only about two feet of our display space. It is a much more effective display than the actual size door."

*(Signed) Alvin Levy,  
Tennessee Lumber & Building  
Material Co., Memphis, Tenn.*

"We have displayed the Merry-go-round door selector for six months and find that it has created a lot of interest among our customers, and we believe it has helped us to sell doors. We like the fact that people can see a variety of doors."

*(Signed) E. C. Sweedler, Secretary,  
Joliet Lumber & Fuel Company,  
Joliet, Ill.*

"Our stock of doors is several hundred feet from our office and so the selector saves us considerable time as well as being a good way to present our complete line of doors."

*(Signed) Fred L. Dill,  
Dain & Dill, Inc., Carmel, N. Y.*

"Your door selector is the best and most convenient door display I have ever seen. Nearly everyone that comes in the store comments on what a nice door display we have."

*(Signed) Melborn Dalton,  
Ozark Flooring and Lumber Co., Inc.,  
Bismarck, Mo.*

# "We saved \$83 'Million Dollar

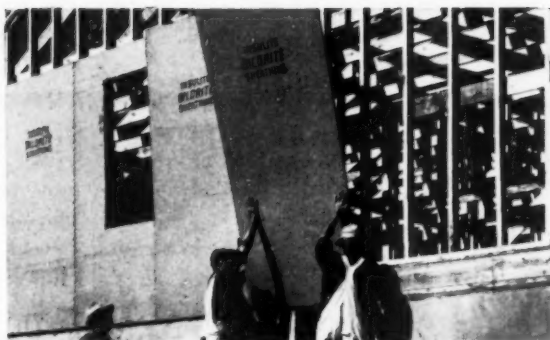


says Fort Wayne's  
John R. Worthman

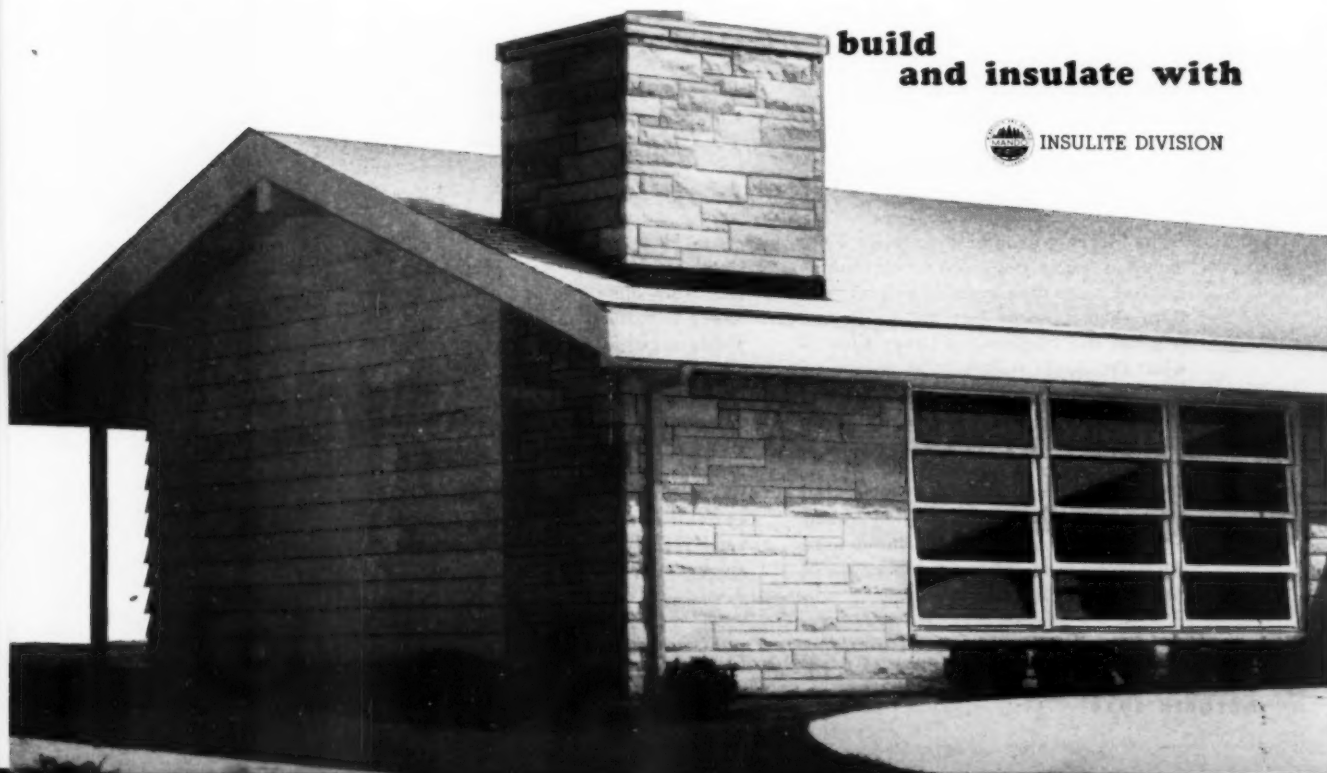
Regional Vice President,  
Executive Committee, NAHB.

This is the "star" of NAHB's new 45 minute color movie, "Million Dollar Castle." John Worthman built it. It typifies the house of today. Via this new NAHB-produced movie, it helps demonstrate to prospective homeowners the kind of solid value today's builder offers—better homes for the money through improved methods and materials. The Insulite Shingle-Backer System helped put this story across. This new, approved way to build double-course shingle sidewalls added extra insulation value, greater bracing strength and modern beauty to this home, yet cut building costs \$83 per thousand square feet of wall area.

*Pictures at right show how.*



**Bildrite goes up faster, easier.** Cuts application time as much as 43%. Four-foot sheets have more than twice the bracing strength of horizontal wood sheathing, thus save corner-bracing (F.H.A. accepted). Waterproofed throughout with asphalt. Eliminates need for building paper. Practically eliminates cutting and matching loss.

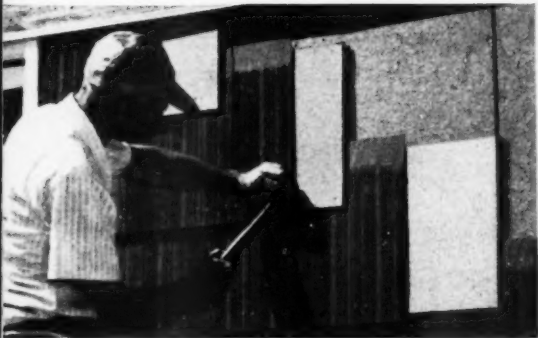


**build  
and insulate with**



INSULITE DIVISION

# per M sq. ft. on Castle' with Insulite!"



**Insulite Shingle-Backer speeds completions.** Developed by Insulite, the handy panels apply far faster and easier than wood under-course shingles . . . cut application time in half. Eliminate waste. Produce deep, modern shadow-line. Add extra insulation value. Waterproofed throughout with asphalt. Come in easy-to-handle packages.



**These stars can help you sell.** Left to right, Walter Abel, Beulah Bondi, Bonita Granville, Kent Taylor. These star salesmen of your NAHB-produced "Million Dollar Castle" can help you tell the story of today's big home value. This new color movie is now available for showing to groups in your community. *Want to arrange a booking? Just contact your local NAHB chapter. There's no cost or obligation. Want to know how Bildrite can help cut your costs? Write Insulite, Minneapolis 2, Minnesota.*

INSULITE, AND BILDRITE ARE REGISTERED TRADE MARKS.

## double-duty **INSULITE** the original structural insulation board

Minnesota and Ontario Paper Co., Minneapolis 2, Minnesota



*give old buildings an exciting*

**NEW LOOK** *with*

**use any color,** or color combination: Pastels, deep colors, white, gray or black.

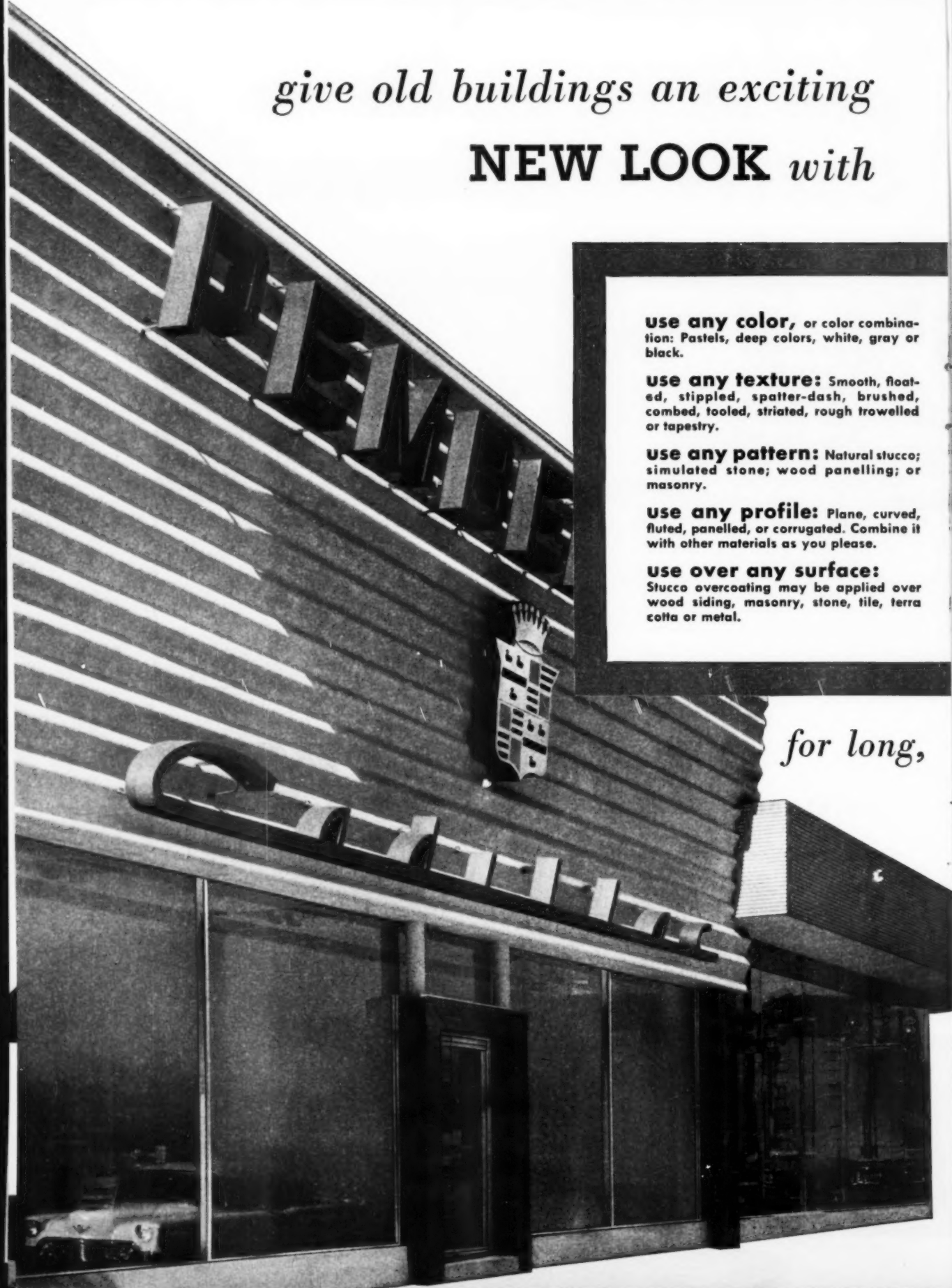
**use any texture:** Smooth, floated, stippled, spatter-dash, brushed, combed, tooled, striated, rough trowelled or tapestry.

**use any pattern:** Natural stucco; simulated stone; wood panelling; or masonry.

**use any profile:** Plane, curved, fluted, panelled, or corrugated. Combine it with other materials as you please.

**use over any surface:** Stucco overcoating may be applied over wood siding, masonry, stone, tile, terra cotta or metal.

*for long,*





# STUCCO

**FIRE SAFE •**  
**DURABLE •**  
**MEETS ANY ARCHITECTURAL  
REQUIREMENT •**  
**LONG LIFE •**  
**LOW COST •**  
**LITTLE MAINTENANCE •**

Stucco gives you complete freedom of design when you modernize old buildings: Unlimited color, texture, patterns and profile. You can use it over any surface.

Yet you get all these advantages at amazingly low cost using the same craftsmen you use on any quality construction job: Lathers and plasterers. No matter how old a building may be, it's easy to give it a fresh new look with stucco.

*low-cost life, reinforce it with* **KEYMESH** *lath*

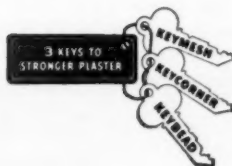
When you use Keymesh reinforced stucco, you wrap your building in a full inch of reinforced concrete. Think what that gives you: Fire safety; strength; long life; and low maintenance. You get all this at exceptionally low cost. No matter how you figure it, stucco reinforced with

Keymesh offers you maximum value for exterior modernization jobs. What's more, it gives you top value as an exterior finish for new buildings, too. It's as modern as tomorrow, yet it complements traditional design. That is why it meets any architectural design.

*It will pay you to figure stucco on your next job.*

**KEYSTONE STEEL & WIRE COMPANY**

Peoria 7, Illinois



**MAKERS OF KEYMESH • KEYCORNER • KEYBEAD • NAILS  
TIE WIRE • ORNAMENTAL AND NON-CLIMBABLE FENCE**



**New BOSCH High Cycle Drill**  
Germany  
**Operates on Homelite Power**

Here's the very newest in rock drills . . . a lightweight, ruggedly built tool that combines low initial cost with low operating costs. It's the BOSCH high cycle electric rock drill, complete with high pressure blower, imported from Germany and sold exclusively by Homelite. Drill weighs only 65 pounds yet matches the performance of bulky, expensive compressed air equipment. Both drill and blower operate on power from a lightweight, carryable Homelite Dual Purpose Generator . . . the all purpose gasoline-engine-driven generator that operates high cycle tools, standard universal power tools, plus floodlights. Write for free on-the-job demonstration.

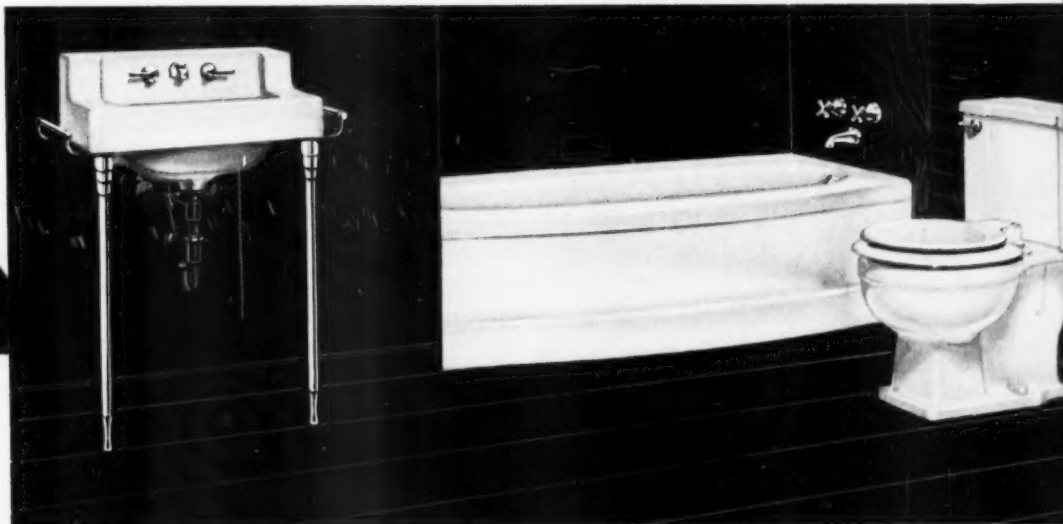
PERFORMANCE · DEPENDABILITY  
**HOMELITE**  
CORPORATION

510 RIVERDALE AVENUE • PORT CHESTER, N. Y.,  
CARRYABLE PUMPS, GENERATORS, BLOWERS,  
AND CHAIN SAWS

Canadian Distributors: Terry Machinery Co., Ltd.,  
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It's so much easier to sell a home with two bathrooms of BRIGGS BEAUTYWARE!



Prospects getting choosy? Sales a little harder to close? Smart builders and architects nowadays are making their sales job easier by including two Briggs Beautyware bathrooms in all their homes!

No other feature adds more to a new home. There's extra value—extra sales appeal—at a cost that's actually very small, considering the additional profit you stand to gain. And the second bath adds so *little* extra to monthly mortgage payments that you can offer this

big *plus* feature while keeping your homes competitively priced.

All of your prospects will be impressed by two bathrooms—even more so by handsome Briggs Beautyware. You can give them their choice of the four beautiful Briggs pastel colors—Coral, Sandstone, Sea Green or Sky Blue—in addition to sparkling white.

Let this low-cost luxury help sell *your* homes. Always specify *two* sparkling Briggs Beautyware bathrooms in color!

National Magazine advertisements like this one are carrying the Briggs Beautyware story to millions of American readers. Besides selling Briggs fixtures in beautiful color, these eye-catching ads are urging potential customers everywhere to demand the convenience of two Briggs bathrooms!



©1954

BRIGGS MANUFACTURING COMPANY • DETROIT 26, MICHIGAN

BRIGGS

# New! Simplex Stairway BALANCED ACTION

*(for effortless operation)*

For the FIRST time—here's a stairway that's engineered and built for service and durability—built from quality materials, yet it's made to sell in the low-price field.



## ● ECONOMICALLY PRICED PRECISION ENGINEERED — QUALITY BUILT

- **SIMPLE AND EASY TO OPERATE**  
No adjustments necessary.
- **RUGGED AND STRONG**  
Manufactured of highest quality materials—No. 1 kiln dried lumber throughout. All hardware fabricated of heavy galvanized steel.
- **TWO STANDARD SIZES**  
8'3" and 9'9". For ceiling heights 7'0" to 8'3", use 8'3". For ceiling heights 8'3" to 9'9", use 9'9".
- **SHIPPED IN ONE PACKAGE**  
Shipping weight, 8'3", 52 lbs.; 9'9", 56 lbs.
- **MANUFACTURED IN PRECISION'S MODERN PLANT**  
A Precision-built product, engineered and built for ease of operation and for durability. All parts secured by bolts and screws—no nails. Investigate new low prices on this superbly-engineered and quality-built stairway!

**1 YEAR  
GUARANTEE**

**ACCEPTED BY F. H. A. EVERYWHERE**

**PRECISION PARTS CORPORATION**

400-AB North First Street

Nashville 7, Tennessee

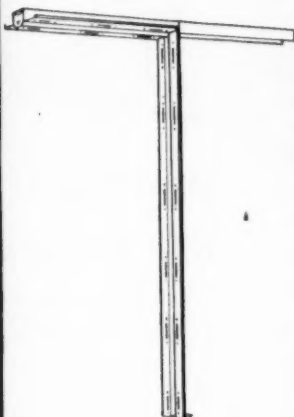
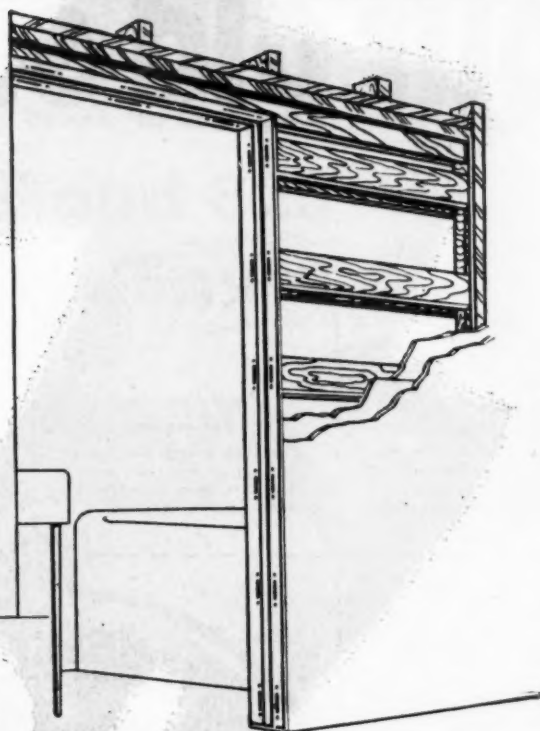
**WRITE FOR FREE ILLUSTRATED BROCHURE!**

*New!*  
**Sterling®**

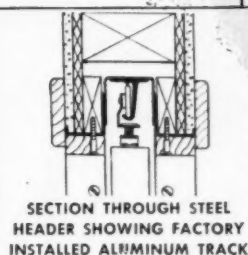
*Pocket Door*

*T-Frame*

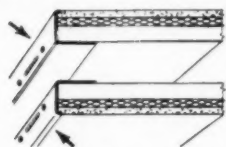
**MAKES BETTER  
 PASSAGE DOOR  
 INSTALLATIONS**



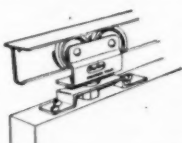
**STURDY ALL STEEL  
 CONSTRUCTION**



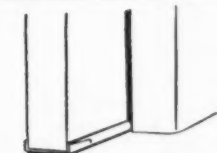
**SECTION THROUGH STEEL  
 HEADER SHOWING FACTORY  
 INSTALLED ALUMINUM TRACK**



**SECTION THROUGH  
 SPLIT JAMBS SHOWING  
 HEAVY GAUGE STEEL**



**NEW ALUMINUM TRACK  
 AND ADJUSTABLE HANGERS  
 ESPECIALLY DESIGNED FOR  
 POCKET DOORS**



**ALUMINUM GUIDE STRIP  
 ATTACHED TO BOTTOM  
 OF DOOR . . . GUIDES DOOR  
 INTO POCKET**

- SIMPLE TO INSTALL
- SAVES TIME — CUTS COSTS
- ENDS CALLBACKS
- STEEL HEADER AND STEEL SPLIT JAMBS
- EXTRUDED ALUMINUM TRACK\*
- ADJUSTABLE HANGERS WITH NYLON ROLLERS

Now you can build wall pockets the modern, improved way with Sterling Pocket Door T-Frame. The new Sterling T-Frame protects against warpage . . . makes pocket sturdier . . . insures trouble-free performance. Complete package includes all steel header and split jambs, track, adjustable hangers and guide strip.



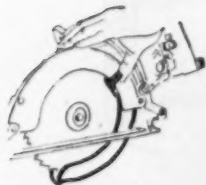
**STERLING HARDWARE MFG. CO.**  
 CHICAGO 18, ILL.

SEE OUR CATALOG IN SWEET'S:  
 Architectural File • Light Construction File

VISIT OUR DISPLAYS:  
 Architects Samples Corporation, N. Y. C.  
 Chicagoland Home Building Center, 130 W. Randolph St.

**Sterling** means **Quality**

# Your old saw worth



## Safer!

### Telescoping Guard

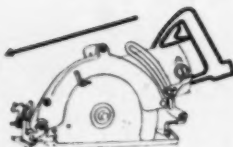
Dependable, pioneered by SKIL. Now furnished with handy guard lift for even more convenient and safer operation.



## Less Friction!

### All Ball Bearing

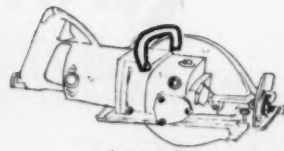
Five high quality ball bearings are used in every super duty SKIL Saw to minimize friction, provide long life.



## Convenient!

### In-Line Rear Handle

Takes advantage of natural guiding motion of arm; gives greater accuracy. As natural to use as a hand saw.



## Control!

### Full Size Top Handle

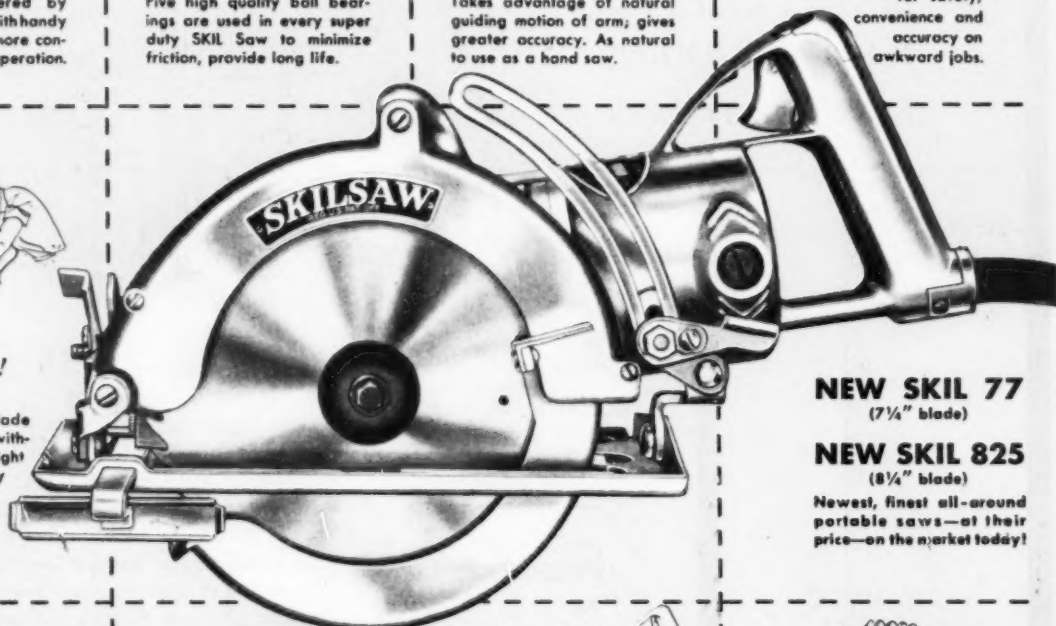
Gives the extra control needed for safety, convenience and accuracy on awkward jobs.



## More Accurate!

### Blade Visibility

SKIL design puts the blade where you can see the cut without leaning or stretching. Sighting notch aids accuracy in close cutting.



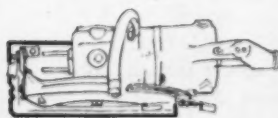
## NEW SKIL 77

(7 1/4" blade)

## NEW SKIL 825

(8 1/4" blade)

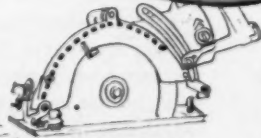
Newest, finest all-around portable saws—at their price—on the market today!



## Versatile!

### Foot Design

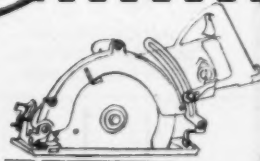
Base extends on both sides for right or left cut-off. Rigidly supported, front and rear.



## Efficient!

### Sawdust Blower

Special air duct, built into upper blade guard, blasts sawdust away from sighting notches and leading edge of blade.



## More Safety!

### Satin Finish

This special brushed finish is applied to every SKIL Saw. Eliminates objectionable glare, gives non-slip grip.



## Compact!

### Worm Drive

The design that made SKIL Saw famous. Provides low gear ratio to put exceptionally high torque at cutting edge. Maintains high blade speed.

**WE COMPARED SKIL IN ACTUAL CUTTING AND SCORING TESTS AGAINST 4 OTHER WELL-KNOWN SAWS! SKIL WON HANDS-DOWN! More Power Per Pound Than Any Other Comparable Tool!**

### ON CROSSCUTTING 2 x 12's SKIL IS:

117% faster than saw A  
95% faster than saw B  
164% faster than saw C  
35% faster than saw D

### ON RIP CUTTING 2" LUMBER SKIL IS:

100% faster than saw A  
44% faster than saw B  
83% faster than saw C  
71% faster than saw D

### ON SCORING STONE TO 3/4" DEPTH SKIL IS:

78% faster than saw A  
78% faster than saw B  
67% faster than saw C  
100% faster than saw D

# \$22.50 trade-in!

## on the new 77 and 825 Super Duty SKIL Saws!

**Power increased up to 107%! Blade speed increased up to 40%! Lighter weight, greater performance than ever before!**

The SKIL 30th anniversary special offer's *still good till November 15th*—so better act now! Yes—regardless of the age, brand, or condition of your old portable electric saw, it's worth \$22.50 to you toward the purchase of the newest and finest in high-speed, high-power SKIL Saws.

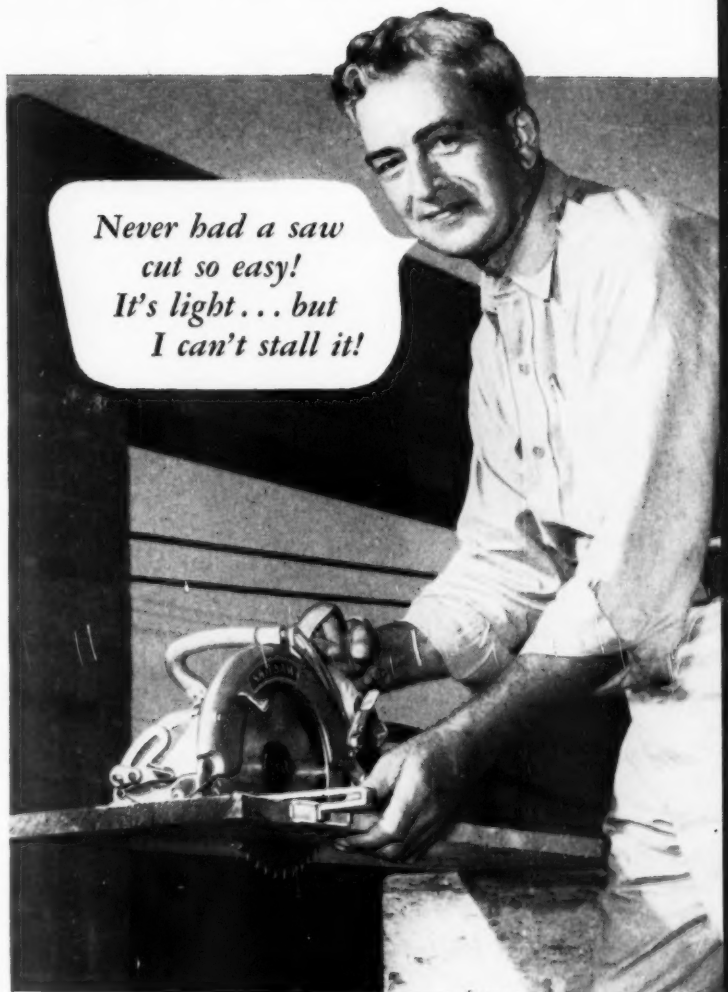
Just read about these 2 great new SKIL Saws—see them—try them. See your SKIL distributor or mail coupon *now!*

**NEW SKIL SAW 77 (7¼" Blade)**—Speed increased 40% to 4500 r.p.m. and weight cut to 15½ lbs. Power output boosted 100%. Depth of cut 2½ inches—Bevel cuts 2" dressed lumber at 45°. Most popular SKIL Saw for all-round carpentry—the standard for general construction. Power to cut wet lumber or tough materials such as metal, stone, compositions.

Price, New Model 77 less case ..... \$112.50  
Trade-in credit ..... 22.50  
**YOUR COST, ONLY ..... \$90.00**

**NEW SKIL SAW 825 (8¼" Blade)**—Speed boosted 34% to 4000 r.p.m. and weight reduced to 16½ lbs. Power output increased 107%. Depth of cut 2½ inches. Bevel cuts 2" rough lumber at 45°. A powerful, heavy duty saw, ideal for use on either residential or commercial construction. Powered to easily cut 2" rough lumber—wet or dry—as well as many other tough and resistant materials.

Price, New Model 825 less case ..... \$134.00  
Trade-in credit ..... 22.50  
**YOUR COST, ONLY ..... \$111.50**



*Never had a saw  
cut so easy!  
It's light... but  
I can't stall it!*

### ON CUTTING CORRUGATED STEEL SKIL IS:

★ 78% faster than saw A  
78% faster than saw B  
Saws C & D not recommended for cutting corrugated steel.

# SKIL

PORTABLE TOOLS

Made only by SKIL Corporation  
formerly SKILSAW, Inc.  
5033 Elston Avenue, Chicago 30, Illinois  
3601 Dundas Street West, Toronto 9, Ontario  
Factory Branches in All Leading Cities

### ---FREE! MAIL COUPON NOW!---

SKIL Corporation, Dept. AB-104  
5033 Elston Ave., Chicago 30, Ill.

- We want further information on the new SKIL saw trade-in offer.  
 Have a salesman call to make a demonstration.  
 Let us have a free 15-day trial.

Your name \_\_\_\_\_ Title \_\_\_\_\_

Company name \_\_\_\_\_

Street \_\_\_\_\_

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

MATCHING  
BEAUTY  
by  
**WESLOCK**



*the 500 CONCAVE series*

*Matching beauty in Locks, Knobs  
and Pulls for every door, drawer  
and cupboard in the home.*

*Write for further information*

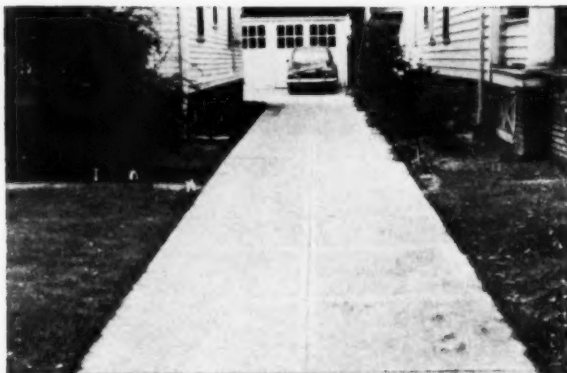


**WESTERN LOCK MFG. CO.**

*Manufacturers of Weslock Residential Locksets and Builders Hardware*

GENERAL OFFICES: 211 NORTH MADISON AVE., LOS ANGELES 4, CALIF. • FACTORY: HUNTINGTON PARK, CALIF.





**REINFORCED CONCRETE GOES** with any type of architecture. Whether you build a new modern home, or refurbish an old property, concrete driveways, concrete walks, concrete porches and patios add materially to its value. All plain concrete slabs are subject to destructive cracking so reinforce your concrete with American Welded Wire Fabric; destructive cracking will be eliminated and it will last a long time.

## This red and white tag



**REINFORCEMENT IS ESSENTIAL** in concrete floor slabs. And American Welded Wire Fabric is the best reinforcement for this job. It strengthens the concrete and controls cracking . . . gives you a good solid foundation on which to build.

**ROLLS OF PREFABRICATED** American Welded Wire Fabric wound on large mandrels are available in a wide range of styles and sizes. There's a type for every concrete job you have.

## marks the best in concrete reinforcement

**C**ONCRETE that is reinforced with American Welded Wire Fabric meets and often exceeds every standard of the concrete industry. That's because we take great care not only in manufacturing American Fabric, but also in checking the final product to make sure that wire size and spacing are uniform, that welds

are sound, that the strength is high. As a result, American Fabric assures you maximum strength in every slab of concrete you pour.

Next time you order reinforcement, specify American Welded Wire Fabric: the brand with the red and white tag of quality. That's the way to get long-lasting concrete.

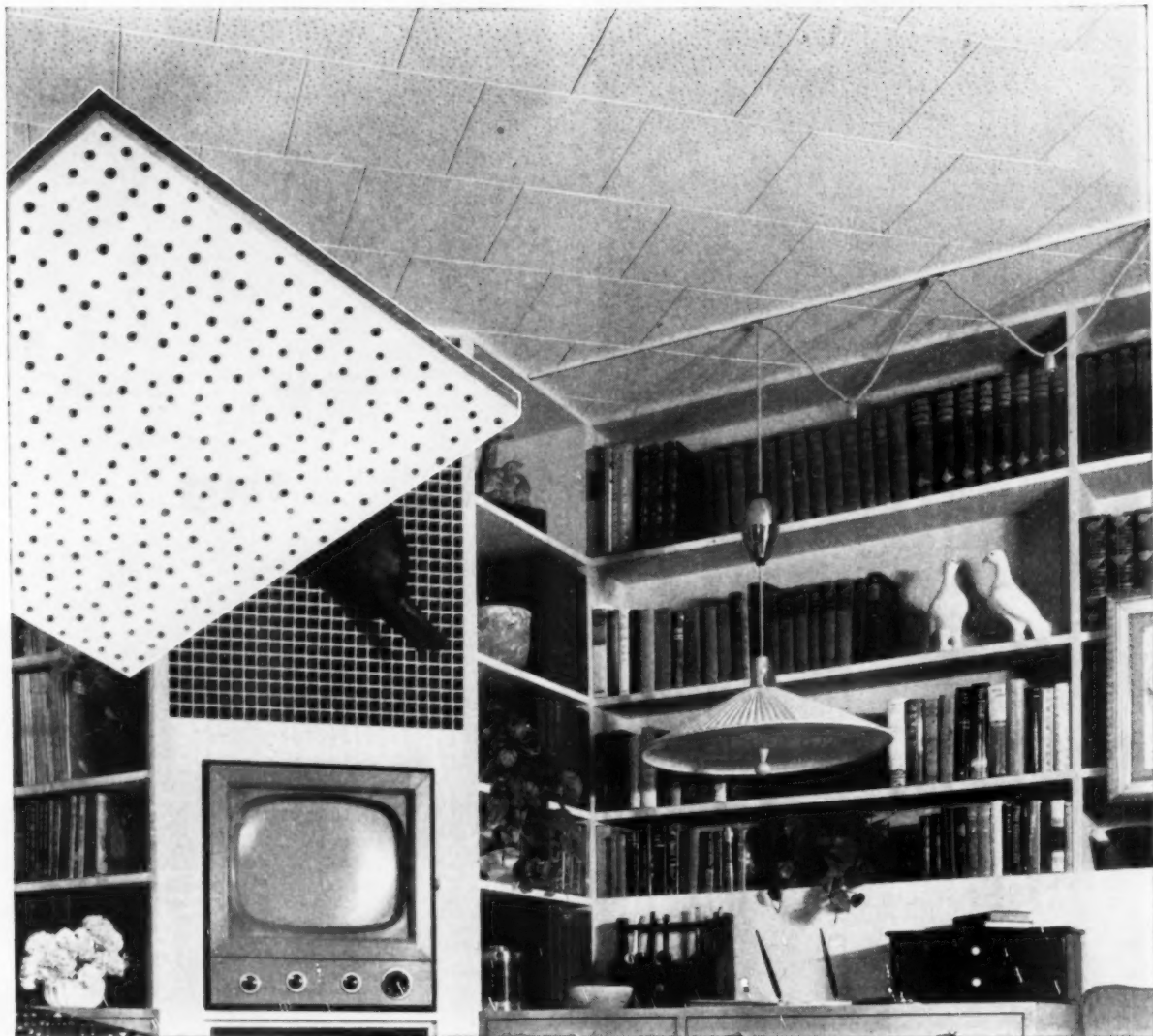
AMERICAN STEEL & WIRE DIVISION, UNITED STATES STEEL CORPORATION, GENERAL OFFICES: CLEVELAND, OHIO  
COLUMBIA-GENEVA STEEL DIVISION, SAN FRANCISCO, PACIFIC COAST DISTRIBUTORS  
TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA., SOUTHERN DISTRIBUTORS • UNITED STATES STEEL EXPORT COMPANY, NEW YORK

EVERY TYPE OF REINFORCED CONCRETE CONSTRUCTION NEEDS

# USS AMERICAN WELDED WIRE FABRIC

UNITED STATES STEEL





## SOUND CONDITIONING

A NEW LOW-COST WAY TO ADD GREATER SALES APPEAL TO YOUR HOUSES

You can offer home buyers new comfort in every room by sound conditioning the houses you build. Acoustical ceilings take the din out of appliance-filled kitchens and open-planned areas by absorbing noise wherever it's a problem.

A new acoustical tile called Armstrong's Full Random Cushiontone® is designed especially for residential use. It is a low-cost wood fiber material with a strikingly different pattern. This attractive Full Random pattern, plus narrow bevels, provides a modern, almost unbroken ceiling appearance. The non-directional perforations in Cushiontone absorb up to 75% of the noise that strikes its surface.

Since Cushiontone is a pre-painted interior finish material,

the ceiling is completed in one quick installation. The 12" x 12" tiles can be installed over furring strips or cemented to gypsum board. In new construction, Cushiontone eliminates the cost of plastering and painting. If it is necessary to match a particular color scheme, Cushiontone can be repainted without losing any of its noise-quieting qualities.

Every day more builders are adding the new comfort of sound conditioning as a valuable extra selling feature that helps turn prospects into buyers. Get full details on Armstrong's Full Random Cushiontone from your local lumber dealer. For a descriptive booklet, write Armstrong Cork Company, 4210 Rider Avenue, Lancaster, Pennsylvania.



**ARMSTRONG'S CUSHIONTONE**  
the smart-looking ceiling that quiets the home



**BATHROOMS AND BEDROOMS** are where most soiled laundry originates. The logical place to locate a laundry is adjacent to these areas, where dual use of plumbing supply and drain lines is possible.

**LOW-COST CUSTOM MODELS** have all essential features for top performance.

## **"NEW Way to Wash" Twins Arrive** Famous Westinghouse Laundromat® and Dryer build maximum interest in only 5'-3" floor space

New home buyers today want complete automatic laundry areas. To satisfy this demand, Westinghouse introduces new De Luxe Twins, styled for attention and engineered for value.

The De Luxe Laundromat offers a "New Way To Wash" with its patented Agi-Tumble Action that makes obsolete all other methods. Its Single Dial Control provides complete flexibility in washing time and temperatures. Its Weigh-to-Save Door and Water Saver allow sizable economies in hot water and detergents.

The companion De Luxe Clothes Dryer features an exclusive direct air flow system that dries clothes faster. The fully automatic Control Dial provides special flexibility for miracle fabrics; also complete drying for storage and damp drying for ironing.

In most cases these De Luxe Twins can be flush installed. Both have the new Laundrofile that keeps operating instructions on the back panel within easy reach.

Get complete specifications from your Westinghouse Distributor or write direct.

**WESTINGHOUSE ELECTRIC CORPORATION**  
Electric Appliance Division • Mansfield, Ohio

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





P. S. Knox, Jr., President,  
Knox Corporation.



A typical Knox home in Bloomfield Subdivision, Macon, Ga.

## "Knox and owners are delighted with Mosaic Clay Tile in Macon pre-fab homes,"

... says K. Knox Withers, Knox Corporation, Thomson, Ga.

Of the many Knox Corporation pre-fabricated homes now under erection, 61 are up—or building—in Macon, Ga. Prices range from \$11,000.00 to \$14,000.00. Every Knox home in this Macon development is enriched with a

Mosaic Clay Tile bathroom. Mr. Withers also states, "Mosaic Tile's luxury appeal to the customer outweighs the slight additional initial cost. We have found Mosaic Tile a strong selling point in our new Knox homes."

*Bloomfield housewives certainly like their Mosaic Clay Tile . . .*



"We're crazy about our ceramic tile," says Mrs. Theo. Johnson, 2971 Emerson Circle. "It sold us on the house because we know it will last far longer than any 'substitute' material."

Mrs. David O'Neal, 2904 Nisbet Drive, whose daughter, Rachel, is shown here, told us, "Our tile bathroom is no work at all to clean. Just take a wet cloth and, in a minute, you're through!"



Knox Homes pictured here built by Standard Development Co., Macon, Ga. Pickard Manufacturing Co., Macon, Ga., Tile Contractors.

Whether you build single units or develop large tracts, by conventional methods or pre-fabrication, it will pay you to study the value of Mosaic Clay Tile in your homes. See Mosaic Tile today at your

Tile Contractor's Showroom, or at the Mosaic Showroom near you. For helpful Mosaic Tile literature, write The Mosaic Tile Company, Dept. 35-21, Zanesville, Ohio.

For free estimates on Mosaic Tile, see your phone book for the name of Your Tile Contractor (Ceramic)

**MOSAIC**  
1954 Our Sixtieth Year

### THE MOSAIC TILE COMPANY

Member—Tile Council of America and The Producers' Council, Inc.  
Offices, Showrooms and Warehouses from Coast to Coast.  
Over 4000 Tile Contractors to serve you.

OFFICES: Atlanta - Baltimore - Boston - Buffalo - Chicago - Dallas - Denver - Detroit - Fresno - Greensboro - Hartford - Hempstead, L. I., N. Y. - Hollywood - Little Rock - Miami - Milwaukee - Minneapolis - New Orleans - New York - North Hollywood - Philadelphia - Pittsburgh - Portland - Rosemead, Cal. - Salt Lake City - San Francisco - Seattle - St. Louis - Tampa - Washington, D. C. - Zanesville



One building firm that really sells homes quickly is P. William Nathan, Inc., of Chestnut Hill Corners at Norwalk, Conn. They have included a kitchen which is organized down to the last step-saving detail. It is designed for modern-minded people. Naturally there's an *Electric Range*, so the homemaker can be modern . . . cook **ELECTRICALLY!**

## Who really sells homes quickly?

Some builders not only "turn out" homes quickly, but "turn them over" the same way. They do it by offering what customers want—including features like an *Electric Range* in the kitchen.

Women know this type of range means economy and ease of operation, a clean kitchen as well as a cool one. Builders everywhere know that *Electric Ranges* help make all types of homes easier to sell, and help to make sales faster.

**BE MODERN...**

*Cook Electrically!*

More builders every day are installing

**ELECTRIC RANGES**



Builder P. William Nathan says, "Home buyers say they like our houses because they're exactly the kind they would build for themselves. One item of equipment they like is the modern, automatic *Electric Range*. Best proof of customer satisfaction is this—we sold 20 of our 56 houses in the first 7 days." (Illustrations courtesy of *LIVING for Young Homemakers*)

**ELECTRIC RANGE SECTION**

National Electrical Manufacturers Association

135 East 44th Street, New York 17, N. Y.

ADMIRAL • BENDIX • CROSLY • DEEFPREEZE • FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT • NORGE  
KELVINATOR • MAGIC CHEF • MONARCH • PHILCO • STIGLITZ INFRA-AIRE • TAPPAN • WESTINGHOUSE



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For Free Estimates on **MOSAIC** Tile, see your phone book for the name of Your Tile Contractor (Ceramic)



**MOSAIC**

1954 Our Sixtieth Year

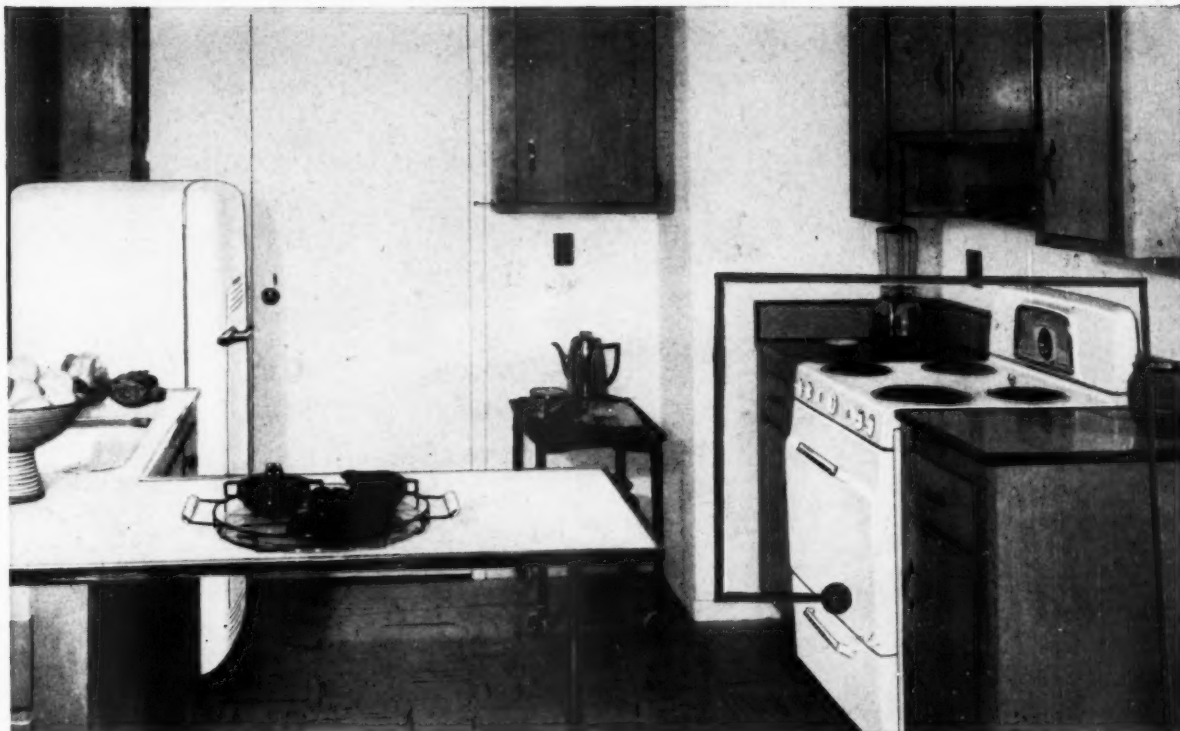
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OFFICES: Atlanta - Baltimore - Boston - Buffalo - Chicago - Dallas - Denver - Detroit - Fresno - Greensboro - Hartford - Hempstead, L. I., N. Y. - Hollywood - Little Rock - Miami - Milwaukee - Minneapolis - New Orleans - New York - North Hollywood - Philadelphia - Pittsburgh - Portland - Rosemead, Cal. - Salt Lake City - San Francisco - Seattle - St. Louis - Tampa - Washington, D. C. - Zanesville



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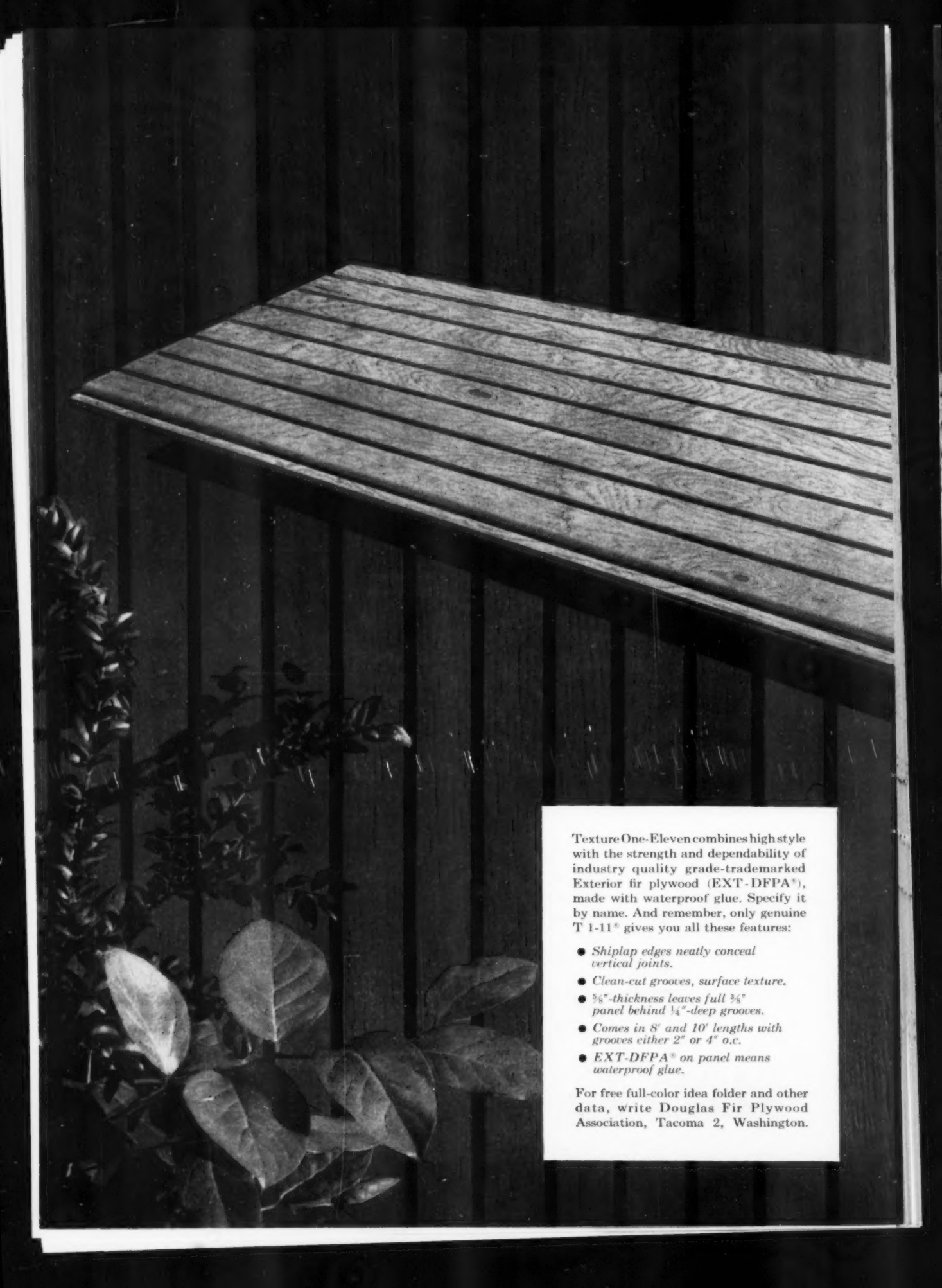


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KELVINATOR • MAGIC CHEF • MONARCH • PHILCO • STIGLITZ INFRA-AIRE • TAPPAN • WESTINGHOUSE



Texture One-Eleven combines high style with the strength and dependability of industry quality grade-trademarked Exterior fir plywood (EXT-DFPA\*), made with waterproof glue. Specify it by name. And remember, only genuine T 1-11\* gives you all these features:

- *Shiplap edges neatly conceal vertical joints.*
- *Clean-cut grooves, surface texture.*
- *3/4"-thickness leaves full 3/4" panel behind 1/4"-deep grooves.*
- *Comes in 8' and 10' lengths with grooves either 2" or 4" o.c.*
- *EXT-DFPA\* on panel means waterproof glue.*

For free full-color idea folder and other data, write Douglas Fir Plywood Association, Tacoma 2, Washington.



there is no substitute for

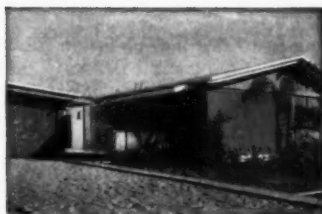
# Texture One-Eleven<sup>®</sup>

EXTERIOR FIR PLYWOOD • EXT-DFPA

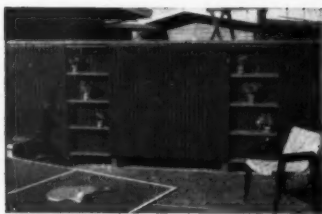
...the exciting new panel material  
that combines line and texture



Since its introduction only a few months ago, Texture One-Eleven<sup>®</sup> has been enthusiastically received by architects and builders. Here are examples of the many exciting things being done with this striking new material.



