

AMERICAN BUILDER

JULY 1951
PRICE 50 CENTS

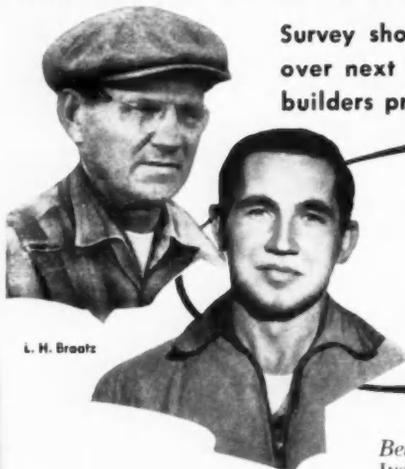
THE WORLD'S GREATEST BUILDING PAPER



The Kitchen and
National Home Week

INSULITE® Leadership in Milwaukee...

Survey shows Builders prefer INSULITE 3 to 1 over next leading brand of insulating sheathing. More builders prefer INSULITE than all other brands combined!



L. H. Braatz

Stanley Orlikowski

"BILDRITE® gives us the best sheathing...and saves us approximately \$100 on each job!"

Better performance at a lower applied cost . . . that's the story of INSULITE's leadership in Milwaukee—and nationwide!

INSULITE BILDRITE SHEATHING has long been an overwhelming favorite with Milwaukee builders. That's why a recent impartial survey showed Milwaukee builders preferring BILDRITE 3 to 1 over the next leading brand of insulating sheathing.

"Bildrite also gives us greater bracing strength—without corner-bracing"

"4-foot Bildrite gives us far greater wall strength than we'd get with wood sheathing—and saves us \$100 per job besides. Bildrite eliminates corner-bracing (\$18)—cuts waste (\$34)—does away with building paper (\$12)—reduces labor costs (\$19)—and is lower in purchase price (\$18). Bildrite is also much cleaner and easier to handle. It makes our houses a lot easier to sell, too, when we tell our customers about its strength and high insulation value."

Stanley Orlikowski
Quality Builders
Milwaukee, Wis.

"Bildrite stands up to the weather—with absolutely no warping or buckling"

"We changed to Bildrite from wood sheathing several years ago, and immediately cut our costs by approximately \$100 on every house we build. 4-foot Bildrite eliminates corner-bracing and also gives us far more bracing strength than wood sheathing. Our carpenters are sold on Bildrite, too, because it's so clean to handle and so easy to cut and apply."

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L. H. Braatz & Son
Milwaukee, Wis.

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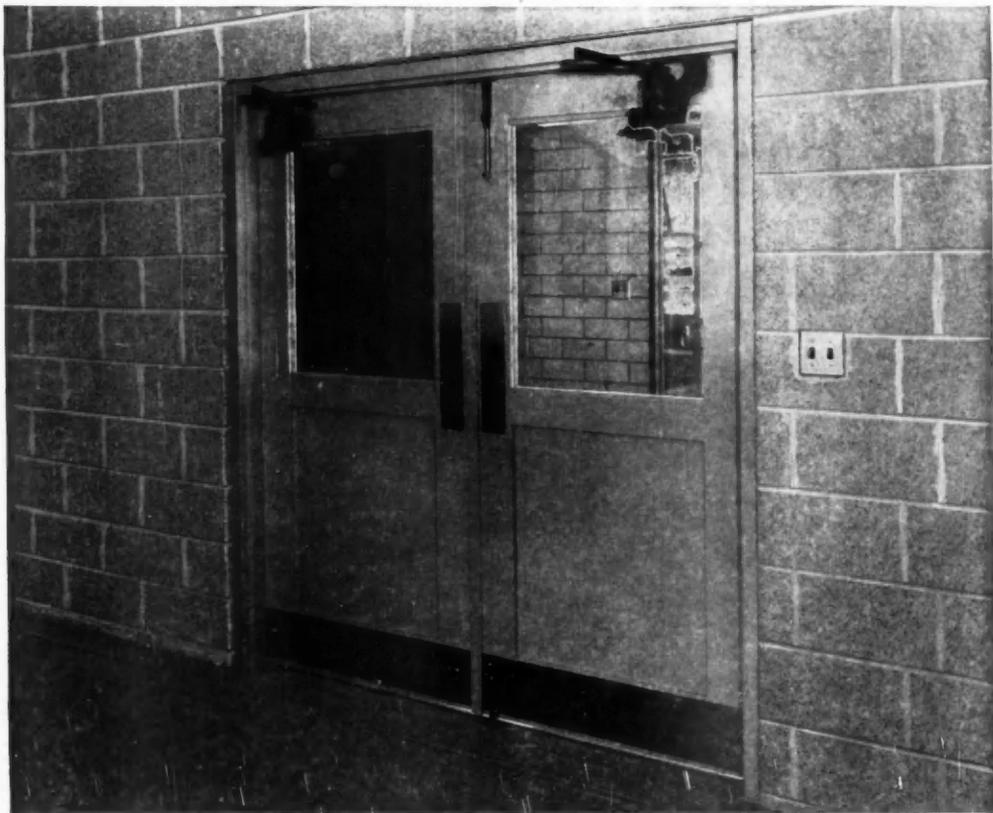


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MINNEAPOLIS 2, MINNESOTA



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DOORS • WINDOWS • PANELS

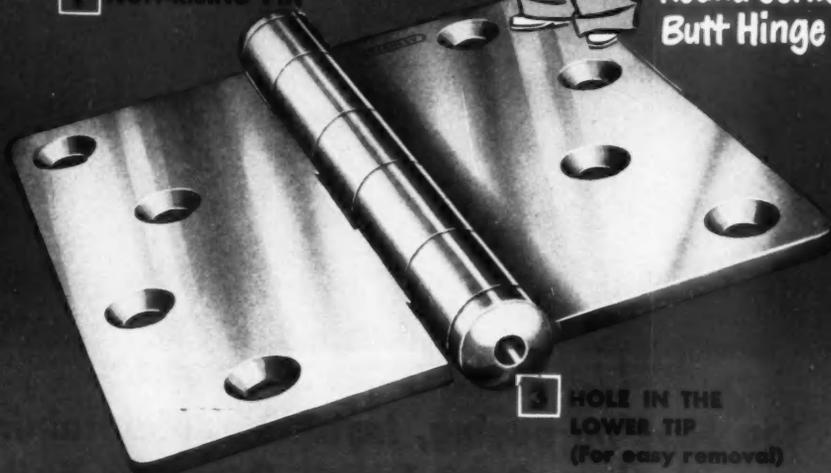
engineered to cut the waste out of building

No other hinge
has all 3!



Stanley RD
Round Corner
Butt Hinge

1 NON-RISING PIN



3 HOLE IN THE
LOWER TIP
(for easy removal)

2 ROUNDED CORNERS

*The simplest, speediest way to hang doors
... saves on-the-job time, does a better job.*

You'll point with pride when showing prospects these new Stanley Hinge features. What's more, they cut building costs