Texture One-Eleven siding combines high style with strength, durability and economy of dependable Exterior fir plywood.



Equally effective for patio fences, gable ends and soffits, T 1-11 contrasts well with masonry and other materials.



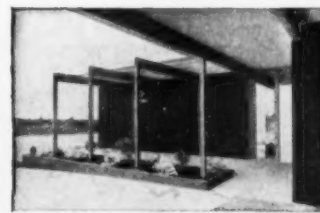
Texture 1-11 meets FHA requirements for combined siding and sheathing which permits major construction economy.



T 1-11's bold groove pattern and subtle surface texture adds drama and interest to residential and commercial interiors.



Texture 1-11 siding weathers well, surface texture is enhanced by exposure. Glue is completely weather & waterproof.

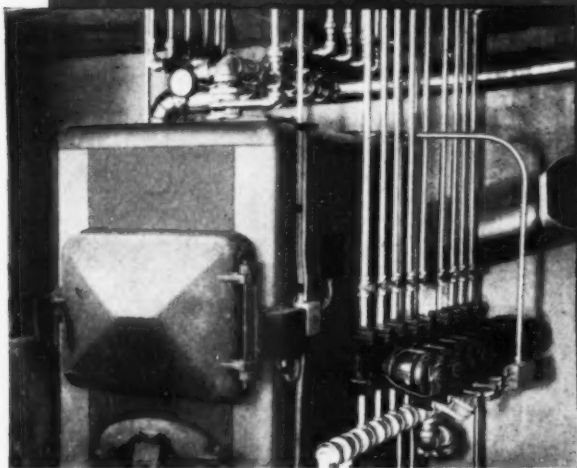


Builders of special demonstration homes report home buyers equally taken with striking beauty of new Texture 1-11.

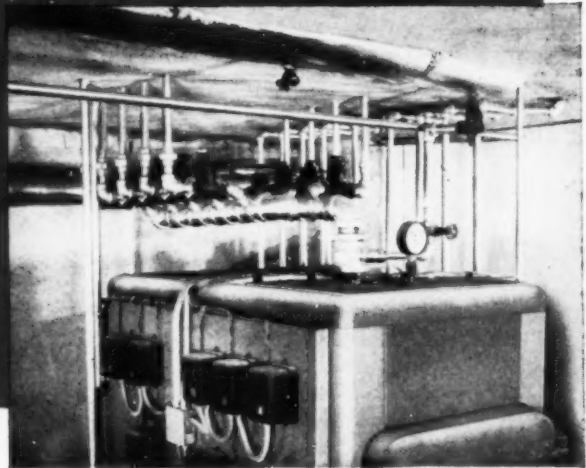


**EVERY TENANT  
HIS OWN  
WEATHER-MAKER**

**B & G Hydro-Flo Heating**  
provides individual temperature control for  
each of nine apartments



Nine B & G Boosters, individually controlled by room thermostats, circulate hot water to each zone.



B & G Flo-Control Valves, installed in the supply mains, prevent an override in temperature when the Boosters shut off.



For QUIET operation and long, trouble-free life, you can depend on the B & G Booster. Send for Bulletin DG-950—see the reasons why this pump is the biggest seller in the field.



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

Some like it warm, some like it cool...but in this apartment building, B & G Hydro-Flo Heating keeps everybody happy. Each tenant can have the temperature considered most comfortable—and raise or lower it at will!

The building is divided into nine zones, each equipped with a thermostatically controlled B & G Booster and a B & G Flo-Control Valve. Economy of operation as well as comfort is achieved, since zoning permits compensation for differences in exposure, solar effect and temperature preference.

When you install a B & G Hydro-Flo Forced Hot Water System, you've laid the groundwork for the most modern comforts and conveniences. You've provided better heating...uniform temperature—warm floors—draftless rooms. You've assured fuel economy and the convenience of low-cost, all-year domestic hot water. Snow-melting and summer cooling equipment can be added at any time.

Send today for booklet FS-953.

**BELL & GOSSETT**

C O M P A N Y

Dept. DP-11, Morton Grove, Illinois

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

AMERICAN BUILDER

TAKE A GOOD LOOK AT

# THE THRIFTY FOUR-FIFTY

series  
"450"

## NATIONAL LOCK *set*

Pat. Applied for

NOTHING  
LIKE IT  
FOR CUTTING  
INSTALLATION  
TIME!

LOCK IS INSTALLED  
AFTER LATCH BOLT  
IS APPLIED TO DOOR



- Factory Pre-Set for standard 1-3/8" or 1-3/4" doors
- Quality-Built for dependable security and troublefree service.
- Selected Materials . . . Wrought Brass, Wrought Bronze or Aluminum trim . . . cold rolled steel mechanism . . . no zinc die cast parts.

*A Superior Cylindrical Lock at a Real Budget Price*

WRITE FOR CATALOG "450"

Originator of "Select-a-Pak" . . . Leader in Merchandising



## NATIONAL LOCK COMPANY

Rockford, Illinois • Merchant Sales Division



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HARDWARE



CABINET  
LOCKS



FURNITURE  
CASTERS



SCREWS  
AND BOLTS



Selling at \$19,500, three bedroom house is 52 feet long has exact room arrangement as four-bedroom house on opposite page

**BUILDER:**  
*The Winster Co.,  
 Huntington, L. I., N. Y.*

**ARCHITECTS:**  
*Rider, Struppman & Neuman,  
 Jamaica, L. I., N. Y.*

## selling was easier



"The increased cost of engineering the setting so as to preserve trees and present the proper contours for a split-level house are appreciated by the purchasing public," say the builders of Fawn Hills subdivision, Huntington. In orienting these three- and four-bedroom houses on 100x125-foot sites, every effort was made to take advantage of attractive natural grades and tree-studded settings provided by the subdivision's rolling, wooded terrain. This careful plotting brought desired results in the merchandising of these homes. Architecturally, the houses are noteworthy for their simple roof lines and wide overhangs, a pleasing fireplace-window combination, unbroken window and door alignment, skillful blending of exterior materials, and spacious rooms.

Both models feature 23-foot living rooms with natural wood-burning fireplaces; two tile baths with mirrored Formica vanities and built-in linen closets. One bath in both plans has glass-enclosed shower stall. Large dining rooms have picture windows overlooking wooded grounds.



Nestled in a clump of stately oaks, this model has four bedrooms and double-car garage. It is priced at \$22,250



Living room in both models features this eye-appealing fireplace-window wall combination. Fireplace is natural wood burning; has simple design lines that effectively merge with floor-to-ceiling window units



## because 'we saved the trees'

Kitchens have dining space, Formica counters, custom cabinets, fluorescent lighting, exhaust fans, inlaid linoleum and deluxe dial-selector ranges. Bedrooms have double, sliding door closets. Full basements consist of large utility area, separate laundry room, and playroom area with large window and radiation, single or double-car garage with access through playroom. Exterior wall finish is a combination of double insulated cedar shake shingles blended with antique brick and siding.

Other construction details: poured concrete foundations; three coats of plaster; oak finish double flooring; steel beam construction; custom casement windows in Redwood surrounds; oil hot water heat.

Brand name products used include: American Standard plumbing fixtures; Armstrong linoleum; Formica; Hopes windows; Insulite wall sheathing; Lightolier lighting fixtures; Minneapolis-Honeywell heating controls; Nu-Tone exhaust fan and door chimes; Schlage hardware; U. S. Gypsum lath; Weatherbest shingles.

Center hall impression is achieved with attractive planter box divider between living room and entrance area





## an award winning approach to year-'round comfort

The designers, employing the central utility core, grouped all of the utility areas in a rectangle extending from an exterior wall into the center of the house. Space for heating and air conditioning equipment is located midway between kitchen, laundry and bath. Placed in this way, disturbance to the other rooms from the operation of the mechanical equipment is minimized. Capacity of the perimeter duct system is increased to care for the cooling system. The ducts are fed from a plenum chamber located under the equipment.

The plan of the house is a basic rectangle with an attached carport and service yard. The separation between these two areas is a wood fence of vertical members extending from grade to the underside of the wood beam. The storage area is placed at right angles to one end of the length of the carport. In this way, the service yard literally is enclosed on three sides. Extension of the fence from the living room wall increases the apparent size of the house.

Exterior walls, faced with vertical redwood boards, are capped with a flat roof having four foot wide projecting eaves on all sides. The roof of the carport is formed by extension of the eaves. Beams, 5x12 inches, are supported on 5x5-inch wood posts. The horizontal lines of the wide overhanging eaves are formed by a double fascia member and a metal gravel stop.

Selected as the national grand prize winner in Carrier Corporation's recent home design competition, it is a good example of the growing trend to consider comfort as one of the principal factors in the modern house.



Rear yard elevation has living room exposures opening on terrace



Carport serves dual purpose for approach side of house. Storage extension at left assures privacy for service area



Living room view, at left, illustrates open shelves with cupboards above and below on left side of room, exposed beams, strip windows and window wall overlooking terrace and wooded rear yard. Counter and hanging cupboard, pictured below, separate kitchen and multi-purpose room. Skylight in ceiling and roof supplies natural light to kitchen



Photo at left shows separation of service area from carport by extension of storage unit and fence. Strip windows under roof soffit are used extensively on all exposures.



Illustrated below is multi-purpose room in foreground, free standing closet in background. Closet forms entryway to living and multi-purpose rooms

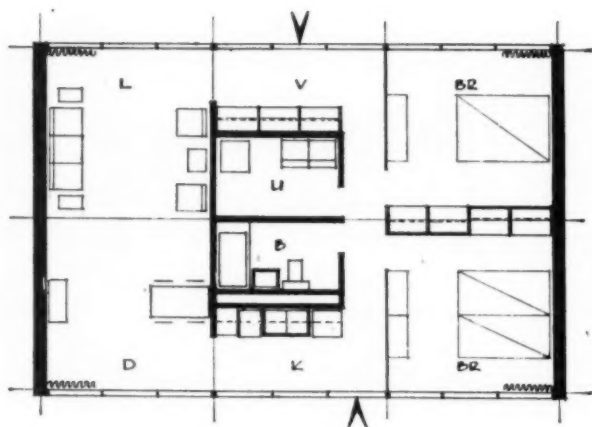


**DESIGNERS:**

*Edwardo Fernando Catalano  
and Horacio Caminos,  
Professors in School of Design,  
North Carolina State College*



Street view of the basic two-bedroom house with attached garage shown on the bedroom side. Plan of the basic two-bedroom house at right. Rooms are arranged with the living area on the west side, bedrooms on the east, and the entrance vestibule on the north



**here's something new—**

**it's a modular dimensional unit**

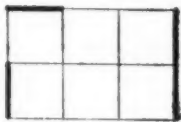
This basic plan and design is prepared to supply a different, but workable approach to the project or mass built house. It is designed to simplify variations that will meet site conditions and orientation requirements with a minimum of expense, but with maximum results.

The basic plan consists of a centrally located mechanical core with living and sleeping areas occupying positions on either

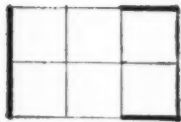
side. The plan is the same for all variations. Exterior walls are composed of a combination of solid masonry units and window wall panels that extend from floor to ceiling. The masonry unit and panel are the same size so that they can be interchanged. Much of the variation in the design is obtained in this manner.

The roof is a flat deck with a prepared roofing and gravel surface and exposed





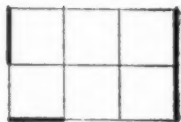
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106



111



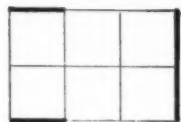
102



107



112



103



108



113



104



109



114



105



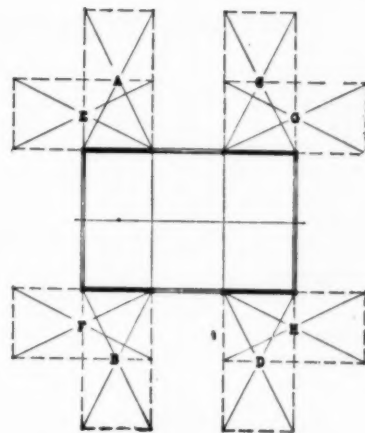
110



115

These block plans show the variations possible by interchanging masonry panels with window wall panels. The heavy lines indicate the exterior masonry walls. These variations make it possible to satisfy almost any site condition or orientation requirement

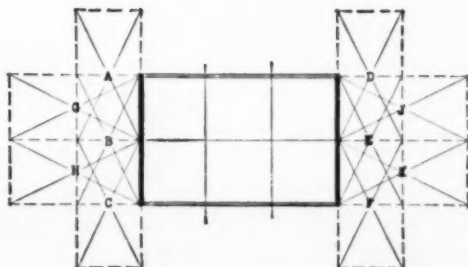
Architect:  
K. Roderick O'Neal, A.I.A.  
Chicago, Ill.



These two illustrations indicate eight and ten positions for placement of the garage against the wall of house

## offering great plan flexibility

wood supporting beams and purlins in the ceiling. While the main roof beams in all cases remain in a constant location, the position of the purlins change so that they always frame out over the masonry walls. This forms a roof line trellis or sunshade at the discretion of the designer. The floor is a concrete slab on fill with panel heating imbedded therein. All walls, roof and slab are insulated. (Continued on page 166)





## There's No Substitute for METAL WEATHERSTRIPPED WOOD WINDOWS

Your customers can immediately see the outstanding advantages when you install complete metal weatherstripped wood window units. Window units that have been precision-assembled by the sash and door jobber and are available to you through your retail lumber dealer.

**BEAUTIFUL** wood windows are warm to the touch and reduce condensation to a minimum.

**COMFORT** is assured with wood windows properly weatherstripped with metal weatherstrip. Homes stay cool in summer, warm in winter and dry the year around.

**PROTECTION** of wood windows with metal weatherstrip prevents needless heat loss and discomfort. Savings in fuel costs alone can amount to approximately 24%.

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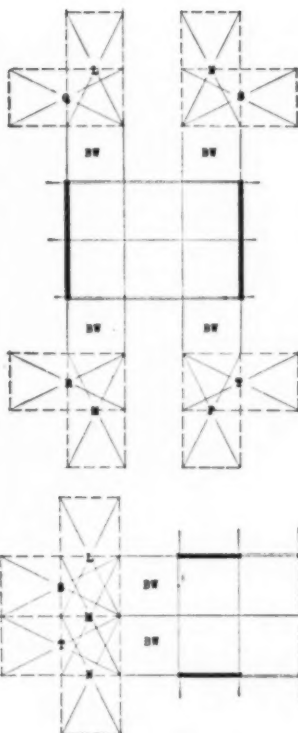
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**REESE METAL WEATHERSTRIP CO.**  
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**SECURITY CO., THE**  
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**SOUTHERN METAL PRODUCTS CORP.**  
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## flexibility of modular units



These two drawings indicate eight and ten positions in which the garage can be set away from the house to form a breezeway. All are located off of window wall panels for access by door to the breezeway.

(Continued from page 165)

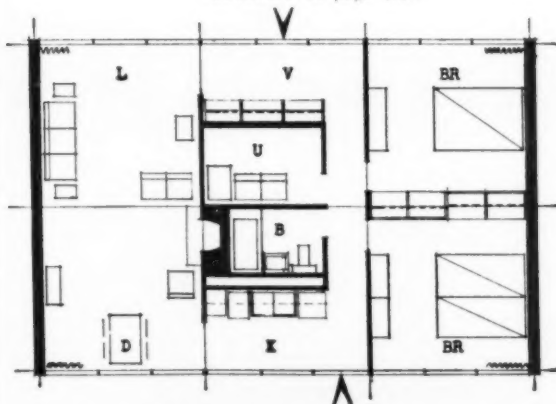
Variations in the design are achieved by:

1. Interchanging masonry panels with window wall panels.
2. Placing the garage on any one of the solid masonry walls as their position changes.
3. Locating the garage away from the house to form a breezeway and placing these two units in any one of several different locations and positions.

The number of changes possible are as follows:

1. Sixteen variations to the basic two bedroom house.
2. Sixteen variations to the basic two bedroom house with attached garage.
3. Sixteen variations to the basic two bedroom house with attached garage and breezeway.

(Continued on page 168)



Basic two bedroom house with fireplace in living room. This is set into the bathroom area

**AMERICAN BUILDER**

# 5 reasons why



builders are  
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 Pink**  
 with the



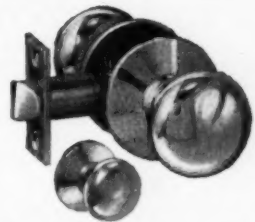
Haddam Design

**1.** At a glance, you can spot the extra quality features of the "Homegard" Line . . . screwless roses on both sides; inside rose that snaps on, outside rose that's an integral unit cupped over lock case; knob retainer in the side of knob shank; ball bearing pin tumbler cylinder. **2.** Its styling is smart, clean-cut. **3.** The way it is made . . . with pressed steel working parts plus wrought brass knobs and roses . . . assures long service life. **4.** Operation is free and easy, yet unit assemblies are firm, sturdy. **5.** Installation is a cinch . . . a money-saver.

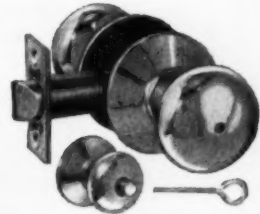
To fully appreciate the "Homegard" Line, you should see it, compare it, and try it. Russwin dealers everywhere are featuring this fast-growing line. Check it before your next job. Russell & Erwin Division, The American Hardware Corporation, New Britain, Connecticut.



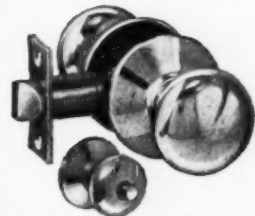
A COMPLETE, SIMPLIFIED LINE



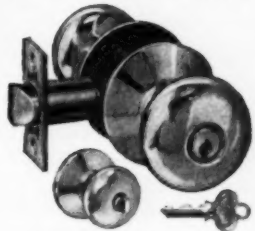
For Passage Doors and Closets



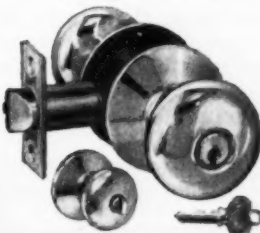
For Bathroom-Bedroom Doors



For Patio and Porch Doors



For Entrance Doors



For Entrance Doors — dead-locking latch

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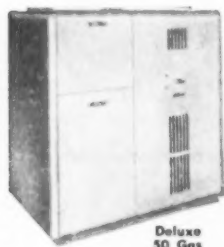
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**There's a Niagara for Any Heating Requirement . . .** deluxe Niagara Series 50 gas for large homes as well as "high-boy" units for basementless homes, both gas-fired and oil fired, or oil-gas convertible.



**Niagara Series 50 Deluxe Furnaces** provide the utmost in heating equipment . . . a completely automatic winter air conditioner . . . 3-speed blower . . . cast-iron heat exchanger . . . durable iron alloy combustion chamber . . . capacities up to 180,000 Btu.

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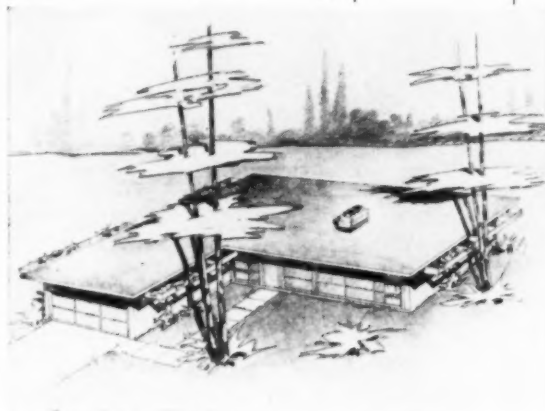
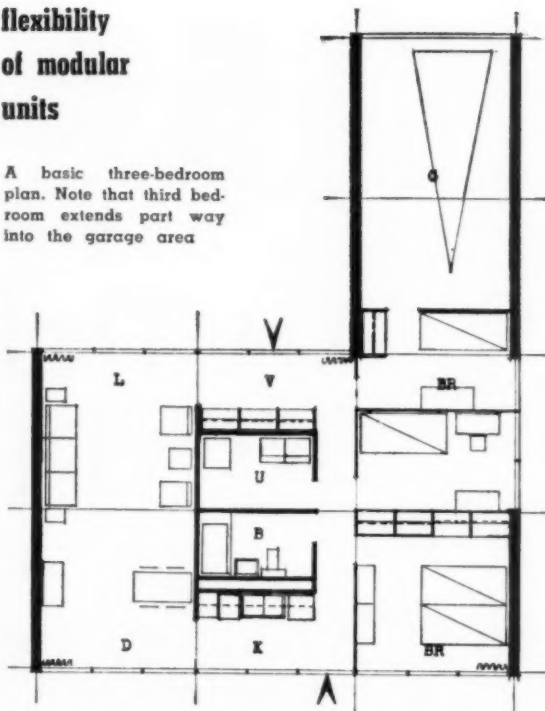


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**flexibility  
of modular  
units**

A basic three-bedroom plan. Note that third bedroom extends part way into the garage area



Street view of three-bedroom house, with attached garage shown extending out from front wall of the house

(Continued from page 166)

4. Sixteen variations to the three bedroom house with attached garage.
5. An unlimited number of additional variations are possible by reversing the plan, by further combinations of the three standard methods, and by the addition of a fireplace as indicated.

The basic two and three bedroom house, with or without breezeway and garage, is laid out on the basis of 12-foot by 12-foot units. The house contains six such units, three wide and two deep, the garage two, and the breezeway one. In this manner all units are interchangeable except the utility core, which remains fixed in the center of the house. All units are divided into 4-foot modules for simplified window types and roof framing. The garage door is framed and divided in the same manner as the windows, except that wood is inserted in the panels in place of glass.

(Continued on page 170)

**AMERICAN BUILDER**

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\* Contractor "A" bid an "all copper" job for a housing development—water and drainage lines. His bid was 10% lower than others based on copper for water pipe only.

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\*Names and addresses furnished on request.

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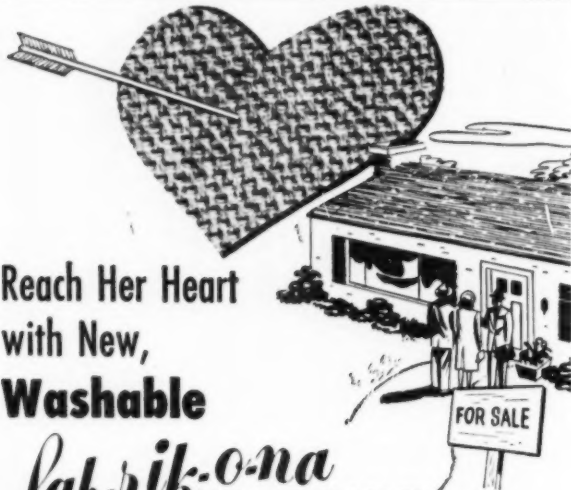
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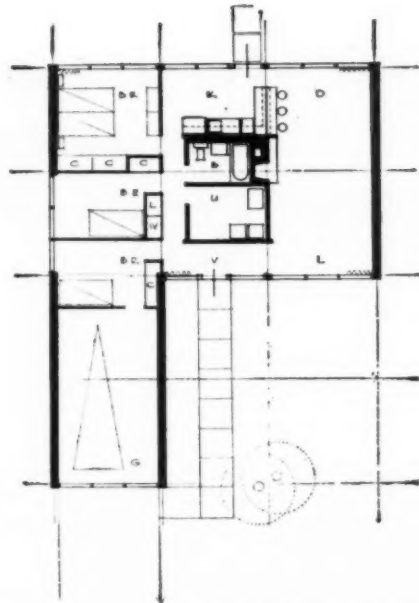
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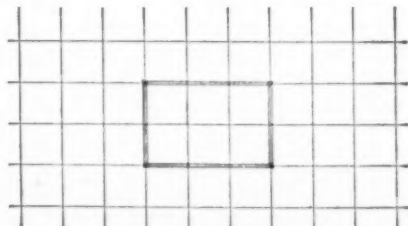
Three bedroom variation  
with fireplace

## flexibility of modular units

(Continued from page 168)

In framing this house, wood posts are located at all unit intersections. Beams above are placed in the same position, with purlins installed at regular intervals in the panels. Bedroom storage units are used as room dividers. When a variation causes the bedroom wall of house to be composed of all windows, then the storage unit, acting as a partition, is placed tight against the structural wall post. This creates a pocket between the inside face of the exterior wall and the exposed end of the closet wall. The window drape can slide into this pocket, thus obscuring the end of the closet from the exterior view.

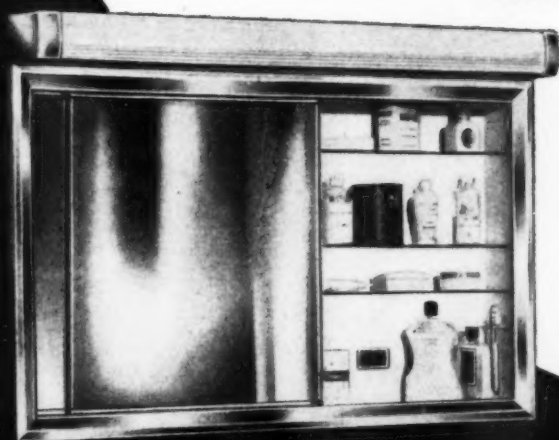
In arranging the plan variations, the designer found it desirable to place the garage against the masonry walls, except where the garage is placed away from the house to form breezeways. In these cases, the window wall panels were preferred so that access to the breezeway could be obtained by a door placed in the window panel. The two-bedroom plan can easily be adapted to a three-bedroom house merely by extending the third bedroom into the garage area.



This is a sketch sheet which can be used to indicate other possible variations. Each of the squares represents a 12-foot unit

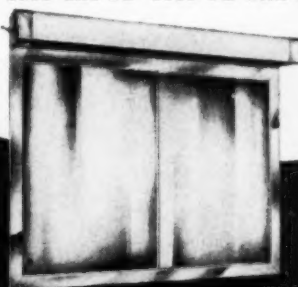
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duette Custom Model SD 1820 FL with fluorescent tubular light, curved translucent shade, electrical convenience outlet and switch.

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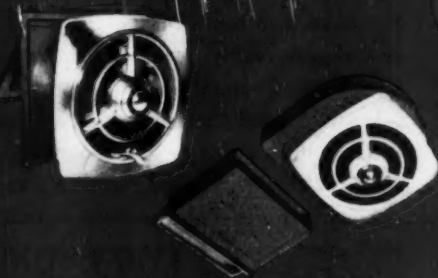
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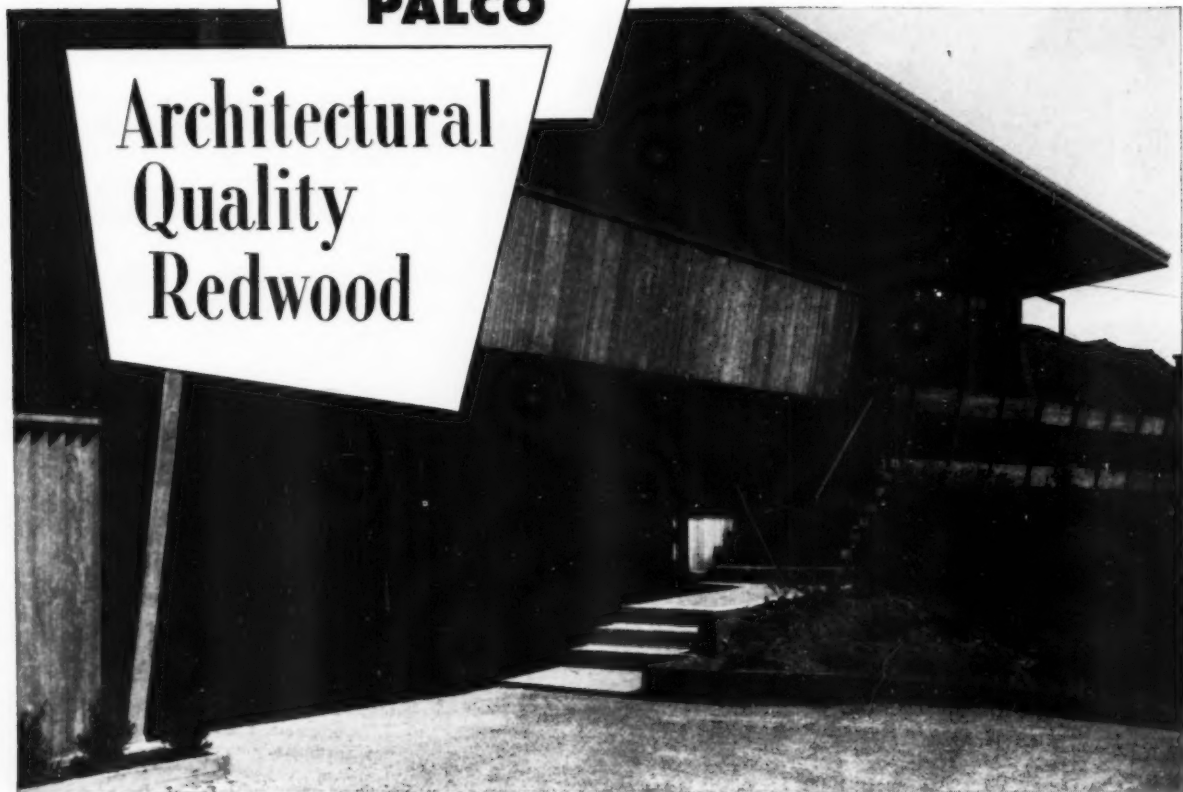
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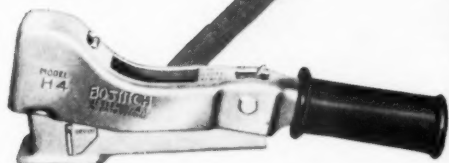
100 Bush St., San Francisco 4 • 35 East Wacker Drive, Chicago 1 • 2185 Huntington Drive, San Marino 9, Calif.

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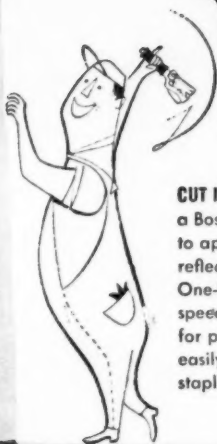
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**speed your job,**  
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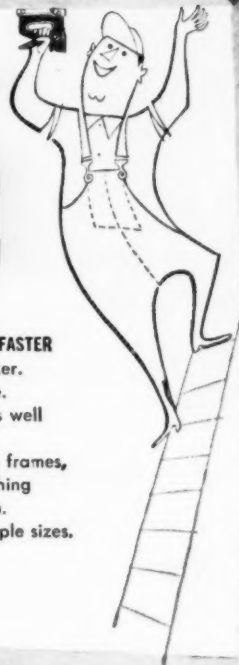
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**APPLY CEILING TILE 50% FASTER** with the Bostitch T5 Tacker. No danger of marring tile. Small nose locates staples well in on flange. Use it, too, for fastening screening to frames, applying cornerite, sheathing paper, flashing, insulation. Three models. Twelve staple sizes.



**GIVE THEM A TRY!** Look for these Bostitch tools at your dealer's. Try the Tacker, the H2B and H4 Self-Feeding Hammers. Compare their speed, their ease of operation. Prove to yourself that you can fasten it better and faster with Bostitch.

BOSTITCH, 830 Mechanic Street, Westerly, R.I.

Please send me bulletin and prices on:

- T5 Tacker       H2B Hammer       H4 Hammer  
 Bostitch machines for fastening \_\_\_\_\_ to \_\_\_\_\_

Name \_\_\_\_\_

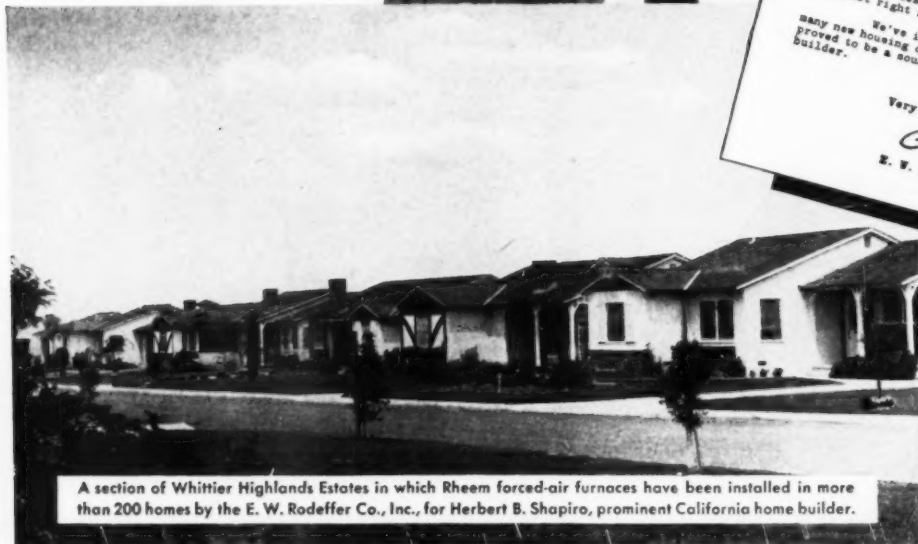
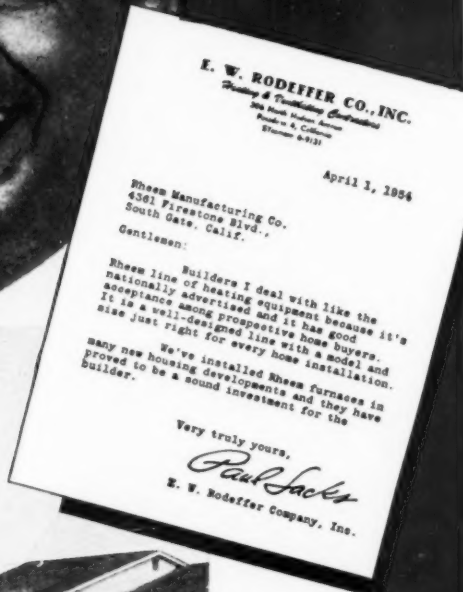
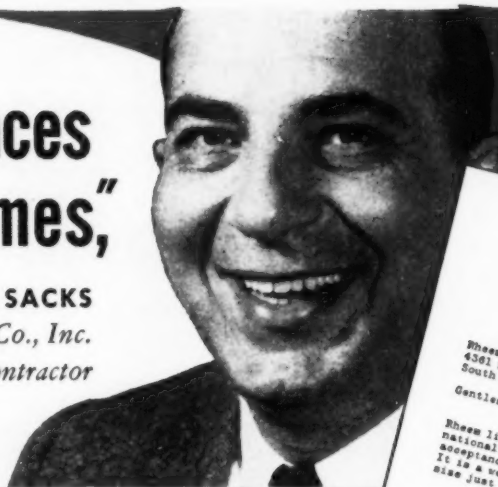
Firm \_\_\_\_\_

Street \_\_\_\_\_

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

# "Rheem Furnaces Help Sell Homes,"

Says **PAUL SACKS**  
 President of E. W. Rodeffer Co., Inc.  
 Pasadena Heating Contractor



A section of Whittier Highlands Estates in which Rheem forced-air furnaces have been installed in more than 200 homes by the E. W. Rodeffer Co., Inc., for Herbert B. Shapiro, prominent California home builder.

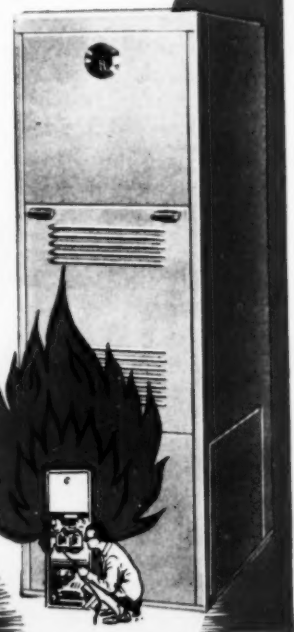
## You Can Profit by Installing Rheem Heating Equipment in Your Houses

You can make more sales faster by installing Rheem heating equipment in the homes you build says Paul Sacks. Read what he has to say:

"Builders I deal with like the Rheem line of heating equipment because it's nationally advertised and it has good acceptance among prospective home buyers. It is a well-designed line with a model and size just right for every home installation.

"We've installed Rheem furnaces in many new housing developments and they have proved to be a sound investment for the builder."

Get all the facts about the Rheem "Fire-Tested" Furnace line. Let your Rheem Dealer show you how Rheem heating equipment will help you sell your homes quicker and save you money. For complete details write the Rheem regional office nearest you.



# RHEEM

Manufacturing Company

Sparrows Point 19, Maryland  
 Houston, Texas  
 Richmond, California

AMERICAN BUILDER

you can  
easily  
see why

# Ingersoll

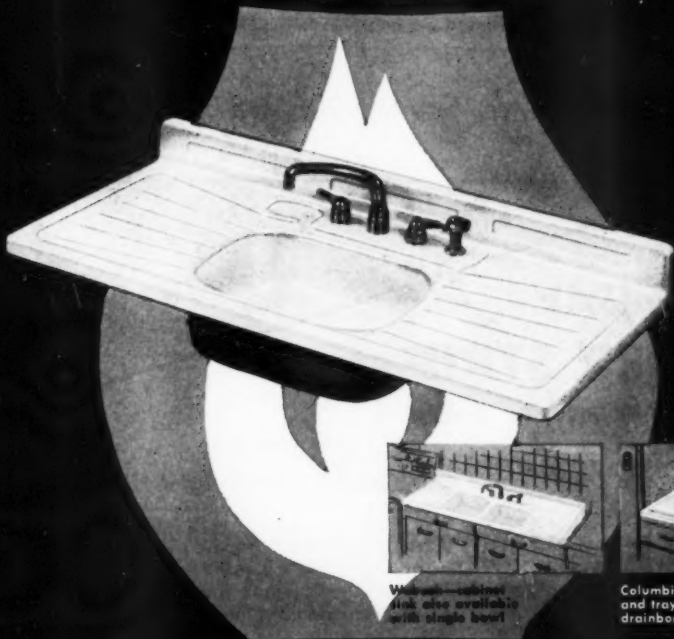
add up  
to a profitable  
future!

STAINPROOF, ACID-RESISTING PORCELAIN is absolutely impervious to fruit and vegetables, juices, dyes, lotions, soaps, and household acid stains. Cleans easily.

LIGHT WEIGHT for fast, neat accurate installation. Reduces chance of damage. Lowers shipping costs along with storage and handling charges.

DIE-FORMED STEEL assures exact measurements for easy installation on cabinets or in counter tops. Rough-ins never need altering . . . cabinets and tops never need re-cutting.

LARGE, DEEP SINK BOWL is an Ingersoll design feature. No stacking of dishes or pots and pans until one load is finished. A wonderful, sense making, sales making feature.



Windsor—cabinet sink also available with single bowl



Columbia—cabinet sink and tray with sliding drainboard



Hudson—counter top sink also available with single bowl



Merrimac—drop-in sink bowl for single or dual installation

For the complete picture  
on these profitable sinks, write to—

INGERSOLL PRODUCTS DIVISION  
*Borg-Warner Corporation*  
310 S. MICHIGAN AVE., CHICAGO 4

# This **M-D** Line Fills *ALL*

**MACKLANBURG-DUNCAN CO.**

# new

## *Numetal* WEATHER STRIP for Windows and Doors



### FOR DOORS

Completely packaged—ready to install. Available with regular door bottom or with threshold and exposed hook.

### FOR WINDOWS

For all standard 28", 30", 32" and 36" double hung windows. Completely packaged—ready to use.

**HANDY PACKAGED SETS**



*Ready to hand your customer—Ready to Use!*

## *Nu-WAY* WEATHER STRIP Easiest in the World to put on!



Works perfectly on windows, storm sash or doors. Made of wool felt and white metal. Individual carton contains one 18 ft. roll with nails and instructions. Packed 12 cartons in free display case.

### DEALERS

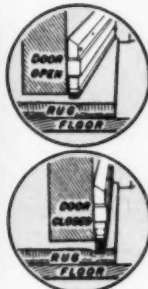
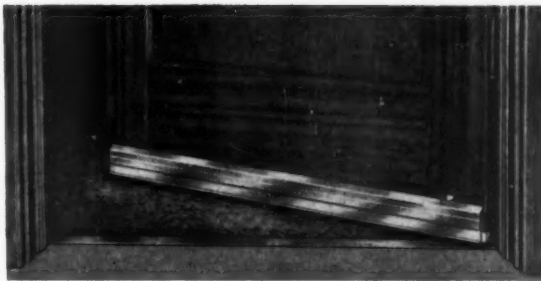
Order Today! Your order shipped same day it is received! All M-D products are fast sellers, nationally advertised.

### BUILDERS

For highest quality and dependability always specify M-D products. Sold by hardware, lumber and building supply dealers throughout the country!

# Weather Strip Needs for homes or old!

## Nu-GARD AUTOMATIC DOOR BOTTOM and Draft Eliminator

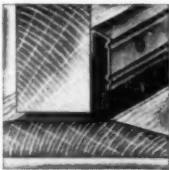


**UP** automatically to clear carpet when door opens

**DOWN** snugly against floor when door closes

For all doors—inside or out. Completely solves old problem of clearing rug or floor every time door opens. Smartly designed with silvery-satin finish—will not rust or tarnish. Furnished in standard lengths—28", 32", 36", 42" and 48". Packed in individual cartons.

### Nu-metal



#### DOOR BOTTOMS

Made of extra thick wool felt and heavy gauge stainless steel, brass or aluminum. Standard lengths—28", 30", 32", 36", 42" and 48"—packed 1/2 doz. same length to carton. Special lengths available.

### On-GARD



#### COIL WEATHER STRIP

Available in stainless steel or bronze. Packed 2 ways—six 18 ft. rolls in free display carton, or in 100 ft. and 200 ft. individual cartons.

### Nu-Glaze GLAZING COMPOUND



Always stays "put"! Packed in cans—1/2 pint, pint, quart and in drums 25 lbs., 50 lbs., 100 lbs. and 880 lbs.

### Nu-CALK CALMING COMPOUND



The world's best calking compound. Comes in handy loads; or 1/2 pint, pint, quart and gallon cans, also 5 gallon and 55 gallon drums—gun or knife grade.



**MACKLANBURG-DUNCAN CO.**

OKLAHOMA CITY 1, OKLAHOMA

Leaders in the Building Specialty Field for 34 years!

MACKLANBURG  
DUNCAN CO.  
MANUFACTURERS OF  
**QUALITY**  
BUILDING  
SPECIALTIES



Mr. Allen Dean, one of Toledo's outstanding builders, built this and other prominent homes in Ottawa Hills, Toledo's fine residential area.

## “CENTURY” Asbestos-Cement Roofing Shingles Compliment the Finest Homes!

This splendid house has been given added beauty and distinction with a roof of “Century” No. 5 Green Asbestos Shingles. It is the residence of Mr. J. L. Heisl, 2616 Edge Hill Road, Ottawa Hills, Toledo, Ohio. Mr. Heisl is President of Heisl's Greenhouse, Toledo, and also President of the Plant of the Month Club.

For any roofing need—from the most modest to the most elaborate home—“Century” Shingles are the outstanding choice. Because they are made from asbestos fiber and portland cement, they

won't burn, rot, or corrode. They are long-lived, dependable and never need protective paint.

A house roofed with “Century” Shingles all but speaks for itself. Buyers can't help but be impressed by the beauty, durability, economy, and freedom from maintenance that such a roof provides.

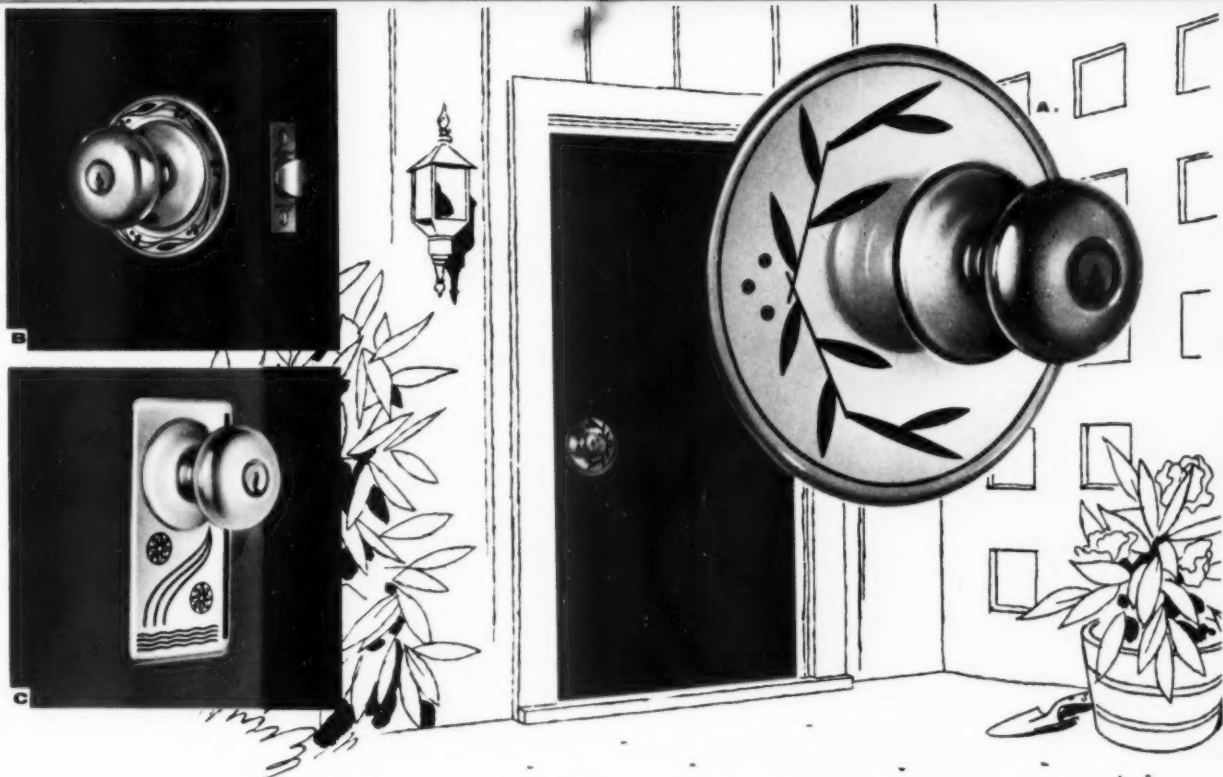
Ask your K&M distributor to show you the complete “Century” line of both roofing and siding shingles—the various styles, the many attractive colors. Or write direct to us for information.

**KEASBEY & MATTISON** COMPANY • AMBLER • PENNSYLVANIA

America's first maker of asbestos-cement shingles



AMERICAN BUILDER



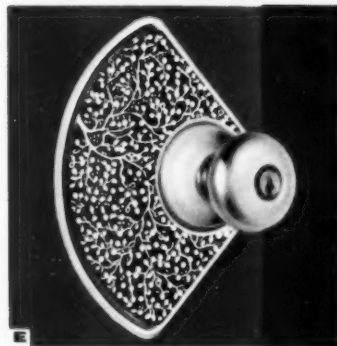
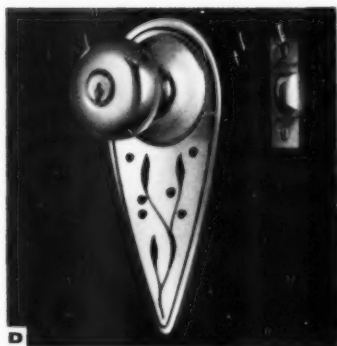
**NEW** *Decra-Dor* plates by **LOCKWOOD**  
 add a magnificent finishing touch to every door

It's the unexpected finishing touch that often makes the sale . . . the extra touch of charm that catches the prospect's eye. Lockwood's new Decra-Dor plates give you all this and even more. Decra-Dor, designed for use with Lockwood's 'C' Series locksets only, is the most exciting contribution to home decoration offered by a builder's hardware manufacturer in years.

These beautifully etched plates, with design inlaid in color, add new dignity and

distinction to every door . . . flush moderns, traditional paneled styles . . . from the front door right through the house. The five designs illustrated are available in highly polished brass or satin-finished aluminum.

**Easy to install, economically priced.** Lockwood's Decra-Dor plates are available through LOCKWOOD dealers from coast to coast. The name of your nearest Lockwood dealer and a full-color brochure will be sent to you promptly on request.



- A. HARVEST** . . . *The classic beauty of a shaft of wheat, modern yet ageless.*
- B. RONDO** . . . *This simple circular design frames the door knob in a colorful etched pattern on lustrous metal.*
- C. COSMIC** . . . *A suggestion of antique design rendered with truly modern simplicity.*
- D. WOODBINE** . . . *Graceful tendrils in an attractive floral pattern.*
- E. PERSIAN** . . . *The legendary tree of wisdom, etched and inlaid with color on a quadrant-shaped plate.*

ALL DESIGNS AVAILABLE IN BRASS OR ALUMINUM



**LOCKWOOD HARDWARE MANUFACTURING CO.**  
 Fitchburg • Massachusetts

# Birch

FACED PLYWOOD WITH  
SOLID CORE  
new Wonder Wood  
from APMI

First it was *Sea Swirl*, decorative Douglas fir plywood... then *Knotty Sea Swirl*... now, a worthy companion to these popular APMI panels is BIRCH faced plywood.

This new product is top quality—golden beauty outside; SOLID CORE inside. Standard 4' x 8' panels are available in 1/4" and 3/4" thickness. Other sizes on special order.

APMI plywood is stocked at company warehouses and selected independent jobbers.

Your inquiries are invited.



## Associated Plywood Mills, Inc.

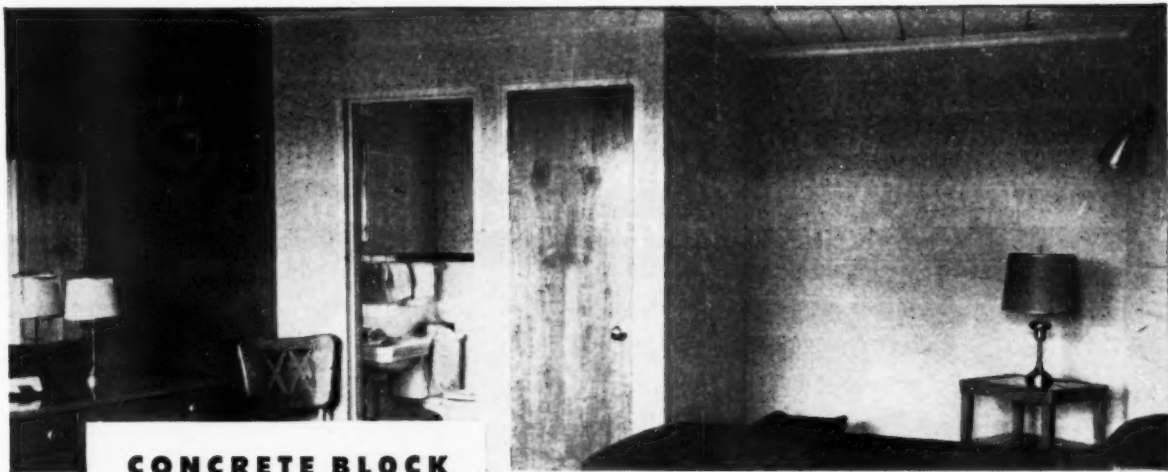
General Offices: Eugene, Oregon

Plywood plants at Eugene and Willamina • Lumber mill at Roseburg

BRANCH SALES WAREHOUSES: 4268 Utah St., St. Louis, Missouri; 4814 Bengal St., Dallas, Texas; 4003 Coyle St., Houston, Texas; 1026 Jay St., Charlotte, North Carolina; Wake Forest Road, Raleigh, North Carolina; Worley Road, Greenville, South Carolina; 925 Toland St., San Francisco, California; Eugene, Oregon; Willamina, Oregon.

SALES OFFICES: 31 State St., Boston, Massachusetts; 595 E. Colorado St., Pasadena, California.





**CONCRETE BLOCK  
INSIDE AND OUT**



*Contractor who built his own motel says:*

**"I needed the best materials for my Trav-L-Lodge  
—that's why I chose Atlas Mortar"**

Concrete block painted in pastel colors is featured on both exterior and interior walls at the Dallas (Pa.) Trav-L-Lodge. That's why mortar joints on this job were particularly important. For this special job, general contractor and owner, Donald Hughes, specified Atlas Mortar.

Says Hughes, "Atlas Mortar is excellent for any type of masonry unit. It's smooth under the trowel—lets us get the true, tight joints that we can count on every time. That's why I've used Atlas Mortar for the past four years."

Mr. Hughes' statement is typical

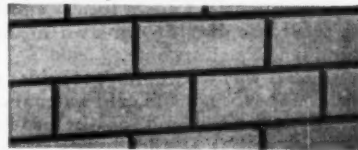
of many we receive from contractors, masons and architects . . . on-the-job reports . . . that praise Atlas Mortar for workability, strength and good appearance.

**ATLAS MORTAR** has proved itself on large jobs and small and in the laboratory as well. It complies with ASTM and Federal Specifications for masonry cement. For further information write Universal Atlas Cement Company (United States Steel Corporation Subsidiary), 100 Park Avenue, New York 17, N. Y.

**OFFICES:** Albany • Birmingham • Boston • Chicago  
Dayton • Kansas City • Minneapolis • New York  
Philadelphia • Pittsburgh • St. Louis • Waco



**Smooth as butter**—Masons go for the outstanding workability of Atlas Mortar . . . the way it responds easily to the trowel.



**True, tight joints**—Atlas Mortar helps assure a strong bond for masonry units . . . satisfactory hardening that produces tight joints.

AB-M-45

**SKILLED HANDS PREFER**

# ATLAS MORTAR CEMENT

**THE SATIN OF MASONRY CEMENTS**



UNITED STATES STEEL HOUR—Televised alternate weeks—See your newspaper for time and station

"BECAUSE A BUILDER PUTS HIS REPUTATION ON THE LINE EVERY TIME HE BUILDS A HOUSE IT WOULD BE FINANCIAL SUICIDE TO USE ANYTHING BUT QUALITY PRODUCTS"  
 SAY *Brune & Harpenau* CINCINNATI, OHIO



In all their homes  
 these quality builders have used  
**REVERE COPPER WATER TUBE**  
 . . . they say, "it costs less  
 to put in our homes than rustable pipe."

For the newest group of 200 homes in the Bel-Aire Section of Green Acres development, BRUNE & HARPENAU again selected Revere Copper Water Tube, for, as they put it, "We consider it our civic duty as builders, to build the best possible home we know how. And since we are known locally and have a reputation to uphold we would be digging our own financial graves to produce anything but a quality home.

"That is why we wouldn't consider anything but Revere Copper Water Tube for hot and cold water and service lines. Revere makes a nationally-advertised, quality product with unquestionable acceptance so it is an added sales feature to tell people that all our plumbing is Revere Copper Tube. And so far as we, as builders are concerned, we like the advantages of copper tube . . . proved endurance, non-rusting, non-rotting, rust cannot clog it, fewer fittings, solder fittings used require no thread-cutting or wrench work, the choice of 20' straight lengths or 60' coils. And, we have found that with all these advantages Revere Copper Water Tube costs less to put in our homes than rustable pipe. Why shouldn't we prefer it?"

Keep out of trouble with copper . . . guard *your* reputation for quality work. Insist on enduring Revere Copper Water Tube. There's a Revere Distributor near you who carries a full stock in both hard and soft tempers. And, in the event you or your plumbing contractor have technical problems, write us direct and we will put you in touch with Revere's Technical Advisory Service.



BEL-AIRE SECTION of the Green Acres development of 200 homes, Cincinnati, Ohio, recently erected by BRUNE & HARPENAU. Prices range from \$15,500 to \$22,000. 220 ft. of non-rusting Revere Copper Water Tube in sizes from 1/2" Type "L" to 3/4" Type "K" was used in each house.

INSTALLED BY ALFRED P. DOERLE, Plumbing Contractor.  
 Revere Distributor: MURDOCK MANUFACTURING AND SUPPLY CO. Both of Cincinnati.

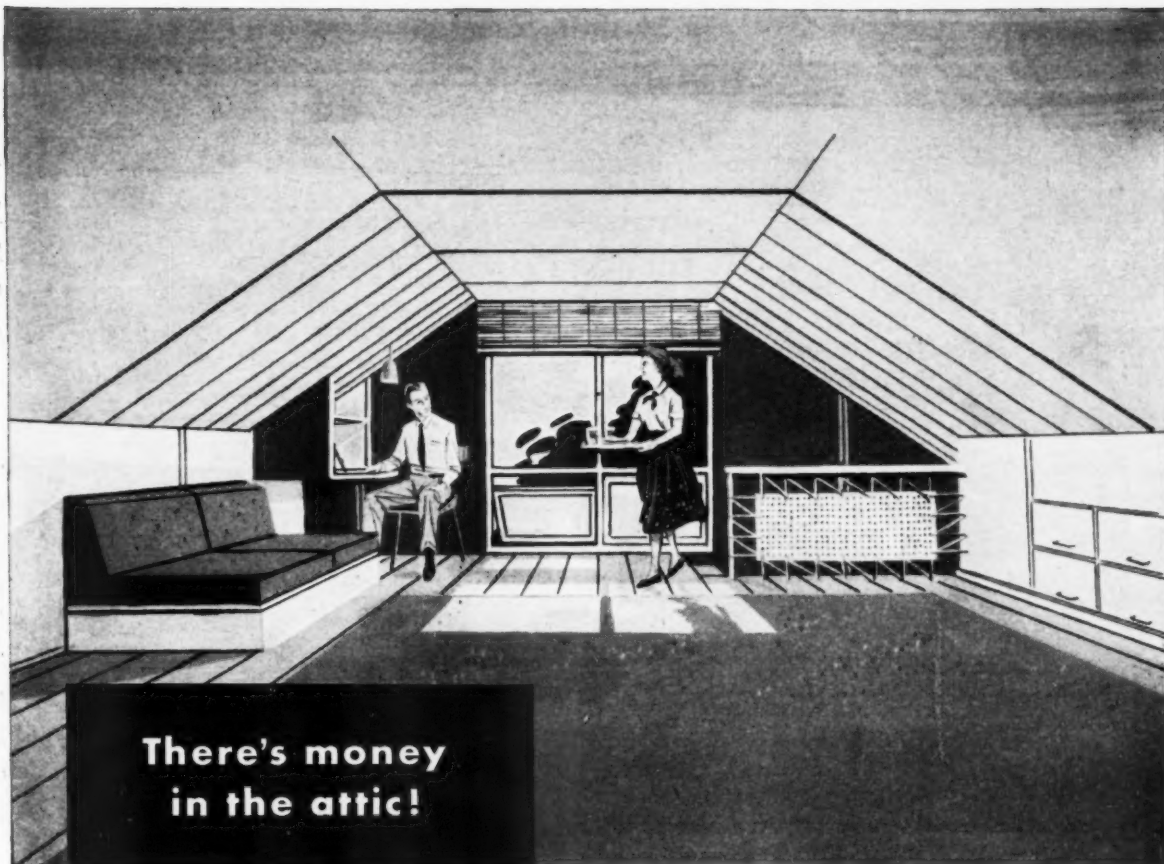
**REVERE**

**COPPER AND BRASS INCORPORATED**

Founded by Paul Revere in 1801  
 230 Park Avenue, New York 17, N. Y.

Mills: Baltimore, Md.; Chicago and Clinton, Ill.; Detroit, Mich.; Los Angeles and Riverside, Calif.; New Bedford, Mass.; Rome, N. Y.—  
 Sales Offices in Principal Cities. Distributors Everywhere

SEE "MEET THE PRESS" ON NBC TELEVISION, SUNDAYS



**There's money  
in the attic!**

**GET MORE  
REMODELING JOBS  
WITH VERSATILE**

**MASONITE  
PANELWOOD  
AND  
TEMPERED  
PRESWOOD**

How many unfinished attics are there in your community—crowded, cluttered up, old 3rd-floor “warehouses” for junk—fire hazards.

Right now is a good time to line up some profitable inside work for the winter, turning unused attic space into comfortable living quarters for the family.

And depend on Masonite Presdwood for a big “assist.” Among the 33 types and thicknesses of smooth, rigid Presdwood® are the materials for floors, walls, ceilings, built-ins and decorative touches.

Panelwood and Tempered Presdwood are grainless, all wood hardboards made stronger with nature’s own lignin. They cut and fit like wood, finish beautifully.

Send coupon for an idea-starting plan. We’ll also send you our “Idea Book” with dozens of money-making suggestions for working with Presdwood.



NATURALLY STRONGER WITH LIGNIN

**MASONITE®  
CORPORATION**

Dept. AB-10, Box 777, Chicago 90, Ill.  
“Masonite” signifies that Masonite Corporation  
is the source of the product

Please send me, without obligation, your plan No. AE-297 for finishing an attic, and your “Idea Book.”

AB-10

Name.....

Address.....

Town.....Zone.....

County.....State.....

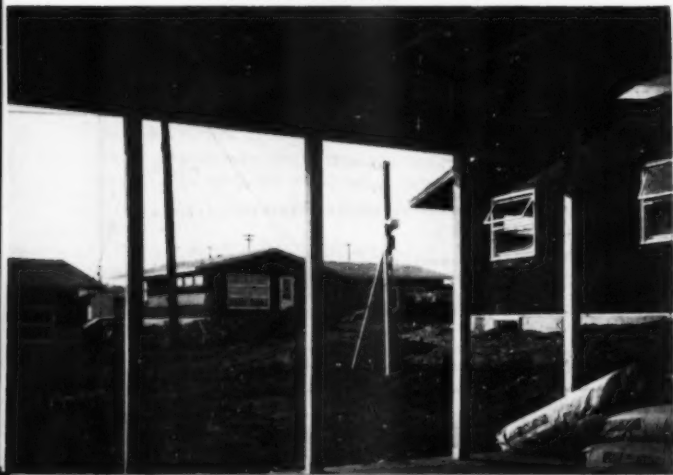


*Completed TREND Homes in Strauss Bros. Eastridge Project, Lincoln, Nebraska*

# Project builder praises selling feature

**VARIETY IN APPEARANCE OF HOUSES** is strong point for Flexivents stressed by Strauss Bros. This view of homes being built shows how Flexivents lend themselves to post-and-beam construction through effective use in ribbons, stacks, groups and as a low-cost casement.

**FLEXIVENT EASE OF ASSEMBLY** also wins praise from Strauss Bros. Here workman builds up Flexivent group in shop right at building site. This single workman handles all assembly for project of 650 homes. From here windows are moved to houses for quick installation in rough opening.





John D. Strauss

"In Strauss TREND Homes we find our customers are as enthusiastic about Flexivents as we are," says John D. Strauss of Strauss Bros., leading Lincoln, Nebraska contractors.

"As builders, we like Flexivent's ease of installation, as well as the economy of having to handle only two sizes of windows," says Mr. Strauss. "And our customers are pleased with the variety of appearance the many Flexivent combinations give to our houses. The women are especially enthusiastic about the ease with which Flexivents can be cleaned."

Look over the Strauss Bros. operation on this page showing their Eastridge project in Lincoln. Look into the many advantages of Flexivent Windows for the next project you build!

Across the country, Andersen Flexivent Window Units continue to grow in popularity with contractors building homes for sale. And Flexivents are earning this reputation for 3 big reasons.

**THEY'RE LOW IN COST.** Simplicity in design plus Flexivent's famed ease of assembly and installation keeps cost down.

**THEY'RE HIGHLY VERSATILE.** Wide choice of sizes, sash operations and window combinations make Flexivent the most useful window you ever saw.

**THEY'RE HIGH IN QUALITY.** Precision manufacture in Andersen's modern plant by skilled window craftsmen assures trouble-free operation, extreme weathertightness.

# ***FLEXIVENT***<sup>\*</sup> as big for homes

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

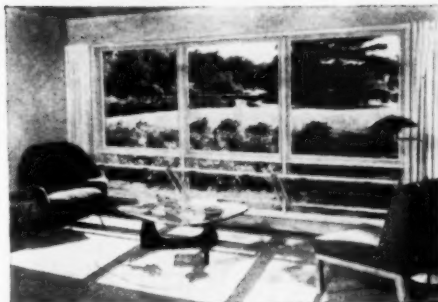
# Andersen Windowalls<sup>\*</sup>

COMPLETE WOOD WINDOW UNITS

\*TRADEMARKS OF ANDERSEN CORPORATION

Andersen Corporation • BAYPORT • MINNESOTA

## **FLEXIBLE IS THE WORD FOR *FLEXIVENT***



**HOPPER STYLE FLEXIVENT** provides plenty of ventilation in combination with new Flexiview Picture Window Unit. Sash opens inward. Extremely easy to clean.



**AWNING STYLE FLEXIVENT.** Sash opens outward. Brings light and fresh air into the home. Can be left open during rain with no worries about water damage.



**CASEMENT STYLE FLEXIVENT.** Sash open outward. Installed in this position Flexivent offers the ideal way to achieve a low-cost casement window.

## **money—its market, source and effect on the builder**

**By Joseph Nowicki**

Loan Officer,  
Chicago Federal Savings and  
Loan Association



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**EDITOR'S NOTE**—Written in simple, practical terms, this is the first of a series of four articles on the "how and why of mortgage financing." The author is a well-known Chicago savings and loan executive who has specialized in handling financing of homes for builders for the past 10 years. Subsequent articles will discuss "Types of loans," "How to secure a loan commitment," and "What the lender expects from the builder."

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### **The money market**

Money is a commodity, just like a pair of shoes. When money is borrowed, it is, in effect, rented for a fee as represented by the interest paid for its use. Because it is a commodity, the volume and price of money is subject to fluctuation. When the supply is more than adequate, interest rates are low; when the supply is short, interest rates go up.

Fluctuation in the money market is governed by various factors. Greatest single factor is the action our government takes to either tighten or loosen the supply. In periods of inflation and rising prices, the supply of money can be tightened and controlled. You will recall one such action during and after the war when Regulations X and W were in force. These regulations limited the amount of credit that could be issued for the purchase of a home or other commodities.

Another form of control is action the Federal Reserve Board can take with its member banks. You may have noticed recently that reserve requirements for member banks were cut, freeing some \$8 billion in credit. This means that the member bank can carry less cash on hand as a reserve against withdrawals. Such an action, therefore, makes available more money for spending and stimulates the economy.

Still another action affecting the money market is government spending. Such spending puts more money in circulation, usually leads to greater savings which, in turn, increase the availability of mortgage credit. As previously stated, the price of money (or interest rate) fluctuates with its availability. There is one factor, however, that helps stabilize interest rates—the setting of rates by the Federal Housing Administration and Veterans Administration on insured and guaranteed loans. These will be discussed in succeeding articles.

### **Source of money**

When a contractor uses credit to build a house, there must be a source to furnish that credit. Generally, all credit used originates from individuals, represented by various forms of savings programs. The greatest source of builder credit is available through specialized agen-

cies that gather together savings of individuals and then invests them in a few well known types of securities. One of the greatest and most stable of these securities (next to government bonds) is mortgages.

Specialized savings agencies include savings and loan associations, co-operative banks, life insurance companies, commercial banks, investment trusts, credit unions. The relative importance of the different sources of home mortgage money varies with each community. In 1953, savings and loan associations made approximately 37½ per cent of all home mortgage loans. Life insurance companies and commercial banks accounted for 26 per cent, mutual savings banks about 17½ per cent, individuals and others 19 per cent.

Of all of these sources of mortgage credit, savings and loan associations are the fastest growing, the most specialized and most stable source year in and year out. Savings and loans were organized primarily for the purpose of financing homes, and they invest fully 85 per cent of their assets in home loans.

Life insurance companies invest their holdings in a variety of ways, such as government, municipal and corporate bonds, preferred and common stocks, mortgages and real estate. Mortgages may represent less

*(Continued on page 188)*

# NOW! CONTRACTORS WITH 10 TO 24 EMPLOYEES CAN HAVE "BIG COMPANY" BENEFITS!



New "EMPLOYEE PROTECTION PLAN"  
by New York Life offers low-cost  
life insurance, weekly income disability  
and liberal hospitalization  
benefits for your employees.

Designed expressly for the growing enterprise not yet large enough to carry our regular Group Insurance, New York Life's new Plan has been an immediate success. In your business, employers with less than 25 employees (minimum for Group Insurance) have been tremendously enthusiastic about all the benefits it makes possible. Even with as few as 10 people, such firms can now—through the Employee Protection Plan—assure the security and freedom from worry that big corporations find so important today in hiring and retaining efficient personnel.

The new Plan offers a combination of coverages in varying amounts and is so flexible it can be tailored to the exact needs of your organization—your employees, their dependents and yourself. It is low in cost, easy to install, easy to administer. It can pay for itself in reduced employee turnover alone! And with Christmas coming, what more sincere

expression of good will could you present to your employees than an Employee Protection Plan—security for the years to come?

So if you run an operation employing fewer than 25 people, why not join other leaders in your field and install an Employee Protection Plan? Ask your New York Life agent *today*—or mail the coupon below for our brand-new, informative booklet.

### SEND FOR NEW, FREE BOOKLET!



Offered for the first time—absolutely without charge or obligation! "Getting Down to Cases" is an attractive and interesting booklet containing actual case histories of how leaders in your business and other fields have benefited from their Employee Protection Plans.

New York Life Insurance Company, Dept. A  
51 Madison Avenue, New York 10, N. Y.

Please send me, without charge, your new booklet entitled "Getting Down to Cases." I understand that I am under no obligation.

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**NEW YORK LIFE**  
INSURANCE COMPANY

The New York Life Agent In Your Community Is a Good Man To Know

OCTOBER 1954

187

# EVERYBODY



**PROFITS WITH**

## HIDALIFT

*the completely modern Sash Balance*



**BUILDER**

Hidalift cuts installation time and costs because it's easier, faster to install and tension.



**DEALER**

Hidalift sells on sight. It's easy to handle. Builds up sales volume and goodwill.



**ARCHITECT**

Hidalift doesn't mar the beauty of modern windows because Hidalift is 100% concealed.



**HOMEOWNER**

Hidalift insures lifetime wear plus ease of operation. Increases resale value of home.

Tension can be applied **DURING** installation on "L" type attaching bracket; or **AFTER** installation on both "L" and "Cup" types.

Be sure and send for the new folder which illustrates and describes Hidalift's many quality features and installation advantages.

Quality Products For Over a Century



**HIDALIFT DIVISION**

The Turner & Seymour Mfg. Co.  
Torrington, Conn.

Gentlemen:  
Send new folder and prices on Hidalift.

Please check  Dealer  Builder

Name \_\_\_\_\_

Address \_\_\_\_\_

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



## MORTGAGE FINANCING

*(Continued from page 186)*

than 20 per cent of their total assets. Their investment policy may vary from time to time, being dependent largely on what type of security offers the best return. There may be periods when bonds or stocks are more attractive as investments, and during those periods funds would be less available for mortgages.

This policy of diversified investment creates somewhat of a situation of instability as a source of mortgage credit. These same factors may affect, with the exception of savings and loans, other sources of mortgage credit in the same manner.

Summing it up briefly, the money for financing new homes comes from the savings of individuals which are gathered together and then invested in mortgages by specialized financial agencies.

### Effect of money supply on the builder

Very few builders or purchasers can produce or buy a home without the use of mortgage credit.

The supply of money available for mortgage loans varies from lender to lender, and community to community. Lending policies, in turn, are based upon the amount of money available for loans. When money is free or plentiful, loan commitments are easier to obtain, the loan is usually more generous (lower down payment), and will be amortized over a longer period, requiring lower monthly payments.

When money is tight, loan commitments are more conservative, down payment requirements are stiffer, and the number of prospective purchases is restricted.

For the builder, therefore, a steady and stable source of mortgage credit is a must if he is to maintain a continuous building operation. He must be able to foresee fluctuations in the money market and protect his operations with firm financing commitments when a "tight" money period is approaching by aligning himself with a financing institution that will assure him a steady supply of mortgage credit at reasonable terms. Further, he must know when to expand his operations in a "free" money market and limit them in a "tight" market.

Many a builder has gone broke by being forced to carry unsold buildings through a period of tight money. The signs of a free or tight market are there if you can recognize them and plan your operations accordingly.

The next article will deal with types of loans.

### Some Facts About

#### The Business of Building

In 1949 the Bureau of Labor Statistics estimated that 119,600 firms were active in home building. They were either housing "contractors" who carried out projects planned and initiated by owners, or they were "merchant" or "operative" builders, who themselves initiated the planning, production and merchandising of units.

Labor required for all types of on-site building construction (residential, industrial, commercial, etc.), both private and public, during the fourth quarter of 1953 totaled 1,887,000 persons. For the same period, general contractors employed 927,900; plumbing and heating, 306,000; painting and decorating, 153,100; electrical work, 161,200; other special trades, 592,000. The average weekly wage was \$92.09; the average weekly hours were 36.4 at an average per hour earnings of \$2.53.

—Excerpt from *This is the building business, American Builder*, August, '54



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The working hours you save will *much more* than pay the cost.

The Master Heater rolls into place, starts at the flip of a switch, *blows* clean, odorless heat right where you want it . . . *instantly*. Thermostat and safety controls are fully automatic; combustion so complete you don't need a vent. Burns inexpensive kerosene or fuel oil. Two models—160,000 or 400,000 BTU per hour. For more information mail coupon.

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Setting up a modular panel system based on an *American Builder* series of articles, two Canadian building firms operate central cutting and fabricating shops; ship to job. Picture above shows shop of Roy James Construction Co.



Material flows from yard through cutting bench (see below) to storage racks (shown above). Racks are located for easy access by assembly table workmen

## Canada builders switch to panel framing; one reports \$150 saving

Two Canadian building firms have set up modular panel operations after reading the how-to-do-it articles on *Modular Principles* which appeared in *American Builder* from June, 1952, to September, 1953.

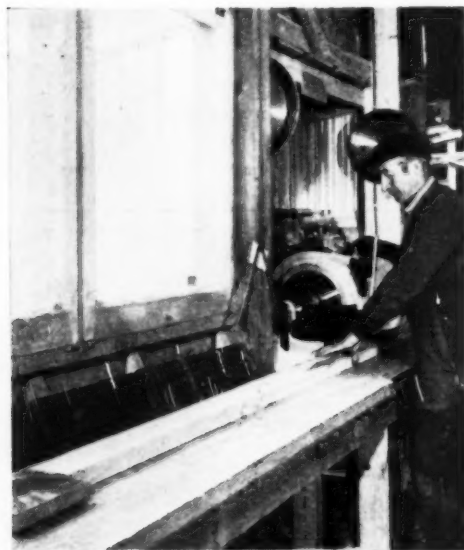
The builders, Roy James Construction Company, Ltd., of London, Ontario, and N. O. Hipel, Ltd., of Preston, Ontario, utilize the modular panel system in different ways: James, who builds 100 or more houses a year, uses the panels for his own construction operation, while Hipel, a small volume builder, now sells panels to other builders.

### **Roy James Construction Company, Ltd.**

This firm operates a centrally located panelization operation and trucks the panels and trusses to the job site. Comparing the cost of 12 conventionally built houses with 12 similar panelized units, James found a saving of \$150 on each panel framed house. Framing labor on the conventional houses averaged \$500 per unit; \$350 for the panelized units. The \$350 breaks down as follows: \$200 for panel erection, \$100 for shop labor, and \$50 for trucking.

Reduction of material waste also is important, according to the James firm. Short cut-offs of framing lumber can be used for backing, blocking and cripples.

(Continued on page 192)



Finished panels or trusses are shipped via truck to the job site




**AMERICA'S  
MOST VERSATILE  
BUILDING  
MATERIAL**

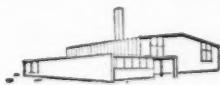


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LUMBER** Douglas Fir • West Coast Hemlock

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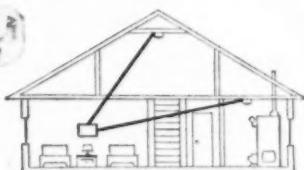
whatever the job, consider **WOOD FIRST!**

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## Freedom From Fear of Fire

Builders in every price range report the new Edwards Home Fire Alarm is a powerful sales persuader! Here's a \$20 feature — easy to install and demonstrate — that gives every new home what every new home buyer wants: *fire protection!* Add this feature to *your* new homes.



Complete, integral signal unit mounts behind smartly styled, modern aluminum plate that fits flush into wall. System can be tested anytime simply by pushing button.

Two automatic, foolproof detectors — ceiling-installed in furnace room, storage area — operate at 140°F., safe coverage for 400 sq. ft. each. Additional detectors easily added to system. UL listed.

- ★ COMPLETELY AUTOMATIC, ELECTRIC!
- ★ PERMANENT DETECTORS — NEED NEVER BE REPLACED!
- ★ USES LOW-COST BELL WIRE!
- ★ NEEDS NO SERVICING OR ADJUSTING!

Rings the bell with your prospects! Light a match. Hold it under a detector. In seconds, alarm bell sounds off. Dramatic proof that your prospects are protected! Edwards adds *freedom from fear of fire* to your homes' other selling points!



## Home Fire Alarm

Edwards Home Fire Alarm, Catalog #F-100. Two detectors plus complete signal unit. \$19.95. Cash in! See your electrical supplier, wire or phone Edwards for full details NOW!

**EDWARDS COMPANY, INC., NORWALK, CONN.**

## Canadian builders

(Continued from page 190)



Typical small house built by Roy James Construction is 1000 square feet, has three bedrooms and a price tag of \$12,000

Here is a breakdown of shop costs for cutting and assembly of the modular panels:

### SHOP LABOR & ASSEMBLY

1. Gables			
a Cutting:			
2 Rafters @ 5¢	10¢		
2 Joists @ 3¢	6¢		
16 Studs @ 3¢	48¢		
4 Gussels @ 1¢	4¢		
	<hr/>		
Total Cutting Cost	68¢		
b Assembly			
	\$2.12		
	<hr/>		
Total cost of gable	\$2.80		
2 gables at \$2.80			\$ 5.60
2. Trusses			
a Cutting			
11 Gussels @ 1¢	11¢		
2 Rafters @ 5¢	10¢		
2 Joists @ 3¢	6¢		
4 Braces @ 3¢	12¢		
	<hr/>		
Total Cutting Cost	39¢		
b Assembly			
	75¢		
	<hr/>		
Total cost per truss	\$1.14		
25 trusses @ \$1.14			\$28.50
3. Assembly			
Outside Wall Panel			
Incl. Headers Sub-Assemblies			
Sheathing—118 lin. ft. @ 25¢			
			29.50
4. Interior Wall Panels			
125 lin. ft. @ 12¢			
			15.00
5. Louvre Frames			
Rip & Cut—20¢ ea.			
Assembly 30¢ ea.			
2 Frames @ 50¢			
			1.00
6. Cupboard Bulkhead:			
Cutting—30¢			
Assembly—50¢			
2 Bulkheads @ 80¢			
			1.60
7. Cutting Ext. Wall Panels			
Material delivered in bulk lots to saw			
Approx. 300 pcs. @ 2¢			
			6.00
8. Landing Assembly:			
a Cutting 15 pcs.			
	45¢		
b Assembly & Deck @ \$2.50			
	2.50		
	<hr/>		
1 Landing	\$2.95		2.95
9. Gable Rakes			
a Cutting 30¢			
b Assembly 45¢			
	<hr/>		
4 rakes @ 75¢			3.00
10. Grooving Facia Board			
80 lin. ft. @ 1.5¢			
			1.20
11. Assembly Door Frames			
2 doors @ \$1.00			
Rehanging temp. doors			
2 doors @ \$1.00			
			2.00
	<hr/>		
Total	\$98.35		

**N. O. Hipel, Ltd., Preston, Ontario**

This organization furnishes builders with a modular panelized house package; hopes to serve builders within a 150-mile radius. Package includes everything but heating, plumbing and electrical equipment.

Designwise, the package is a 1000 square foot house with multiple variations; 10 interior floor plans, five roof designs, with or without carports or garages, three window variations, and innumerable exterior material variations.

Hipel's price for the package ranges from \$3500 to \$4500 which, he says, is competitive with the cost of materials alone for a builder using conventional methods.



Picture above shows N. O. Hipel shipment of prefabricated panels to site of builder customer. Walls, trusses and roof decking can be erected in one day



Typical Hipel design has brick veneer. This house is design "C" with carport and check rail windows

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C-9

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**'pre-fabbed' HEAT**

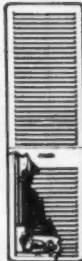


... with **INDIVIDUAL ROOM TEMPERATURE CONTROL**

A compact "in-the-wall" Heater, in super-insulated wall box, ready to install. Fits standard 2" x 4" studding, adjusts to exact wall thickness. For inside or outside walls, all gases, high altitudes. Non-clog Burner and Combustion Chamber head are cast-iron. Heating section 100% welded (no sweating, odor). Fully enclosed; controls accessible via handy service door. Packaged Auto-Control Manifolds install easily, may be stocked in modest supply. Sectional wall panel finished in baked beige enamel; durable, lustrous. Sizes from 17,500 Btu up.

\*DUAL-ROOM models actually 2 heaters in one wall box; single gas and flue connections.

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  - MOTEL
  - CABIN
  - TOURIST HOME
  - OFFICE
  - CLUB
  - LODGE
  - GRILL
  - SALE
  - SHOP
  - STORE
  - LABORATORY
  - CHURCH
  - SCHOOL
  - HOBBY SHOP
  - REST ROOM
- FOR ALL GASES



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**WALL HEATER**

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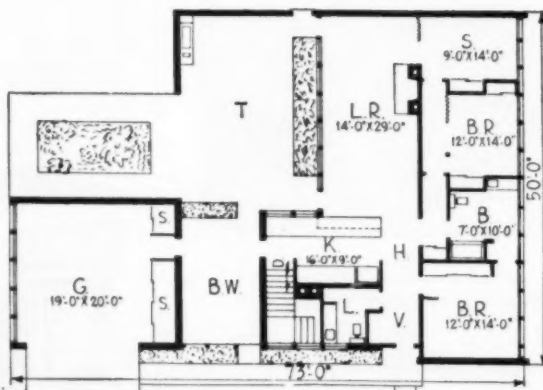
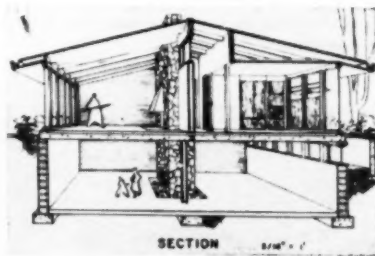
## here's Detroit's 'ideal home' for '55

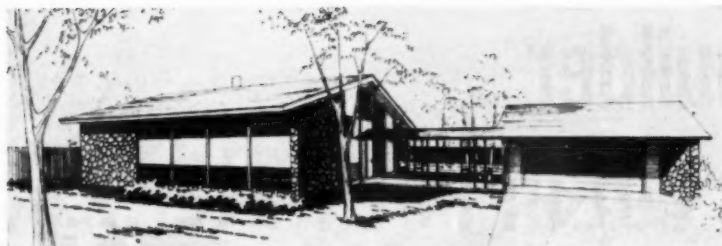
Top honors in the 1955 Detroit Builders Show architectural competition went to this L-shaped, ground-hugging ranch house. It was designed by Edward J. Kovach, architectural student at Lawrence Institute of Technology in Detroit. He received a cash award of \$300.

Purpose of the contest, sponsored annually by the Builders Association of Metropolitan Detroit, is twofold—arouse and promote interest of students in residential architecture; provide the association an "ideal home" to display at its 1955 home show.

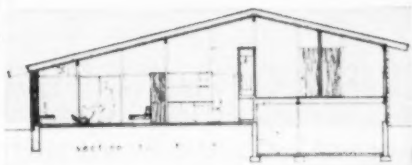
Selections were made on the basis of plan arrangement, external appearance, adequate use of space, structural practicability, expansibility, adequacy of equipment, effective presentation and suitability as an exhibit enterprise.

Indoor-outdoor living, open planning, and an abundance of recreational space are noteworthy features of the winning design. Basement provides for game and social areas, hobby room and bar, as well as ample utility space





### third choice is split level



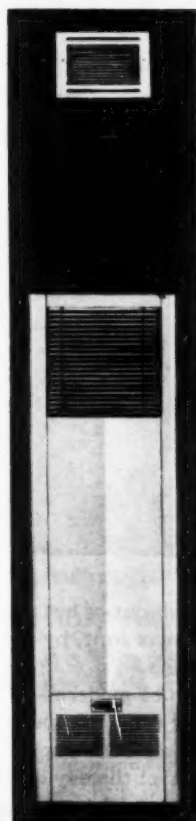
Third award was given to Charles R. Sutton of Cranbrook Academy of Art for the split level shown on this page. Other winners were John V. Yanik, Lawrence Institute of Technology, second prize, and Leon H. Kohls, also of Lawrence, fourth. Last year, Yanik's fourth place entry was constructed as the 1954 "ideal home"

Reading left to right clockwise, judges were: Thomas H. Hewlett, architect; Louis J. Sappington, J. L. Hudson Co.; Robert C. Reschke, Practical Builder; Edward R. Pratt, past president, Builders Association of Detroit; Arthur V. Hansen, architectural editor of American Builder; Earl W. Pellerin, A.I.A., professional advisor for the competition; and Douglas Haskell, Architectural Forum and House & Home



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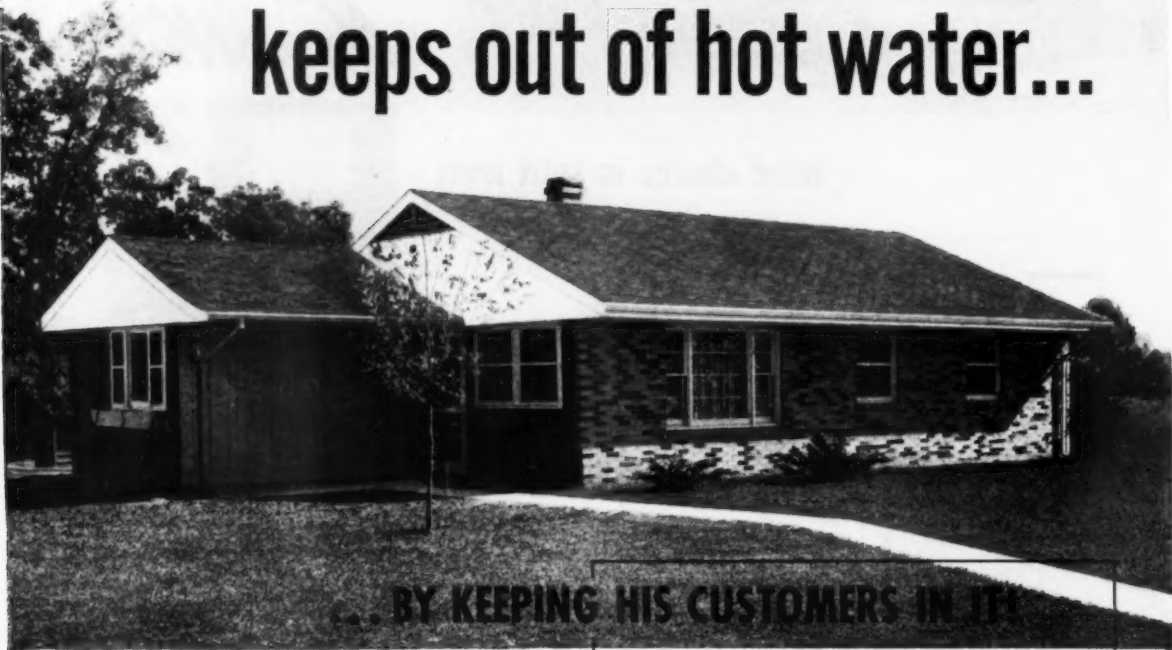
Please send me without obligation, complete information about the Holly NarroWall Heater with S-H-E.

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# This builder keeps out of hot water...



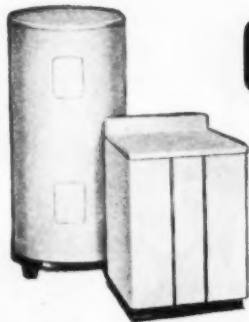
**YOU** can keep yourself out of hot water—and keep your customers *in* it, by installing *Electric Water Heaters*. Home buyers want to be modern—to live *electrically*—so they want this water heater that automatically assures an ample supply of hot water at any hour of the day or night. They like the fact that it is clean in operation, and doesn't heat up the area where it is installed, because the tank is so completely and efficiently insulated. The *Electric Water Heater* is good for the builder—as well as his customer. Since it can be installed anywhere, hot water lines can be short—to reduce installation cost and minimize radiation loss. It can help make your home buyers your satisfied customers.

These houses are in Sylvan Springs, St. Louis, Missouri. Builder Matthew Nothum says: "Electric appliances are a part of modern living—and they do sell homes. That's why all our houses here are equipped with *Electric Water Heaters*. There's nothing like an ample, automatic supply of really hot water to sell home buyers and keep them sold."

## QUIZ FOR BUILDERS

**Q.** What size *Electric Storage Type Water Heater* should I install?

**A.** It pays to install a size adequate to take care of every potential need. In the Nothum houses, the 3-bedroom models have the 80-gallon size, and the 2-bedroom houses have the 66-gallon size.



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- Control of visibility, light and ventilation to suit window exposure and season.
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Always one step ahead of the weather—RUSCO now offers builders and architects a complete line of ALL-METAL field-engineered

- VENETIAN ADJUSTABLE AWNINGS and JALOUSIES
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There's nothing "Johnny Come Lately" about Rusco Shading Devices. Their beauty of design—and the many exclusive, patented technical advantages offered—are the result of years of research in contemporary architecture and into basic air conditioning problems. The long sweeping lines of today's homes and buildings are greatly complemented by the horizontal beauty of Rusco Shading Devices!

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For proper window insulation and shading...so important to efficient air conditioning...LOOK TO

**RUSCO** All-Metal **PRIME WINDOWS...COMBINATION WINDOWS AND DOORS...VENETIAN SHADING DEVICES**

\*Source: March, 1954 House and Home report on studies and trends in house air conditioning.

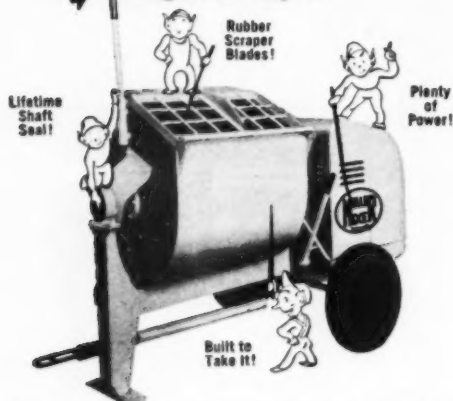


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before

## remodeling tips for that

The low pitch of the main roof was very much in the modern mode anyway. So the builders—Henry and George Bertch of South Pasadena, California—made the most of it in giving this bungalow a fresh make-up.

Main steps were the removal of the front porch, blanking out the small window at left, cutting back overhang from three feet to 21 inches, covering the whole facade with 12-inch A-grade redwood over 15 pound felt. Corbels were also removed. The new double wall brick planter and the overhead egerate and porch shelter nicely set off the big window.

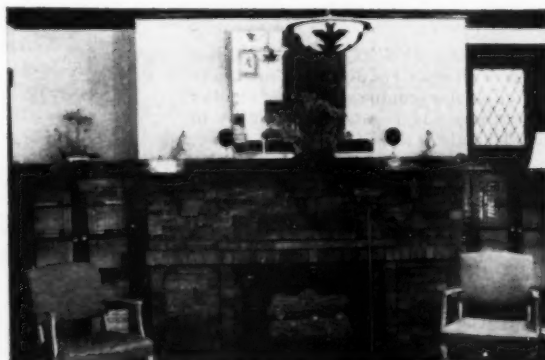
Original windows were in-swinging casements. New sash was installed, mounted with roto operators for new out-swinging casements. Frames are the originals. Muntins were removed from the window at left of entrance.

The problem of the heavy wood and brick effect of the Mission-style living room was solved by stripping the face of the fireplace and putting in a stud wall where the offset occurred. Wall is of 1x10 inch Douglas fir. A raised hearth was built on top of the original hearth.

In order to avoid taking out the original ceiling beams in the living room, Bertch furred the ceiling using 2x4 joists 16-inch o.c. and tied them to the existing beams to reduce span. The ceiling was covered with 16x32-inch Firtex insulation boards.

The job cost the owner about \$2,500.

before

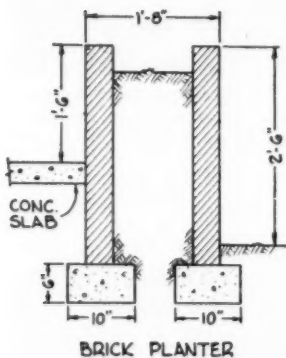
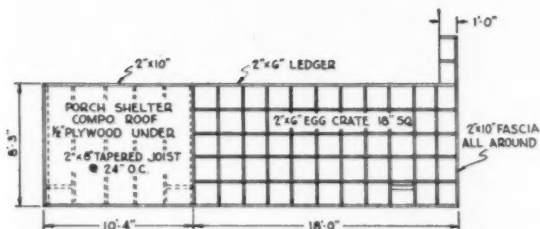


AMERICAN BUILDER



**after** The door is the original, covered on the outside with Masonite, plywood on the inside

## 40-year-old bungalow



**New porch shelter plan and section through brick planter**

Stud wall of Douglas fir solves the problem of the old fireplace. Face of fireplace was stripped first



OCTOBER 1954

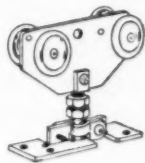
# ANSWERS

to these questions take the guesswork out of SLIDING DOOR INSTALLATIONS



**Q** What are the advantages of center mounting and 8 wheels per door?

**A** Hangers that are center mounted support door weight in a true vertical position, relieving stress or pressure against door guides or frame. Hangers providing eight nylon wheels per door distribute weight more evenly over track, providing extremely quiet, effortless operation. Only custom Kennatrack offers these two highly desirable features.



**Q** When should adjustable hangers be used?

**A** Whenever headroom is sufficient. Vertical adjustment permits easy alignment of door to jamb. Readjustments are easy to make if settling and other changes occur. Kennatrack also offers non-adjustable hangers of exclusive design for use where extra strength and neatness are desired, or where headroom is limited to one inch. This type is highly desirable where plywood doors are used.



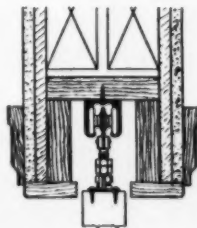
**Q** Why should a steel frame be used for all pocket door installations?

**A** To avoid costly as well as frequent troubles caused by warping of wood frames. An exclusive development of Kennatrack Corporation, "Kennaframe" is the steel frame that completely eliminates this danger. Easy to install, and with center mounted 8-wheel hangers for smoothest performance, "Kennaframe" is widely used for 2 x 4 wall installations. Any type of wall material or trim may be applied. Doors can't possibly bind if this prefabricated steel frame is used.



**Q** Can millwork be eliminated?

**A** Using Kennatrack hardware, the need for millwork has been eliminated for practically all installations. Complete packaged sets include versatile molded nylon guides that eliminate need of saw kerfs for doors of all thicknesses.



**Q** How can I be sure the right track is used?

**A** Selection of the right track for a specific installation is highly important. Reference to the Kennatrack Buyer's Guide takes all the guesswork out of selecting the right hardware. An easy-to-follow index leads to complete descriptive information, scaled detail drawings and architects specifications for each series. Write today for your free copy.



**KENNATRACK CORPORATION, ELKHART, IND.**

# Southern Hotel Gets Triple Bonus

## Using ***Certain-teed*** Firestop Bestwall<sup>®</sup>

REG. U.S. PAT. OFF.

*Fire Resistance Plus Ease of Application and Less Inconvenience During Construction Important Factors in This Air-Conditioning Job*

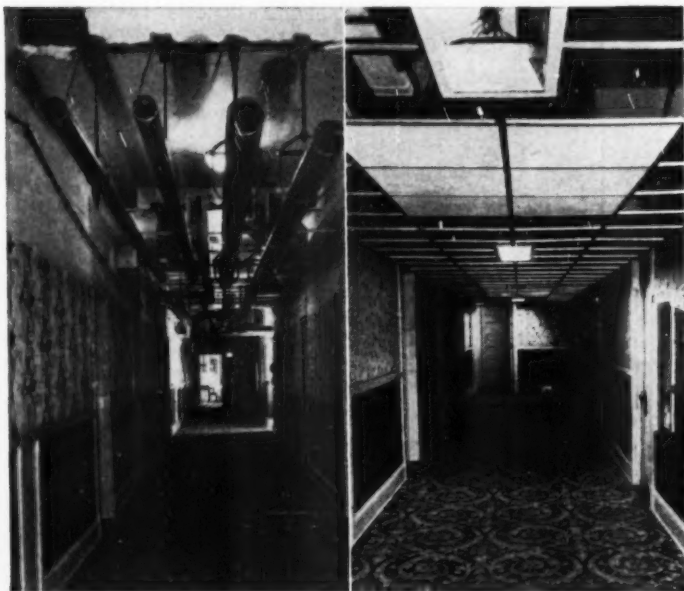
Guests at the Piedmont are safe as well as cool, thanks to the air-conditioning installation. Over 25,000 square feet of Firestop Bestwall Gypsum Wallboard was specified for all corridor ceilings—covering the air-conditioning ducts—because of its great resistance to fire, ease of application, and because it meant less interference with hotel operation during remodeling.

An interesting construction feature: Bestwall panels are left loose in the steel channels (see cut) to give easy access to air-conditioning ducts and to telephone and other wires.

Certain-teed Firestop Bestwall was the first gypsum wallboard to meet Code requirements for one-hour fire resistance over both wood and steel framing in single layer application. Firestop is much more fire resistant than ordinary gypsum wallboard. And it's stronger and more resistant to sound transmission.



Piedmont Hotel, Atlanta, Ga. Air-conditioning installation by Acousti Engineering Co., Atlanta, Ga.; Cary B. Gamble & Associates, Consulting Engineers, New Orleans, La.



Builders get a bonus from Firestop too. It's light—cuts cleanly—and is quick and easy to apply, making for a neat remodeling job.

Certain-teed Firestop Bestwall is manufactured under Underwriters' Laboratories' service and has been accepted by building officials in more than 200 cities. Recommend it for both new construction and remodeling... for any type commercial, institutional or residential building. Wherever one-hour fire resistance is required, Firestop Bestwall is one of the most effective building materials that can be used. Ask your Certain-teed representative for complete information, or write direct now.

### ***Certain-teed***

REG. U.S. PAT. OFF.

Quality made Certain... Satisfaction Guaranteed



#### **CERTAIN-TEED PRODUCTS CORPORATION**

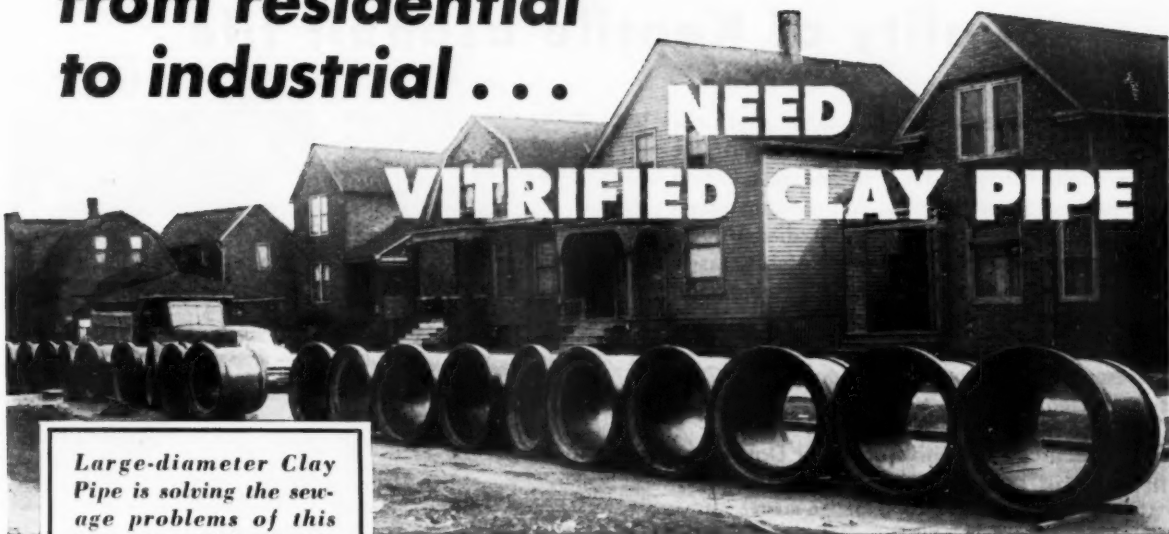
ARDMORE, PENNSYLVANIA

EXPORT DEPARTMENT: 100 EAST 42ND ST., NEW YORK 17, N.Y.

ASPHALT ROOFING • SHINGLES • SIDING • ASBESTOS CEMENT ROOFING AND SIDING SHINGLES  
GYPSUM PLASTER • LATH • WALLBOARD • SHEATHING • ROOF DECKS  
FIBERGLAS BUILDING INSULATION • ROOF INSULATION • SIDING CUSHION

# Areas in transition from residential to industrial . . .

## NEED VITRIFIED CLAY PIPE



Large-diameter Clay Pipe is solving the sewage problems of this Detroit neighborhood, which is rapidly developing into an industrial center. The project was financed by the McLouth Steel Corp. and designed by the Engineering Department of the City of Detroit. City Engineer George Thompson and Sanitary Engineer Clyde Palmer directed the planning. George A. Odium is the contractor.

Clay Pipe is the *safe* pipe for sewerage lines that carry both residential and industrial wastes. Clay Pipe permits unlimited industrial expansion—because it handles any concentration of corrosive chemicals that future growth may bring. It protects residents from danger of epidemics and disease... is unaffected by acids and gases formed from any mixture of wastes in the line. It *never* wears out. The manufacturers of Vitrified Clay Pipe cooperate to make this fine product even better through research and testing. You can be sure you're getting the latest and best when you use Vitrified Clay Pipe.



# Vitrified

# CLAY



# PIPE

**National Clay Pipe Manufacturers, Inc.**

1520 18th St. N.W., Washington 6, D. C.

311 High Long Bldg., 5 E. Long St.,  
Columbus 15, O.

703 Ninth & Hill Bldg., Los Angeles 15, Calif.

100 N. LaSalle St., Rm. 2100, Chicago 2, Ill.

206 Connally Bldg., Atlanta 3, Ga.

C-44-1

# Tests like these insure the quality of Kentile asphalt tile

A.I.A. 23-G

Because of scientific tests like these, every tile shipped has precision-straight edges and true right-angle corners. That means installation ease and economy. Further, Kentile's manufacturing techniques and tested ingredients mean that every tile is tougher, more durable, easier to clean...with lasting brilliance of color and uniformity of marbling. But, get full details when you consult the Kentile Flooring Contractor. He's listed under FLOORS in the Classified Telephone Directory.

## Specifications and Technical Data

**INSTALLATION:** Over any smooth, firm interior surface free from spring, oil, grease and foreign matter...over metal, wood, plywood, concrete, radiant heated concrete slab, concrete in contact with the earth; on or below grade.

**THICKNESSES:** Kentile is available in two gauges: 1/8" for residential and most commercial uses—3/16" for industrial use and where extra-heavy duty flooring is needed.

**SIZES:** Standard tile size is 9" x 9".

**SPECIAL KENTILE:** Greaseproof asphalt tile for industrial uses in a wide range of marbled colors—extremely resistant to petroleum and cooking greases and oils, alcohols, alkalis and most acid solutions.

## Approximate Installed Cost

The exact cost of a Kentile Floor varies according to size of area, condition of underfloor and colors chosen. For an accurate, dependable estimate, contact the Kentile Flooring Contractor listed under FLOORS in your Classified Phone Directory. He'll prove to you that Kentile is one of the most economical floors available today.

*Kentile's color groupings range from Group "A," the darkest solid colors...to Group "D," the lightest marbled colors. Special Kentile is available in Regular and Deluxe Colors.*



The ability of Kentile's top-grade raw materials to flow properly during calendaring is measured by a *Mooney Viscometer*.



This *electronic Color-Eye* records the shade of each Kentile color to help preserve uniformity of tone from one run to the next.



Trained technicians using *Special Gauges* check the length and width of Kentile to tolerances less than a thousandth of an inch.



Surface smoothness is checked by chemists who select tiles from every run and examine them under *Binocular Microscopes*.

Samples and literature available on request from nearest Kentile, Inc. office listed below. Ask about Kentile for WALL use, too.

# KENTILE

The Asphalt Tile of Enduring Beauty



*Kentile is the floor your clients know and want...*

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

**KENTILE • SPECIAL KENTILE • KENCORK • KENRUBBER • KENFLEX • KENFLOR**

REG. U. S. PAT. OFF.

KENTILE, INC., 59 SECOND AVENUE, BROOKLYN 19, NEW YORK • 380 FIFTH AVENUE, NEW YORK 1, NEW YORK • 705 ARCHITECTS BUILDING, 17TH AND BANSOM STREETS, PHILADELPHIA 3, PENNSYLVANIA • 1211 NBC BUILDING, CLEVELAND 14, OHIO • 900 PEACHTREE STREET N.E., ATLANTA 5, GEORGIA • 2020 WALNUT STREET, KANSAS CITY 8, MISSOURI • 4832 SO. KOLIN AVENUE, CHICAGO 32, ILLINOIS • 4801 SANTA FE AVENUE, LOS ANGELES 58, CALIFORNIA

# It's the "Success Story" of the year



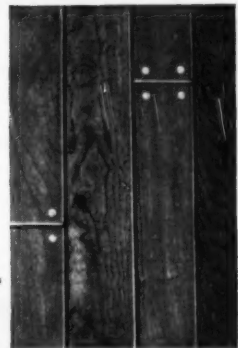
Why this  
**Roddiscraft** product  
 can help you  
 sell your homes

**NEW  
 FACTORY  
 FINISHED** *Craftwall*  
 HARDWOOD PLYWOOD PANELING

**B**UILDERS who have installed Craftwall have an outstanding story to tell. It's a story that's short . . . but interesting. *Builders* like Craftwall . . . *workmen* like Craftwall . . . *buyers* like Craftwall. In fact, many builders say that nothing can add sales appeal to interiors like Craftwall. One look at Craftwall reveals its sales appeal:

1. Craftwall is different.
2. It is highly decorative.
3. It is durably factory finished.
4. It's easy to install . . . Hardwood trim is available to complete the job.
5. It offers a wide variety of design opportunities.
6. It's promoted by national advertising.

Talk to your Roddiscraft dealer and get first-hand information on ways builders are profiting with Craftwall. Get all



the facts . . . then get Craftwall for your first installation. You'll find this the start of Chapter One in your own Craftwall success story.

## Roddiscraft

RODDISPLYWOOD CORPORATION  
 Marshfield, Wisconsin

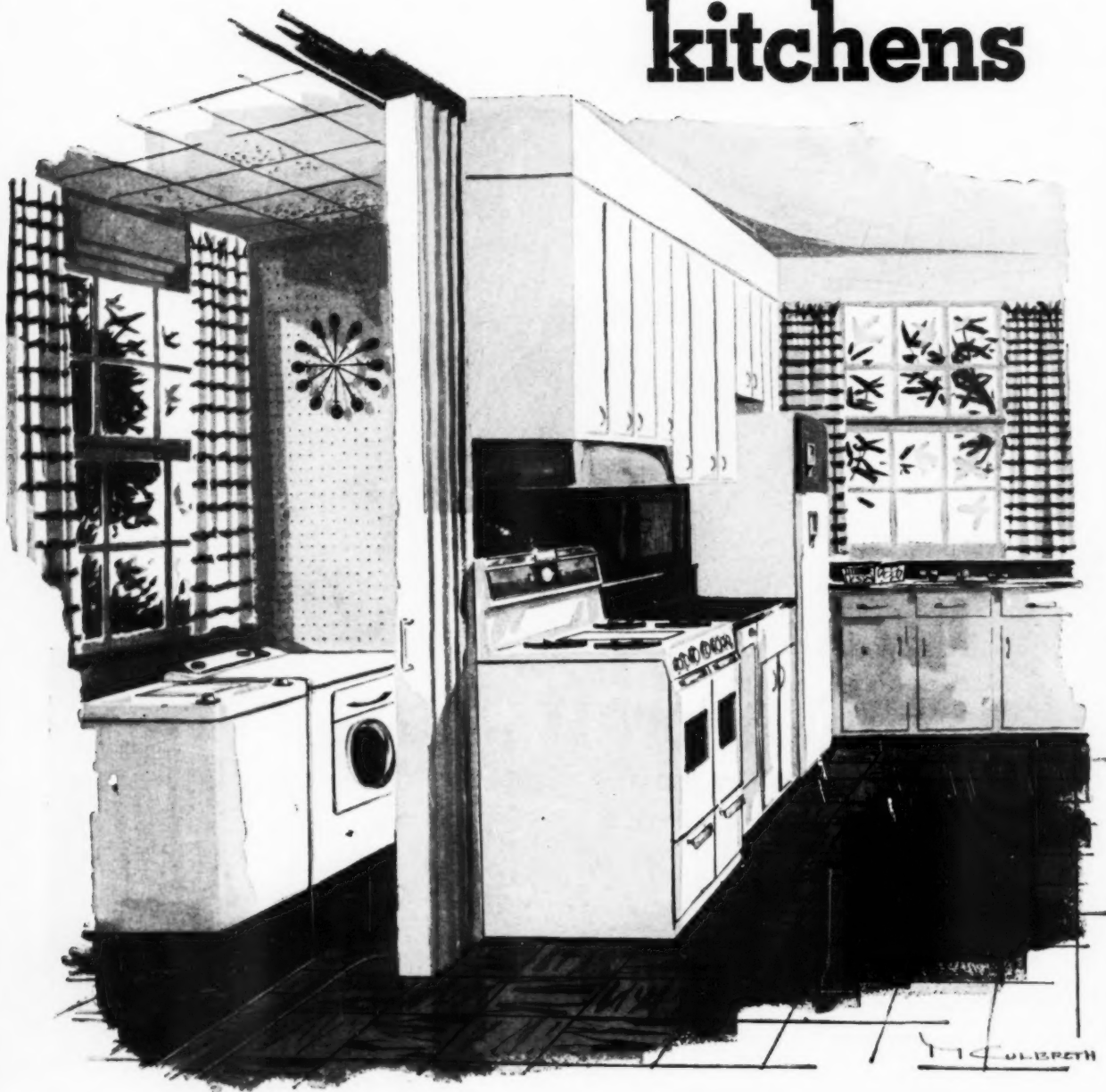
Warehouses in principal cities. Consult your classified directory.

RODDISCRAFT, RODDIS PLYWOOD CORP.  
 Dept. AB-1054, Marshfield, Wis.

Please send me complete information about Craftwall, the new pre-finished hardwood paneling.

NAME .....  
 ADDRESS ..... (please print)  
 CITY ..... STATE .....

When it comes to **advanced**  
**kitchens**



**Survey after survey reveals** these two facts about kitchen-conscious women: (1) No kitchen is ever too "advanced" for them. (2) Like a man studying a can opener, they are enthralled by surprise features. When you put a new automatic Gas range in the kitchen, you start with a number of such surprise features: with a clock control, a timer and automatic lighting throughout. But you can offer your prospects even more... such Gas exclusives

as a built-in griddle... a separate high broiler... a staggered range top. Of course there's no question about how well the range works; *every* woman knows the advantages of Gas cooking. When you add an automatic Gas refrigerator, you can get another wonderful surprise feature to help you sell more houses — an automatic icemaker that feeds non-stick cubes into a basket. No two ways about it, Gas appliances are really advanced.

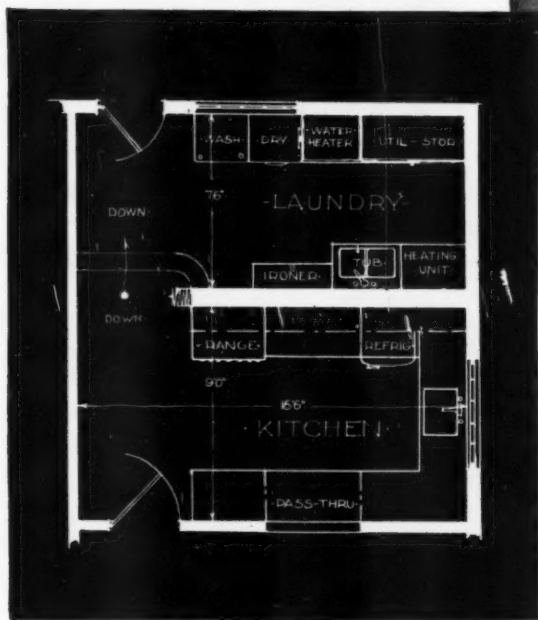


...nothing makes as much sense as Gas

This New Freedom Gas Kitchen\* features an **RCA Estate** automatic Gas range made to "CP" standards by the **RCA Estate Appliance Corporation**.

Cabinets by **Mutschler Bros.**

←The **Servel** automatic Gas refrigerator shown (with copper-finish top) is completely silent, has no moving parts to wear, offers the longest warranty in the business . . . a full 10 years.



**Caloric** automatic Gas clothes dryer and **A. O. Smith Permaglas** automatic Gas water-heater.



**Every advanced home** deserves Gas in the laundry. Actually, you should consider an automatic Gas water-heater as part of a laundry. Although a water-heater feeds the whole house, it's the automatic washer that really makes a Gas heater essential. For Gas delivers tankful after tankful of hot water 3 times faster than any other all automatic fuel. Yet it costs less to buy a Gas heater, less to install it and less to use it. Much the same advantages—economy and speed of operation—apply to the Gas clothes dryer. In fact, professional laundrettes prefer Gas 30-1—a striking tribute to its superiority. What could make more sense than Gas in any home?

AMERICAN GAS ASSOCIATION

Your local Gas company will be happy to work with you on any problem.

**Only Gas**



gives you so many modern features

*GAS—the modern fuel for automatic cooking . . . refrigeration . . . water-heating . . . house-heating . . . air-conditioning . . . clothes-drying . . . incineration.*

\*Reg. A. G. A.

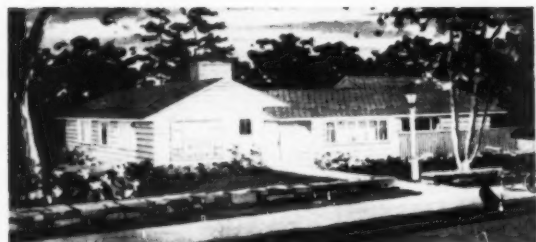
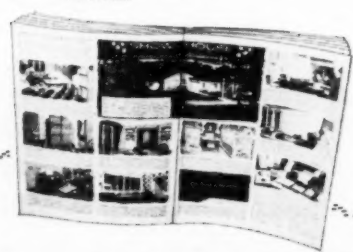
OCTOBER 1954

205



**"SHOW-HOUSE" selects Paine REZO doors**

for full color spreads in {  
 SATURDAY EVENING POST  
 September 11 Edition  
 LIVING FOR YOUNG HOMEMAKERS  
 October Edition  
 HOUSE BEAUTIFUL'S MAINTENANCE  
 and BUILDING MANUAL  
 (Fall and Winter Edition)



5,418,613 magazine subscribers . . . over 10,000,000 readers . . . will see Rezo doors featured and recommended by one of America's top authorities on home planning.

Here's another "first" for Paine — Rezo doors selected and specified *all through* the SHOW-HOUSE model home. Dramatically presented in full color close-ups in three of the nation's leading magazines . . . to pre-sell your customers on Rezo's distinctive beauty and unrivalled quality.

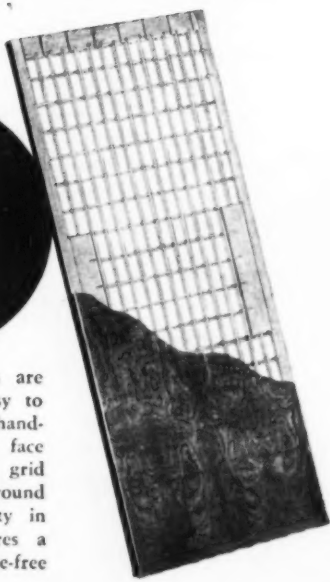
You can't offer your customers a better door than Rezo — America's finest hollow core flush door. Proven by nearly 7,000,000 installations — backed by over a century of millwork craftsmanship.

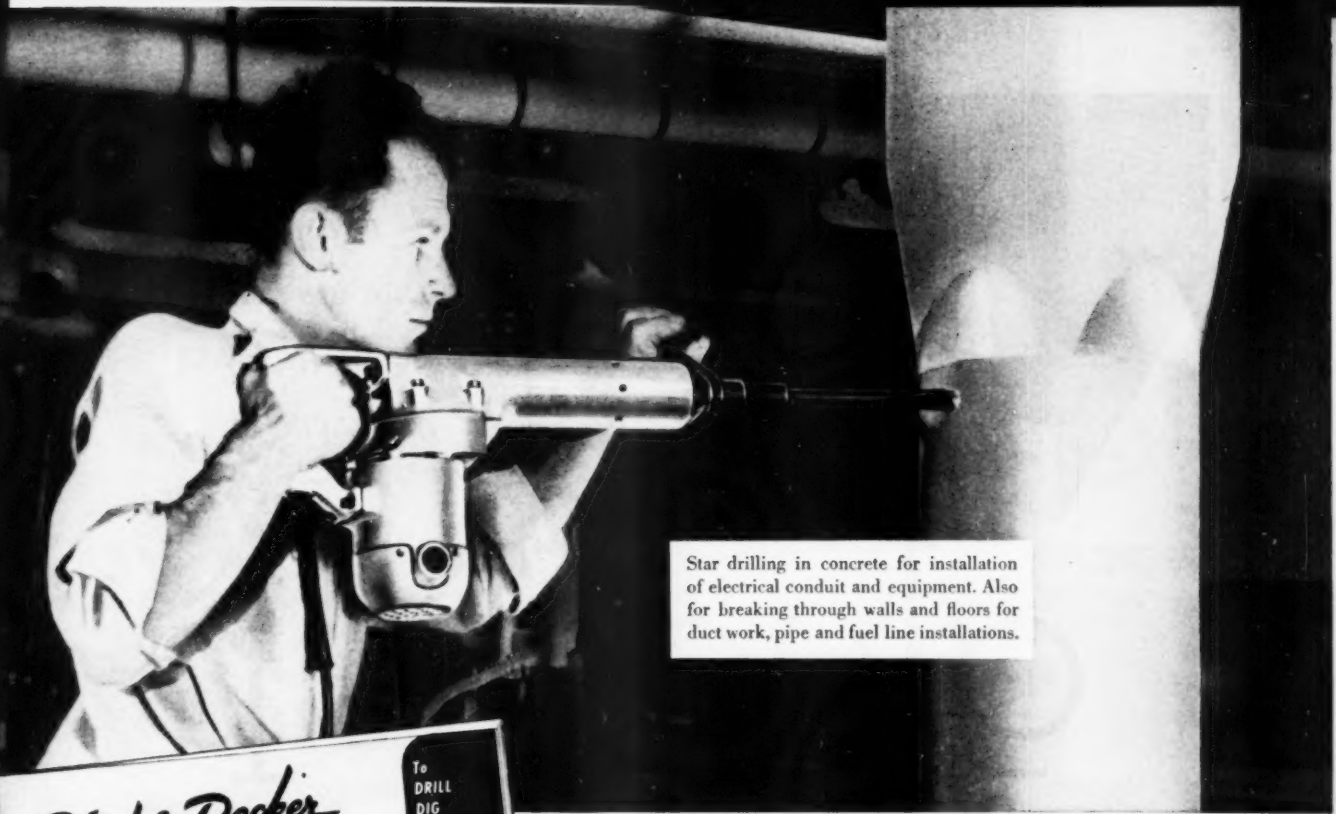
For full details, see your jobber or write:

**P A I N E**  
**LUMBER COMPANY, LTD.**  
 ESTABLISHED 1853 • OSHKOSH, WIS.



Paine Rezo Doors are light weight — easy to hang. Beautifully hand-matched hardwood face panels. Air-vented grid core, for year 'round dimensional stability in any climate, assures a lifetime of trouble-free service.





Star drilling in concrete for installation of electrical conduit and equipment. Also for breaking through walls and floors for duct work, pipe and fuel line installations.

**Black & Decker**  
ELECTRIC HAMMERS GIVE

**MORE POWER TO YOU**

to save time  
...cut costs!

To DRILL DIG PIERCE BREAK  
To CHISEL GOUGE CHANNEL NOTCH  
To CHIP PEEL POINT CAULK  
To BATTER SHAKE SHATTER SMASH  
To do HUNDREDS of JOBS in INDUSTRY FASTER, BETTER, CHEAPER!

See where B&D Hammers save you time and money!

*New Book shows how!*

From drilling in concrete to holing-through walls, B&D Electric Hammers get more jobs done faster, better, cheaper! No other Hammer has so many features for comfort and safety. No other Hammer gives you so much working power in so little weight at such a low price! Get all the facts! Get this great B&D Hammer Handbook *FREE!* Page after page of on-the-job photos show how you can save time, cut costs on dozens of jobs in your own operation! Write to: THE BLACK & DECKER MFG. Co., Dept. H663, Towson 4, Maryland. Meanwhile, ask your B&D distributor for a demonstration!

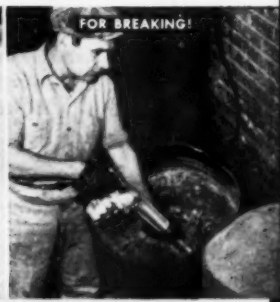
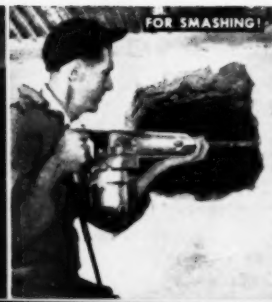
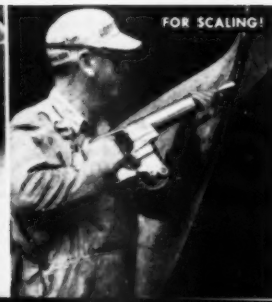
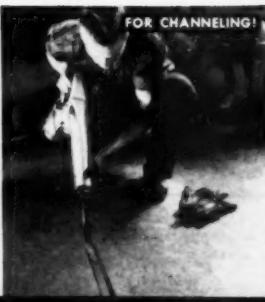
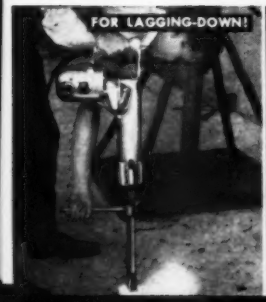
LEADING DISTRIBUTORS EVERYWHERE SELL

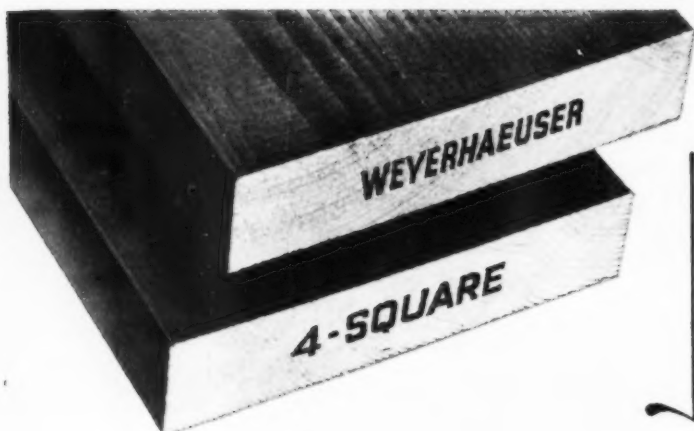


For nearest distributor, see "Tools-Electric."



**Black & Decker**  
PORTABLE ELECTRIC TOOLS





*this brand  
name on lumber  
also brings you*

# glued-up lumber

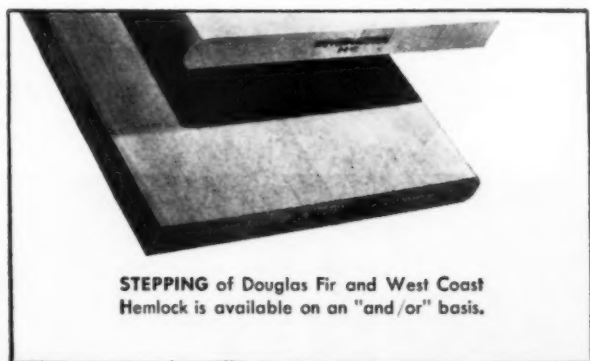
● Builders are confidently using edge-glued lumber *outside and in*. The supply of desirable wide lumber items has been broadened by Weyerhaeuser 4-Square Glued-up Lumber. With its proved performance record, more and more builders are specifying "glued-up and/or regular stock."

For exterior uses, edge-glued lumber serves as durably as regular stock. Its performance has proved it to be equal to, and interchangeable with, regular stock in species, grades, patterns and uses. It is available in bungalow siding, finish, stepping, selects and wide common items.

Edge-glued lumber is equally effective for interior and industrial uses. The light color of the glue line in Weyerhaeuser 4-Square Glued-up Lumber makes it ideal for natural as well as for enameled and

painted finishes. Industrial clears and other grades are available in widths up to 30".

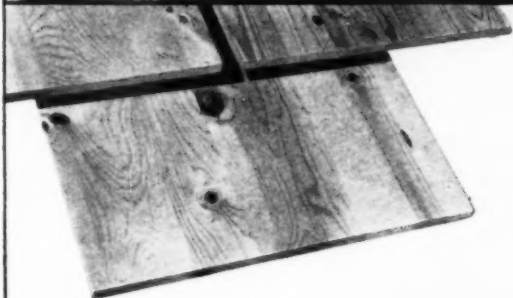
The edge-gluing of lumber for exterior and interior uses is a proved Weyerhaeuser development—one which has been enthusiastically received by the building industry. See it at the yard of your local Weyerhaeuser 4-Square Lumber Dealer, or write for the book on glued-up lumber.



STEPPING of Douglas Fir and West Coast Hemlock is available on an "and/or" basis.



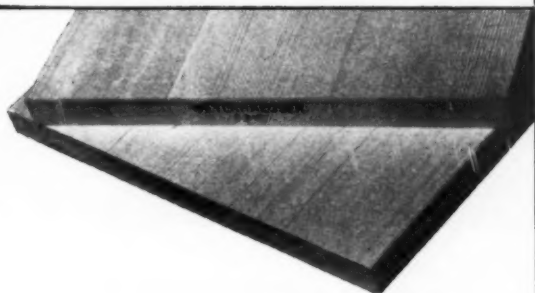
**WEYERHAEUSER 4-Square** Glued-up bungalow siding of Western Red Cedar is fully as durable as regular siding of the same species.



**WIDE** glued-up lumber in Western Pines and Associated Species is fully as strong as regular stock.



**GLUED-UP** lumber takes natural finishes very well, and is ideal for a variety of interior uses such as cabinets.



**FINISH** of West Coast Hemlock and Douglas Fir is interchangeable with regular stock.

## Weyerhaeuser Sales Company

ST. PAUL 1, MINNESOTA



**THIS BOOK** describes glued-up lumber, lists the items available, and summarizes test results. Copies are available without charge.

# WALLPAPER SELLS HOMES

*for the Joan-Mac Corporation, one of  
Long Island's leading residential builders.*



“We use wallpaper throughout most of our homes,” reports the Joan-Mac Corporation, “since it is less expensive to use and provides our homes with an atmosphere of luxury and individuality. As a matter of fact, we can put up wallpaper in less time than any other wall covering — and the men prefer it because only one application is needed.”

The Joan-Mac Corporation this year has started over 100 medium priced brick homes on Long Island's south shore. They have found through experience that wallpapered homes have the warmth and individuality to assure a quick sale and higher profit.



In home building too...

*Wallpaper is Smart!*

WALLPAPER COUNCIL 509 Madison Avenue, New York 22, N. Y.



In a buyer's market  
your customer decides...

Are you influencing his decision?

The customer in today's competitive home building market isn't rushing his decision to buy. He is looking for the home that gives him the most value for his investment—something better than the average.

Successful builders everywhere are offering their customers "extras" that give their homes a unique appearance. They have found that **Gate City Wood Awning Windows** mean increased customer appeal—here's why!

Versatile, Gate City Windows can be used in almost limitless combinations. Their smart design and clean horizontal lines give any dwelling a distinct, individual appearance. And they provide the home owner with more advantages for year 'round comfort.

Fill out and send in the attached coupon TODAY, for full information on how Gate City Windows influence more sales!

See our Catalogue in Sweet's.



"Window Craftsmen for over 40 years"

**GATE CITY SASH & DOOR CO., Dept. AB-10**  
P.O. Box 901, Fort Lauderdale, Fla.

Gentlemen: Please send complete information on Gate City Wood Awning Windows.

Name \_\_\_\_\_

Address \_\_\_\_\_

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

*In this pleasant National living room, the traffic-free floor plan permits hospitable grouping of furniture. (Photos from Redbook Magazine.)*



## GET THE "Inside" STORY ON NATIONALS!

### See How Much More You Can Offer as a NATIONAL HOMES BUILDER-DEALER

Inside as well as outside, National homes have what it takes to sell houses today. Not only are the exteriors superbly designed by a famous architect; the interiors are spacious, convenient, appealing in every detail . . . as these photos prove.

Even more important to you is the "inside story" of how National Homes builder-dealers benefit all along the line by buying a "house package" from one reliable source. You get the finest quality "brand name" materials, pre-assembled for quick erection. You operate with far less site labor; less overhead; less invested capital; no inventory. It pays to build Nationals! Write or wire for particulars. Sound financial resources required.

### NATIONALS ENJOY HIGHEST PUBLIC ACCEPTANCE

Our continuous national advertising in LIFE and other leading magazines . . . beautiful full-color literature . . . unequalled support for our dealers at local level . . . plus the superior quality and lower cost of our product . . . all combine to make National homes first in popularity, first in sales. Cash in on this pre-sold market as a National Homes builder-dealer!



*A step-saving National kitchen: everything streamlined!*

© H. H. C. 1954



Women's Home Companion recently presented the Companion Award to National Homes for good kitchen planning . . . and for some time all National Homes prefabricated panels and structural parts, as they leave our assembly plant, have carried the Good Housekeeping guaranty seal and the Parents' Magazine seal of commendation, as advertised therein.



Choose the floor that's **NATURALLY** beautiful!

# BRUCE BLOCK

Hardwood Floor

**Perfect combination for modern homes!**

No other floor can match Bruce Hardwood Blocks for an ideal combination of modern beauty, natural charm, and lifetime durability.

This patterned oak floor gives added style to even the most modern interior. Its interesting grain and rich coloring will never fade nor wear away.

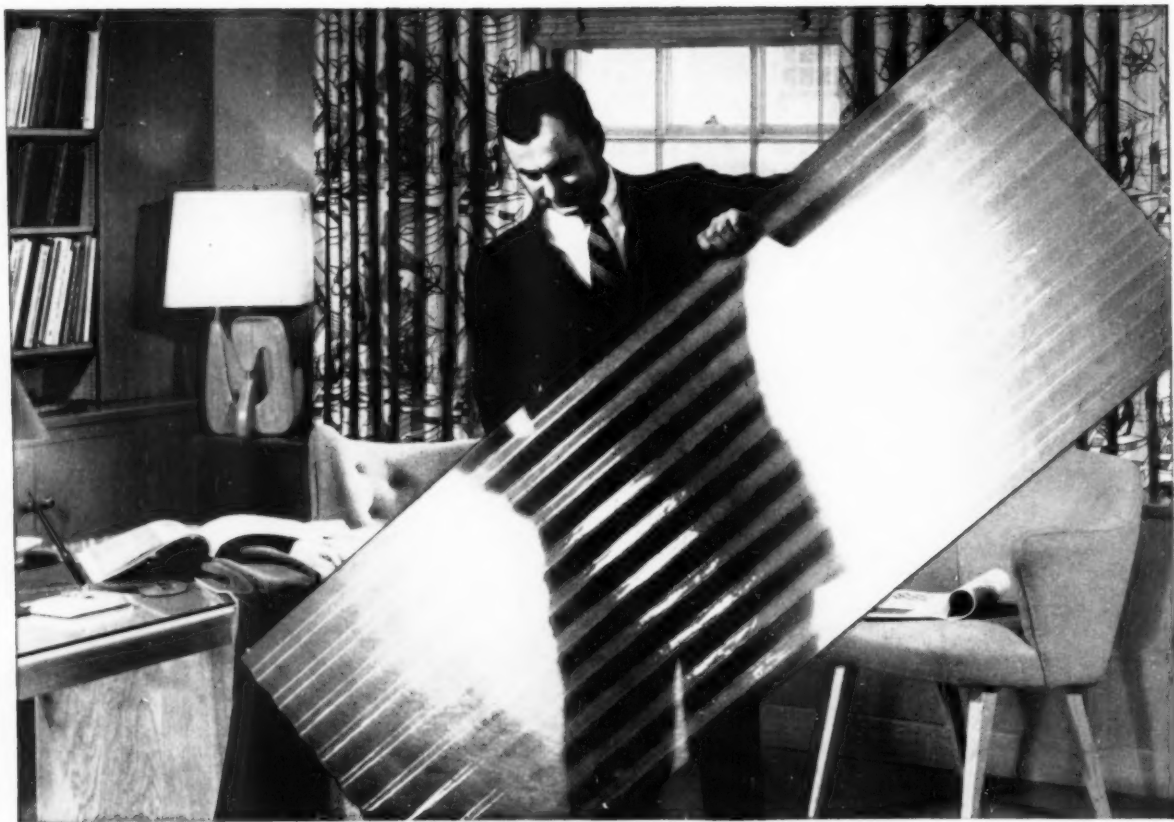
Bruce Blocks are prefabricated for modern construction—can be laid in mastic over concrete or blind nailed over wood subfloors. The factory-applied "Scratch Test" Finish saves time and money on the job . . . eliminates guesswork as to how the finished floor will look and wear. (Blocks can also be purchased for on-the-job finishing.) See our catalog in Sweet's. Write for booklet.



E. L. BRUCE CO., MEMPHIS 1, TENN.

Hedrich-Blessing Photo





To help you meet code requirements, now and in the future, your fabricator can supply panels and sheets made with HETRON polyester.

## **Now—polyester-glass fiber panels** **with specific flame resistance**

Now you can take full advantage of the decorative and structural advantages of polyester-glass fiber panels, even where *code requirements* call for a definite flame spread rating . . . by specifying panels made with HETRON.

### **Fire resistance "locked in"**

Structural panels, sheets, and other shapes made with HETRON\* are *permanently self-extinguishing*. Typical flame spread ratings of 75

or less (compared with 100 for red oak) by independent laboratory tests, place HETRON-based panels in a bracket equivalent to the BOCA classification of "slow-burning."

Specific flame resistance is permanently, chemically locked in.

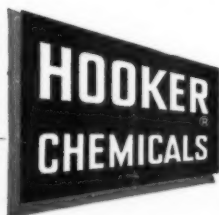
You can get HETRON-based panels and sheets from leading fabricators now.

They cost only a little more than panels and sheets made with

ordinary resins. You can get them in a wide range of sizes, gauges, and colors—translucent or opaque.

For applications where ultraviolet exposure will be severe, we suggest you consult with your fabricator or with us.

We do not make the panels, but will gladly send you complete information on where to get them. Write also for technical specifications and flame spread data on HETRON.



4-1671

\*Trade Mark

*From the Salt of the Earth*

**HOOKER ELECTROCHEMICAL COMPANY**

17 UNION STREET, NIAGARA FALLS, N. Y.

NIAGARA FALLS • TACOMA • MONTAGUE, MICH. • NEW YORK • CHICAGO • LOS ANGELES



## young builders swap construction ideas— here are twelve

A group of young home builders met in Topeka, Kansas, recently to discuss new construction techniques. Co-sponsored by *American Builder* and Topeka home builder Jack Sargent, it was the second such meeting held this year (see the June, 1954, issue for a report of the first meeting in Camden, New Jersey).

Of the many construction ideas exchanged at Topeka, twelve have been selected for this report. Many of the ideas and methods are so new they have not been approved as yet by government agencies for insured or guaranteed loans. However, conventional sources of mortgage money have accepted most of the ideas, according to the builders who developed them.

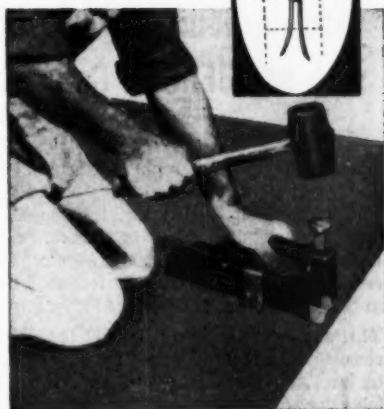


### 1—Use an air conditioner as a dehumidifier

An air conditioner will dry out slabs, crawl spaces or plaster through the dehumidification operation of the cooling system, advised James L. Hoyer, air conditioning engineer, Washington, D. C. Builders easily can convert a two- or three-ton unit into a transportable rig that can be moved from job to job as dehumidification problems arise.

(Continued on page 216)

## Machine Driven Staples Replace Hand Nailing on Many Jobs!



Net savings up to 50% in the cost of nailing:

- Floor Underlay
- Dry Wall
- Sub Flooring
- Roofing Sheathing
- Wall Board
- Thick Plywoods
- Masonite and other hard boards

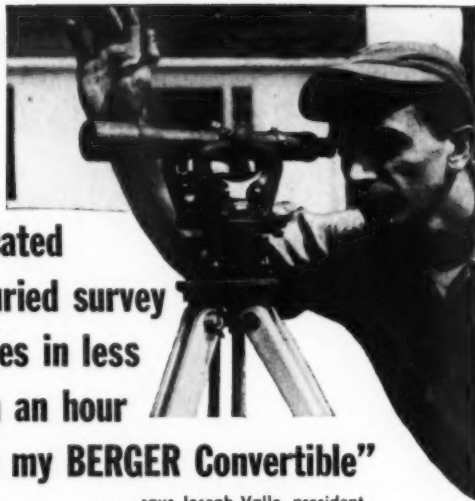
The Spotnailer, a magazine fed nailing machine, is portable, light weight and dependable. One blow of a rubber mallet drives a heavy gauge, galvanized staple either flush or countersunk into the hardest woods. Staple points "fish hook" into wood for extreme holding power.

A wide variety of Spotstaple sizes and types are available to suit each particular application. Leg lengths up to 1-3/16".

Try a Spotnailer on your job without obligation. Factory representatives in principal cities.

Write for complete information

**SPOTNAILS, INC.**  
**Evanston, Illinois**



**"I located  
8 buried survey  
stakes in less  
than an hour  
with my BERGER Convertible"**

... says Joseph Valle, president,  
Joseph Valle Contracting Co., Yonkers, N.Y.

Watch a builder like Joseph Valle behind his Berger Convertible and you'll see why he says: "It's one of the first things on my jobs and practically the last to leave. I use it for checking existing site contours, staking out foundations, checking cuts and fills, laying out sanitary and storm drains—right up to establishing final grades. And it hasn't been down for repair in the two years I have it."

That's because the Berger is built for builders—designed to be consistently accurate, simple to set up for quick readings, easy to level up. The image you see through the 12", 24 power telescope with its coated optics is *right side up*. Rigid and sturdy—of brass and bronze construction—it takes the bumps in the field and stays on the job without time lost for repair.

**Before buying a Convertible... Compare!**

This table compares the Berger Convertible with the other two leading instruments—shows why so many more builders buy BERGER.

	Berger Convertible	Convertible No. 1*	Convertible No. 2**
TELESCOPE	24-26 power 34 mm. clear aperture bronze vial sensitivity 60 sec.	less 30 mm. clear aperture fabricated vial sensitivity 90 sec.	less 33 mm. clear aperture zinc die cast vial sensitivity 120 sec.
OPTICS	Coated	Coated	Coated
FOOT PLATE	Brass Trivet integral	Aluminum Trivet integral	Brass Trivet points separate
HORIZONTAL CIRCLE	Forged Brass	Aluminum	Brass
YOKE FRAME	Bronze	Aluminum	Zinc
TANGENT PIECE	Brass	Aluminum	Integral with clamp
TELESCOPE CLAMP	Brass	Aluminum	Zinc
PLATE LEVEL	Yes	No	No
CASE	Mahogany transit case	Level type box	Level type box
STRAP	Padded leather handle	Plain leather *Relays higher than Berger	Plain leather **Relays lower than Berger

**Quick delivery—thanks to enlarged capacity  
Price \$219, complete with mahogany transit case,  
tripod, plumb bob, sun shade and instruction manual.**

Write for literature on this and 12" Dumpy Level, Service Transit-Level. And ask about our Engineers' Transits and Levels.

C. L. Berger & Sons, Inc., 37 Williams St., Boston 19, Mass.

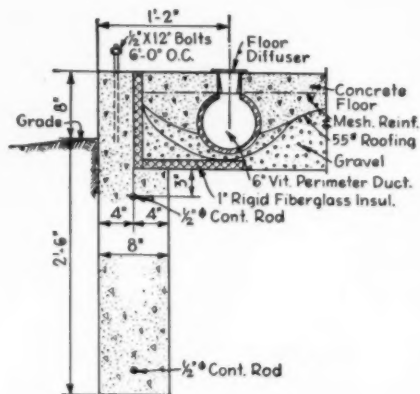
THE BEST IN  SIGHT IS

**BERGER**

ENGINEERING AND SURVEYING INSTRUMENTS... SINCE 1871

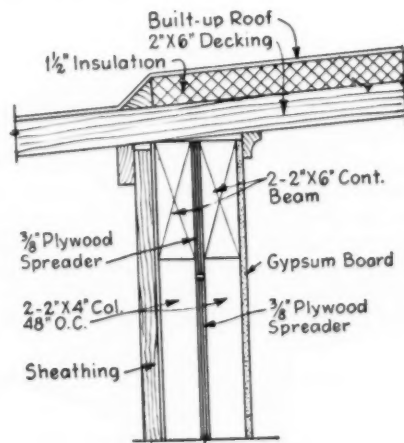
**YOUNG BUILDERS SWAP IDEAS . . .**

(Continued from page 215)



**2—This slab saves \$130, compared to crawl space**

Using a trenched foundation and wall at one time is a cost saving operation for Jack Sargent. After the forms are stripped from the wall, plumbing, heating, insulation, and vapor barrier are installed and the slab is poured. Note the 4-inch wall above the trenched foundation, how easy it is to install the rigid insulation, and the slab-wall joint that will be hidden under the exterior wall.



**3—Tongue and grooved post and beam framing**

This is Sargent's latest construction framing method. Built-up columns of 2x4s have a 3/4-inch plywood spacer to bring them to proper thickness. The continuous 2x6 beam also has the 3/4-inch spacer. However, the spacer in the beam is allowed to hang below the beam. This 3/4-inch thick projection acts as a tongue and drops into the void between the built-up 4x4. Keying of the beam to the post adds strength to this type of construction, says Sargent.

(Continued on page 218)

# CANVAS

employed to cut cooling costs in

## Air Conditioned Village

Once sun heat gets into the air conditioned home, it is too late to do much about it. From then on, the cooling equipment has to work harder to handle the extra load. It makes sense, therefore, to intercept the sun's rays *before* they enter the house. And the easiest, cheapest way is with exterior shading devices at windows and open areas.

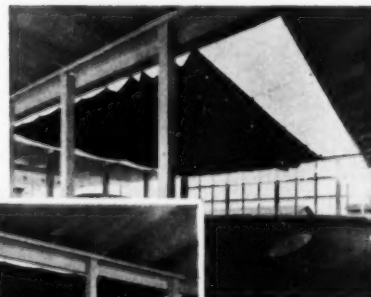
With these facts in mind, the National Association of Home Builders is using canvas sunshades as an important means of reducing heat gain in a number of its test homes in the Air Conditioned Research Village project in Austin, Texas. On south, east, and west exposures, canvas awnings are seen in a variety of different forms and in a dramatic array of colors.

By screening from 65 to 75% of the sun's rays, this heavy fabric is expected to cut electrical cooling bills substantially. Not only that, but the sun problem is solved both flexibly and economically. On east and west, canvas awnings are better than overhangs, because they can roll down low when needed and give complete protection for a fraction of the cost.

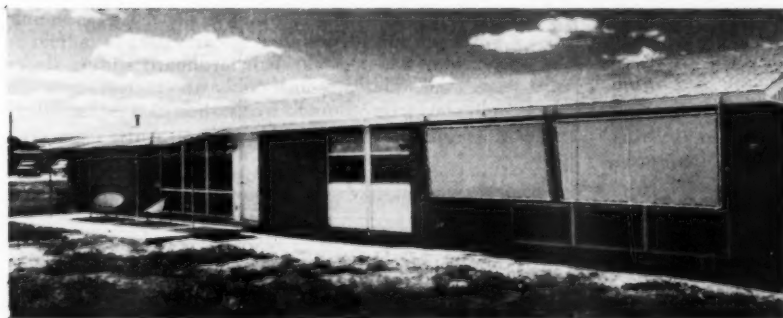
Remember, too, the same factors that aid in cooling a house *with* air conditioning will also make it a cooler, more livable house *without* air conditioning. So get acquainted with your local canvas goods manufacturer, listed in the yellow pages of your phone book. He'll gladly work with you in designing distinctive canvas installations to complement the particular styles of your houses.



Here a vertical roller awning is used in conjunction with a west overhang that cannot provide complete protection from the low late afternoon sun. Not shown are matching gray and green striped standard awnings; shielding east windows, which are an equally critical source of heat.



Patio living has an added festive note with this movable canvas roof, and the large glass area on west wall of living room has flexible sun protection. This canvas installation operates by pulleys on overhead steel cables, furnishing shade by day, or by night, a cool open area.



Canvas panels laced on metal frames (left) play a dual role in shading bedroom windows and living room-terrace window wall. Hinged to the outside of a wide south overhang, they can extend the protected area by several feet, providing shade for outdoor living, or they can hang vertically from the edge of the overhang.

(Below) South windows and a southwest window wall leading onto terrace are completely shaded from the summer sun with this wide curving terrace awning of burnt orange canvas. A pleasant outdoor living area is also afforded by this installation, which is removable to allow occupants to take advantage of sunshine and warmth during winter months.

See our catalog 18j/Ca in Sweet's Architectural File or write for a free copy. It contains original and practical ideas, plus helpful instructions for specifying canvas.

Canvas Awning Institute



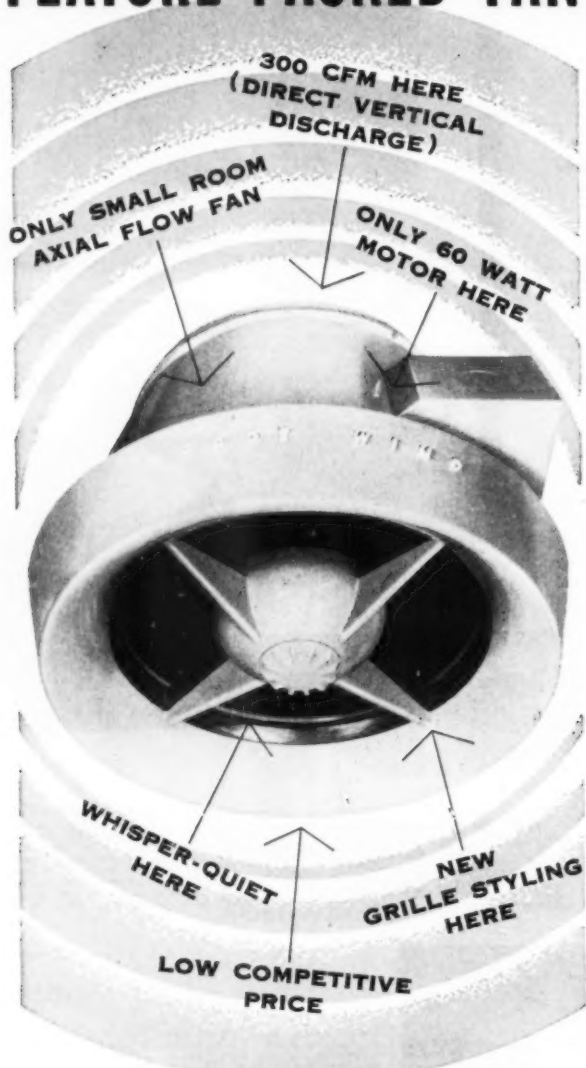
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Can be installed in wall or ceiling—requires no elbow for vertical discharge. And the modern high-style grille makes a striking installation in any room.

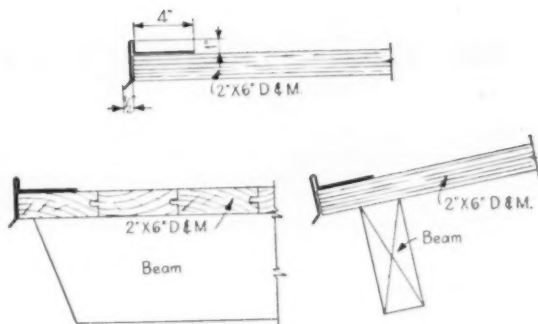
WRITE FOR COMPLETE INFORMATION

*Trade-Wind Motorfans, Inc.*

7755 PARAMOUNT BLVD., DEPT. AB, RIVERA, CALIFORNIA

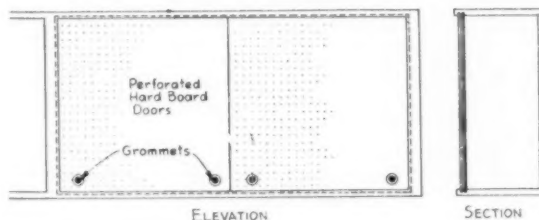
## YOUNG BUILDERS SWAP IDEAS . . .

(Continued from page 216)



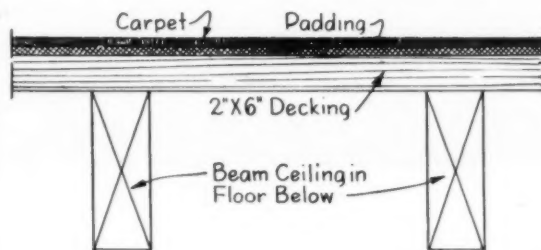
### 4—Fascia-gravel stop saves \$30 per house

For 2 in 12 pitched roofs with 2x6 decking over large beams Sargent uses a bigger gravel stop which also doubles as the fascia. This technique eliminates the wood fascia and smaller gravel stop usually customary for this type of construction.



### 5—Metal grommet pull for sliding doors

Another Sargent innovation is the use of a simple brass grommet (designed for the canvas industry) as a pull when perforated hardboard sliding doors are used. The grommet adds an interesting touch and allows the doors to freely slide past one another.



### 6—Add sales appeal with carpeting in bedrooms

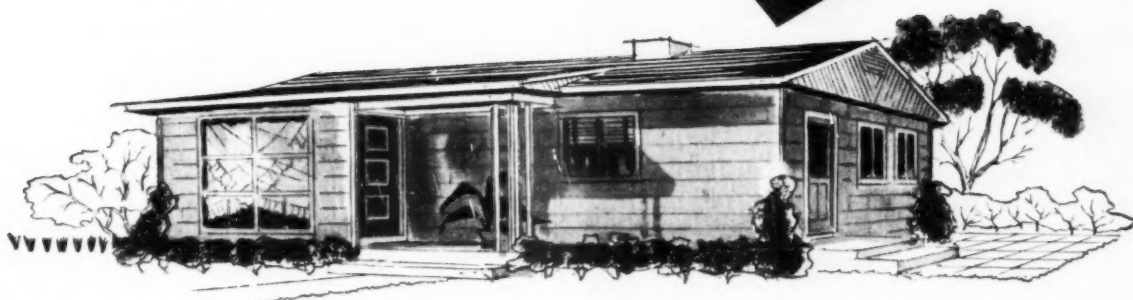
"We did it for very little more money," said Chicagoan Bruce Bleitz. Wanting a contemporary look for the lower level recreation room in a tri-level, the Bleitz concern used post and beam with 2x6 d&m sheathing. The floor of the bedroom level directly above the recreation room was covered with 40-ounce padding and carpet for an additional \$50.

(Continued on page 220)

If your  
**PROFITS**  
 go like this



you should  
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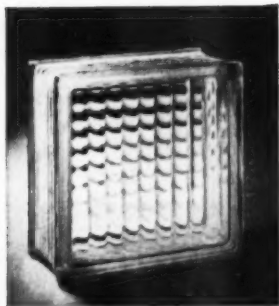
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WELDING EQUIPMENT



OVERHEAD CRANES



Use this  
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for lighter, brighter,  
easier-to-clean kitchens



What woman wouldn't love a kitchen as cheery and bright as this one? What woman wouldn't like a kitchen that's flooded with daylight and easy to keep spic-and-span? You can build these desired selling features into the kitchens of your homes by including panels of Owens-Illinois Glass Block\* No. 316.

Behind sink or kitchen counters they flood working surfaces with soft, diffused daylight yet keep the room shielded from view. Soil marks rub right off.

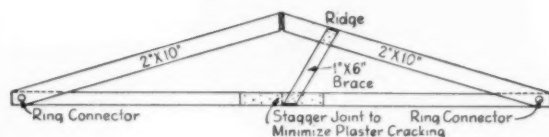
For facts about the many ways you can use glass block to advantage in your homes, write for the information you need to: Kimble Glass Company, subsidiary of Owens-Illinois, Dept. AB-10, Toledo 1, Ohio.

\*Formerly known as INSULUX.

**OWENS-ILLINOIS**  
GENERAL OFFICES  TOLEDO 1, OHIO

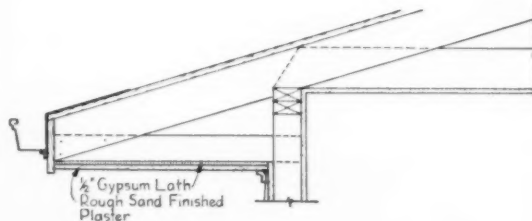
## YOUNG BUILDERS SWAP IDEAS . . .

(Continued from page 218)



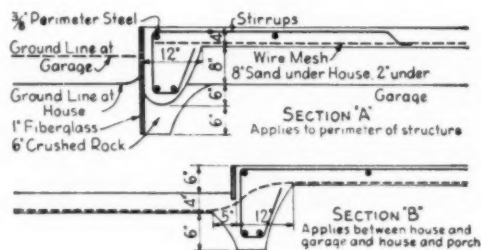
### 7—Simplified truss saves money

Builder Harold Sarshik of Camden, New Jersey, uses this truss. Larger structural members with a conventional ridge has ring connectors only at each end. The joint on the bottom chord is staggered to minimize plaster cracking. Sarshik says he saves \$11 per truss, compared to hardware-type trusses.



### 8—Under eave finish for 17c per square foot

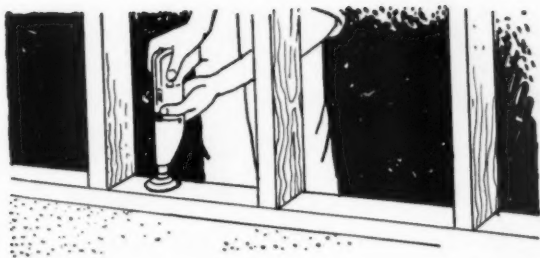
Sarshik also uses an under eave finish of plaster over 1/2-inch gypsum lath, eliminating unsightly joints. The plaster is trowelled to a rough sand finish, remains unpainted. According to Sarshik, such an application has withstood a summer and winter without cracking. Plastering firms say the system is structurally sound if the plaster does not come in contact with water.



### 9—"We save with a one-pour slab"

Builder Ken Stowell of Wichita, Kansas, uses the "Cole" one-pour floating slab. The thick edge of the slab rests on gravel and thin portion floats on sand. Three continuous 3/4-inch rods run the entire perimeter of the house. A 3/4-inch steel stirrup is spaced every 24 inches for frame and 12 inches for masonry.





### 10—Stud driver saves \$25 per house

"We save \$25 per house by using our cartridge actuated driver," stated Stowell. "We can save time and money by setting our walls after we tilt them in place."

### 11—Stowell cuts framing costs

"We save 30 per cent on material and 11 per cent on framing lumber by using a 2 in 12 pitched roof on a 7-foot 3-inch exterior wall with 16-foot 2x8 rafters." Rafters have a 34-inch overhang. The exterior wall plate height is determined by the size of the header and the 6-foot 8-inch door.

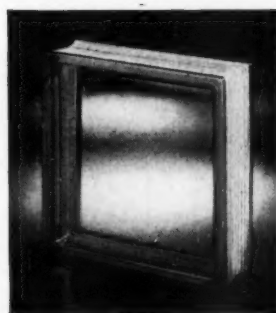
### 12—Air conditioning cost comparisons

The following chart, compiled by Hoyer, illustrates comparative costs between the popular types of residential air conditioning being installed in new houses today:

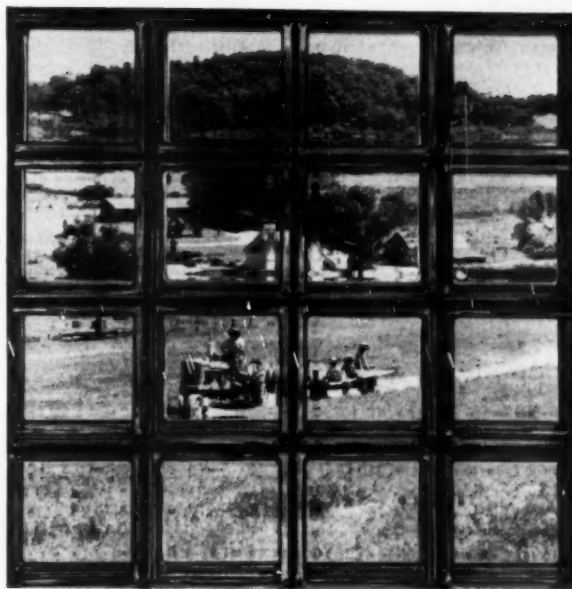
General Type of Air Conditioning System	Total Installed Costs (above Heating System)	Operating Costs	Factory Warranty on Refrigeration System
1. A. C. System, 2 HP, water cooled, using city water (in areas where permissible.)	\$800 to \$1200	Very High	1 to 5 years
2. A. C. System, 2 HP, water cooled, using water from well on property (some areas require recovery well for wasted water.)	\$1000 to \$1500	Medium	1 to 5 years
3. A. C. System, 2 HP, water cooled, using cooling towers for water conservation purposes.	\$1100 to \$1500	Medium	1 to 5 years
4. A. C. System, 2 HP water cooled, using evaporated condenser for water conservation purposes.	\$1100 to \$1500	Medium	1 year
5. A. C. System, 2 HP, air cooled, using no water.	\$800 to \$1200	Medium	1 to 5 years
6. A. C. System, 1 HP, air cooled, using no water, utilizing zone control within the house.	\$500 to \$650	Low	5 years
7. A. C. System, 1/2 HP and 3/4 HP multiple units, window sill type, installed in all major rooms of house.*	\$1200 to \$1500	Medium** to Low	5 years

\* Not approved by FHA-VA for new construction.

\*\*All units will not be operated simultaneously.



Use this glass block for a "solid" wall your customers can see through



What prospective homeowner's eye wouldn't be caught with a "see through" wall as attractive as this one? You can build such a desired feature into your homes by including a panel of Owens-Illinois super clear Glass Block No. 370.

Glass Block panels are as practical as they are beautiful. They have the insulating efficiency of an 8-inch thick brick wall. They won't frost or sweat in winter . . . provide better insulation than a window with storm sash.

Give the homes you build the visible evidence of extra value that Owens-Illinois Glass Block\* bring. For information or help with a specific problem, just write: Kimble Glass Company, subsidiary of Owens-Illinois, Dept. AB-10, Toledo 1, Ohio.

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Or, you can compare actual performance of an American B Spinner for matching perfectly the floor edges, stairs and closets with the main body of the floor . . . or see for yourself the handling ease of the American DeLux or ALM 13 Maintenance Machines for disc sanding, steel wooling, waxing, polishing, buffing or grinding concrete.

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enclosing  
the planter for  
year 'round use



Extending along one wall and portion of another in the kitchen, this year 'round planter is featured in a Leaburg, Oregon, house. Construction is simplified by projecting the entire planter box beyond the exterior striated plywood facing of the frame constructed house, as shown in the detail at right.

Exterior wall of the planter from grade to wood sill is laid up of one thickness of face brick with joints well raked. A six-inch-thick concrete footing under the wall extends to frost line. The 2x6 inch cap, which forms the sill, is covered with metal. This metal continues as a liner for the planter and also as a facing for the inside sill, which is placed at kitchen counter height.

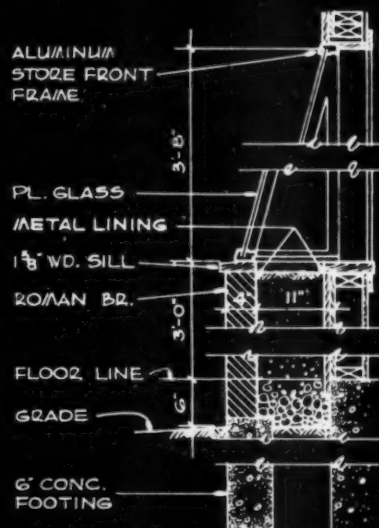
Counters and fixtures are positioned against the inside face of the planter, with the backsplash of each providing a separation.

The portion of the planter from sill line to its top, which is at door height, is enclosed in glass set in aluminum frames. These frames are part of a standard store front unit and are placed to conform to the angle of pitch established by the projecting planter. The top face of this frame is flush with the exterior plywood.

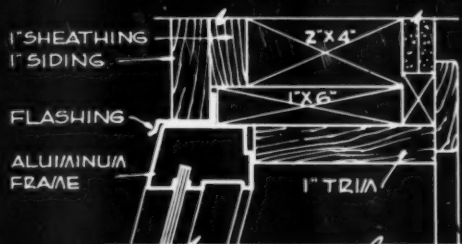
In this house, with its wide projecting roof overhangs, outward extension of the planter is advantageous. A measure of sunlight at midday penetrates into the planter, and the angled glass enclosure helps to diffuse the sun's rays.

# AMERICAN BUILDER'S BETTER DETAIL PLATE

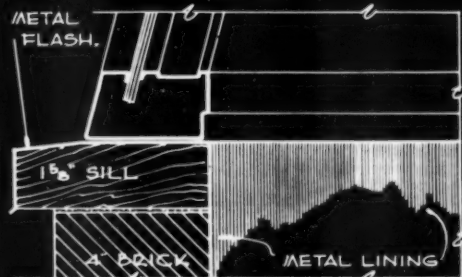
## NO. D-115 PLANTER BOX . . .



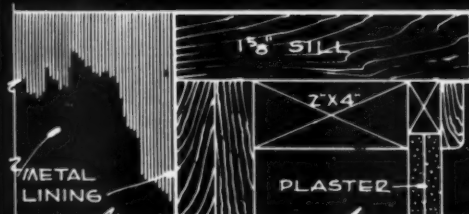
SECTION . . .



HEAD

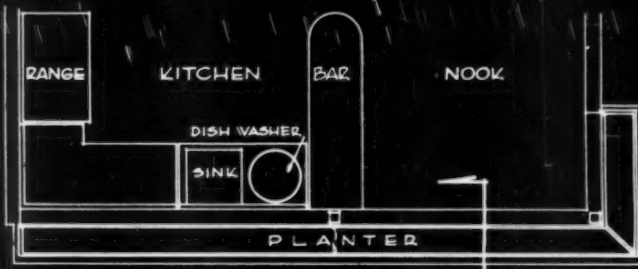


SILL AT MASONRY

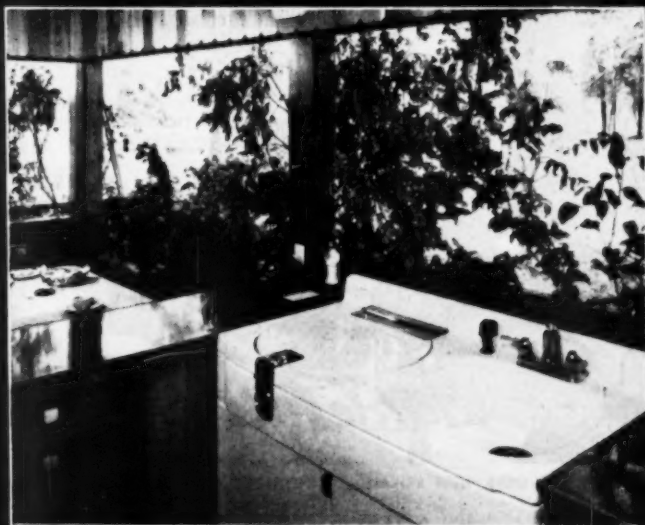


SILL AT FRAME WALL

DETAILS . . .



PLAN . . .



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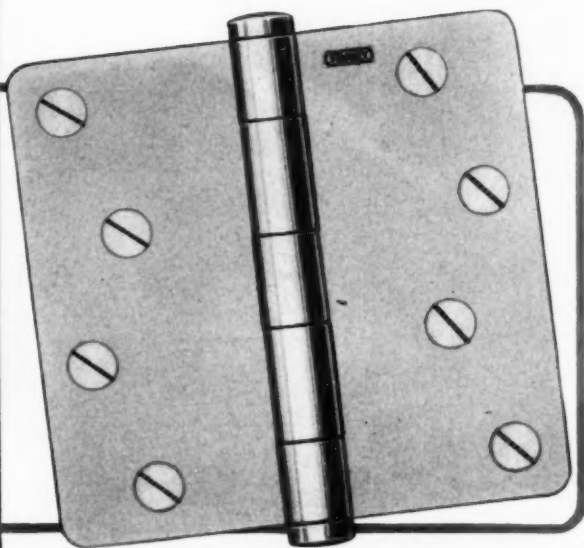
#### Other vital accessories included in this builder's kit are:

Router base • Template guide  
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Arbor • Mortising bits (2)  
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6. 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*



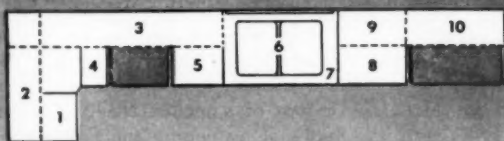
THE STANLEY WORKS, NEW BRITAIN, CONNECTICUT • HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL • STEEL STRAPPING



*Bob Scarborough concentrates his activities in Haddonfield, New Jersey, bigly favored suburban section conveniently near Philadelphia. Price tags on his homes have wide range; he features Republic Steel Kitchens.*

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kitchens from  
stock units, at  
lower cost with**

# Republic Steel Kitchens



- |                                 |                              |
|---------------------------------|------------------------------|
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| 2. 30" wall cabinet             | 7. 42" undersink cabinet     |
| 3. 60" combination wall cabinet | 8. 24" 3-drawer base cabinet |
| 4. 9" tray cabinet              | 9. 24" wall cabinet          |
| 5. 18" 3-drawer base cabinet    | 10. 36" wall cabinet         |

Continuous Formica Tops

Builder Scarborough was among the first to use Republic Steel Kitchens when they were introduced in the Philadelphia area. Today, he subscribes enthusiastically to the flexibility and wide range of the line that allows him to specify stock cabinets for any type and price home he happens to be building.

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## glass block aids enclosure of problem spaces



Glass block often has real possibilities as a solution to the enclosure of difficult spaces in home planning. The details opposite, from a house in Phoenix, show glass block set as the outside wall of a long corridor, and used also to provide daylighting for the front entry and an inside breakfast nook.

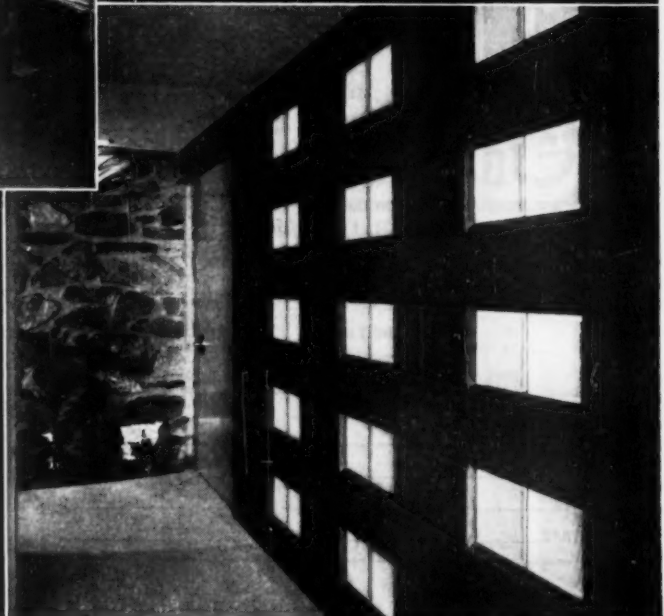
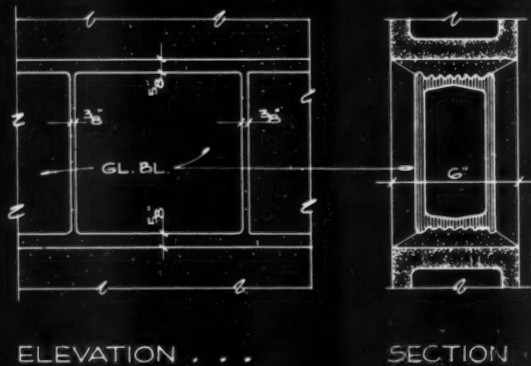
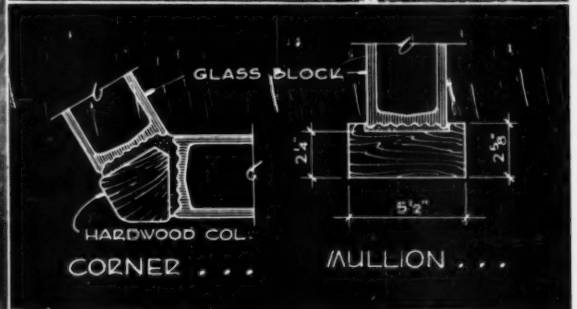
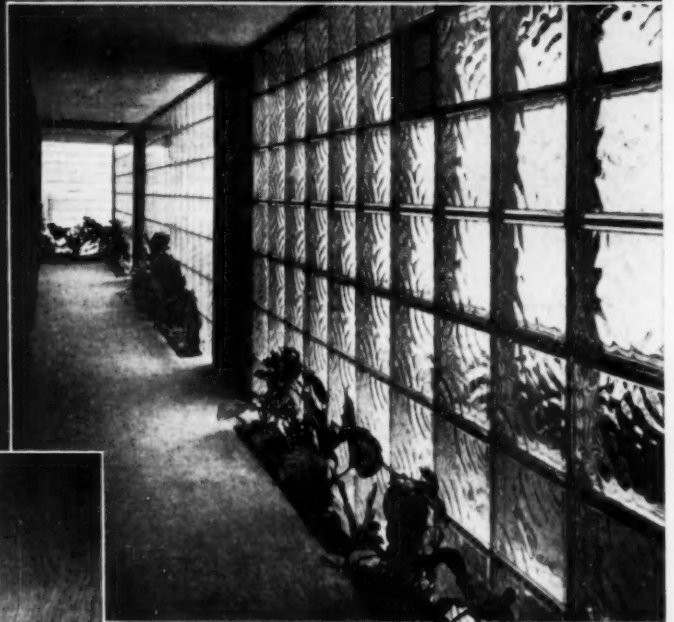
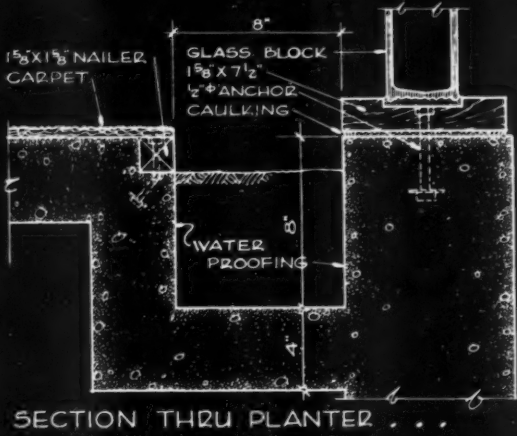
The long hall, which serves the bedroom wing, is daylighted by floor-to-ceiling panels of 12-inch glass block set as the north wall. Two outside entrances in this wall lead onto a patio complete with swimming pool. Thus the glass block wall is not only functional but becomes an exterior architectural feature as well. It also makes possible the use of a planter flush with the floor and extending the full length of the hall—a feature which adds beauty and interest to an otherwise spatial monotony.

The front entrance wall combines pumice block and glass block in a strong design, the glass transmitting light into the entrance hall yet providing complete privacy. Breakfast nook uses partitions of translucent glass block as well as a glass block skylight.

# AMERICAN BUILDER'S BETTER DETAIL PLATE

Designed by Dean Coffman and William Bortolotti

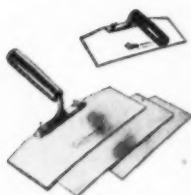
## NO. D-116 GLASS BLOCK . . .



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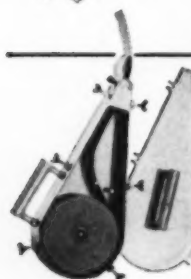
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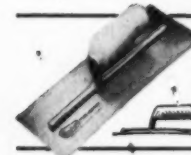
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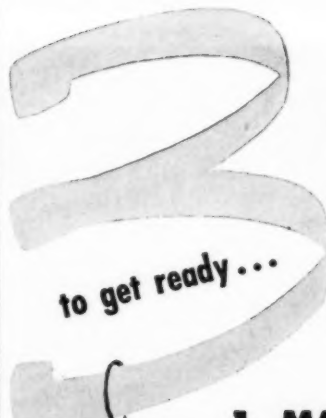
DW34 Trowel,  
\$4.50 each

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CITY \_\_\_\_\_

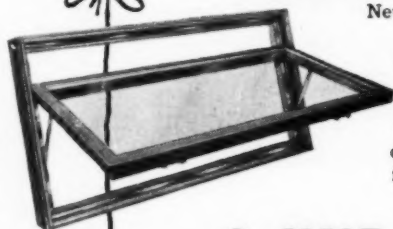
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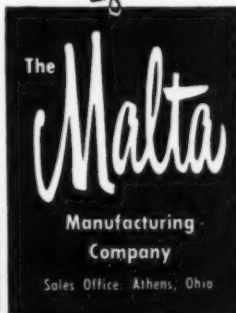
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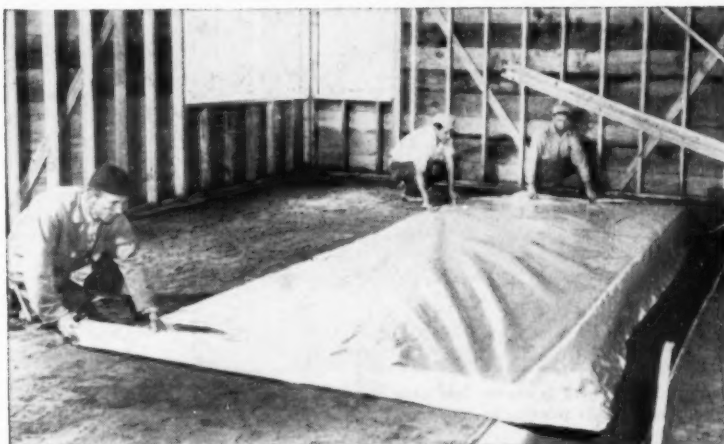




## technical guide

for builders and craftsmen

### how and where to use moisture barriers



The 16-foot width of film is folded to form an 8-foot roll for ease in handling. Material is cut to length, dropped into place and then unfolded to completely cover the area up to 16 feet in width without a seam. The moisture barrier is placed on a thin bed of sand

Condensation control plays an important part in the design and construction of dwellings. Paint peeling, wood decay and the trapping of excessive moisture in walls and floors is often the result of poor or no control.

The Housing and Home Finance Agency, based on studies by the Forest Products Laboratory quote the following: "A good vapor barrier should permit not more than one grain of water to pass through an area one foot square in one hour when the vapor pressure difference is calculated on the basis of one inch of mercury when tested by a dry method." The HHFA further states that, "It should have sufficient mechanical strength

to permit handling during erection without damage. It should also retain its vapor resistance qualities for the life of the building."

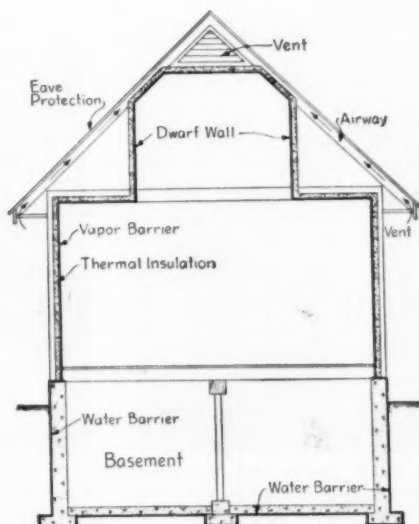
Vapor barriers are manufactured in a number of forms: as a type applied to the face of insulation, a rigid board type, and as a flexible film.

The film type made of polyethylene claims protection against cracking or deterioration with age. It is soft and

*(Continued on page 230)*



Moisture barrier in position under reinforcing mesh. Concrete is poured with mix spread in the direction of the laps



## technical guide

for builders and craftsmen



Radiant heat piping is shown laid over a moisture barrier film preparatory to the pouring of concrete

(Continued from page 229)

tear resistant. This type can be used both summer and winter and remains flexible in below zero weather. Its weight is negligible: 30,000 square inches of .001 film weighs only a pound. This light weight makes for easy handling with a corresponding reduction in labor costs. The material can be obtained up to 16 feet in width which can be handled with ease.

The polyethylene film is used as a vapor barrier under concrete slabs. For this purpose the .004 thickness is recommended. It is applied directly over a sub-grade that is smoothed to eliminate protrusions which would rupture the film. It is lapped not less than six inches with the top lap placed in the direction of the spreading of



Vapor barrier stapled in place at ceiling line. Staples with  $\frac{1}{4}$  to  $\frac{3}{8}$ -inch legs should be used at 6-inch centers. Film should be stretched fairly tight across the studding

the concrete. The weight of the slab seals the joint.

Walls and ceilings exposed to unheated and unventilated areas should be vapor-proofed with .002 thickness to prevent the penetration of moisture; the barrier to be applied to the warm side of the construction. Joints to occur over solid backing with a minimum lap of three inches. Film is attached to studs with staples.

This material can also be used in several ways around the outside of foundation walls. After walls are finished and the forms removed the film is placed against the outside of the walls before backfilling. It can be placed on the inside of forms before pouring. In this way it is used as a form liner which permits slow curing of the concrete while allowing early removal of the forms. Care should be used in not puncturing the material. When the liner is used it is unnecessary to grease or shellac the forms.

Its other uses include adaptability as a protective covering for machinery, cement, steel, stock piles of lumber, etc. It can also be cut and placed over openings as temporary protection during inclement weather.

Photographs courtesy The Visking Corporation



Applying scotch tape to jamb of window opening which holds the film in place until the room surface material is installed



Film can be used as a tarpaulin over lumber. This can apply to machinery, cement, and other building materials

# VIKON TILE

*\*Watch our monthly  
feature announcement*

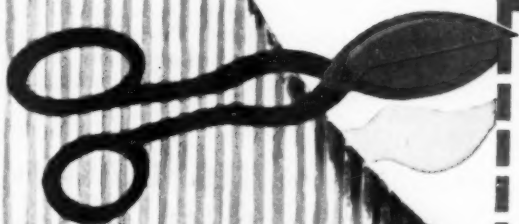
\*FEATURE

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- Concrete Work
- Framing
- Roofing
- Heating and Plumbing
- Air Conditioning
- Wiring
- Insulation
- Interior Finish
- Power Equipment

## dark, reddish stains—

*I used a very good grade of insulating sheathing under the best grade of 10-inch cedar lap siding available. After the prime coat of paint was applied, dark reddish stains have come through the paint. Can you tell me what has caused this condition and what you would advise to stop the condition? The house has not been occupied as yet and no dampness has existed within.*

*J. M. K., Albion, Ind.*

Western red cedar is one of the species most prized for siding use because it is classed as "durable" and because it holds paint well. It is durable because of the minerals in the wood. These minerals can be leached from the surface of the wood by water and, because of their color, will stain a painted surface. For this reason, the stains that you speak of are most likely a result of moisture from some source.

As your letter was written in August, indicating that you were building during the summer months, it is possible that condensation has occurred on a surface in contact with the back of the siding. This possibility is based on the fact that warm air will contain more mois-

ture than cold air. If the warm humid summer air comes in contact with a hard, cool surface, moisture will condense from the air. This is a supposition, of course, and is deduced from the fact that Western red cedar is one of the finest insulating materials and would reduce the temperature of any material behind it.

If this material were non-absorbent or, in other words, impervious to moisture, drops of moisture could form on its surface. As these stains are the minerals that have been leached from the wood, they can also be washed from the surface of the paint. For greatest ease in removing the stains, some detergent should be added to the water and a good stiff brush used for rubbing.

West Coast Lumbermen's Association

## how to build a concrete roof!

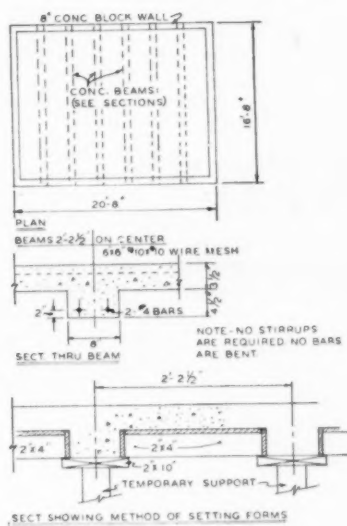
*I have been asked to put a flat roof on an existing building 20 feet 8 inches by 16 feet 8 inches. The walls of the building are constructed of concrete blocks. Since the building contains expensive equipment and the building adjacent to it is a frame one, the owner wants the*

*fireproof protection of a poured concrete roof.*

*How can I construct a cheap, but well-built roof for this building. How much steel should I use and how thick should the slab be, figuring for a very light snow load?*

*I have some forms made of 2x4x3/4 inch sheathing that is 2 feet wide which I would like to use. However if there is a cheaper method, than the use of my forms, I would appreciate hearing of it.*

*R. L., Connell, Wash.*



The drawing shown explains quite well how to build the concrete roof in question. Six concrete beams are recommended each 8 inches wide and 8 inches thick. The slab itself is 3½ inches thick. Reinforcement of the beams and slab consists of 2 steel bars running the length of each beam and wire mesh continuous throughout the slab. The bottom drawing shows the method of setting forms using lumber which you have on hand.

**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?

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1/2" x 8"	81			28
3/8" x 8"	82			28
1/2" x 10"	83			34
3/8" x 10"	84			34
3/8" x 12"	85			41
5/8" x 6"	86			21
5/8" x 8"	87			28
5/8" x 10"	88			34
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# ask the EXPERTS

## try a dehumidifier!

*I have my office in the basement of my home. It gets so damp that I cannot open my desk drawers. The basement floor is 4 feet below grade. The foundation is drain tiled and the sand trap is dry at all times. How can I eliminate this dampness?*

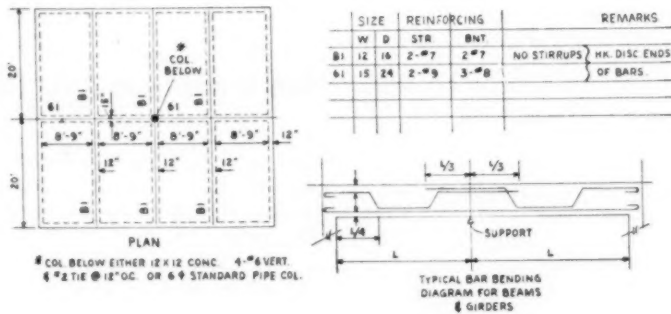
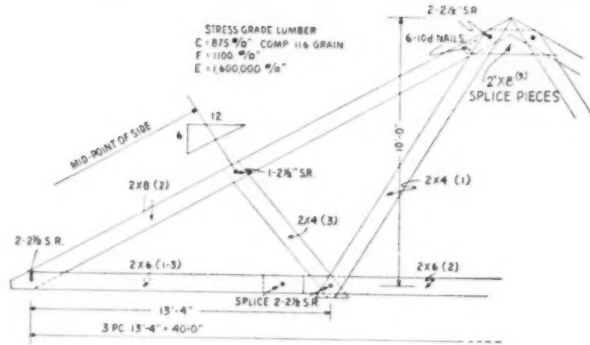
*J. M., Grand Rapids, Mich.*

The dampness does not, appar-

ently, come from any water condition in reference to foundation construction. The condition is probably caused because windows are opened in the summer allowing warm air to come into contact with the cool air of the basement, resulting in condensation of moisture.

Keep windows closed, if possible. Install a fan to circulate air, but if this is not satisfactory, investigate some of the new dehumidifiers that are on the market.

## wants slab over basement, radiant heat, non-bearing walls



*I was asked to design a floor slab that would include radiant heating for a house with a basement. The slab is to be 40 feet by 40 feet and is to accommodate only non-bearing partition walls.*

*Will you kindly suggest an economical way of doing it? Cost is an important factor.*

*M. O., Grosse Ile, Mich.*

The drawings shown indicate one solution to your problem. You do not indicate whether the house is to

be a one-story or two-story. We are assuming here that it is to be a one-story house. Therefore, you will find a plan for the placement of one column in the basement and a grid of reinforced concrete beams to support a concrete slab. Design for the slab and the reinforcing required is also shown.

Since non-bearing walls are to be used, you will find a truss designed for a span of 40 feet. Trusses are to be spaced two feet on centers.

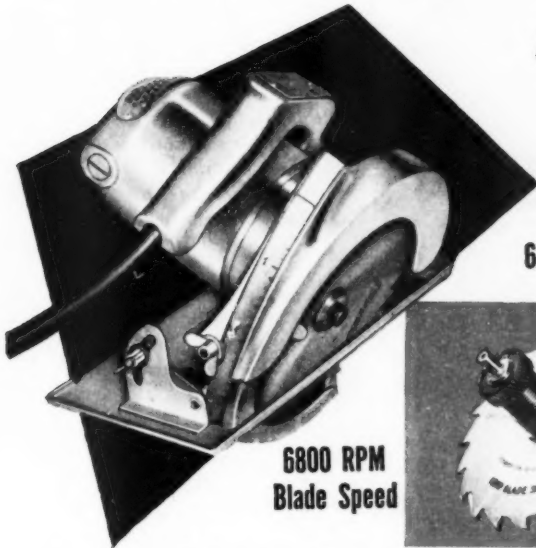
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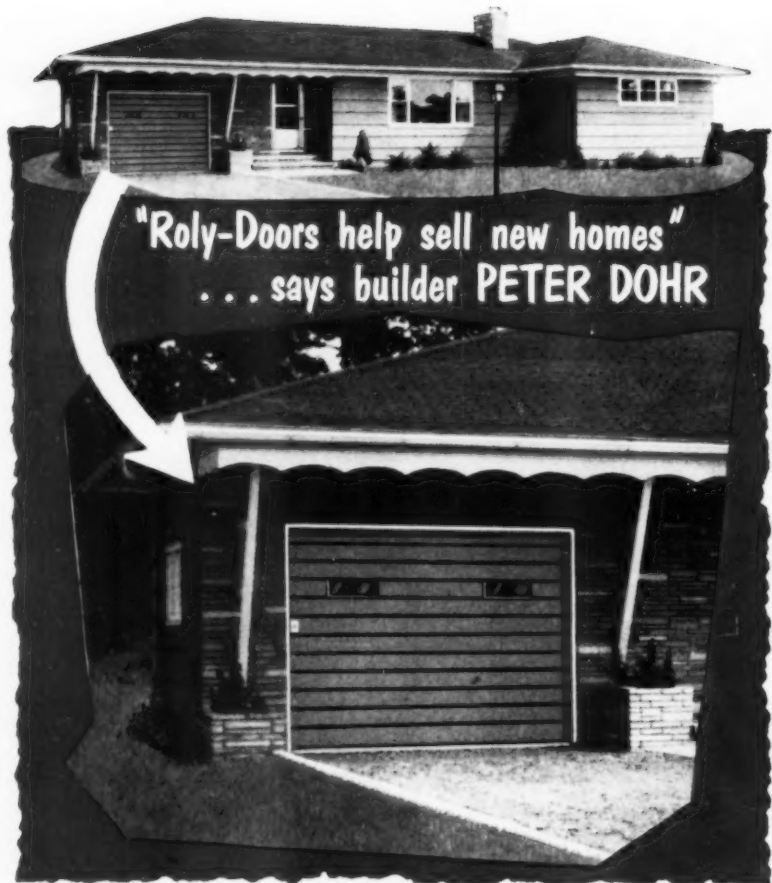
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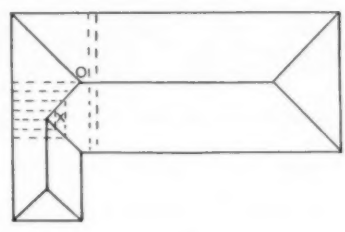
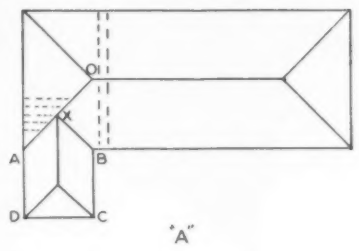


**ask the EXPERTS**

**roof framing problem**

My question deals with the framing of a roof. I am to build an addition to a building which has a hip roof. The new addition will have a hip roof also. In planning for the framing of the new roof in relation to the original one, I decided upon two possible solutions. Which of the two do you think is the best as to strength, cost and length of time necessary for construction?

H. W., Maywood, Ill.



Of the two methods, the diagram shown at "A" is the best way to frame the addition to the existing building. The addition is shown as AXBCD. One word of caution, however—the rafter AO should be doubled and it must be a continuous piece.

K. Roderick O'Neal & Assoc.

**plans for a cupola**

We have a garage for which we must build a cupola. Can you tell me where I can obtain plans for a cupola to be placed on a garage 22 feet by 22 feet?

A. H. B., Rumford, Me.

See the February, 1954, issue of the American Builder. On page 77 of that issue, you will find a drawing and pictures of a cupola, which will no doubt fulfill your requirements for a garage of the size you plan to build.



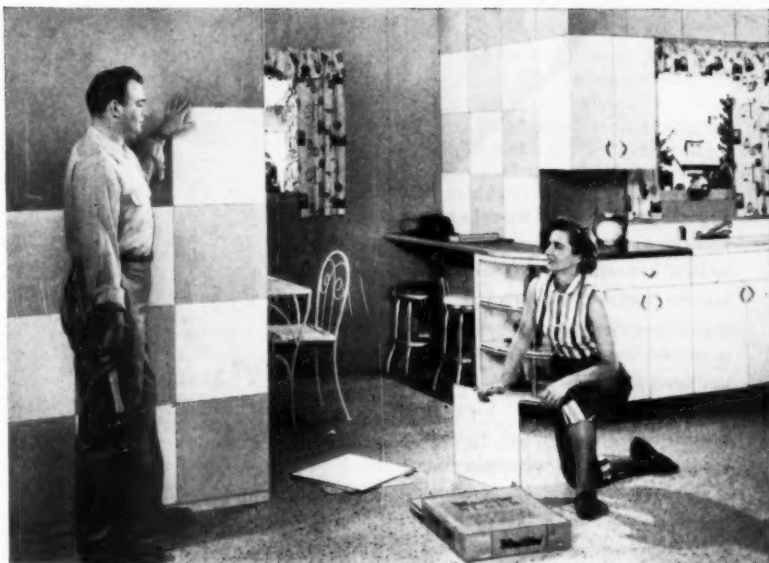
# 25 YEARS OF LEADERSHIP



Marlite's 25th year of service to dealers, builders, architects, and their customers begins October 7. From the original prefinished tile pattern created in 1930, Marlite's line has grown to provide a wall and ceiling panel for every room in every building.

Despite changing styles and a major depression, Marlite's sales and popularity have constantly increased. These are the reasons:

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- Complete range of colors including 10 new Raymond Loewy "Companion Colors."
- Strongest advertising, sales promotion, and dealer aids program in the industry.
- Warehouses and factory representatives conveniently located to serve you better.
- Highest product quality maintained through continuous laboratory and production controls.
- Unequaled consumer features—soil-proof baked finish, easy cleaning, fast installation, economy, permanent beauty.



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MARLITE PLANK AND BLOCK PATENT APPLIED FOR

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Subsidiary of Masonite Corporation



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It Gives You Matchless  
Satin-like Interior Trim  
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Built-Ins and Wall Paneling,  
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First choice for interior trim of every builder and cabinet-maker who know it. Arkansas Soft Pine Satin-like Interior Trim is stabilized at correct moisture content by precision drying in modern kilns. Mitered joints do not open up. The wood contains no pitch. There is no "pull" between summer and winter growth. Finishes are evenly absorbed and retain their color. Surfaces stay satin-smooth, free from raised grain. These are the dependable qualities of this stabilized soft texture that back up your workmanship with Satin-like Interior Trim of superior, lasting beauty.

Sold by lumber dealers east of the Rockies in standard 8000 Series, A. I. A. and special patterns. For complete data, specifications, finishing instructions, etc., send for your copy of this Handbook for Builders ... FREE.



## ARKANSAS SOFT PINE BUREAU

777 BOYLE BUILDING LITTLE ROCK, ARKANSAS

## ask the EXPERTS

### furr before you plaster!

*I am to build a cavity wall of 4-inch brick, 4-inch block and 1½ inches air space between. Can I plaster directly to the block wall?*

*J. V. A., Syracuse, N. Y.*

When you build a cavity wall, it becomes necessary to have metal ties at regular intervals to hold the two wythes together. These metal ties conduct moisture. In addition, it becomes necessary to be very careful in setting up the wythes so that mortar and joints are finished off clean in the air space, for an accumulation of mortar between wythes can conduct moisture as well. To not run into difficulty, use 1x2 furring strips 16 inches on center on the inside face of all outside walls.

### trouble with termites

*Our problem is the prevention of termites in a brick-veneer slab-floor home. As we understand it, termites enter the structure between the brick and the edge of the slab and eat into the bottom plates and on up the studs. Is there a positive or almost positive way to prevent termite trouble?*

*J. H. H., Kilgore, Texas*

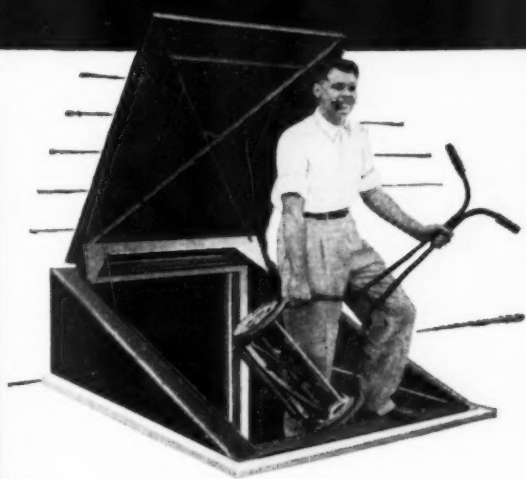
On an existing house, the standard method used to eliminate termite trouble is to drill holes with a power drill. Then force chemical, under pressure, into the holes to reach as much of the slab area as possible. Drill small holes through the mortar joints too so air space can be serviced. Do this annually.

In new construction, ground should be thoroughly poisoned before slab is poured. All plates, studs, screeds should be surface treated to a height of four feet. If this treatment is furnished by an established termite control operator, he will offer a five-year maintenance contract. Contact the National Pest Control Association for names of members who operate in your area.

Hill-Smith Termite Control Co., Inc.

**Renew your subscription today!**

**People Want Basements  
They can Use!**



**This modern entry  
provides direct easy  
access to outdoors**

The new Service-way gives the homeowner full use of his basement. Makes it easy to store lawnmowers, bicycles, storm windows. The extra-wide opening gives plenty of clearance for freezers, ping-pong tables, bulky garden or shop tools. Provides a quick short cut from laundry to outdoors . . . eliminates tracking through the house by meter readers and repairmen.

**Adds value to new homes**

In convenience alone, the new Service-way is worth many times its moderate cost. Makes a strong selling feature—proves to prospects you've "thought of everything."

**All Welded Construction**

The Service-way is made of heavy-gauge steel with special reinforcing for greater rigidity. The single one-piece door is double flanged to keep out rain, snow and wind. Slide bolts lock securely from inside. No wood to rot, no hardware to break. The Service-way will last as long as the house itself.

Comes fully assembled, ready to install. Made by the makers of the famous Heatilator Fireplace. Write for folder and specifications: Heatilator, Inc., 8610 E. Brighton Ave., Syracuse 5, N. Y.



**Simple, Modern Lines**

Blends with any style of architecture, becomes an integral part of the house itself.



**No Effort to Open!**

Special double-acting spring suspension counter-balances weight of the sturdy steel door for finger-tip control.

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SERVICE-WAY**

*Another First  
for*

**Triple Seal  
SILENT GLIDE**

**The Only Sash  
Balance That  
Stops Window  
Operation Noise**

Completely seals against weather at these important points.

The springs of the Silent Glide Sash Balance operate in an aluminum tube that's lined with heavy rayon velour. This new, quiet balance is combined with Triple Seal's famous 1-piece metal jamb covers that give complete seal against the weather, yet permit windows to move up and down at a touch . . . quietly!

**Save Time and Labor  
In Installation**

Everything needed for one window comes in one package. There's no on-the-job material loss. Triple Seal Silent Glide Sash Balances and Metal Weatherstripping can be applied easier because all fastening points are clearly marked. The tough, aluminum tube that houses the spring balance resists construction damage. No replacement loss before the job is finished!

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**The Weatherproof Products Corp.,  
Waldo Sta. P. O. Box 8498, Kansas City, Mo.**

Gentlemen: Tell me more about Silent Glide Sash Balances and Triple Seal Metal Weatherstripping.

I am a builder  dealer  interested in on-the-job installation  mill-assembled window units  wb

Name.....

Address.....

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



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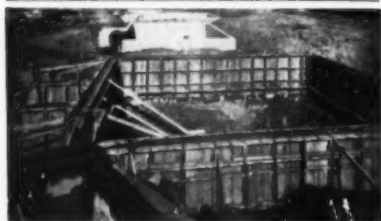
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Cost **\$223<sup>56</sup>**

Symons Forms can be erected and stripped faster, are safer, require a minimum amount of waling and bracing, and produce better looking walls.

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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
Total		\$223.56

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. J-4, Chicago 39, Illinois.

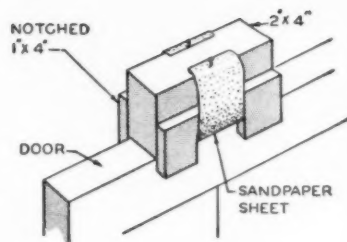
# how would you do it?

*ideas for the man on the job*

## a handy door sander

The edges of doors can be sanded quickly and efficiently with this simple device. Use a 2x4 about a foot long and then nail the two notched 1x4's to it in the manner shown in the sketch. Slip the sandpaper sheet in place and tack it to the 2x4 as indicated. In use, place the device over the door edge, letting the projecting 1x4's act as guides.

—H. E. Fey, New Braunfels, Texas.

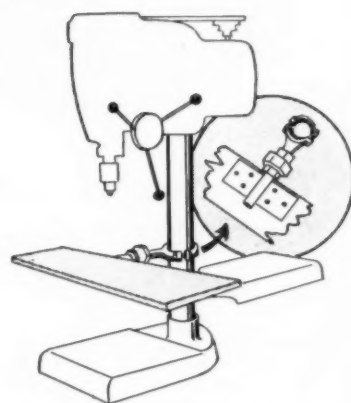


## make your own tilt for a drill press!

Build your own adjustable tilt table for a drill press! The materials you will need: (1) one connecting rod, the split bearing of which should be as large as the diameter of the drill press post; (2) one 3/4-inch pipe union; (3) one 3/4-inch pipe nipple six inches long; (4) one 1/2-inch plate 3x6 inches; (5) one piece of 3/4-inch plywood 8x18 inches.

Cut off the shaft of the connecting rod about three inches above the split bearing. Fit the split bearing so that it can be tightened on the drill press post. Do this by cutting off the tips of the two halves of the split bearing.

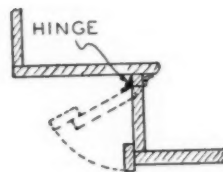
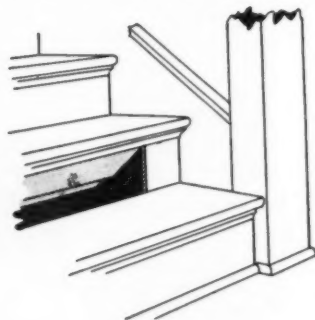
Grind the shaft of the connecting rod so that it will fit into one half of the pipe union and weld in place. Thread the pipe nipple into the other half of the pipe union. Center



the 3/4-inch pipe nipple and weld into place. Drill four to six 1/4-inch clearance holes into the plate and into the plywood. Fasten plate to plywood with stove bolts.

—A. R. Tanner, Cold Spring, N. Y.

## stair riser is invisible clothes chute



Convert one stair riser into a clothes chute. Choose the riser for the chute which is most convenient for use. Perhaps the second riser from the bottom step would be most practical. Construct the chute as

shown in the drawing with the riser swinging inward upon spring hinges so that it will close automatically when the chute is released.

—A. N. Nelson, Kansas City, Mo.

**You can fill right now**



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**with a Ford Tractor and Dearborn Equipment**

When construction is completed on one job, you want to get started on another as quickly as possible. But you want to leave behind a neat, clean landscape to attract buyers. Here's a low cost way to do both! First, send your men and heavy equipment on to the next job. Then put one man to work with the Ford Tractor and...

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Quickly and easily this team will lift and carry fill wherever needed. At the nudge of a lever you can load, lift and dump 1000 pounds. Because its nine cubic foot bucket is controlled by twin hydraulic cylinders, you get quick, positive action. Ford Tractor maneuverability pays off in quicker turns at lot lines and faster work next to foundations.

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**DEARBORN ECONOMY BLADE**

With this 6-foot blade you can rough and finish grade in a hurry. It operates straight, angled to right or left, or reversed for backfilling. Its pitch can be changed, too. And it lifts and lowers hydraulically—tilts from the tractor seat.

When grading is finished, you can speed down the road on the rubber-tired Ford Tractor. You can soon be at your next site, ready to handle dozens of jobs that are too big for hand labor, yet too small to justify the use of heavier equipment. To find out about all the ways you can profit from Ford Tractor power, see your nearby Ford Tractor and Equipment Dealer or write to the address below.



TRACTOR AND IMPLEMENT DIVISION, FORD MOTOR COMPANY  
Birmingham, Michigan



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AWAY DAMAGED  
SISALKRAFT  
OR TARPAULINS**

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Easily with**



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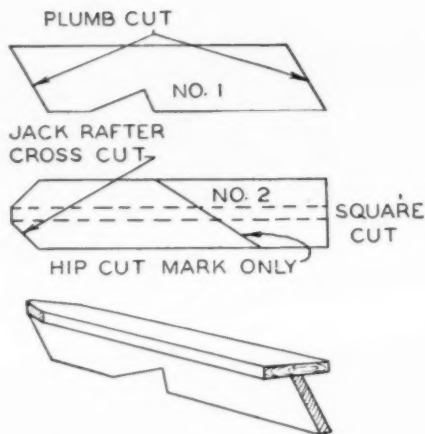
GOODLOE E. MOORE, Incorporated, Danville 14, Illinois  
or... W. D. Elmstie, Ltd., 4837 St. Lawrence Blvd., Montreal, Canada.

Please send complete details and prices on the *Tuff-Bond* line of adhesives.

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

## how would you do it?

*ideas for the man on the job*



### cut rafters without using bevel or square

Use this template to cut rafters without the use of a bevel or a square on the job. Two pieces of wood are needed to make the template.

Secure a piece of material one-inch thick and as wide as the rafters to be cut. This piece of material (board no. 1) should be longer than the eave overhang. As shown in the illustration, cut plumb cuts at each end of board no. 1 and check out for the wall plate. By marking with the use of the template at each end of the rafter, only the length is required.

The second piece of material (board no. 2) should be wide enough to accommodate two thicknesses of rafter plus the one-inch board (board no. 1) to be nailed to the center. Cut one end of board no. 2 square. Cut cross bevels of jack rafters on the other end at the point of intersection of the two boards. Mark the plumb cut of hip on board no. 2 with a fine saw. Cutting rafters according to the cross bevels will give the right and left cut of jack or creeper rafters and the plumb cut combined.

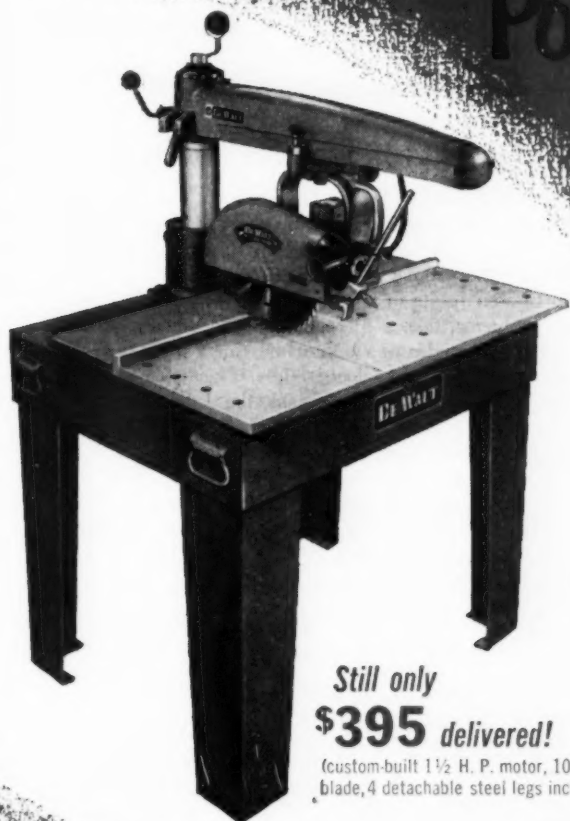
The use of this template, plus a simple sketch of the roof and a knowledge of the lengths of the rafters required, is all that is necessary to do a good job. One template will do many jobs provided that the same pitch of the roof and the same length of overhang is adopted. Each new pitch used would, of course, require a different template.—A. E. Higgs, Benton Harbor, Mich.

### plaster on subfloors? clean them this way

When you get ready to plaster a new house, paint the subfloor with old crank case motor oil. Any plaster which is dropped on the floor will be easy to clean up.—C. L. Corvin, Wytheville, Va.

# 50% MORE POWER for your jobs...

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Greatest Capacity—10" saw cuts 3" deep,  
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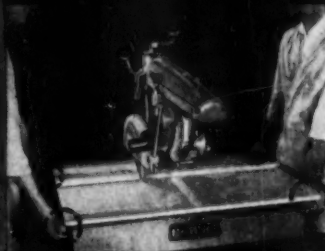
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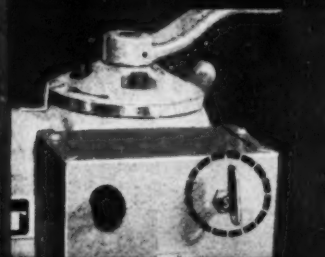
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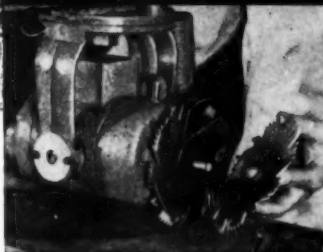
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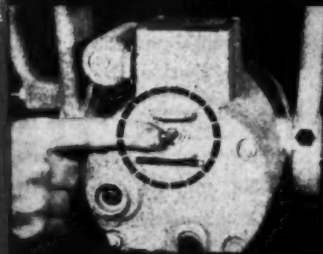
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**ideas for the man on the job**

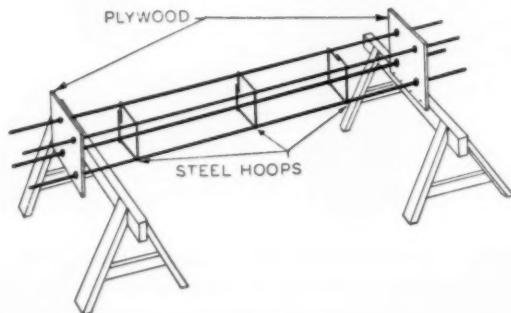


### to tighten joints in hardwood flooring

Hardwood flooring is sometimes poorly milled so that tongues and grooves do not fit properly. The practice of hammering on the tongue flattens it so that a perfect fit of tongue and groove is difficult to achieve.

To tighten joints in hardwood flooring so as to avoid these problems, take a piece of 1x8 and place it on the floor at right angles to the flooring. Cut a short piece of hardwood flooring two feet or less. Place this at right angles to the flooring also. Block the 1x8 against the baseboard shoe so that the short piece of flooring and the 1x8 are at an angle in reference to each other.

Step on the point where the two pieces meet. This will force flooring to join. After several courses have been laid, place a softwood 2x4 against flooring and strike with a sledge hammer.—I. Perry, Cambridge, N. Y.



### to make reinforced steel columns—

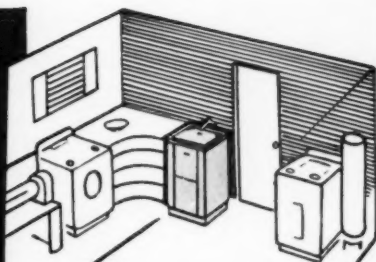
Drill four holes in two pieces of plywood of desired size. Space the holes to hold the reinforcing rods at the desired distances apart. Nail one of the pieces of plywood to the sawhorse. Place the ends of the steel rods in the holes of the plywood attached to the sawhorse. Place the other ends of the steel rods on a second sawhorse.

Place steel hoops over the steel rods. Then place the second piece of plywood over the loose ends of the steel rods to hold them rigid and to space them properly. The hoops may now be spaced and tied. After the hoops are tied, remove the steel reinforcing from its plywood jigs. The reinforcing is ready for use.—W. W. Howe, Longview, Wash.

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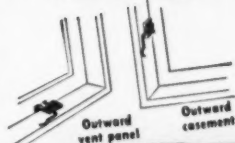
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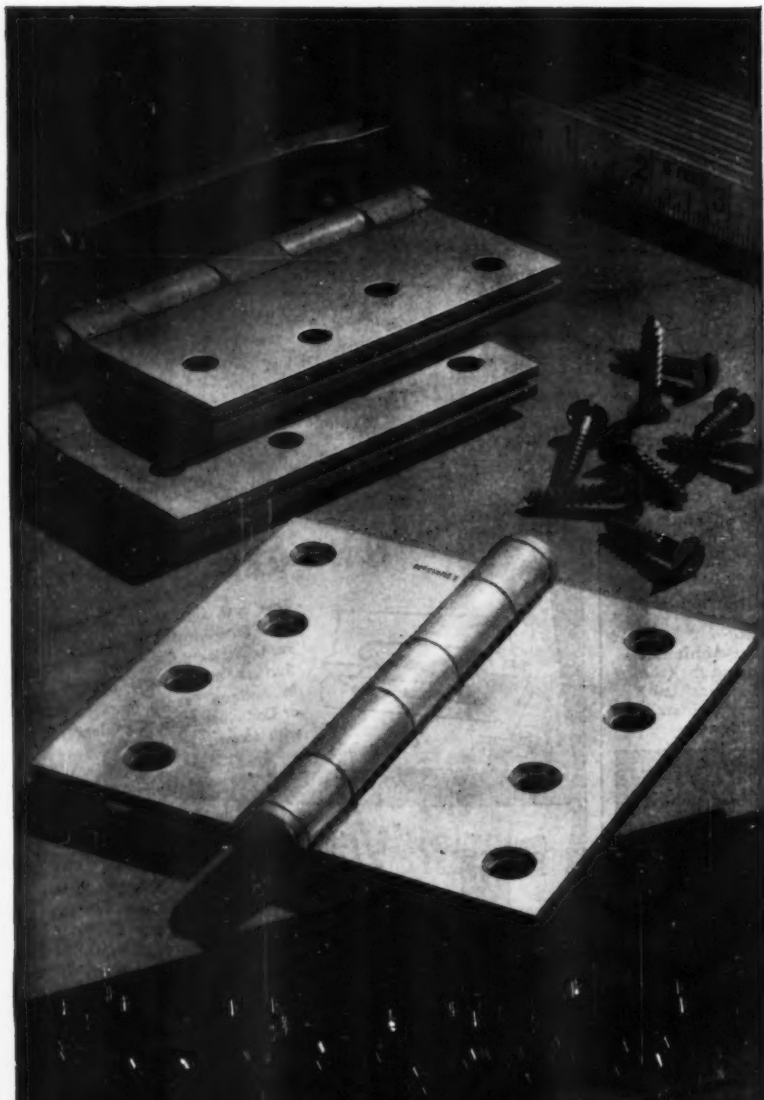
Outward projecting  
casement open 90°

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New pocket-sized selector gives quick guidance in the proper selection of fasteners, discs and charges used with powder-actuated tools. One side of the selector indicates the correct tool for fastening into concrete and other masonry materials.

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Reverse side of chart indicates similar information for fastening into steel. Selector is available upon request to Ramset Fasteners, Inc., Division of Olin Industries, Dept. AB, 12117 Berea Road, Cleveland 11, Ohio.



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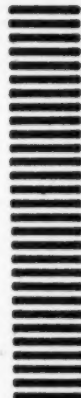
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AMERICAN BUILDER  
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# USE *this handy*

# *Circle*

**ITEMS BELOW**  
*and MAIL this*  
**POSTCARD**  
**TODAY**

# *new products* *information* *service*

## FREE INFORMATION - ON PRODUCTS and EQUIPMENT

1. Baseboard heaters
2. Floor surfacing
3. Truck crane
4. Expansion anchors
5. Air conditioner
6. Weatherstrip sets
7. Sliding doors
8. Slider window
9. Diaphragm pump
10. Hydrostatic level
11. Saw sharpener
12. All-purpose tractor
13. Aluminum carpet
14. Refractories mixer
15. Plastic skylight
16. Aluminum-finish hinge
17. Storm door lock
18. Fibre insulation
19. Cement paint
20. Panel cutting saw
21. Insulating window
22. Spray gun
23. Wall convectors
24. Electrician's tool
25. Mortar mixer
26. Awning window
27. Weatherproof outlet
28. Plywood Sheathing
29. Expansion shield
30. Rotary hammer
31. Tempered hardboard
32. Portable step ladder
33. Soldering gun
34. Asphalt shingle
35. Saw gauge
36. Cabinet catch
37. Gas boiler
38. Garbage disposal unit

39. Wall tie and trough
40. Kitchen appliances
41. Home fire alarm
42. Non-setting paint
43. Portable nail driver
44. Gas furnaces
45. Drafting instrument
46. Portable compressor
47. Disposable saw blade
48. Convector radiators
49. Door vise
50. Aluminum roll roofing
51. Front-end loaders
52. Two-bowl sink
53. Power vise stand
54. Ventilating fans
55. Shower doors
56. Gas/electric incinerators
57. Crawler machine
58. Gas heater
59. Automatic washer

60. Fork lift truck
61. Air conditioner
62. Siding shingle
63. Bracket boxes
64. Concrete cutter
65. Tile flooring
66. Circuit breaker
67. Fluorescent fixture
68. Awning window
69. Door chime
70. Steel lintel
71. Cork tile and linoleum
72. Push grille
73. Cabinet door panel
74. Wall heater
75. Toilet seats
76. Asbestos siding
77. Line square
78. Fluorescent fixture
79. Hardboard panel
80. Plastic sink toe

### CATALOGS

81. Fork trucks
82. Glass jalousies
83. Cabinet work
84. Plastic laminate
85. Electric switches
86. Fluorescent lighting
87. Steel doors
88. Staple tackers
89. Drywall installation tools
90. Ceiling/wall ventilators
91. Wood screws
92. Steel wall tile
93. Molded concrete
94. Laminated plastic
95. Birch kitchen cabinets
96. Gas heaters
97. Oil burners
98. Aluminum windows
99. Plastic tile
100. Drywall trim

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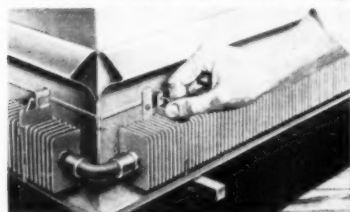
# Your Guide to

# NEW PRODUCTS

# Information

## redesigned baseboard has higher hot water rating

Baseboard elements of 3/4-inch copper tubes with 2 1/8 x 3 1/8-inch aluminum fins bonded to them afford higher forced circulation hot water rating.

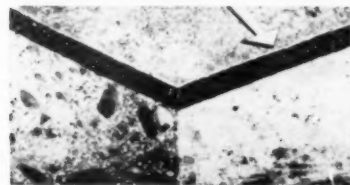


Flush and recessed models are available. The National Radiator Co., Dept. AB, Attn. C. J. Philage, 221 Central Ave., Johnstown, Pa.

Circle No. 1 on Readers' Reply Card

## ironclad surface for industrial floors

DPS Masterplate is an ironclad floor surface that is spark-resistant, non-combustible and wear-resistant, according to its makers. It is said to be easy to clean, non-dusting, corrosion resistant and resists effects of moisture and



steam. Ready to use, it is applied as a dust-coat to freshly floated concrete. The Master Builders Co., Dept. AB, Attn. of V. S. Andrews, 7016 Euclid Ave., Cleveland 3, Ohio.

Circle No. 2 on Readers' Reply Card

## truck crane speeds loading and unloading

Materials handling crane converts any standard truck into a dual-purpose vehicle. Unit will lift up to 5,000 pounds, and spot it anywhere within desired radius of 280 degrees. Unit re-



quires only 18 inches of space behind truck cab. Truck-Crane, Inc., Dept. AB, Attn. Samuel L. Schwartzberg, 130th & Halsted St., Chicago 27, Ill.

Circle No. 3 on Readers' Reply Card

## How to Use This New Products Information Service

AMERICAN BUILDER editors have just spent considerable time, money and effort to find out from you, the reader, exactly what information service you would like for New Products.

As a result of your help, this New Products Service Department has been revised and improved to bring you information about more new products each month, earlier than ever before, and to make it easier for you to get additional information.

You are invited to use the postage-paid reply card that is bound into this section. Simply draw a circle around the key number of each product that interests you, write in your company name and address, tear out and mail the card. You then will receive literature and detailed information direct from manufacturers.

Each new product and catalog item also carries complete data so that you can write direct to the manufacturer for more information.

## dual expansion anchors have wide builder application

Dual expansion anchor resists corrosion, has gigantic gripping power and withstands shock and vibration, its



makers say. Anchors will not slip, lose grip or shear; can be used at any depth of hole and made to hold at any point, even where hole is drilled too deep or too wide. Made in all sizes to fit standard machine screws, both round or flat head types. Wyem Products Co., Inc., Dept. AB, Attn. of A. Yalen, 2292 S. Taylor Road, Cleveland 18, Ohio.

Circle No. 4 on Readers' Reply Card

## home air conditioner has high operating efficiency

Temtron air conditioner for five- or six-room home delivers full two-ton cooling and is powered by a 1 h.p.

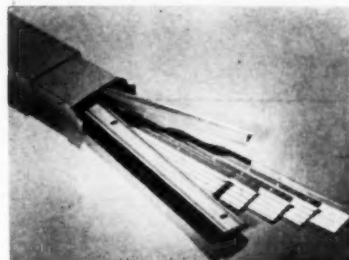


compressor. New heat rejection system raises coefficient of performance of entire unit. Problem of efficient water cooling is solved by new operating principles; unit uses less than 10 gallons per hour and comes complete with built-in water saver. Ultrasonic Corp., Dept. AB, Attn. F. M. Shepard, 640 Memorial Drive, Cambridge, Mass.

Circle No. 5 on Readers' Reply Card

## weatherstrip sets contain complete door equipment

Each carton of these door weatherstrip sets contains complete equipment for weatherstripping an entire door. Sets are offered in three combinations, containing all necessary hardware (thresholds and strips) and in two sizes, for



32x84 inch and 26x84 inch door openings. Master Mefal Strip Service, Inc., Dept. AB, Attn. Laurence Licalzi, 1720 W. Kilbourn Ave., Chicago 39, Ill.

Circle No. 6 on Reader's Reply Card

## flush sliding doors have novel track

Both units of the Ray-Dor sliding door are flush, improving appearance. Out-of-sight hardware consists of two sets of paired twin-rail tracks, including two switches, permitting easier opera-



tion. Doors facilitate storing objects larger than one-half of entire opening. Hardware supplied for openings up to six feet wide. Mulray Products, Inc., Dept. AB, Attn. Darwin B. Grossman, 230 E. 124th St., New York 35, N.Y.

Circle No. 7 on Readers' Reply Card

for 30 years

*Incineror*  
TRADE MARK  
REG. U. S. PAT. OFF.



Make sure you install the "proved unit" . . . specify Incineror, the automatic, gas-fired incinerator. For more than thirty years, homes by the thousands have eliminated messy trash and garbage areas with Incineror . . . it's dependable and trouble-free.

Choose from a complete line of indoor and outdoor Incineror models.



Approved by A.G.A.

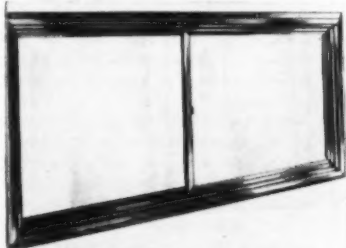
**WRITE TODAY FOR DETAILS**

**INCINERATION DIVISION**  
BOWSER, INC. • CAIRO, ILLINOIS

Your Guide to **NEW PRODUCTS** Information

**slider window has adjustable fins for on-the-job fitting**

Aluminum slider window has adjustable nailing fins for on-the-job fitting to any through-wall thickness from 4½ to 5-5/32 inches. Complete interior



trim, made of aluminum extrusions with dip-lacquered, hard-wearing finish, makes window complete package unit. "Built-in" provisions for installation and attachment of screens and storm sash are included. Per-Fit Products Corp., Dept. AB, Attn. M. E. Stewart, 1204 E. 52nd St., Indianapolis 5, Ind.

Circle No. 8 on Readers' Reply Card

**lightweight diaphragm pump for muddy seepage control**

Two lightweight, self-priming diaphragm pumps handle 3,000 and 3,300 gallons of seepage water per hour; smaller model uses two-inch hose, larger has three-inch hose. Pumps operate on suction lifts up to 20 feet.



Chain drive operates from horizontal position, enabling substantial reduction in size of pump, with improved rigidity of operation. Marlow Pumps, Div. of Bell & Gossett Co., Dept. AB, Attn. G. U. Miller, Ridgewood, N.J.

Circle No. 9 on Readers' Reply Card

**hydrostatic level speeds flooring and ceiling jobs**

Leveleasy combines a fluid reservoir, tube reel and a 50-foot clear plastic tube in aluminum container. Tube per-

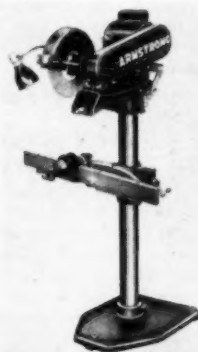


mits extending level line for 100 feet. Device offers fast, accurate method of setting batters and grade stakes, insures level tile and concrete floors and is said to save time in masonry work as well as form erection or setting screeds. Unit has foolproof, one-man operation. Hydrolevel, Dept. AB, Attn. of C. E. Schmidt, 53 DeSoto St., Ocean Springs, Miss.

Circle No. 10 on Readers' Reply Card

**saw sharpener has 6 to 60-inch capacity**

This hand sharpener has a capacity for either rip or cut-off saws from six to 60 inches in diameter without cutting the floor or putting machine on a pedestal.



Quadrant is marked for degrees of bevel and allows sharpening to a full 45 degrees. Operator gets clear vision of work in progress. Armstrong Mfg. Co., Dept. AB, Attn. E. L. Briggs, 2135 N.W. 21st Ave., Portland 8, Ore.

Circle No. 11 on Readers' Reply Card

**all-purpose tractor takes full line of attachments**

Called the Super 55, this four-wheel, adjustable tread type tractor has a 73 inch wheel base and hood height less than 51 inches. Front and rear wheel tread is adjustable from 48 to 76



inches. Unit has six-forward-speed transmission. Three-point hitch and internal hydraulic system accommodate full line of attached implements of all makes meeting standard specifications. The Oliver Corp., Dept. AB, Attn. Robert L. Dinnsen, 400 W. Madison St., Chicago 6, Ill.

Circle No. 12 on Readers' Reply Card

# CUT YOUR BUILDING COSTS

... and make your homes  
still more saleable!

## The New Low Cost Fabric-Covered Folding Door



as low as

**\$ 19.95**

List Complete

2'8" x 6'8½"

**Cuts Costs**—FOL-BAK saves between \$10 and \$15 when used in place of swing-type doors.

**Adds Buy Appeal**—Today's space-minded buyers appreciate the advantages of folding doors. With FOL-BAK, now you can add this stylish extra feature and save money, too!

**Durable Construction!** Expect a lifetime of trouble-free operation from FOL-BAK. In tests, FOL-BAK has been opened and closed 142,725 times—about 30 years of normal use—

without noticeable wear! *It's a quality door*, by the makers of FOLDOOR.

**Quality Fabrics!** FOL-BAK vinyl fabrics feel like cloth, look like expensive drapery material—are easy to wash with soap and water.

**Choice of Colors!** Attractive, harmonizing colors that blend with and beautify any interior—chosen by leading decorators. Handsome cornice and positive latch included.

**Wonderful Space Saver!** FOL-BAK is ideal for wardrobe or closets. Special non-rigid construction allows FOL-BAK to take rough treatment, hard blows.

**Easy Installation!** Takes only a few minutes. Cornice, screws and instructions included with each individually packed door.

**New, Low Price!** No other fabric-covered folding door matches the \$19.95 price of FOL-BAK! Slightly higher on West Coast.

*Also available in 3' x 6'8½" and 4' x 6'8½"*



HOLCOMB & HOKE MFG. CO., INC.  
1545 Van Buren Street, Indianapolis 7, Indiana

Please rush me descriptive literature on FOL-BAK

I am a  dealer  builder

Name.....

Address.....

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

# 26 colors



## CAULKING COMPOUNDS

match every building material!

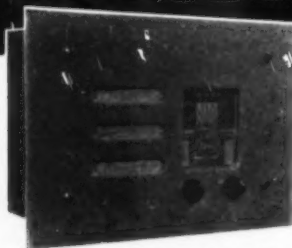
With brick, stucco, asbestos-cement siding, shingles, metal or wood... there's a CALBAR color to match or harmonize perfectly! Non-staining, non-hardening CALBAR Caulk complies with Federal and ACPA specifications. Write for details.

### CALBAR PAINT & VARNISH CO.

Manufacturers of Technical Products  
2612-26 N. Martha Street  
Philadelphia 25, Penna.



## BUILT-IN RADIOS



... Only 3 7/8" Deep!

- Fits in standard 4" partition
- Excellent tone and selectivity
- Installed as easily as any electric outlet
- For kitchen, bath, bedroom, etc.
- Colored plastic panels
- Approved by Underwriters'
- Retail for \$43.50 less panels



Write today for specifications and low builder prices.  
(Dealer inquiries invited)

## FLUSH WALL RADIO COMPANY

1012A1 Cleveland St., Clearwater, Fla.

## Your Guide to NEW PRODUCTS Information

### all-aluminum carport doubles as patio shelter

All-aluminum "Kawport," 10x20 feet in area, is prefabricated in sections to make up compact kit for assembly on job site. Builders have found that unit also makes a useful patio shelter for family outdoor recreation area as well as a car shelter. While family car is in use, carport finds many uses for all



members of family. By integrating carport with basic house scheme it makes versatile shelter for various activities. The Kawneer Co., Dept. AB, Attn. R. Martin Baker, Niles, Mich.

Circle No. 13 on Readers' Reply Card

### refractories mixer features continuous feeding

Mixing unit, Model 240 Jetcreter, for refractories, insulating material or concrete, is built in air- or water-cooled engine models, with or without multiple transmission in air-cooled model.



Mixer operates with independent source of air; "air lock" principle makes possible continuous feeding. Construction Machinery Sales Co., Dept. AB, Attn. G. A. Loveall, Waterloo, Iowa.

Circle No. 14 on Readers' Reply Card

### self flashing skylight for interior baths

Plastic skylight is designed for use on any flat roof. Dome, with copper evaporation trough, are set in position, attached by screws; roofing material is spread over flange to complete job. Installation can be done by roofer. Dome is self flashing. Unit is available in sizes to fit standard roof joist spacings and

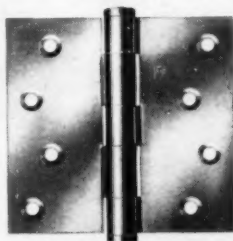


roof openings, ideal for new-type interior bathrooms. Architectural Plastics, Inc., Dept. AB, Attn. Dudley D. Hoyt, 20 Fitch St., East Norwalk, Conn.

Circle No. 15 on Readers' Reply Card

### steel hinge has aluminum matching finish

Steel hinge with a revolutionary aluminum type finish provides a true color match for all aluminum hardware and trim. It will sell for about one-third

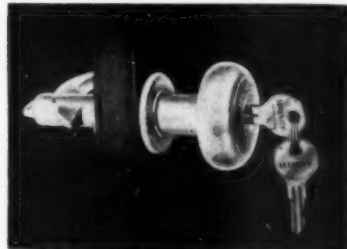


the price of a solid aluminum hinge. C. Hager & Sons Hinge Mfg. Co., Dept. AB, Advertising Dept., 139 Victor St., St. Louis 4, Mo.

Circle No. 16 on Readers' Reply Card

### storm door lock has two-way action

This lock is designed to prevent lock-outs; under any conditions, the storm door can be unlocked from outside with key. Lock eliminates need for escutcheons, cutting of doors and drilling of plates. It is pre-assembled, ready for



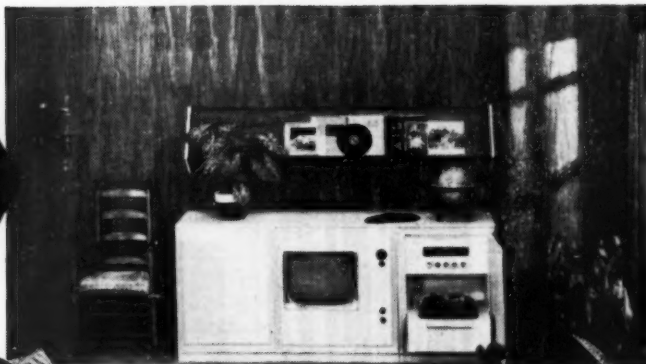
immediate installation. Lock has unconditional life-time guarantee. Security Storm Lock & Hardware Corp., Dept. AB, Attn. of Jack Greene, 858 E. 29th St., Brooklyn 10, N.Y.

Circle No. 17 on Readers' Reply Card



# BUILDERS:

Even for low-cost housing...  
the "sell" of paneled walls!  
Now it's practical, thanks to  
this new no-nail discovery.



\*Trademark

And for Finishing Plywood Panels,  
use these Wizards with Wood.

**FIRZITE**—White for "woody" pickled or blond finishes on any wood, and for undercoating fir plywood paint jobs; *Clear* for taming wild grain on fir plywood. **SATINLAC**—for a rich, modern natural wood finish that also preserves the wood.

See Sweets Catalog for specifications. Write for details NOW! UNITED STATES PLYWOOD CORP., Dept. 228, 55 West 44th St., New York 36, N.Y.

Imagine! Put up Without a Single Nail—  
this plywood paneled wall!

Made possible by a revolutionary new Weldwood Wizard  
**Weldwood® CONTACT CEMENT**

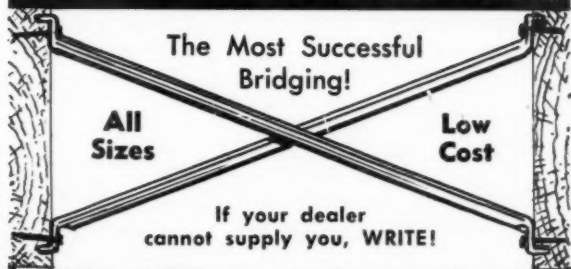
Now! Plywood wall panels erected without nails, nail holes, puttying or extra finishing. Weldwood Contact Cement makes it possible. It's a revolutionary new concept in adhesives. Bonds *instantly and permanently* on contact. No clamps or presses! Simply install direct to studs or furring.

With Weldwood Contact Cement, pre-finished plywood paneling is practical as never before. Even a single paneled wall is a sales magnet to a buyer.

For applying *Micarta and other laminates*; new Weldwood Contact Cement is easier to use—bonds equally sure to any base!

Investigate this easily added "plus"  
sell today!—write for full information.

## STA-TITE STEEL BRIDGING FOR WOOD JOISTS



If your dealer cannot supply you, WRITE!

**STA-TITE, Inc.** 4020-28N. Port Washington Ave.  
Milwaukee 12, Wisconsin  
Jobber Inquiries Invited

## COST CUTTER LION UNIVERSAL TRIMMER

Accurate, razor-like cut any way of grain. Quick adjustments to 45 degrees or 90 degrees. Miters, bevels, squares, chamfers—hundreds of uses! A time saver on every job.

WRITE FOR FULL INFORMATION



**POOTATUCK CORP.**  
50 SAMMIS PLACE  
STRATFORD, CONN.

**Majestic**

## Circulator Fireplaces

are faster, more economical to install  
—add more sales value to the finished home

**M**ore heating surface... Patented "Radiant Blades" provide 45% more area

**A**mple downdraft shelf assures smoke-free operation

**J**ust right for any installation... any mantel treatment

**E**xclusive "Angle Seal" covers gap between unit and masonry

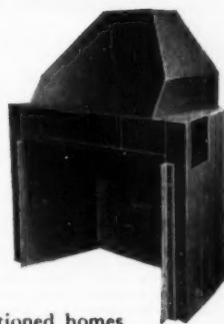
**S**aves material and labor in installation

**T**ight-seal damper for air conditioned homes

**I**nsures full efficiency of operation

**C**irculates heat that other fireplaces waste

Ask your jobber or write for full details today!



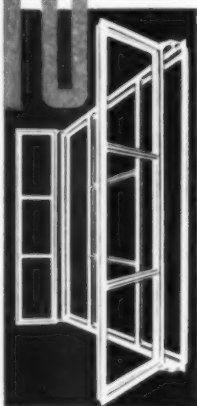
The **Majestic** Co., Inc.

300-B Erie Street

Huntington, Indiana

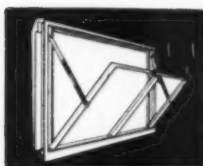
# VENTO

THE  
BONDERIZED  
STEEL  
WINDOWS  
OF



## Extra Value

All casements drilled and tapped to receive storm sash and screens, operator arm guide channels attached with screws for easy removal and replacement, if necessary; ventilator frames constructed from the same heavy sections as the outside frame. This provides greater rigidity and stronger ventilators.



**VENTO**  
**BONDERIZED**  
**"CHAMPION"**  
**BASEMENT**  
**WINDOWS**

14-gauge electrically welded frame, fins welded to jamb for quick installation and double contact with leak-proof watershed sill. A plus value incorporates a redesigned latch which assures positive operation under all conditions.

Also ask about the extra value in:  
**VENTO "THRIFTY" BASEMENT WINDOWS**  
**VENTO FORMED STEEL LINTELS (FOR BLOCK AND BRICK CONSTRUCTION)**  
Vento "Champion" Bared Basement Windows  
Vento "Champion" Utility and Barr Windows  
Vento Thrifty Utility and Special Type Windows  
*Write us for full information*

*Some desirable territories are open for representatives and distributors. Write for particulars.*

**VENTO** STEEL PRODUCTS  
CO., Inc.

247 Colorado Ave., Buffalo 15, N. Y.

## Your Guide to **NEW PRODUCTS** Information

### sprayed fibre insulation for finishing interiors

Blend of mineral wool fibres can be applied to ceilings and walls by spray-gun method. Product has high-insulat-



ing, fireproofing and sound-absorbing qualities. White in color, it may be painted any desired color. United States Mineral Wool Co., Dept. AB, Attn. James P. Verhalen, Stanhope, N.J.

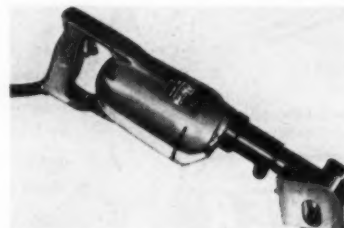
Circle No. 18 on Readers' Reply Card

**Cement paint**, marketed as "Cerami-seal," applied by brush or spray, puts smooth, hard finish on wood, masonry, concrete, etc. **Culberg Asbestos & Cork Co.**, Dept. AB, Attn. Harold Coleman, 1402 N. Halsted St., Chicago 22, Ill.

Circle No. 19 on Readers' Reply Card

### panel cutting saw for heavy duty work

"Panel Master" fast action saw does heavy duty cutting and trimming of sheets and panels and thin sections of metal or plastics. Two-inch diameter blade gives 3/8-inch depth of cut, leaves smooth, milled edge. Lead guide and



depth control make straight-line and contour cutting easy and fool-proof, makers say. The Kett Tool Co., Dept. AB, Attn. W. J. Koehl, 5 E. Third St., Cincinnati 2, Ohio.

Circle No. 20 on Readers' Reply Card

**Libbey-Owens-Ford Glass Co.** has announced a glass-to-glass sealed insulating window now made in 45 1/2 x 25 1/2 and 42 1/2 x 22 1/2-inch wood sash sizes and in 36x24- and 34-11/16x22-11/16-inch metal sash sizes. Write Otto H. Wenzler, 608 Madison Ave., Toledo 3, Ohio.

Circle No. 21 on Readers' Reply Card

### portable hot spray gun atomizes by air volume

Volumaire Model R350 hot sprays paint, thermoplastics and similar materials which melt in the 175-400 degree range. Manufacturer claims hot spraying seals crevices in porous materials, gives excellent density with one coat, uses paint at brush consistency. Air is supplied by blower unit at 3,500 cubic feet per hour and 1 1/2 pounds p.s.i. pressure, heated to melting point of



paint. **Roxon, Inc.**, Dept. AB, Attn. of Edw. LeVangie, 50 Broad St., New York 4, N.Y.

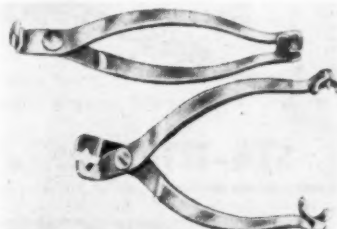
Circle No. 22 on Readers' Reply Card

**Wall line convectors**, available in 14-, 20- and 26-inch heights, are from two to six feet long in increments of four inches. Element is seamless copper tubing. **Trane Co.**, Dept. AB, Attn. Advertising Dept. La Crosse, Wis.

Circle No. 23 on Readers' Reply Card

### electrician's tool slits, strips and cuts

With the Stripex, electrician can work all the way into junction box, slit sheathing close to connectors; he can



strip wire and can cut off wire or sheathing, all without changing tools. Tool is made of steel, nickel-plated. Hand is shielded from cutter blade by overhang of sheath guides. Cutter is demountable and can be sharpened when needed. **Burbank Electrical Products**, Dept. AB, Attn. of M. C. Hooper, 215 W. Palm Ave., Burbank, Calif.

Circle No. 24 on Readers' Reply Card

"Mix-ter" is a four cubic foot plaster and mortar mixer built with 30-inch doorway clearance; it has tow bar and pneumatic tires for easy portability. **Andwall Mfg. Co.**, Dept. AB, Attn. John Lees, Ixonia, Wis.

Circle No. 25 on Readers' Reply Card

AMERICAN BUILDER

# Garlinghouse HOME PLAN BOOKS....



turn prospects  
into jobs!

Published by THE L. F. GARLINGHOUSE CO., INC.

## For BUILDERS and DEALERS

Large, beautifully  
illustrated books  
showing over 1,250  
exteriors and floor  
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Complete working plans, specifications, lumber and mill lists are available for every design shown in any of these 18 books. The moderate price of these plan sets represents your best investment when building, since both you and your customer know in advance what is being offered, thus avoiding misunderstandings.

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125 Ranch plans most practical for town and country .....50¢



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Over 80 new designs—850 to 1175 sq. ft. of floor space .....50¢



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2nd Edition. Over 120 varied styles and sizes. 84 in full color .....50¢



4. **All American**  
3rd Edition. Featuring 120 different designs. 64 in full color .....50¢

5. **BLUE RIBBON HOMES**—Second edition. 64 pages of homes proved most popular by actual sales. Many in full color ..... 50¢

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10. **DELUXE SMALL HOMES**—5th edition and our largest selection of modern, time-tested, popular priced homes .....\$1.00

11. **SMALL SOUTHERN HOMES**—55 de-

signs of 3-, 4-, and 5-room cottages. Most without basements. Suitable for all areas ..... 50¢

12. **PLANS FOR 100 NEW HOMES**—100 sparkling new designs. 16 pages in full color ..... 50¢

13. **NEW DUPLEX DESIGNS**—Seventh edition showing 41 plans of 1 and 2-story duplexes and small apartments ..... 50¢

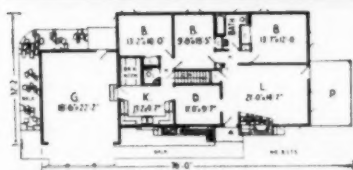
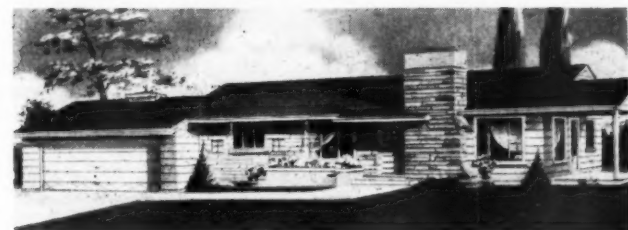
14. **SUCCESSFUL FIREPLACES**—200 illustrations, outdoor fireplaces with information on construction ..... 50¢

15. **NEW AMERICAN HOMES**—A most beautiful book of larger homes. Contains 98 designs of tested popularity .....\$1.00

16. **HOMES IN BRICK**—An 80-page book of medium and large brick homes. Many in color. ....\$1.00

17. **PLANS FOR NEW HOMES**—109 designs in wide variety of styles and sizes. 32 in color ..... 50¢

18. **KAMP KABINS AND WEE HOMES**—Over 60 designs ..... 50¢



Typical of the many beautiful plans shown in the above books, is this popular 3 bedroom ranch design.

No. 6375—Complete plans as shown or reversed, specifications, lumber and mill list .....\$20.00  
Duplicate sets with original order, per set ..... 5.00

ALL BOOKS POSTPAID IN U.S., CANADA

From America's Largest Home Plan Service

## The L. F. GARLINGHOUSE CO., INC.

Dept. AM-5, Garlinghouse Bldg., Topeka, Kans.

Enclosed is \$ ..... cash, check or money order for books or plan as checked.

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| <input type="checkbox"/> 3. America's Best      | <input type="checkbox"/> 13. New Duplex Designs      |
| <input type="checkbox"/> 4. All American        | <input type="checkbox"/> 14. Successful Fireplaces   |
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| <input type="checkbox"/> 9. Colonial Homes      | <input type="checkbox"/> 19. Complete set, 18 books  |
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Name .....

Address .....

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

**Precision-built for  
the man behind the gun...**



Model 3000 \$195.00\* complete with tripod.

## White gives you the most practical Universal Level-Transit on the market

**H**ERE'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 wyces. What's more, it has a silvered  $4\frac{1}{4}$ " horizontal circle and an 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 nearest dealer, 311 W. Court St., Milwaukee 12, Wis.



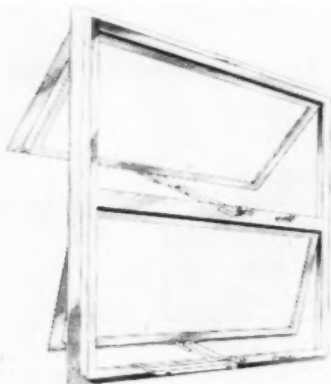
**We offer expert  
REPAIR SERVICE  
on all makes,  
all types of  
instruments**

\*Prices subject to change without notice.

## Your Guide to **NEW PRODUCTS** Information

### aluminum awning window offers selective ventilation

Select-A-Vent awning type window is made of extruded aluminum alloy. Each vent is separate and may be



either operating or fixed vent type. Operating bar folds flush against window in all positions, even when unit is open. Window has double toggle action for tight closure. Aluminum screens clip to inside with integral clips. Southern Sash Sales & Supply Co., Dept. AB, Attn. James F. Crossno, Sheffield, Ala.

Circle No. 26 on Readers' Reply Card

**Weatherproof outlet**, a duplex unit complete with cast aluminum box, simplifies installation, seals wires from weather. **Pass & Seymour, Inc.**, Dept. AB, Attn. John W. Brooks, Solvay Station, Syracuse 9, N.Y.

Circle No. 27 on Readers' Reply Card

### lifetime-guarantee plywood sheathing cuts building costs

Plywood sheathing guaranteed for life of any house is made possible by development of new formula glue. Panels are dryer, lighter, flatter and stronger, have greater dimensional stability, according to makers. With its use, need

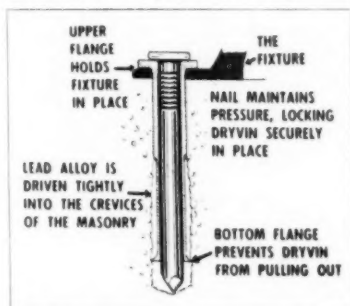


for corner bracing may be eliminated and framing requirements will be reduced. Panels are 4x8 feet in  $\frac{5}{16}$ - to  $\frac{3}{4}$ -inch thickness. Georgia-Pacific Plywood Co., Dept. AB, Attn. of John J. Hickey, 270 Park Ave., New York 17, N.Y.

Circle No. 28 on Readers' Reply Card

### masonry expansion shield takes single/double head nails

"Dryvin" expansion shield requires only a drill and hammer for fastening single or double headed nails into any type of masonry. No wrenches or screwdrivers are needed. Shield uses nails for expansion and locking. Nail driven in by hammer forces ductile material of shield into irregularities of hole in masonry, locking anchor flange into



sides of hole. Star Expansion Bolt Co., Dept. N, 147 Cedar St., New York 6, N.Y.

Circle No. 29 on Readers' Reply Card

### rotary hammer makes 6,000 strokes per minute

Electric portable rotary hammer has detachable bit for horizontal and overhead drilling of reinforced concrete,



masonry and similar materials. It rotates at 1,000 r.p.m. and strikes 6,000 blows per minute. Operable by one man, it is said to reduce drilling costs by eliminating errors and saving work time. Tool weighs  $9\frac{1}{2}$  pounds and is 15 inches long. Demo Tool Corp., Dept. AB, 8735 Melrose Ave., Los Angeles 46, Calif.

Circle No. 30 on Readers' Reply Card

**Tempered hardboard** called "Forest Board" is available in four-foot panels up to 16 feet long. It requires no prime paint coat in order to get even paint coverage. **Forest Fiber Products Co.**, Dept. AB, Attn. Hugh M. Lineweaver, P.O. Box 68, Forest Grove, Oregon.

Circle No. 31 on Readers' Reply Card



**Evans King-Size  
10-ft. Steel Tape  
STANDS UP STRAIGHT  
for UPRIGHT  
MEASUREMENTS**

Those long upright measurements are easy and accurate with this new EVANS King-Size 10-ft. White-Tape. The 33% wider blade (full 3/4") stays straight up without bending or buckling. You get a free belt clip and Tenite utility case with every tape. Sliding end hook for inside or outside measuring and . . .

*it's marked so you don't have to figure!  
no other tape is marked this Evans way.*

This Edge — marked in feet and inches with foot markings at every inch



This Edge — marked in inches from 1" to 120"

Whichever way you work, in inches or feet and inches, you read instantly without having to stop and figure.

The EVANS King-Size White-Tape Is the Top 10-ft.

Tape Value at only \$2.39 at hardware stores everywhere in U.S.A.

another  
EVANS  
value—  
**THE  
ONLY  
12-FOOT  
POCKET  
WHITE-TAPE**

Standard blade  
1/2" wide

Now, a pocket steel tape that measures a full 12 feet — eliminates the inconvenience and inaccuracy of adding two measurements as you do with shorter tapes. Exclusive EVANS double markings (same as King-Size above). Chrome plated case is no bigger than cases for shorter tapes. Self-adjusting sliding hook for 100% accurate inside or outside measurements. Each tape packed in FREE transparent Tenite utility case.



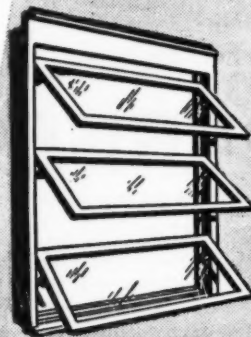
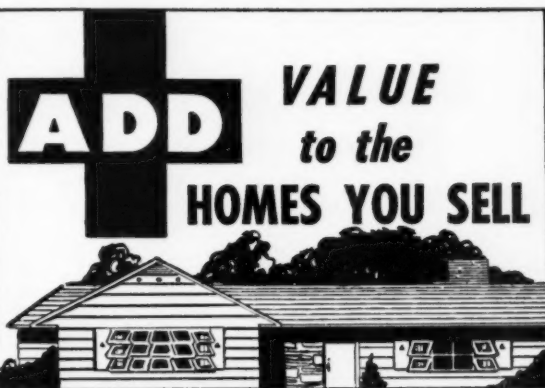
This L-O-N-G-E-R  
Pocket White-Tape only \$1.89  
at your hardware store.

**Evans & Co.**

400 Trumbull Street, Elizabeth, N. J., U. S. A.

Makers of Evans "Long Tapes"—25-50-75-100 Ft. and Evans 6-ft. Folding Rules

OCTOBER 1954



**NOTHING to ADJUST  
— NOTHING to GET  
OUT of ADJUSTMENT**

WOODCO's 35 years of fine window manufacturing experience has now produced a window that adds Prestige and Profit to any Home you sell. The added value of the WOODCO name makes selling easier.



**WOOD WINDOWS WOMEN WANT**

Architects, Dealers and Satisfied Homeowners recognize the WOODCO E-ZEE LOC Wood Awning Window as the Finest Awning Window Made; their fine design, ease of operation and long service life make them a MUST for today's builder who erects and sells a quality home.

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- All Factory-Assembled of Selected Kiln-Dried Ponderosa Pine Toxic and Water-Repellent Treated
- Double (Pat. Pend.) Vinyl Weatherstripping
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Use Them On Your Next Project And Notice The Difference!

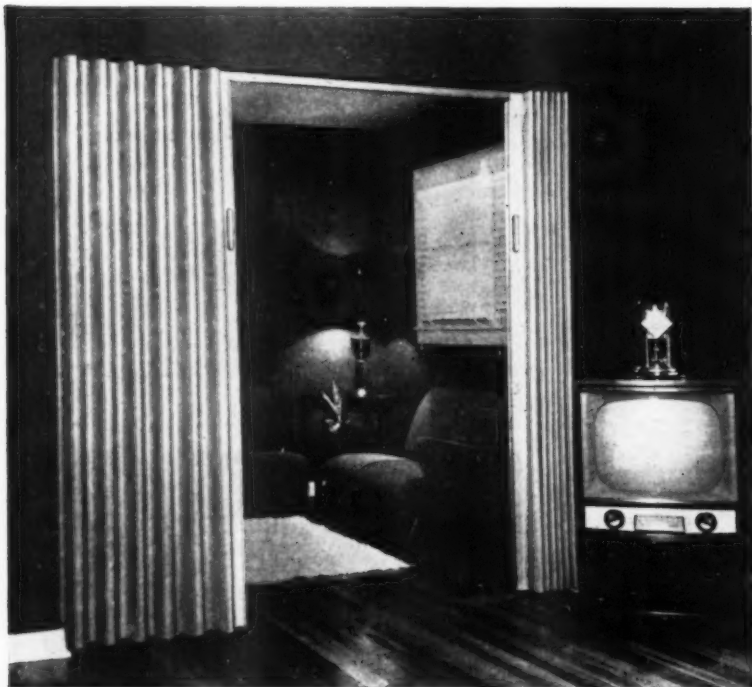
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A DIVISION OF GENERAL WOODCRAFT CO., Inc. — NORTH BERGEN, N. J.  
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Phones: 64-3219, 64-3417



"we get more buyer interest...  
with **MODERNFOLD**"

—SAYS R. B. BILLINGS OF THE AMERICAN BUILDING CORPORATION

The American Building Corporation of Fort Worth, Texas, use Modernfold doors between den and living room throughout their 100-Home "Edgewood Terrace" development. Says R. B. Billings, President, "Customers see at once the advantages of having both a private room *and* more living area... with Modernfold's wide color selection we get more buyer appeal into the interior decoration, too."

**You save labor, cut costs,  
insure satisfaction—with Modernfold**

There's no need for exact fitting—no need for special casing or trimming, no need to paint the door—with Modernfold. It goes up—complete—in 30 minutes or less. Modernfold's extra-sturdy frame construction means greater rigidity, smooth torque-free action—for longer life... fewer call backs... greater customer satisfaction.

*See your installing distributor or mail coupon for full details.*



the doors that fold  
like an accordion

**modernfold**  
DOORS

by **NEW CASTLE**

COPI, 1964. NEW CASTLE PRODUCTS, INC.

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New Castle, Indiana • Montreal 6, Canada

NEW CASTLE PRODUCTS, INC.  
P. O. Box 855  
New Castle, Indiana  
Please send full details on Modernfold doors.

Name.....

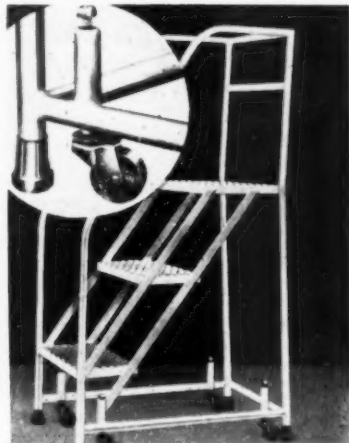
Address.....

City.....County.....State.....

## NEW PRODUCTS

### portable step ladder has rubber foot grip

Built-in stability of these Safety-Step ladders is increased by rubber feet on all four legs, increasing floor contact area by 400 per cent. Rubber grip engages floor when user steps on ladder.



Caster carries weight of ladder when being moved, retracts when ladder is used. The Ballymore Co., Dept. AB, Attn. William B. Hart, 139 Pennsylvania Ave., Wayne, Pa.

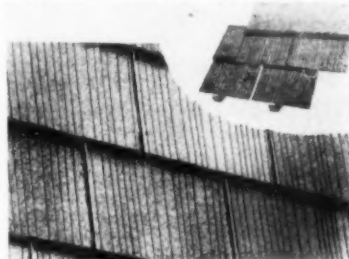
Circle No. 32 on Readers' Reply Card

Soldering gun, plugged in on 110/120-volt a.c. circuit, works hot 2½ seconds after trigger is pressed; cools when trigger is released. Spotlight illuminates work. **Wen Products, Inc.**, Dept. AB, Attn. Miles Blunt, 5808 Northwest Hwy., Chicago 31, Ill.

Circle No. 33 on Readers' Reply Card

### asphalt strip shingle locks to roof

Lok-Tab roofing consists of an interlocking, asphalt strip shingle which, upon application, literally locks to the roof. Center of each butt on the strip has a hook-shaped extension



which fits into a pre-cut slot in the body of the shingle below it. As each course is applied, locking device is hidden from view. Shingles are 24x18 inches, have a two inch headlap and eight inch exposure. The Ruberoid Co., Dept. AB, Attn. Ross L. Muir, 500 Fifth Ave., New York 36, N.Y.

Circle No. 34 on Readers' Reply Card

**saw gauge speeds measuring and cutting**

Cut-off saw gauge can be set in a few seconds for any cutting length up to nine feet. Scale ruled in sixteenths is fastened to a sliding bar which moves freely when operating bar is lifted but locks when bar is pressed down. Gauge fastens to front of table or bench, leaving top clear except for stop arm.



Indicator is directly in front of operator. Snow Mfg. Co., Clark & Sawyer, Inc., distributors, Dept. AB, Attn. R. D. Clark, 2012 E. 7th St., Los Angeles 21, Calif.

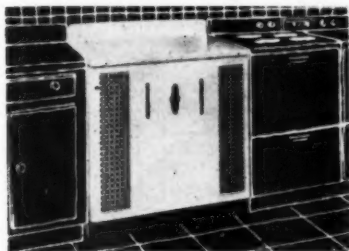
Circle No. 35 on Readers' Reply Card

Magnetic catch fits between cabinet door and shelf with no parts projecting into cabinet. Assures alignment of catch with strike for holding power. The Stanley Works, Cabinet Hardware Div., Dept. AB, Attn. E. C. Benfield, New Britain, Conn.

Circle No. 36 on Readers' Reply Card

**home heating gas boiler installs in kitchen**

This gas boiler can be installed in kitchen work surface line. It is enclosed in a white cabinet with porcelain enameled top and backsplash. Unit is 36x36x25 inches so that it aligns with other cabinet units and gas range. Boiler can be installed flush



against wall with chimney connection through back or either side. Unit is A.G.A. approved. York-Shipley, Inc., Dept. AB, Attn. J. W. Gingerich, York, Pa.

Circle No. 37 on Readers' Reply Card

Garbage disposal unit with built-in centrifugal pump grinds all types of food waste materials. Cutting edges are flame hardened to give long wear. Diamond Machine Tool Co., Dept. AB, Attn. Stephen V. Swiatek, 5111 Coffman-Pico Road, Pico, Calif.

Circle No. 38 on Readers' Reply Card



**"we save  
at least  
\$10.00  
per opening ...**

**with SPACEMASTER**

...SAYS BUILDER W. G. TABBERT

"Spacemaster doors cost us \$10.00 less per opening than the cheapest wood door—and received almost unanimous public acceptance," says W. G. Tabbert—whose "Hilltop Heights" development in Sioux Falls, South Dakota, has 100 homes completed—plans for 600 more! "I'm going to use Spacemaster even more from now on."

With Spacemaster folding doors there's no need to trim and case the opening—no need to paint the door. Spacemaster goes up with eight screws in 11 minutes—and its initial cost is the lowest in the history of quality folding doors. See your building supply dealer—or mail coupon for full information.

New Castle Products, Inc.  
New Castle, Indiana; Montreal 6, Canada

**SPACEMASTER**

folding doors



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NEW CASTLE PRODUCTS, INC., 1954

New Castle Products, Inc.  
P. O. Box 955, New Castle, Indiana  
Gentlemen: Give me full information on Spacemaster doors.

Name.....

Company.....

Address.....

City.....County.....State.....



If you like  
fine tools...get  
Greenlee

The minute you take hold of a GREENLEE tool, you can "feel" the fine quality and extra craftsmanship that go into its making. All GREENLEE tools carefully formed and finished for accuracy and correct cutting edges. All are properly heat-treated for strength and long life. All are made by craftsmen for craftsmen.

**GREENLEE 22 SOLID-CENTER AUGER BITS** bore accurate holes smoothly, quickly. Solid-center design gives extra strength and provides fast, positive chip clearance. Every GREENLEE 22 Auger Bit has accurately sized, perfect cutting edges that last through long use. "Plastic Sealed" to reach you factory-sharp. Available in 18 sizes: from 4/16" diameter through 2-4/16". Buy singly or in sets... in handy plastic rolls, steel boxes, or metal holding panels.

**HIGH-QUALITY CHISELS, GOUGES** Various types of tang butt, socket butt and firmer chisels. All are carefully balanced, easy to hold. Blades are of selected tool steel that long retains its fine-cutting edge. Attractive green plastic handle provides comfortable, sure grip. Buy singly or in sets. GREENLEE socket gouges available with inside and outside bevels... same top quality as all GREENLEE tools.

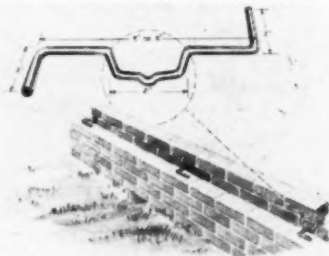


Greenlee high-quality hand tools: Auger Bits • Expansive Bits • Drills • Bit Extensions • Car Bits  
Gouges • Turning Tools • Drawknives • Spiral Screw Drivers • Automatic Push Drills • and many more  
Write for free descriptive folder. Greenlee Tool Co., 2210 Twelfth St., Rockford, Illinois

## NEW PRODUCTS

### wall tie and trough speed cavity wall construction

Galvanized steel cavity wall tie, used for spreading and tying parallel masonry walls, is made in 3/16- and 1/4-inch diameter sizes. Tie has three-inch



wing at each end that lies in the horizontal mortar bed, and six- or eight-inch stems that dip to form a two-inch spacer which helps align walls. Metal trough hangs between walls during construction to catch extra mortar and prevent formation of bridges. Conver Steel & Wire Corp., Dept. AB, Attn. Howard W. La Morte, 600 E. 132nd St., New York 54, N.Y.

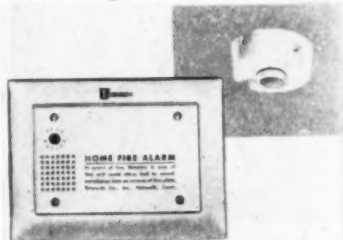
Circle No. 39 on Readers' Reply Card

Five new appliances include a re-designed Laundromat and matching electric clothes dryer, four restyled dishwashers, a refrigerator and a range, both styled in copper finish. Westinghouse Electric Corp., Appliance Div., Dept. AB, Attn. Consumer Service Dept., Mansfield, Ohio.

Circle No. 40 on Readers' Reply Card

### fire alarm system for individual homes

Easily installed fire alarm system consists of a bell fitted flush into wall of home living area. Bell is connected directly to thermal detectors sensitive to heat changes and which set off alarm



to reveal a dangerous condition before fire starts. Detectors are set to close alarm circuit when temperature reaches 136 degrees F. The Edwards Co., Dept. AB, Attn. J. J. Lane, Norwalk, Conn.

Circle No. 41 on Readers' Reply Card

**Non-settling paint**, produced with new vehicle called Burnok, has thick, jelly-like consistency in oil base. It is available in flat, semi-gloss and high gloss enamels. T. F. Washburn Co., Dept. AB, Attn. Ralph FitzSimons, 2244 N. Elston Ave., Chicago, Ill.

Circle No. 42 on Readers' Reply Card

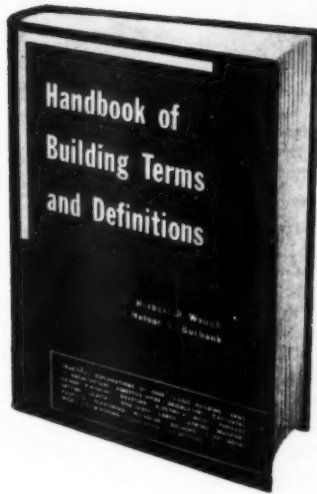
AMERICAN BUILDER



If some building terms  
**PUZZLE YOU...**

**BANK-RUN** is not a panic.  
**BUS CONDUCTOR** is not a fare grabber.  
**FISH PLATES** are for beams, not breams.

... *this is a book*  
**you need!**



By  
**Herbert R. Waugh**  
and  
**Nelson L. Burbank**  
*Former instructors in construction and building trades, Bridgeport, Connecticut and Cincinnati, Ohio schools.*

**422 PAGES**

**OVER 12,000 TERMS**

**HUNDREDS OF ILLUSTRATIONS**

**BEING SURE** of the correct meaning of any building term can often mean money to you! And with many thousands of such terms in use, **not even** the most experienced can be

positive regarding the meanings of them all. The only safeguard is to turn to an accepted authority.

Such authority may be a regular dictionary, yet not even in Webster's Unabridged will you find many of the terms which are constantly cropping up in the building industry. That is why the authors, Waugh and Burbank, who knew that they and their fellow teachers needed a specialized book of definitions, decided to compile one. Then, while talking to contractors, builders and architects about the project, it was discovered that they, too, needed it just as badly. The result is **The Handbook of Building Terms and Definitions**, product of many years of painstaking research, compilation and careful cross-checking.

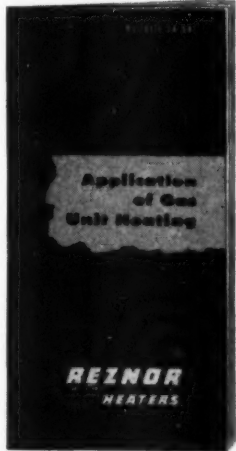
The **Handbook of Building Terms and Definitions** is a compact, desk-size book approximately six by nine inches. The part of speech and correct pronunciation is given for each word. At the low price of only \$5.00 postpaid, this is a book which no one in the building industry can afford to be without. Order your copy today on the coupon below. Full refund will be cheerfully made if you are not completely satisfied that this book will prove useful.

**AMERICAN BUILDER BOOKS**  
30 Church St., New York 7, N.Y.

I enclose remittance of \$5.00. Please send me postpaid, one copy of HANDBOOK OF BUILDING TERMS AND DEFINITIONS. I have 10 days to examine the book and, if not satisfied, can return it within that time for full refund.

Name .....  
Address .....  
City, zone, state .....

the *where when why how* of gas unit heater applications



**Table of Contents**

- What Is A Unit Heater
- How Gas Unit Heaters Cut Heating Costs
- When to Use Gas Unit Heaters
- Types of Unit Heaters
- How Reznor Heaters Work
- Appraising the Job
- Estimating Heat Loss
- Short Cut Heat Loss Estimating Factors
- Selecting the Right Heaters
- Optional Equipment
- Reznor Heater Features, Construction Details and Specifications
- Unit Heater Coverage
- Unit Heater Location
- Temperature Controls
- Venting
- Computing Gas Line Requirements

compiled for you by the  
manufacturer of the  
world's largest-selling  
gas unit heater

*Send for your free copy today*



**REZNOR MANUFACTURING COMPANY**  
42 UNION ST., MERCER, PA.

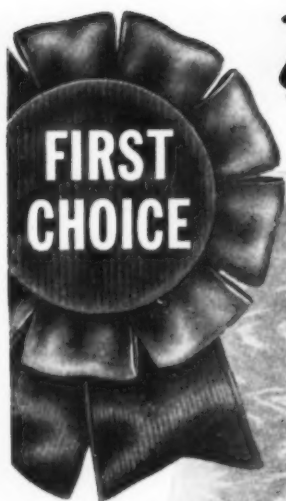
Please send me a copy of your new bulletin, "Application of Gas Unit Heating."

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

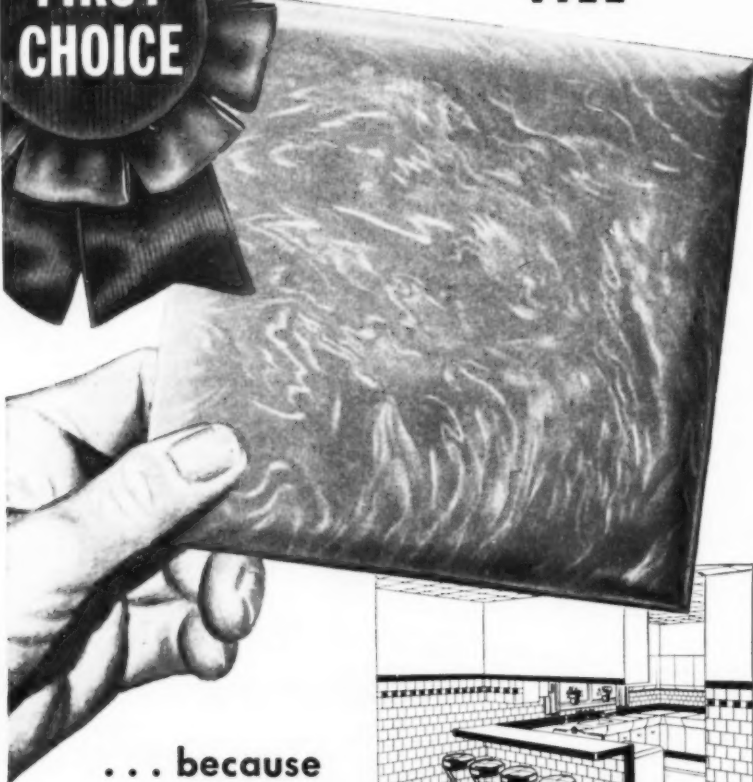
Street \_\_\_\_\_

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



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## PLASTIC WALL TILE



... because  
it offers  
**LUXURIOUS BEAUTY**  
at  
**MODERATE COST**



Specify the tile that tile installers prefer. They prefer Tilemaster plastic wall tile because it goes up more quickly and because of the large variety of tile pieces available. You can install Tilemaster with entire confidence because its exclusive quality features eliminate troublesome and costly repairs—assures completely satisfactory installation. Architects and builders specify it because they know enthusiastic home owners will applaud its lifetime beauty. Good reasons why Tilemaster tile on the wall will help you make easier sales.



**TILEMASTER**  
CORPORATION  
1415-21 Diversey Pkwy.  
Chicago 14, Ill. Dept. AB210

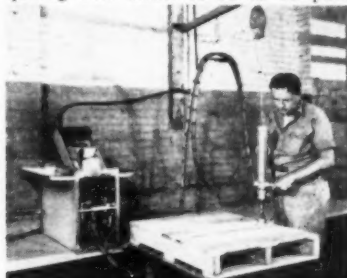
Western Office and Warehouse: 3708 S. Main St., Los Angeles, Calif.

Write for name of your nearest distributor

## NEW PRODUCTS

### portable nail driver has automatic feed

Automatic hopper feed enables operator to drive 40 to 50 nails per minute for sustained periods with this tool. Unit operates by compressed air, requiring 14.7 c.f.m. at 80 to 90 p.s.i.



Driver sinks each nail with single stroke. Air-driven oscillating hopper holds eight pounds of nails. Morgan Machine Co., Inc., Dept. AB, Attn. J. E. Bennett, 1236 University Ave., Rochester 10, N.Y.

Circle No. 43 on Readers' Reply Card

Gas furnaces in two lowboy and one highboy models have compact, cast iron, venturi design heat exchangers featuring quiet operation and greater square footage of radiation. **Herbster Products Co.**, Dept. AB, Attn. F. D. Miller, 877 Addison Road, Cleveland 3, Ohio.

Circle No. 44 on Readers' Reply Card

### drafting instrument produces accurate engineering layouts

Accurately spaced lines for architectural and engineering drawing and lettering are made with the Linemaster drafting instrument. It is a heavy plastic disc, 2 1/4 inches in diameter, with 17 slots for pencil or scribe; proper



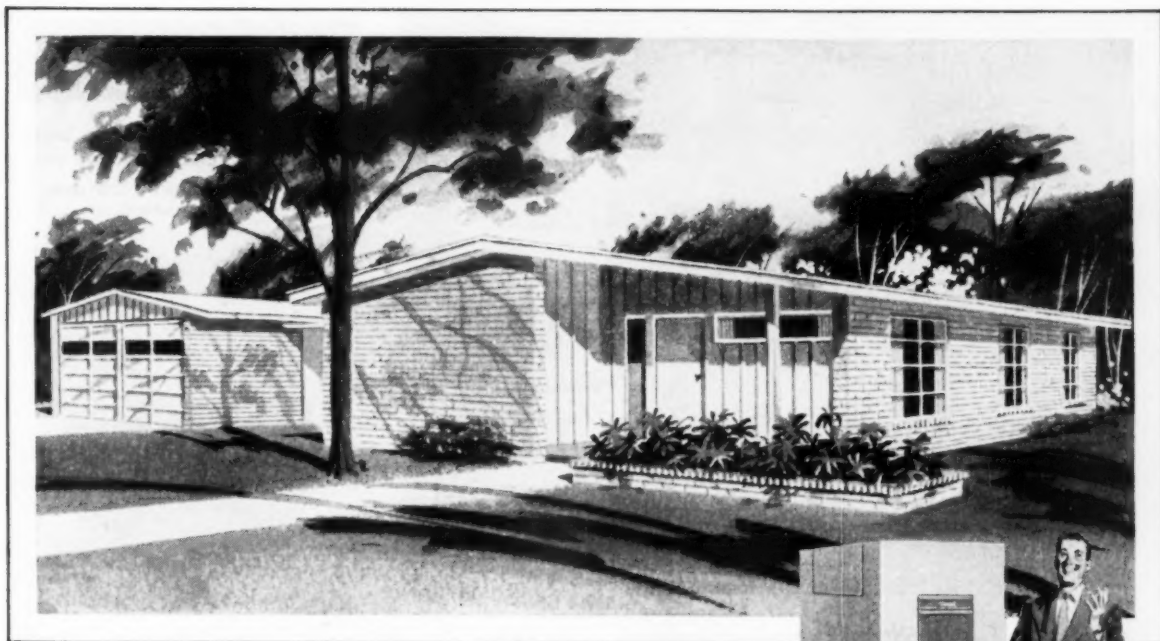
use of slots produces accurate parallel lines 1/64- and 1/32- to 1/2-inch from a base line in steps of 1/32-inch. Dri-Flo Mfg. Co., Dept. AB, Attn. R. F. Yeager, 642 E. 10-Mile Road, Hazel Park, Mich.

Circle No. 45 on Readers' Reply Card

Two-wheeled portable compressor has 125 cubic feet per minute capacity, is suitable for small construction jobs. Water-cooled unit has gas or diesel engine. **Gardner-Denver Co.**, Dept. AB, Attn. C. L. Ruyle, 100 Williamson St., Quincy, Ill.

Circle No. 46 on Readers' Reply Card

AMERICAN BUILDER



Why was the "Wonderair Home"  
 AT AIR-CONDITIONED VILLAGE, Austin, Texas  
 one of the First homes sold?



**OUTSTANDING SERVEL  
 FEATURES**

- No moving parts (long life, vibration-free)
- Unique absorption principle of refrigeration
- Uses gas—the clean, economical fuel
- Simple lever switches unit from heating to cooling
- Occupies only 8.7 sq. ft. of floor space
- Protected by five-year warranty

Servel Wonderair All-Year® Air Conditioning does it again!

The Wonderair Home—Servel equipped—has already attracted so much attention that it was one of the first homes in "Air-Conditioned Village" to be sold.

Sound architecture, outstanding construction, and the exclusive advantages of Servel Air Conditioning make an unbeatable combination.

Architect Eugene Wukasch and Builder C. Ben Hibbetts have given charm and livability to this compact home through the many

features they have included in it. By installing Servel Air Conditioning, they achieved not just one, but SIX important sales features. And ALL these features occupy only 8.7 sq. ft. of floor space!

What are these features? Cooling in summer, heating in winter; dehumidification; cleaning and circulation of the air; and ventilation with outside air.

For a few of the other distinctive features added by Servel, see the box at left. For more information on Servel Wonderair All-Year Air Conditioning, send coupon.

*Servel*

the name to watch for great advances in

**AIR CONDITIONING ✓ REFRIGERATION**

SERVEL, INC., Dept. AB-104, Evansville 20, Indiana

Please send further information on Servel Wonderair All-Year Air Conditioners.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_

County \_\_\_\_\_ State \_\_\_\_\_



For beauty that attracts buyers  
...durability that keeps them sold—

Specify **PLYALLOY**®

pre-cut overlaid plywood

**SIDING**

"Definite Sales Feature", says  
Fargo-Moorhead Home Builder



Buland Construction Co., Moorhead, Minn., have used over 50,000 sq. ft. of Plyaloy for siding and exterior trim. They report it offers unusual flexibility of design, is perfect paint base, cuts labor costs, gives excellent performance.

Pre-cut to 12", 16" and 24" widths; Packaged and Sold "by the Square"... Complete with Wedges and Furring Strips

Yes—buy Plyaloy siding packaged by the square. Easier to order, without complicated figuring. Easier to apply; comes in standard siding widths. Easier to handle. Saves time and labor all along the line!

Remember: Plyaloy siding has a superior paint surface. Gives maximum protection against grain-raise or checking.

For beauty, plus extra durability—specify Plyaloy pre-cut siding.

**SPECIFICATION DATA:** Plyaloy comes in pre-cut 8' lengths, 12", 16" or 24" wide; 5/16", 3/8" or 1/2" thick. Edges beveled for drip. Packaged for protection; wedges and shadow-line furring strips included. One side surfaced with fused resin-fiber overlay. Base panel is DFPA-inspected Exterior-type fir plywood (EXT-DFPA). Other sizes available. For complete information write St. Paul & Tacoma Lumber Co., Dept. AB, Tacoma, Washington.

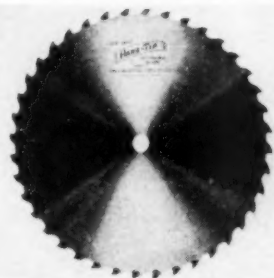


ANOTHER MEMBER OF THE FAMOUS TREE LIFE FOREST PRODUCTS FAMILY

## NEW PRODUCTS

### disposable saw blade cuts production costs

Hard-tipped circular saw blade requires no resharpening or reworking and is disposable when teeth become dull. It is said to give an exceptionally fast, smooth cut. Short teeth eliminate vibration, require less power for cutting



operations, have less tendency to "grab," thus affording greater safety to operator. The F. Heinemann Saw & Mfg. Co., Dept. AB, Attn. Ralph E. Kreiger, 2017 Navarre Road, S.W., Canton 6, Ohio.

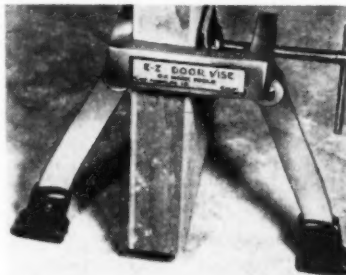
Circle No. 47 on Readers' Reply Card

Fedders-Quigan Corp. announces its convactor radiators have new slide-in front panels which cut installation time, eliminate drilling, present smooth surfaces. Dept. AB, Attn. T. L. Arnold, Hancock & Lalor, Trenton 7, N.J.

Circle No. 48 on Readers' Reply Card

### portable door vise for trim carpenters

This non-slip door vise is designed to mount at the bottom of door, holding it rigidly in open position while boring holes for locks, weatherstripping or



painting. Adjustable to doors up to two inches thick, vise has money-back guarantee. E-Z Mark Tools, Dept. AB, Attn. William A. Priebe, P.O. Box 7-8444, Los Angeles 16, Calif.

Circle No. 49 on Readers' Reply Card

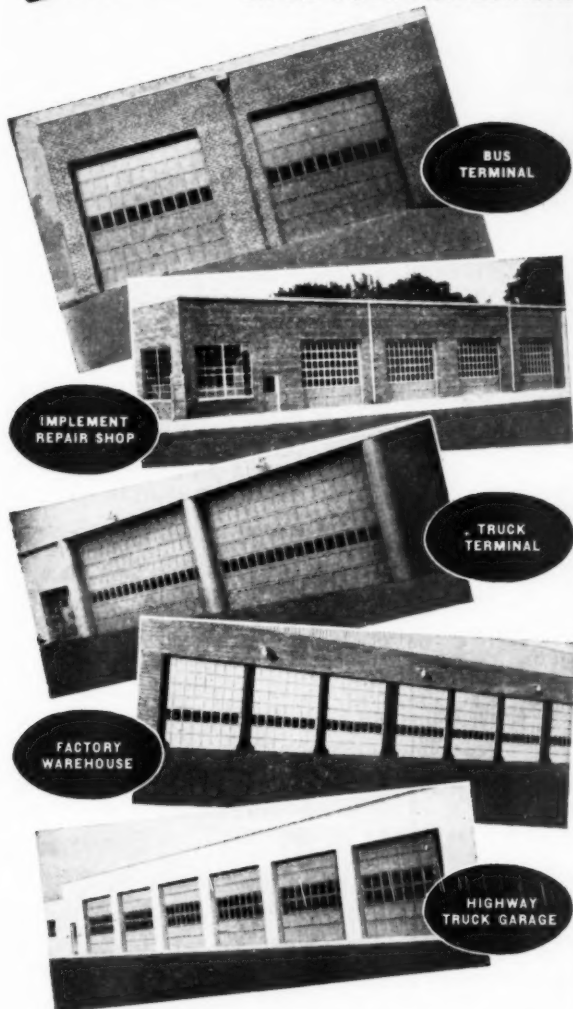
Cross-corrugated aluminum roll roofing and siding is available in 26, 24 and 22 gauge, in 24 and 48 inch widths and in 50, 100 and 200 foot rolls. Quaker State Metals Co., Dept. AB, Attn. A. H. Charlton, Lancaster, Pa.

Circle No. 50 on Readers' Reply Card

WITH RAYNOR YOU ENJOY

# Maximum Profit

ON BIG DOOR INSTALLATIONS



You'll find Raynor doors are designed and engineered with door building know-how that guarantees the ease of installation and trouble-free performance necessary for maximum profit to the builder who sells and installs them.

Raynor doors are built exclusively in Raynor factories—thus you are assured complete Raynor supervision—a feature of vital importance in producing the quality and dependability every builder desires in his source of Wood Sectional Overhead Doors.

Check your telephone book for the name of your nearest Raynor representative.



## RAYNOR

MANUFACTURING COMPANY, DIXON, ILL.

Builders of a Complete Line of Wood Sectional Overhead Doors

OCTOBER 1954

## These SISALKRAFT PRODUCTS can help you keep Quality Up keep Costs Down

### SISALATION

(Aluminum both sides)

Reinforced reflective insulation and vapor barrier. Provides more than sufficient insulation for side-walls and floors. Sisalation is equivalent to about 1 inch of fibrous material. As a vapor barrier it helps prevent condensation that results in paint peeling, wood rotting. *Sisalation costs less than 3¢ per square foot.*



### COPPER ARMORED SISALKRAFT

used for all concealed flashing provides permanent protection at 1/5th the cost of heavy gauge copper. It is pure electro-sheet copper bonded to heavy asphalt, steel-like fibres, creped kraft paper. Available in weights of 1, 2 and 3 oz. of copper per square foot. Widths from 4" to 60".



**SISALKRAFT** reinforced paper used as membrane over fill saves concrete, results in a moisture-free, more dense concrete slab. Also used to back up stucco, under flooring and as waterproof covering for material and equipment.



AMERICAN SISALKRAFT CORPORATION  
Dept. AB-10, Attleboro, Mass.

Please send samples and facts concerning:

SISALATION  COPPER ARMORED SISALKRAFT  SISALKRAFT

Name.....

Address.....

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

**APPROVED  
BY ALL  
BUILDING CODES  
FOR WASTE & SEWER LINES**



**PERMANENT  
AND DURABLE  
CAST IRON  
SOIL PIPE**

Cast Iron Soil Pipe is the *only* pipe approved by ALL Building codes—national, state and city—to carry out disease breeding waste. It is recommended by an overwhelming majority of architects and contractors for these sound reasons:

1  
2  
3  
4  
5  
6

Cast Iron Soil Pipe lasts for centuries, as proved by authentic records.

It never needs repairs.

It has zero moisture absorption.

Tree roots cannot penetrate and clog.

The pipe joints are permanently tight, yet flexible to take care of expansion or contraction.

Its rugged metallic strength withstands stress and exterior load of underground service.

Cast Iron Soil Pipe is easy for the contractor to use. Easy to cut. No tricky trenching required. No complicated joints to make. No need to "sculpture" trench to fit the pipe. Lay in loam, sand, gravel or any kind of soil—1' deep or 10'.

Woodward Iron Company is America's largest completely integrated merchant iron producer. It supplies many of the nation's leading cast iron pipe foundries and manufacturers of modern plumbing ware with uniform quality pig iron from which permanent cast iron pipe is made.

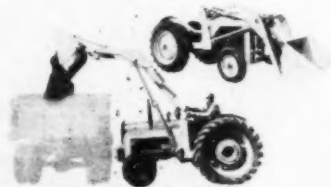
**WOODWARD IRON COMPANY**

WOODWARD, ALABAMA

**NEW PRODUCTS**

**front-end loaders fit  
standard-make tractors**

A new basic design for larger of two heavy-duty loaders has been developed



for Fordson Major diesel tractor; basic design for smaller unit also has been completed for all Ford and Ferguson model tractors. Both models are of all-welded construction and have a two pin installation for removal in less than ten minutes. Shawnee Mfg. Co., Inc., Dept. AB, Attn. W. J. Wills, 1947 N. Topeka Blvd., Topeka, Kans.

Circle No. 51 on Readers' Reply Card

Double-compartment sink, with double drainboards, is now available in peach, blue, yellow, green and gray, to match or complement kitchen walls or floors. Kohler Co., Dept. AB, Attn. R. C. Angelbeck, Kohler, Wis.

Circle No. 52 on Readers' Reply Card

**power vise stand  
for hand tools**

Portable power drive for hand pipe tools, called "Lightweight Champ," has 1/8- to two-inch pipe capacity and up to eight-inch pipe capacity when hooked



up to a geared drive shaft. Besides driving die-stocks, pipe cutters and reamers, unit can be used to turn up or back off fittings. The Oster Mfg. Co., Dept. AB, Attn. R. C. Chambers, 2067 E. 61st Place, Cleveland 3, Ohio.

Circle No. 53 on Readers' Reply Card

Two wall-type and two ceiling type ventilating fans are now available in 8-, 10- and 12-inch sizes for residential use. Broan Mfg. Co., Inc., Dept. AB, Attn. M. E. Borngesser, 1669 N. Water St., Milwaukee 2, Wis.

Circle No. 54 on Readers' Reply Card

# INVISIBLE RADIANT HEATING

fills every room with sun-like warmth



There's more livable space and your clients are happier with modern heating units which are out of the way and invisible.

## plan homes for more *Comfort* with **THRUSH RADIANT HOT WATER HEAT**

HEAT HOMES BETTER AT LOWER COST

NOW YOU can provide the finest automatic heating comfort in the homes you plan or build, for Thrush Radiant Hot Water Heat is well within the budget of the smallest home. It is one of the most efficient, economical and completely automatic controls for radiant hot water heat offered today.

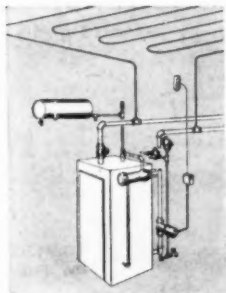
Fuel is saved because there is never any overheating. There is no chilling or discomfort, because radiant heat is present. Room temperature varies less than one-fifth of one degree. Installation costs are reduced. Also, a plentiful supply of hot water for kitchen, laundry and bath is available the year 'round from the regular heating boiler. Get the facts now!



### write for new booklet

Send coupon below for our new, illustrated booklet which tells all about Thrush System. Also see our catalog in Sweet's.

The Thrush equipment shown at right maintains room temperature without noticeable variation throughout the heating season.



*mail  
today*

#### H. A. THRUSH & COMPANY

Department G-10, Peru, Indiana

Please send, without obligation, a copy of your new, illustrated booklet describing Thrush Radiant Hot Water Heat.

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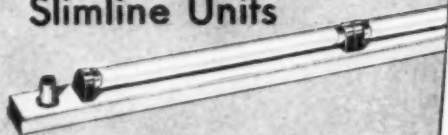
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CITY \_\_\_\_\_

STATE \_\_\_\_\_

## WIDELY ADAPTABLE

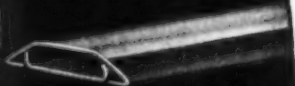
Fluorescent and  
Slimline Units



For cove, cornice or valance lighting . . . or supplementary lighting on shelves, counters or display cases, specify these versatile Wiremold Units. Easily and quickly installed . . . small cross section. Write for full information.

**WIREMOLD** puts more  
**SALES APPEAL** into your  
homes and buildings!

**TRIP-PROOF**  
overfloor power lines with  
**PANCAKE**



In factories, office buildings — anywhere you have to specify overfloor wiring layouts — PANCAKE is your safest, surest way to carry power or communication lines to the point of use. Two interconnecting sizes meet every requirement. Write today for the PANCAKE booklet.

WIREMOLD products are backed by a firm guarantee.  
See page 7 of Wiremold Catalog No. 19.

**The WIREMOLD Company**  
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Your Single Source for  
Home Heating Requirements

**Majestic**



There's a Majestic fully-automatic year-round air conditioner for every installation requirement. Oil or gas-fired from 76,000 to 400,000 BTU; cooling units to match.



Thulman chimney . . . ultimate in flue design. This factory-fabricated patented flue for all fuels may be installed in one or two story homes by one man. Clearances to combustibles required by the National Building Code are built in.

The new Thulman packaged fireplace; clearance is built in. May be quickly installed and used with any construction . . . new or old. Write for complete details on this new and scientifically designed fireplace unit, and the entire Majestic home heating line.



The **Majestic** Co., Inc.

433 Erie St., Huntington, Indiana

IT'S EASIER TO DO A BETTER JOB WITH  
**NICHOLLS QUALITY TOOLS**

**NICHOLLS  
CARPENTER  
SQUARE**

For over 57  
years  
recognized as the  
finest obtainable.



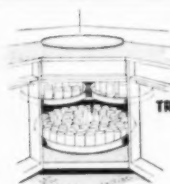
Balanced design, and superior workmanship of Nicholls TROWELS, FLOATS, CEMENT TOOLS, DARBIES and HAWKS make them the "quality tools" of the trade.

ASK YOUR DEALER FOR  
**NICHOLLS  
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*You Can't Buy a Better Tool!*

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OTTUMWA, IOWA

IT'S EASY TO MAKE TURNTABLES  
AND REVOLVING FIXTURES WITH



Corner cupboard  
"Lazy Susan" shelves

TRIANGLE'S "Lazy Susan" BALL BEARINGS

• Choice of 3 sizes: 3", 6", 12" — flat-as-a-pancake — only 5/16" thick  
• All in one piece — no parts to lose. If your jobber can't supply you, order direct: 3" size @ \$1.00 each; 12 @ 60c each. 6" size @ \$1.60 each; 12 @ \$1.05 each. 12" size @ \$4.00 each; 3 for \$10. Prepaid orders postpaid in U.S.A. Satisfaction guaranteed!



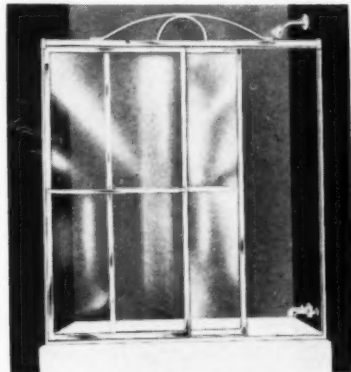
TRIANGLE MANUFACTURING CO.  
406 Division Street, Oshkosh, Wisconsin



## NEW PRODUCTS

### aluminum roll doors for recessed tubs

Aluminum shower closures are adjustable for wall variations and off-level rims due to overhead rollers. Choice of metal finish, glass and widths is available. Towel bar, safety grip are



standard equipment. Lehman Sprayshield Co., Dept. AB, Attn. W. T. Flanagan, 3355 York Road, Philadelphia 40, Pa.

Circle No. 55 on Readers' Reply Card

Automatic gas or electric incinerators operate by principle of dehydration to point of combustion by a continuous 1,700 Btu flame. Operation is noiseless. **Calcinator Corp.**, Dept. AB, Attn. Richard L. Grose, Bay City, Mich.

Circle No. 56 on Readers' Reply Card

Crawler machine has 1/2-cubic yard shovel capacity, is convertible as hoe, clamshell, dragline, magnet or crane. Power box construction minimizes driving machinery space. **Harnischfeger Corp.**, Dept. AB, Attn. Robert Sawyer, 4603 W. National Ave., Milwaukee 46, Wis.

Circle No. 57 on Readers' Reply Card

Gas heater, circulator type, has 20-year guarantee on porcelain-enameled combustion chamber. Unit is 16 inches high, uses all types of natural or manufactured gases. **Perfection Stove Co.**, Dept. AB, 7609 Platt Ave., Cleveland 4, Ohio.

Circle No. 58 on Readers' Reply Card

Automatic washer, Model 451, features rinse water temperature pre-selection control which allows rinsing in hot, warm or cold water. Unit performs complete wash cycle in 18 minutes. **Thor Corp.**, Dept. AB, Attn. Bill Johnston, 2115 S. 54th Ave., Chicago 50, Ill.

Circle No. 59 on Readers' Reply Card

Fork lift truck has 3,000-pound capacity at 24-inch load center and a turning radius of 72 inches. Heavy duty clutch and constant mesh transmission give minimum engine wear. **Lamson Mobilift Corp.**, Dept. AB, Attn. H. G. Boutin, 1604 S.W. 10th Ave., Portland 1, Ore.

Circle No. 60 on Readers' Reply Card



*This Demonstration at NAHB Show, Chicago, January, 1954, proves the quality construction of Fleetlite double, double hung aluminum windows.*

that

*Fleetlite*

Double WINDOWS

STOP

WIND-DUST  
NOISE  
HEAT-COLD

and will help you  
sell your houses

*Let us show you the construction  
that makes such a dramatic  
demonstration possible.*

*Fleetlite*  
AMERICA'S finest WINDOW

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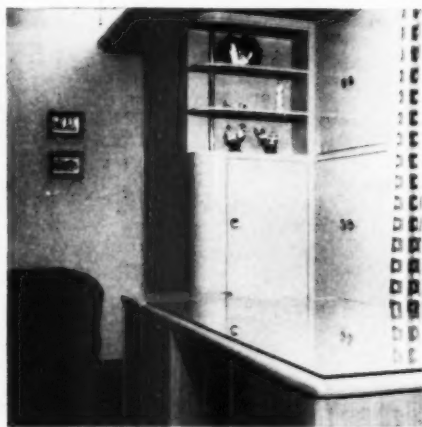
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FLEET OF AMERICA, INC., 112 Pearl Street, BUFFALO 2, NEW YORK

# SOSS HINGES HELP SELL HOMES



*Studios of WJR, Fisher Building, Detroit, Mich. Architect-Designer, George Walker. Equipped with SOSS Invisible Hinges.*

Unique, invisible SOSS HINGES are completely hidden from view when doors or lids are closed. This feature eliminates ugly protruding hinge butts. SOSS HINGES make possible the flush, streamlined surfaces so necessary for smart, contemporary architecture. SOSS HINGES increase the beauty and quality appearance of any home. Use them whenever you build or remodel.

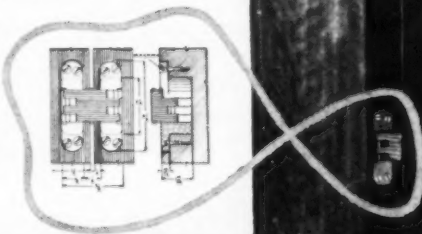
**SOSS**  
INVISIBLE  
HINGES

Sizes Available For Every Type of Installation

### FREE CATALOGUE



Gives complete details and specifications for the world's only modern hinge. Write for it today—the hinge that hides itself.



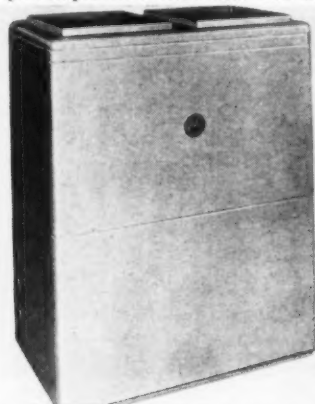
**SOSS MANUFACTURING COMPANY**

21721 HOOVER ROAD • DETROIT 13, MICHIGAN

## NEW PRODUCTS

### air conditioning unit cuts power needs

Home cooling units in two- and three-ton models cut operational costs up to 25 per cent. Units employ suction cooling with refrigerant vapor for motor compartment, permitting use of smaller h.p. compressors. Acoustical and alu-



minum-faced vinyl plastic insulations are used. Installation is said to be simple. Richmond Radiator Co., Dept. AB, Attn. E. Reichert, Box 111, Metuchen, N.J.

#### Circle No. 61 on Readers' Reply Card

Asbestos siding shingle, silicone treated, repels water and water-borne dirt. It has high resistance to sunlight, fumes, ice, snow and low temperatures. Available in green, brown, gray and white, with wood-grain pattern. Keashey & Mattison Co., Dept. AB, Attn. Advertising Dept., Ambler, Pa.

#### Circle No. 62 on Readers' Reply Card

Eight No. 12 wires can be used in four-inch square bracket boxes, furnished with clamps for armored cable or non-metallic sheathed cable. Key-sone Mfg. Co., Dept. AB, Attn. Milton Siegel, 23328 Sherwood Ave., Center Line, Mich.

#### Circle No. 63 on Readers' Reply Card

Concrete cutter has four-wheel suspension, hydraulic jack raising mechanism, foot operated. Cutting depth is 2 3/4 or 3 3/4 inches with nominal wheel diameters. Felker Mfg. Co., Dept. AB, 1128 Border Ave., Torrance, Calif.

#### Circle No. 64 on Readers' Reply Card

Plastic and asphalt tile flooring in 23 new product designs include new linoleum patterns featuring wide color range; 48 additions to existing lines have also been added. Armstrong Cork Co., Dept. AB, Lancaster, Pa.

#### Circle No. 65 on Readers' Reply Card

Circuit breaker, Type "R", used with G-E electric load center, eliminates need for fuse boxes. Positive action mechanism breaks contacts instantly. Trumbull Components Dept., General Electric Co., Dept. AB, Attn. J. D. Hopkins, Plainville, Conn.

#### Circle No. 66 on Readers' Reply Card

# Pella<sup>®</sup> WOOD CASEMENT WINDOWS



WILLIAM J. WAGNER, ARCHITECT. (WETHERILL & HARRISON, DES MOINES, IOWA)

## Achieve Exciting Interior Effects



All Pella Casements come with inconspicuous Pella RolSCREENS—the original inside screens that roll up and down like window shades.



Pella Casement Windows have Dual Glazing that protects against winter cold and summer heat—the year-round storm window.

You can create countless custom window effects by combining stock-size Pella Wood Casement Windows. Pella Windows also save money on the job because they are completely assembled and pre-fitted at the factory. Your clients appreciate Pella beauty and convenience. Only Pella gives you all 3—RolSCREENS, Dual Glazing and stainless steel weatherstripping. Available with vertical and horizontal muntins, horizontal muntins or without muntins. Glass openings up to 60" high. Patented hinge design, stronger 1 $\frac{3}{4}$ " wood sash and steel inner frame. Low air infiltration factor permits use of more glass, yet saves more heat. More standard Thermopane sizes available for Pella than any other wood casement window. Investigate Pella Casement units today.

See our catalog in ARCHITECTURAL FILE or write for copy

### AND ELIMINATE THESE 6 WINDOW CHORES

- 1 PUTTING UP AND TAKING DOWN SCREENS
- 2 PAINTING AND REPAIRING SCREENS
- 3 STORING SCREENS
- 4 PUTTING UP AND TAKING DOWN "STORMS"
- 5 PAINTING AND REPAIRING "STORMS"
- 6 STORING "STORMS"



**OTHER Pella PRODUCTS**  
**MULTI-PURPOSE WINDOWS**  
**ROLSREENS**  
**LITE-PROOF SHADES**  
**WOOD FOLDING DOORS**  
**VENETIAN BLINDS**

FOR DETAILED INFORMATION MAIL THE COUPON TODAY

ROLSREEN CO., Dept. F-80 Pella, Iowa

Gentlemen:

Please send free literature on Pella Casement Windows and name of nearest Pella distributor.

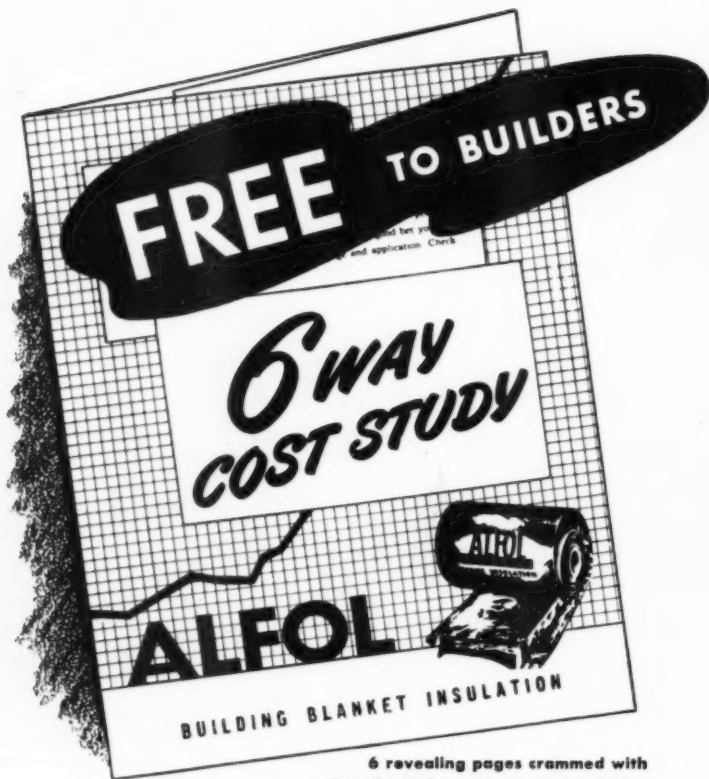
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CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_



## 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-10.**

**ALFOL**  
BUILDING BLANKET INSULATION  
"FIRST IN REFLECTIVE INSULATION"

REFLECTAL CORPORATION

A Subsidiary of  
310 South Michigan Ave.



Borg-Warner  
CHICAGO 4, ILLINOIS

## NEW PRODUCTS

Fluorescent fixture only 3/4-inches deep is useful for low-ceilinged school rooms and offices. It is designed for two or four lamps in four- and eight-foot housings. **Smithcraft Lighting Div.**, Dept. AB, Chelsea 50, Mass.

Circle No. 67 on Readers' Reply Card

Awning window with aluminum frame features torque bar operation with bar concealed in sill providing smooth appearance. Anchor housings on jamba are eliminated. **Ludman Corp.**, Dept. AB, North Miami, Fla.

Circle No. 68 on Readers' Reply Card

The Rittenhouse Co., Inc., has announced its door chime line for 1955, including the "Lido" model which sounds two notes for front entrance, one for rear door. Write Dept. AB, Attn. Miss Margaret Boehme, Honeoye Falls, N.Y.

Circle No. 69 on Readers' Reply Card

Steel lintel for window and door openings in cement and cinder block construction is designed to reduce labor and material costs. **Brainard Steel Div., Sharon Steel Corp.**, Dept. AB, Griswold St., Warren, Ohio.

Circle No. 70 on Readers' Reply Card

Cork tile and linoleum in 26 new patterns have been added to floor covering line; cork tile available in five tile sizes, two thicknesses, three shades. **Congoleum-Nairn, Inc.**, Dept. AB, 195 Belgrove Drive, Kearny, N.J.

Circle No. 71 on Readers' Reply Card

Push grille of extruded aluminum is now offered in 21-, 23- and 27-inch widths to fit insert panels on wood or aluminum combination doors. Also made for 32- and 36-inch screen doors. **Macklanburg-Duncan Co.**, Dept. AB, Attn. Paul Floyd, Box 1197, Oklahoma City, Okla.

Circle No. 72 on Readers' Reply Card

Plywood cabinet door panel, called Welchboard, is surfaced on both sides with a smooth resin-fibre overlay, providing base for lasting high-gloss finish. **West Coast Plywood Co.**, Dept. AB, Attn. E. D. Egge, Aberdeen, Wash.

Circle No. 73 on Readers' Reply Card

Gas-fired, forced air wall heater has heat discharge just six inches from floor for better circulation. Modulating control gives greater comfort, quiet operation. **Kilbury Mfg. Co.**, Dept. AB, Attn. Paul D. Kilbury, 14529 Hawthorne Blvd., Lawndale, Calif.

Circle No. 74 on Readers' Reply Card

Toilet seats made of Olsonite are designed for use in public restroom installations. Seats stay white for life-time of normal use; will not crack, chip or break under hard usage. **Swedish Crucible Steel Co., Olsonite Div.**, Dept. AB, Attn. William Balfrey, 8561 Butler Ave., Detroit 11, Mich.

Circle No. 75 on Readers' Reply Card

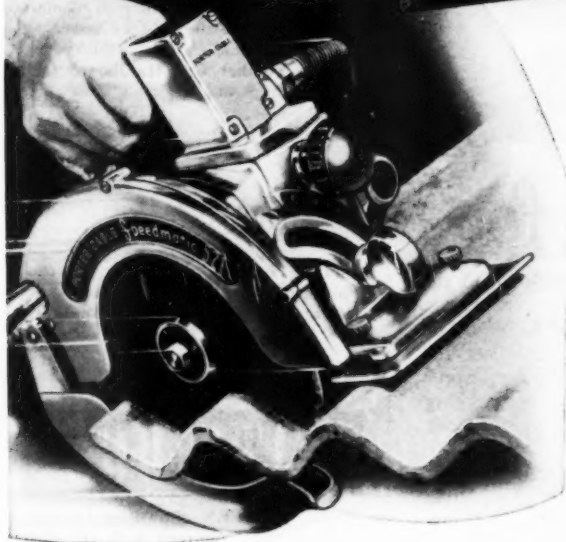


● **GREEN LABEL** Users say it's great for Stone and Plastics. For ceramic, clay and stone products. For dense aggregates such as concrete and cinder block, building brick, tile, firebrick, marble, slate, granite, terra cotta, synthetic stone, terazzo, limestone, porcelain, concrete and mortar.

● **RED LABEL** Does a whale of a job on Compositions and Non-Ferrous Metals. Cuts Masonite, Transite, Mycoloy, fiber board, asbestos sheets and siding — also aluminum, copper, bronze, zinc, etc., in the form of sheets, bars, piping, siding, roofing, gutters, framing, coping, edging and cable.

● **BLUE LABEL** Cuts Iron and Steel down to size. To cut, score and grind ferrous metals including alloy steels and cast iron in the form of pipes, angles, bars, sheets and rods.

These 3 Abrasive Wheels Solve ALL Your  
**TOUGH CUTTING PROBLEMS!**



*D*ON'T let the new hard-to-cut building materials stop you cold! Just grab your electric saw—remove the blade—and slip on the right pre-tested Porter-Cable Abrasive Wheel quickly selected from either Green, Red or Blue Label packages. W-h-i-z-z! You're through in a jiffy . . . get a nice clean cut with longest possible wheel life.

These test-selected Abrasive Wheels, while suitable for any make saw, were specifically made to take advantage of Porter-Cable's reserve power. So if you have a lot of tough cutting ahead, see your Porter-Cable dealer and get all the facts on the newest developments in heavy-duty electric saws.

● On sale at your PORTER-CABLE Dealers

**Porter-Cable**

*Quality Electric Tools*

PORTER-CABLE MACHINE CO.  
2210 N. Salina St., Syracuse 8, N. Y.

Please send folder describing new Porter-Cable Abrasive Wheels and name of nearest dealer.

Name.....

Address.....

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

Manufacturers of  
**SPEEDMATIC and GUILD Electric Tools**  
In Canada, write: Strongridge, Ltd., London, Ont.



## Easy to care for...

Architects know that maintenance cost is one of the major considerations in specifying a floor covering.

Dense, yet resilient, floors of Wright Rubber Tile bring savings in maintenance that quickly offset the initial savings of a "cheaper" floor. Dirt won't penetrate Wright's non-porous surface. Mopping and occasional waxing will retain its new-look luster indefinitely.

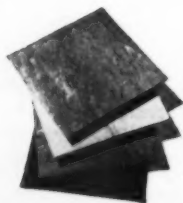
Because of these characteristics, Wright Rubber Tile is particularly appropriate in large, heavy-traffic jobs, where maintenance costs might otherwise become excessive.

Pictured above is Battelstein's fashionable River Oaks Store in Houston. Wright Rubber Tile was used in all principal sales floor areas.

WRIGHT MANUFACTURING CO.  
5205 Post Oak Road, Houston, Texas

WRIGHTEX  
WRIGHTFLOR  
VINYL TILE  
ECONOTILE

See our catalog in  
ARCHITECTURAL  
FILE  
or write for copy



# WRIGHT RUBBER TILE

*The 100-Year Floor!*

4799

274

## NEW PRODUCTS

**Asbestos siding**, called Careystone, has plastic and silicone coatings which act as permanent seal against weather, water and dirt. Made in four pastel shades. **Building Products Div., The Philip Carey Mfg. Co.**, Dept. AB, Attn. L. Charles Underwood, Cincinnati 15, Ohio.

Circle No. 76 on Readers' Reply Card

**Line square**, a precision device for squaring up lines in construction, determines an accurate squared line in relation to true line in a few seconds. **Builders' Line Square Co.**, Dept. AB, Attn. Albert J. Rupp, 1st St., South Egg Harbor, N.J.

Circle No. 77 on Readers' Reply Card

**Fluorescent light fixture** adaptable to all types of mounting is designed especially for school use. A 2-light unit, it is made in a choice of all metal or plastic sides panels. **Gibson Mfg. Co.**, Dept. AB, 1919 Piedmont Circle, N.E., Atlanta, Ga.

Circle No. 78 on Readers' Reply Card

**Hardboard panel**, "Allwood Shobord," is punched with 3/16- or 9/32-inch holes on one-inch centers. Board is made in 4x8-foot panels in 1/8-, 3/16- and 1/4-inch thicknesses. **Oregon Lumber Co., Hardboard Div.**, Dept. AB, Attn. William J. Runckel, Dee, Oregon.

Circle No. 79 on Readers' Reply Card

**Sink top** of one-piece, pre-formed plastic eliminates joints or need for metal molding. Surface is impervious to food stains, grease, etc. Made of laminate bonded to 3/4-inch plywood. **Fabritex Mfg. Co.**, Dept. AB, Attn. Howard Koppelman, 415 S. Avenue 17, Los Angeles 31, Calif.

Circle No. 80 on Readers' Reply Card

## CATALOGS

**FORK TRUCKS** shown in 16-page brochure are described with complete construction features through use of schematic drawings. Three separate brakes used on these electric trucks are illustrated. **Clark Equipment Co.**, Dept. AB, Battle Creek, Mich.

Circle No. 81 on Readers' Reply Card

**GLASS JALOUSIES** in extruded aluminum frames have floating stainless steel weather cushion at jambs, glass vanes sealed by balanced leverage. Complete description and installation details given in four-page folder. **Ware-tite Jalousies**, Dept. AB, 3700 N.W. 25th St., Miami, Fla.

Circle No. 82 on Readers' Reply Card

AMERICAN BUILDER

Kroger supermarket in  
Glendale, Missouri.  
Architect: Coy Weinel,  
St. Louis, Missouri.  
Contractor: White Development  
Corporation, St. Louis, Missouri.

**EASY**  
**DOES**  
**IT**

... with lightweight,  
versatile



## LACLEDE STEEL JOISTS

Fast placing and erection . . . combined with modern design and strength make Laclede Steel Joists the answer to today's needs in roof construction.

Specify these LACLEDE Products:

Multi-Rib Reinforcing Bars • Steel  
Pipe • Welded Wire Fabric • Form  
and Tie Wire • Spirals • Conduit  
Corrugated Steel Centering



**LACLEDE STEEL COMPANY**

Producers of Steel  
for Industry and Construction

St. Louis, Mo.

Since

# HOPE'S

1818

STEEL WINDOWS HAVE THE STRENGTH AND RIGIDITY THAT NO OTHER WINDOW CAN MATCH

ONLY  
**\$225<sup>00</sup>**

...covers the complete cost of HOPE'S STEEL CASEMENTS and screens for this attractive, modern home.

Where the finest construction materials are used, you will find Hope's Steel Windows. They provide value far beyond their cost. Their greater strength and rigidity prevent warping; their narrower frames admit more light and enhance any architectural style; their weather-tightness lasts the life of the building.

For full information, write for Bulletin 102AB.



E. D. Gritz Residence, Bellevue Forest, Arlington, Va.  
Henry DeLongfief, Architect and Builder

**HOPE'S WINDOWS, INC., Jamestown, N. Y.**

THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS

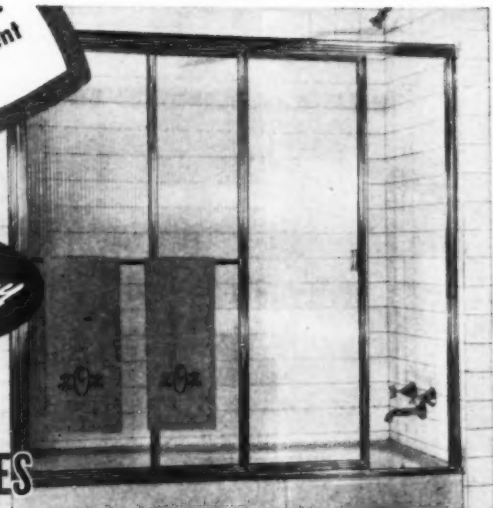
Mr. Builder...  
this investment  
PAYS OFF!



## SHOWER ENCLOSURES

add to  
prospective-  
buyer evaluation

- Heavy-quality metals and glass, precision-engineered.
- Easy-gliding overhead track or piano-type hinges.
- Leak-proof mastics and special drips—designed to prevent leakage.



Gulf Spray shower doors and tub enclosures help prove that IF YOU PUT MORE OF THE BETTER THINGS INTO A HOUSE you'll get more for it. Easy installation and maintenance and beautiful design make Gulf Spray enclosures favorites with builders—and home buyers everywhere!

For information or literature write to:

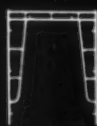
**Binswanger + co.**  
*of Texas*

207 NORTH MAIN • HOUSTON, TEXAS

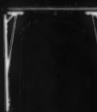
STANDARD



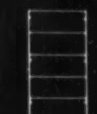
STEP TYPE



OPEN END

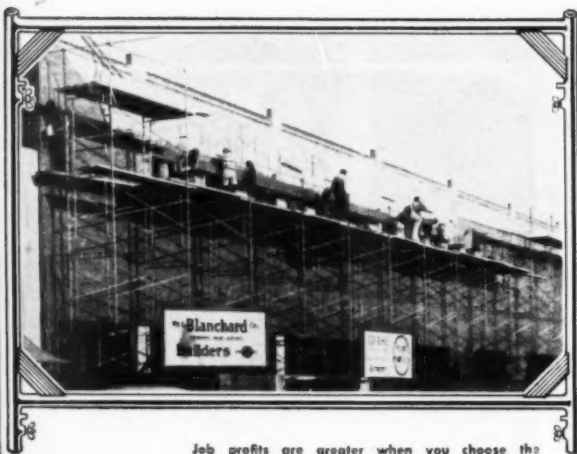


ADJUSTABLE



LADDER TYPE

## There's a BIL-JAX FRAME to fit YOUR PICTURE!



Tubular Scaffolds  
Maintenance Trestles  
Metal Stages—Putlogs  
Material Hoist Towers

Job profits are greater when you choose the Bil-Jax end frame that exactly meets your needs. You get the safety and sturdiness of steel, plus the time-saving advantages that only the exclusive Bil-Jax brace lock can give. Write for details. Address Dept. D-10.

RENT OR BUY. Distributors in principal cities.  
Expert Office: 80 Broad St., New York 4, N. Y.  
West Coast: 3928 San Fernando Rd., Glendale, Calif.



**BIL-JAX INC.**  
*Archbold, Ohio*

## CATALOGS

**CABINET WORK**, second in a series of brochures, is explained in eight-page brochure, illustrated with photographs, architectural details and tables. Data on kinds of wood used and applied finish are included. Architectural Woodwork Institute, Dept. AB, 332 S. Michigan Ave., Chicago 4, Ill.

Circle No. 83 on Readers' Reply Card

**PLASTIC LAMINATE**, Consoweld 10, is presented in eight-page instruction booklet showing step-by-step installation of product. Its .100-inch thickness eliminates need for prebonding laminate onto plywood. Consoweld, Dept. AB, Wisconsin Rapids, Wis.

Circle No. 84 on Readers' Reply Card

**ELECTRIC SWITCHES** introduced in new folder which explains features of Quietie line. Screwless wire-lock terminals and special shunts are stated to save time and material in installation. The Arrow-Hart & Hegeman Electric Co., Dept. AB, Hartford 6, Conn.

Circle No. 85 on Readers' Reply Card

**FLUORESCENT LIGHTING** guide book, 24 pages, was prepared as informative reference digest to assist buyers in selecting lamp sizes, colors, necessary accessories. Sylvania Electric Products, Inc., Dept. AB, 1740 Broadway, New York 19, N.Y.

Circle No. 86 on Readers' Reply Card

**STEEL DOORS** are described in 20-page brochure showing complete company line of steel interior doors, frames and sliding closet door units. Illustrated with installation sketches and drawings. Building Products Div., American Welding & Mfg. Co., Dept. AB, 400 Dietz Road, Warren, Ohio.

Circle No. 87 on Readers' Reply Card

**STAPLE TACKERS** are illustrated and described in 24-page catalog, including three new models. In-use applications of various products in complete line are shown. The Fastener Corp., Dept. AB, 864 Fletcher St., Chicago 14, Ill.

Circle No. 88 on Readers' Reply Card

**DRYWALL INSTALLATION TOOLS** offered in 12-page catalog include complete equipment especially designed for drywall craftsmen. Wallboard Tool & Equipment Co., Dept. AB, 1708 Seabright Ave., Long Beach 13, Calif.


Circle No. 89 on Readers' Reply Card

**CEILING/WALL VENTILATORS** of axial-flow type stress simplified installation. Complete specifications are included in illustrated four-page folder, No. 1100A. Trade-Wind Motorfans, Inc., Dept. AB, 5725 S. Main St., Los Angeles 37, Calif.

Circle No. 90 on Readers' Reply Card



# STRIKE THIS NOTE OF ECONOMY

Not Musically Inclined? No matter.  
Any alert builder can play this  
tune. The secret's in the sheathing. 

More and more builders—with an eye for the beauty of cedar and an ear for the note of economy—are featuring genuine *red cedar shingles* applied over *spaced sheathing*. When you space your sheathing, you automatically save as much as 50% on that costly phase of construction!

Because of the great strength and rigidity of CERTIGRADE red cedar shingles, solid sheathing is unnecessary. That's why substitute materials—which rely on solid sheathing for their strength—are seldom the bargains they may appear.

Every space in your sheathing means profit in your pocket. And, as you well know, the sales advantage of *real cedar* on the roof is a feature buyers recognize, appreciate, *prefer*.

Add it up. Now you can build better quality, *faster*, and save money in the bargain. It's worth investigating this nationwide trend to CERTIGRADE shingles applied on *spaced sheathing*.

We've prepared a simple cost 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 on the homes you build. Once you compare the two construction methods, using your own local labor and material costs, you'll see what we mean by: *When you build with cedar shingles on spaced sheathing, you strike a note of economy!*



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.



# Gold Bond Gypsum **LATH** and **PLASTER**...

## a **NATURAL COMBINATION** for fine interiors



Gold Bond Lath and Plaster, applied by certified craftsmen, combine *naturally* to produce fine building interiors every time. These related building products are designed to work together to give a house strength, fire-protection and lasting beauty... features that prospective homeowners demand. And the durably smooth, ready-to-decorate plaster walls are pleasant to the touch... a quality that helps turn lookers into buyers!

So, for a *natural* combination that sells homes, specify Gold Bond Lath and Plaster products on your next job. Rely on the undivided product responsibility of National Gypsum Company. There's a

quality difference that your lathing and plastering contractor can demonstrate!

**Gold Bond Gypsum Lath** forms a strong, permanent base for gypsum plaster. Provides extra fire resistance and adds rigidity to the framing.

**Gold Bond Insulating Gypsum Lath** has all the fire-resistant features of standard lath plus an *aluminum-foil* barrier to reduce heat and vapor transmission.

**Gold Bond Gypsolite** is a "one-package" mill-mixed perlited gypsum basecoat plaster. Cuts weight on walls by 50%, provides added fire resistance plus insulation benefits.

**Gold Bond Finish Lime**—uniform high quality for consistently better finishes, wall after wall... job after job. Normal Type for overnight soaking; E-Z Soak for immediate use.

NATIONAL GYPSUM CO. • BUFFALO 2, N. Y.



Gypsolite



Fibered Plaster



Gauging Plaster



Finish Lime



Gypsum Lath



Metal Lath



Lathing Accessories

... **LATH AND PLASTER**

# CATALOGS

**WOOD SCREWS**, hanger bolts, drive, knob and dowel screws are listed in this 12-page catalog offering complete line of screw heads, materials and finishes, in lengths from  $\frac{3}{16}$  to 6 inches. Southern Screw Co., Dept. AB, Statesville, N.C.

Circle No. 91 on Readers' Reply Card

**STEEL WALL TILE** for kitchens, baths, recreation rooms, etc., are shown in four-page folder. Tile is made in 19 colors in five and 10-inch squares and special shapes. Ohio Can & Crown Co., Dept. AB, Massillon, Ohio.

Circle No. 92 on Readers' Reply Card

**MOLDED CONCRETE** or cinder cavity type building blocks, comprising two separate slabs united by steel ties and provided with dovetailing interlocks are introduced in 12-page catalog. The Mechanabrick Company of America, Dept. AB, 627 Lexington Ave., New York 22, N.Y.

Circle No. 93 on Readers' Reply Card

**LAMINATED PLASTIC** for furniture and surfaces throughout home is shown in various applications in eight-page color folder. Text tells how to veneer, fabricate and apply product. St. Regis Sales Corp., Panelyte Div., Dept. AB, 230 Park Ave., New York 17, N.Y.

Circle No. 94 on Readers' Reply Card

**BIRCH KITCHEN CABINETS**, including wall type, one- and two-door base and wall cabinets, sink cabinets, drawer-type units, styled in natural birch are offered in four-page folder. Del-Mar Cabinet Co., Inc., Dept. AB, 2865 Gordon Road, Atlanta, Ga.

Circle No. 95 on Readers' Reply Card

**GAS HEATERS**, including winter air conditioners, fan-air circulators, three-way, lowboy and enclosed circulators, fireplace models and utility heaters are shown in detail in 28-page illustrated catalog No. 54. The Ohio Foundry & Mfg. Co., Dept. AB, Steubenville, Ohio.

Circle No. 96 on Readers' Reply Card

**OIL BURNERS** featuring big fuel savings are offered in two-color bulletin. Illustrations show compactness and design simplicity of Model "4" Hev-E-Oil burner. Text describes unit's features. Cleaver-Brooks Co., Dept. AB, 326 E. Keefe Ave., Milwaukee 12, Wis.

Circle No. 97 on Readers' Reply Card

**ALUMINUM WINDOWS**, awnings and hardware offered in folder giving complete details on manufacturer's jalousies, aluminum frame window wall, casement windows and "Project-O-Vent" aluminum awning window. Superior Window Co., Dept. AB, 5300 N.W. 37th Ave., Miami, Fla.

Circle No. 98 on Readers' Reply Card

OCTOBER 1954

## SAVE!

TIME...

STEPS...

MATERIALS

TACKERS

IN

36

MODELS

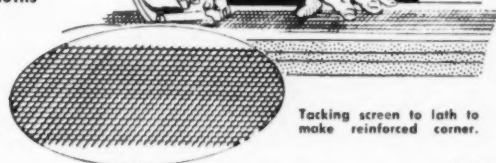
STAPLES

IN

80

SIZES and

LENGTHS



Tacking screen to lath to make reinforced corner.

## FASTER!

better with

# HANSEN TACKER

ONE HAND

**HANSEN TACKERS** speed up all types of tacking and fastening—insulation, metal lath, cornerite, screens, etc. You tack with one hand—hold materials with the other.

**SCREENED CORNERS**—illustration shows man operating Hansen Tacker, fastening heavy screen to reinforce lath. The lath is then bent for corners of building.

**WINDOW, DOOR AND PORCH SCREENS**—are tacked faster and easier with HANSEN. Screen Tacker is fitted with prongs which pull and hold wire screen while tacking.

**INSULATION**—batt-type with flange, reflector or other types with tacking edge—installed neatly and quickly for more efficient insulation.

Use HANSEN—the modern way!



A. L. HANSEN MFG. CO.

5029 RAVENSWOOD AVE., CHICAGO 40, ILL.

## BEST for BUILDERS



**makes any cutting job quick**  
... easy ... economical

Zips through wood, sheet metal, lath, plaster, pipe, nails, etc. in seconds! Attaches to any heavy duty  $\frac{1}{4}$ " or  $\frac{5}{16}$ " 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



**CONTRACTORS!**  
Finish Your  
Cold-Weather  
Jobs ON TIME

... with

**Handy  
SIMPLEX  
PORTABLE**


### HOT BLAST HEATERS

You'll save the price of a SIMPLEX the first year... Speeding up drying of plaster, paint and varnish, keeping workers more comfortable, preventing freeze-ups—keeping work moving in coldest weather.

Smokeless, sootless, the HOT BLAST generates an intense blue flame on a mixture of kerosene and compressed air like a blow torch. Highly efficient, lightweight, sturdy, easily portable, it is also available with wheels. Completely safe. Automatic Shut-Off conrol stops fuel supply if flame goes out.

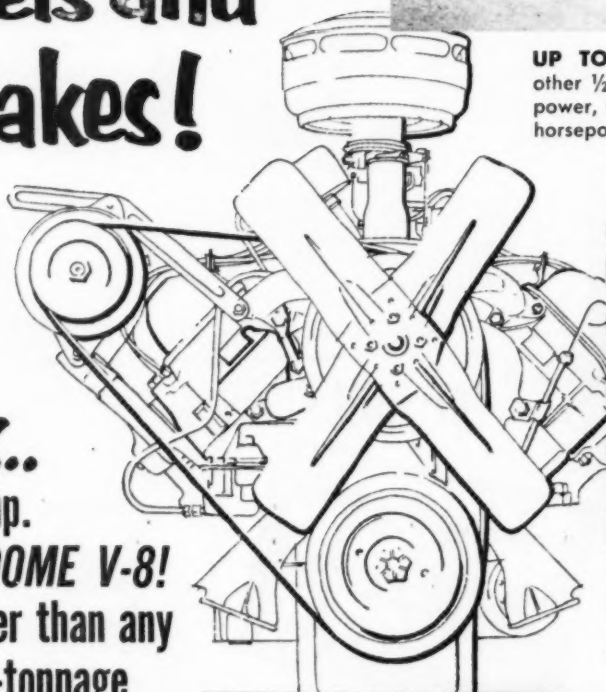
See your Builder's Supply Dealer, or write for details and prices.

**WESTERN METAL SPECIALTY CO.**  
Dept. A, 1211 N. 62nd St.,  
Milwaukee 13, Wis.

 **World's  
most powerful  
pick-ups,  
panels and  
stakes!**



**UP TO 39.4% MORE POWER** than other 1/2-, 3/4-, and 1-ton trucks. It's low-cost power, too! Dodge V-8 pick-ups offer most horsepower for your truck dollar.



**Now...**  
new 145-hp.  
**POWER-DOME V-8!**  
More power than any  
other low-tonnage  
truck engine!



**OFFERS MORE MILES PER GALLON** on regular gas—most hp. per cu. in. displacement of any popular truck engine—prove new Power-Dome V-8's economy.

Test for yourself the flashing acceleration, the big power reserve of this new 145-hp. Power-Dome V-8 . . . the ultra-modern truck engine that gives Dodge pick-ups and stakes *more power than any low-tonnage truck!* Ask your dependable Dodge truck dealer to show you a new Power-Dome V-8 or a 110-hp. thrifty six!



**"NEW-TRUCK"  
POWER LASTS  
LONGER:** Power-Dome design . . . proved in higher tonnage models . . . means fewer power-stealing "hot spots" in combustion chambers.

*More proof that  
Dodge trucks offer a  
better deal for the  
man at the wheel!*

**DODGE** *"Job-Rated"* **TRUCKS**

# G.E. Proves Low Operating Costs of Home-Cooling

**Texas tests give dollars-and-cents facts**



**Dallas Test...** made during record-breaking summer . . . 34 days over 100 degrees . . . proved that operating costs with G-E home-cooling are far less than even the experts predicted! Here are the facts: 33 homes like the one shown above equipped with 2-ton G-E units *averaged only \$13.00 a month for 5 months' cooling!* Here is proof-positive that G.E. delivers the economical performance that homeowners want.

**Austin Today** is the site of the most important industry-wide test ever made of home-cooling! Here, in 22 houses, air-conditioning equipment and all related factors will be carefully and completely studied and analyzed. As in Dallas, G.E. will prove that home-cooling is within reach of modest building or modernizing budgets . . . *a necessary part of your residential specifications!*

These Texas tests prove home-cooling in every room is here for the mass market. Today, no home is modern without the freedom from weather of year-'round air-conditioning.

Your clients want the comfort and healthful advantages of a complete Home Heating and Cooling system. And, because of General Electric's continuing program of research and product development, more and more of them can afford it. Specify G.E. . . . give every homeowner the

satisfaction of knowing his house is truly up-to-date . . . will still be modern years later if he wants to sell . . . equipped for comfort no matter what the season or weather.

**G-E AIR-WALL System offers these EXCLUSIVE features**

- G-E Air-Wall—the best system for distributing conditioned air the year 'round. Same ducts for both cooling and heating.
- Eliminates "layer-cake" heating and cooling. Provides uniform temperature from floor to ceiling.

*For complete information on Dallas Study, "Operating Costs Are Lower Than You Think," write Home Heating and Cooling Department, General Electric Company, 5 Lawrence Street, Bloomfield, New Jersey.*



*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

Whenever You're Looking for BUILDING SUPPLIES...  
Get them Quicker at LOW PRICES from



## MORGAN-WIGHTMAN HARDWARE • MILLWORK BUILDING SUPPLIES

Big St. Louis Inventories!

Everything you need—  
including "hard-to-get"  
items and odd sizes

larger stocks  
larger varieties in sizes and finishes

Orders filled same day...  
you'll get delivery in a hurry!

Millwork, Hardware, Building Specialties, whatever it may be, get it from MORGAN-WIGHTMAN immediately... at competitive prices! Nationally-known brands in all types of building supplies. Our Consultants can quickly quote prices and fill orders directly from blueprints or specifications.

### WHY LOOK AROUND?

ALWAYS-LOOK TO...

**MORGAN-WIGHTMAN**  
Supply Co. St. Louis 20, Mo.

**FREE!**  
Compare our  
prices!



**SEND NOW FOR BIG NEW CATALOG**  
Shows More Than 2,500 Different Building Supply Items!

Morgan-Wightman Supply Company, Dept. 10  
1541 Salzman Ave., St. Louis 20, Mo.

Please rush me your big new free catalog No. 254.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

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

## annular-threaded linoleum underlay drive screws

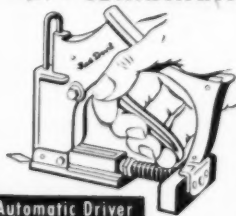


To make your linoleum underlays hold tightly and lie flat permanently, secure them with Hassall annular-threaded linoleum underlay drive screws. They are cement-coated for maximum gripping power. Heads are flat countersunk type. Size: 1/4" x #3 gauge. State quantity when writing for prices to:

**JOHN HASSALL, INC.**  
P.O. Box 2150  
Westbury, New York  
Established 1850



## Red Devil's Speed combination



Automatic Driver  
Diamond Points

Shoots 100 Zinc Coated Diamond Points into the hardest wood—as fast as a man can pull the trigger. Speeds up glazing of sash, frames and mirrors. Points can be driven at an angle, due to patented nose plate. For hand-driving—Perfect glazing with Red Devil Triangle Points. Zinc Coating prevents corrosion.



7978

A Product of  
**Red Devil Tools**  
Irvington 11, N. J., U. S. A.



Ready-mixed gypsum plaster weighs less than half similar amount of wet sanded plaster

## lightweight plaster needs no aggregate

Ready-mixed lightweight gypsum basecoat plaster has recently been made available on a nationwide basis. The Gypsum Association, Chicago, has announced. This new packaged plaster requires only the addition of water at the job site. It is stated to offer the following advantages:

1. The material, which has a mortar weight less than half that of wet sanded plaster, is easier for the journeyman and laborer to handle, and affords less weight for the joists to carry.
2. It eliminates the necessity of mixing aggregate with the plaster.
3. The hazard of bad sand and of over-sanding is avoided, at the same time assuring a strong plaster.
4. It offers greater fire resistance than sanded plaster.

## CATALOGS

(Continued from page 279)

**PLASTIC TILE** shown in 16-page booklet, covers decorators' preferences in various rooms of the home. Various room scenes in full color show many applications of Miraplas tile. S & W Moulding Co., Dept. AB, 990 Parsons Ave., Columbus, Ohio.

Circle No. 99 on Readers' Reply Card

**DRYWALL TRIM** described in informative four-page brochure. All-metal trim and its methods of application, with "Edge Guard" for door and window casings, "Corner Guard" for external wall board corners. Drywall Trim, Inc., Dept. AB, 2408 N. Farwell Ave., Milwaukee 11, Wis.

Circle No. 100 on Readers' Reply Card

AMERICAN BUILDER



# BUILDERS AND BUYERS

## See EYE to EYE on HPI Hardwood Plywood

HPI Hardwood Plywood assures you of the uniform quality and varied beauty that will catch the eyes of prospective buyers, whether you use it in the form of built-ins, flush doors, wall paneling, plywood floor tiles, or kitchen cabinets.

HPI Hardwood Plywood is an easy-to-work material that cuts costs of construction and finishing...adds real sales appeal.

To the prospective home buyer HPI hardwood plywood offers the beauty that comes only with genuine wood in its endless variety of grain and color plus permanence of construction and a minimum of maintenance.

Your house will sell faster at a better price when you make full use of HPI hardwood plywood.



Walls paneled in Walnut-Birch Table



● To get the full selling value of hardwood plywood insist on the HPI seal. Only hardwood plywood manufactured under the most rigid quality control carries the HPI seal. An 8 point quality control program covering log selection, cutting, drying, bonding, and grading assures unvarying uniform quality.

● Pre-sold With Powerful National Advertising. HPI hardwood plywood gives maximum sales appeal for your houses, because your prospects are being pre-sold with national magazine advertising. HPI advertising is appearing in an impressive list of national magazines...magazines that whet the desire for homes beautified with HPI hardwood plywood. These ads will appear in such big circulation publications as Living, House Beautiful, House & Garden, Popular Mechanics and others.



### HARDWOOD PLYWOOD INSTITUTE

600 South Michigan Avenue • Chicago 5, Illinois

# "CAULKING SPECS"

For the Prefabricated  
Caulking Compound



REDUCE  
WASTE . . .  
LABOR COST

**KORD** is made of select-  
ed pigments and vehicles  
combined to produce a  
sealing strip, preformed  
to accurate size and  
shape for the purpose in-  
tended.

## KORD

### Characteristics

1. non-drying
2. non-shrinking
3. non-corrosive
4. waterproof
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## some municipal restrictions on new subdivisions go too far

By John F. McCarthy  
Attorney at Law



Builders have always had the problem of acquiring land and offering homes in locations providing some of the advantages of a present day urban community. This problem is becoming more acute as the supply of advantageously located subdivision land dwindles in the face of the sustained high rate of home production.

The amenities of living in a present day urban community are not limited to safe water, adequate sewers and hard-top streets. They include, in addition and at least, adequate transportation, good shopping, schools, parks, churches, and fire and police protection. It is a fact that residential properties and developments normally do not pay their own way. In other words, it costs a city more to supply the customary municipal services to a home and family than the city collects by way of its various taxes. Thus, as all builders are aware, many communities, particularly those in weak financial positions, have attempted to restrict new subdivisions and the development of extensive residential areas.

These restrictions have assumed various forms. They include requirements for oversized water mains and sewer pipes, thicker paving, larger lots, fewer homes to the acre and larger square foot areas for homes. Many of the restrictions go too far and are illegal. Nevertheless a builder often must disregard the legal aspects and be practical, as the saying goes, because he must avoid the consequences of failing to get along with the authorities of the community where he intends to build. One district school superintendent recently warned a Chicago builder that if he persisted in put-

ting up homes in an area where the district was unable financially to supply adequate school facilities, he (the superintendent) would cause signs to be erected in the vicinity warning prospective customers of that fact. The effect on the builders' sales would be obvious.

The Supreme Court of Errors of the State of Connecticut, the highest tribunal in that State, in the case of *Ralph R. Beach v. The Planning and Zoning Commission of the Town of Milford*, recently handed down a decision concerning the problems under discussion. (See 113 Atl. 2d. 314.) In that case Beach had applied to the Commission for approval of a subdivision plat. The Commission rejected Beach's application and assigned as reasons that the proposed subdivision was adjacent to another new development which would contain 79 homes, that a new school in the area would be inadequate to provide for the children already living there and that the financial situation of the town was such that an additional school and additional fire and police protection could not be provided. The Supreme Court reversed the Commission's decision and directed the Commission to approve Beach's plat. The Court observed that no statute or ordinance authorized the Commission to reject a plat for the reasons assigned. Further, no statute or ordinance could confer such authority. City planning and zoning must proceed on sound considerations of the general welfare, public health, morals and safety. A builder may not be prevented from developing his property on a basis otherwise sound merely because of the financial condition of the community.



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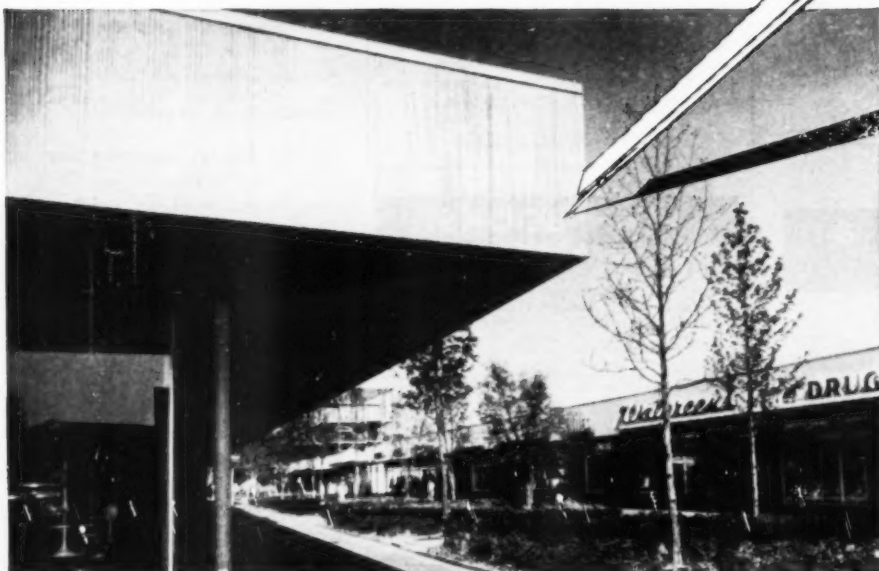
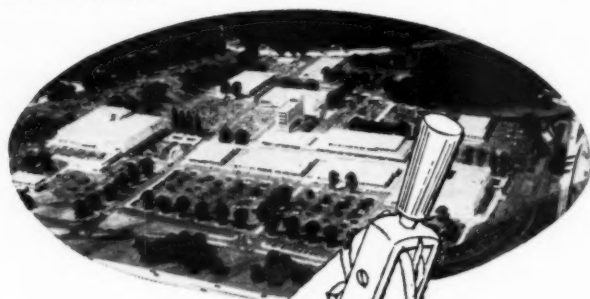
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## letters.....

### "Back of the Yards" plan impresses Fritz B. Burns

Sir: Several months ago you spoke of the "Back of the Yards" area in such a . . . manner that I have since visited it on two occasions and I am convinced that it is one of the best examples of a practical approach to rehabilitating and conserving a neighborhood without recourse to subsidy or long drawn out, slow moving . . . plans and . . . devoid of the frustrating problems of displacing people, recapturing and re-locating them.

Has it been publicized? Has your magazine ever published anything regarding it? Or, is it too practical and too unglamorous and too much on the simple "bread and butter" side to make a good story?

Fritz B. Burns, Builder  
Los Angeles 5, Calif.

► *We certainly have every intention of discussing the "Back of the Yards" plan in the American Builder and will try to give it a slant that may inspire the builders in some other metropolitan centers to initiate something conforming to the same general pattern.*

—The Editor

### Lu-Re-Co panel building conference stories ring bell

Sir: I have heard (much) about the fine demonstration that was held in Fred Dill's yard in Carmel, New York. Your article in the July issue of *American Builder* was a superb job of reporting.

I think Fred Dill and Paul Collier (Executive Vice President of Northeastern Retail Lumbermen's Association) are also to be congratulated for an excellent job of carrying this message to the dealer. They are doing a grand service for the industry and also for the dealer.

I wish also to comment on the story in the July issue about the Building Components Conference. I think you have done an excellent job of presenting this to your readers and I am hopeful that it will

(Continued on page 290)

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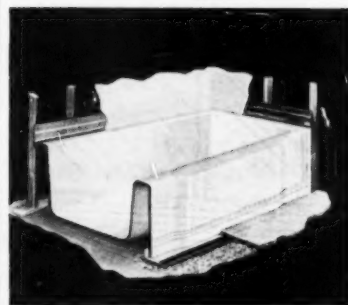
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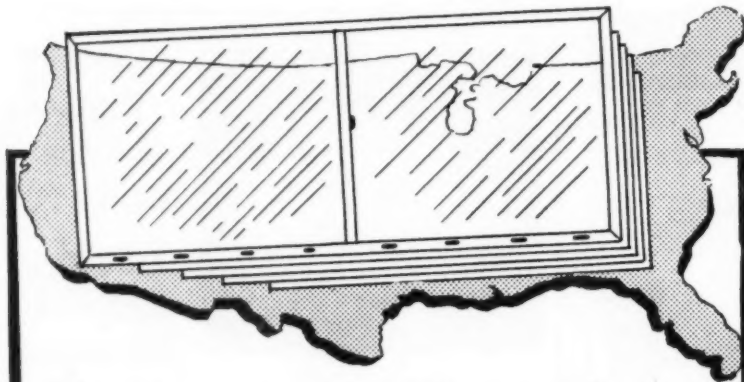
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## letters.....

(Continued from page 288)

stimulate a lot of thinking and also some action.

Clarence A. Thompson, Chairman,  
Lumber Dealer's Research Council,  
Champaign, Ill.

Sir: You did a splendid job of reporting on the demonstration which was held at Fred Dill's yard at Carmel, New York. I have been looking forward to this article and think it is tops. Your photographer certainly knew how to take pictures and to get the essential features. We could use additional copies of the article.

I also like your article on "Building Components Conference." This is constructive work.

We are indebted to you.

Paul S. Collier, Exec. Vice Pres.,  
Northeastern Retail Lumbermen's  
Association,  
Rochester 4, N.Y.

### a 'thank you' note from NAHB's president

Sir: I have just been looking over the ad "Are You Building in the Dark?" (pages 16-17, June 1954, *American Builder*). It is my opinion that it should be of great benefit to us in our membership campaign this Fall and I want to thank you personally for this and the many other ways in which you have helped NAHB.

Richard G. Hughes, President,  
Nat'l Assn. of Home Builders,  
Pampa, Texas

### pass-along reader is SOLD

Sir: Attached is my check for one year's subscription to *American Builder*. I have been reading your magazine for quite a long time, but always secondhand. I find its contents so very helpful that I do not feel that I can afford any longer to miss having it promptly upon publication each month.

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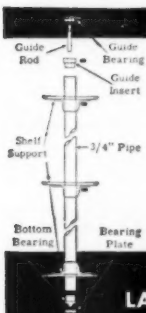
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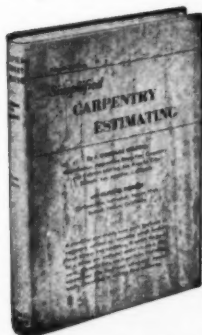
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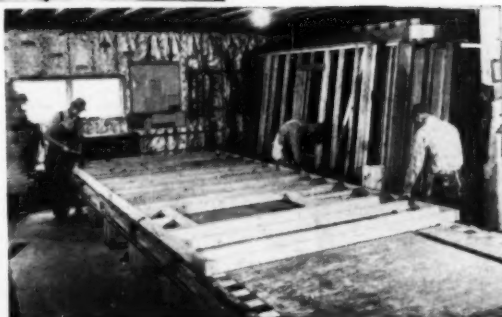
A timely new device which enables the builder to construct wall sections in panels is this mechanical

jig developed by Alex P. LeVay, owner of the Acacia Lumber Company of Dayton, Ohio. Called "Module Erector," this machine is a quick, accurate layout jig which panelizes to conventional framing standards, and has a mechanical arrangement for handling the frame

(Continued on page 294)



Step No. 2. Setting studs in stud locators. Change over from one side of house to another is simple



Step No. 3. Nailing up the frame assembly. Several panels are nailed up as one side of the house





Forest View Manor, New Kensington, Pa., a 90 single home project. Builder: Keystone Construction Co., New Kensington, Pa. Windows: Lupton Aluminum Casements.

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More of today's home buyers are looking for more value. More of today's home builders are putting that extra value into more of their homes with Lupton Metal Windows. Here's how — Lupton Metal Windows feature rugged strength, with trim and slim lines for beauty inside and out... easy operation... smartly designed hardware... precision construction.

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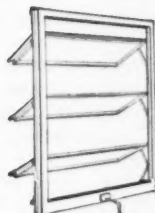
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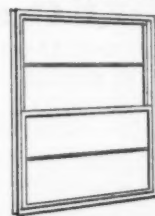
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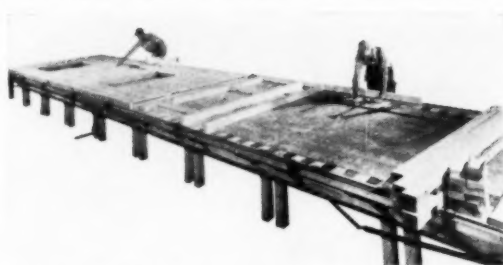
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Step No. 4. Siding the frame assem. Staggered siding joints conceal the panel join-up

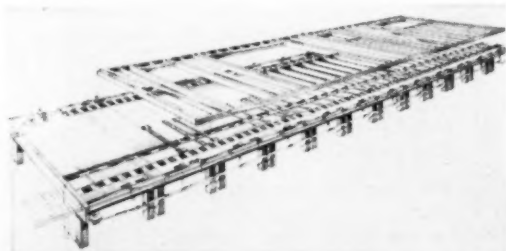


Step No. 5. It takes 5 to 8 seconds to raise the frame assembly to roll it down the line for further processing or removing from Erector

*(Continued from page 292)*

assembly after it has been fabricated. A whole side of a house may be panelized into two or three dovetailed sections in one operation, and it makes no difference whether the house is to be sub-sided, single sided, or double sided. Outward appearance gives no indication of where the panels join up.

LeVay claims that use of the Module Erector will save \$200 in labor costs per house. Price of the machine is \$4,950 f.o.b. from The Module Erector Company, 1522 N. Dixie Drive, Dayton 4, Ohio. Included in the price is a manual, "The Art of Prefabrication."



Size of the Module Erector is 8 feet by 50 feet

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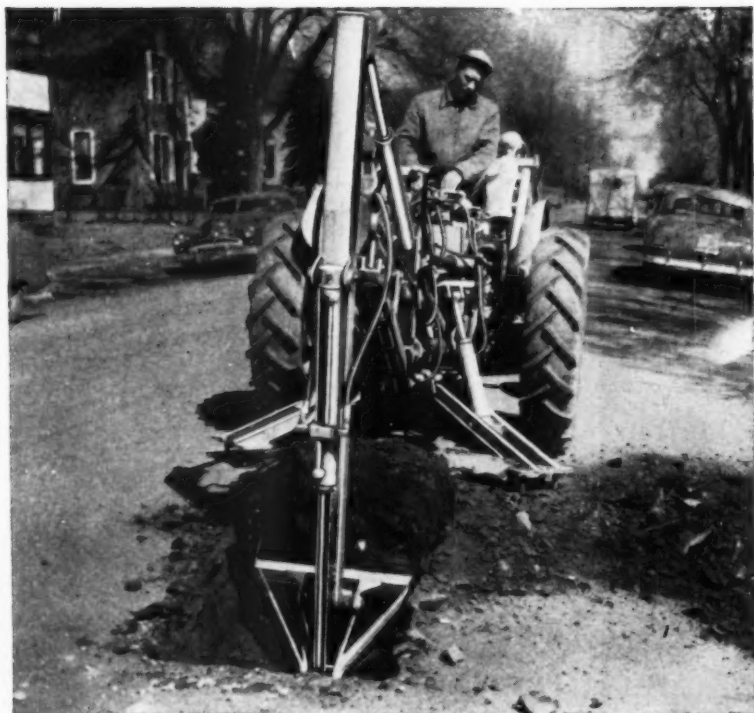
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## How a Sherman Power Digger Does More Work in Less Time with No Standby Equipment

Nearly every department in the city of Hopkins, Minnesota, finds a use for this versatile Sherman Power Digger.

The Water Department uses the machine when cutting off discontinued service lines at the main. They dig a hole in the street (usually blacktop) 3' wide by 6' long by 8' deep. The hole must be plumbwalled for minimum replacement of paving. This operation used to tie up a truck all day, an air compressor half a day, and two men with hand tools, a full day.

Using a Sherman Power Digger, they now do *three* such jobs in one day, with only one man on the digger, no truck, and no compressor, except for concrete pavement. The job goes faster because they can dig the hole, shut off the line, and backfill before the walls begin to cave. Local soil conditions formerly required cribbing many of these excavations.

If *your* work involves the construction or maintenance of underground facilities, you will profit with a Sherman Power Digger. It's compact, fast, and flexible, with low initial cost and amazing economy of operation. Write today for full details, without obligation. Ask for Bulletin No. T57R

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Patent No. 2,303,852  
Other patents pending

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## cedar closet can add sales appeal in today's market

Home builders are placing increasing emphasis on quality items which help sell houses faster. There is also a growing demand among home buyers for additional "built-in" features which make up the over-all package. Among these can be cedar closets, long recognized as a sales feature.

Red cedar's best known selling point is probably its ability to repel moths. The fumes of the cedarwood oil paralyze moth larvae and starve them to death before they can damage stored woolsens.

A recent statement by The Aromatic Red Cedar Closet Lining manufacturers, Chicago, discloses that: "Creating greater demand for aromatic red cedar closet lining is simply a matter of focusing customer attention on the product and acquainting prospects with its . . . qualities and characteristics."

Red cedar closet lining is packaged in bundles, usually eight feet long. Tongued and grooved for snug jointing, the material is produced in several face widths ranging from two to four inches.

## installing oak flooring

(Continued from page 56)

screed courses no further apart than 12 inches on centers.

When mastic installation of the screeds is used, the mastic is applied directly over the water-proofing membrane. It need only be applied where the screeds are to be laid. However, sufficient mastic should be used to securely fasten the screeds. Spread the mastic to a depth of about  $\frac{1}{4}$  of an inch. As a rule, allow mastic to harden at least 24 hours before you begin to apply the surface flooring.

Blind nail oak strip flooring over the screeds in the usual way. Flooring should be no less than  $\frac{25}{32}$  of an inch thick and should be tongued and grooved on sides and ends. Be sure that each strip is securely nailed at each bearing point. Of course, this will result in nail spacing of no more than 12 inches. Most satisfactory results can be obtained by using 7d cut steel flooring nails or 8d casing nails or screw-type nails.

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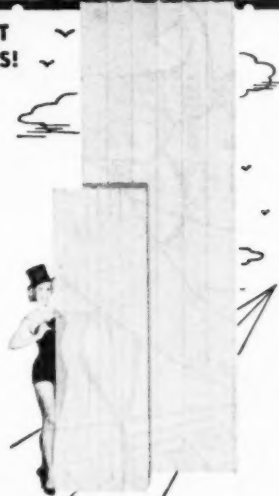
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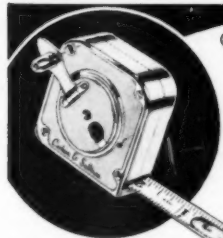
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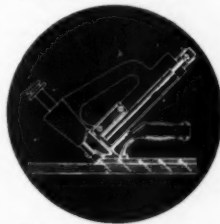
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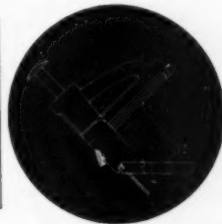
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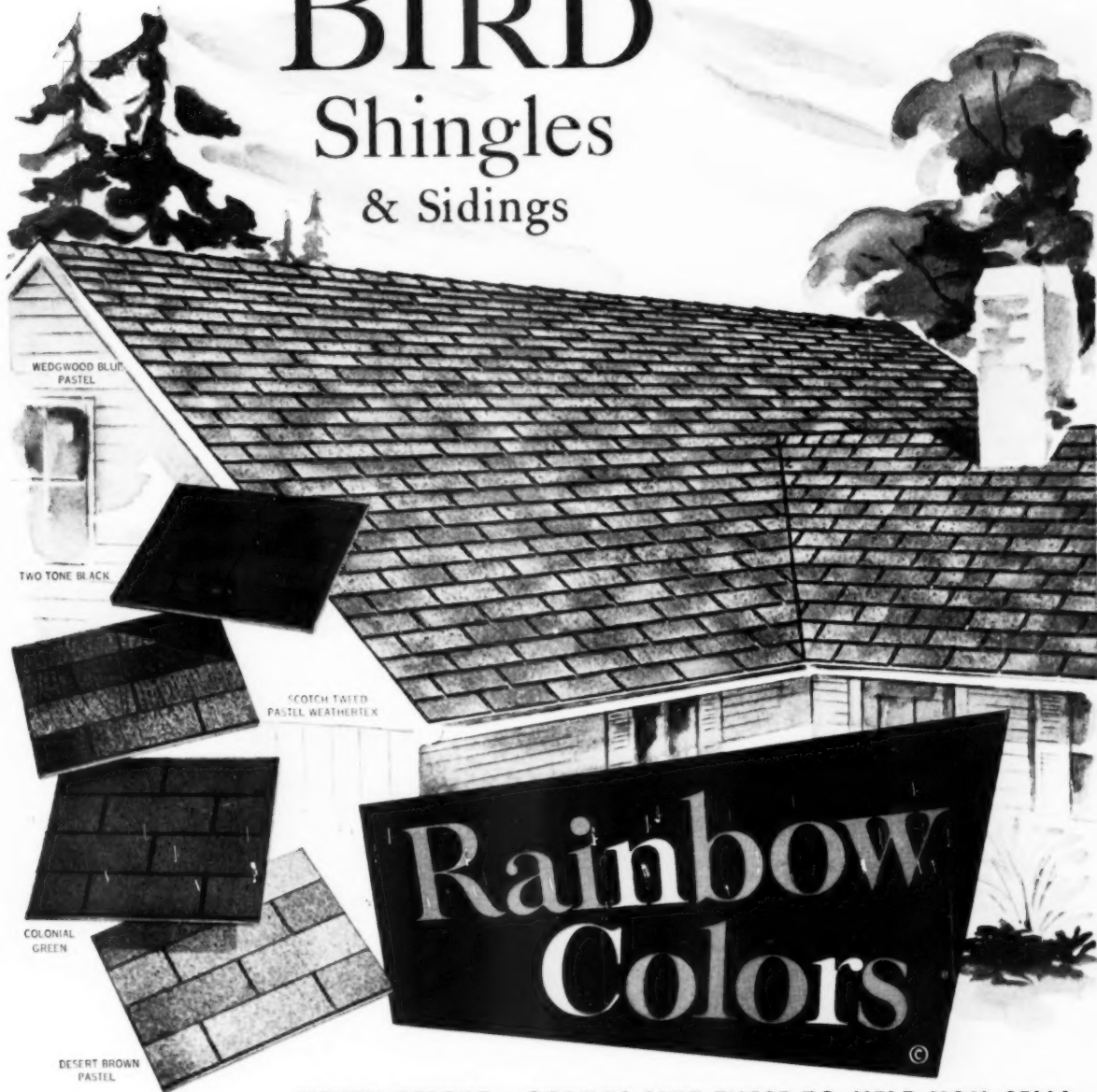
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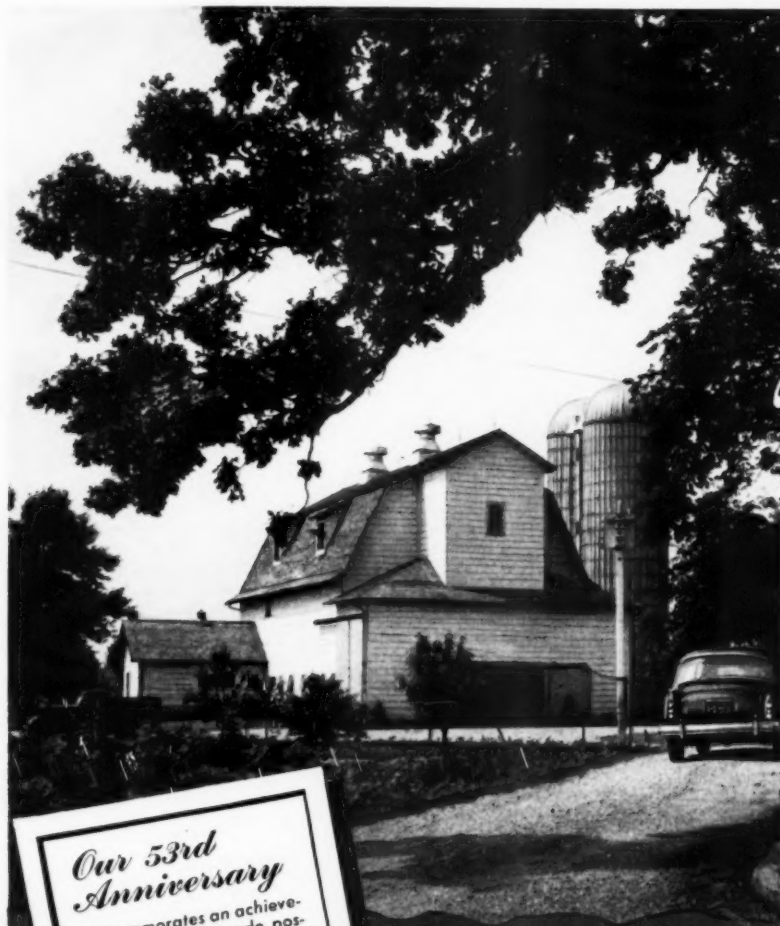
*Ask your distributor for further details — or write  
BIRD & SON, inc., Dept. AB-10, East Walpole, Massachusetts.*

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The "BIG 4" makes light work of the heavy job!



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*Our 53rd Anniversary*

Commemorates an achievement of growth made possible through the loyalty of our dealers.

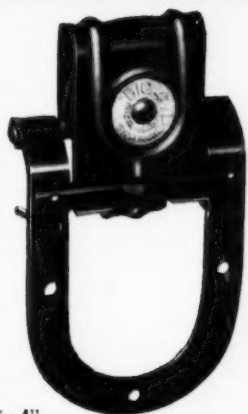
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— where and when you need it

Put these rugged, sliding door hangers on the job and be assured of smooth performance the year 'round.

Hanger wheels operate on steel roller-bearings, encased in a heavily embossed protecting hood.

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Flexible Door Hanger

The Paul Bunyan  
of the  
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"Braced" Rail

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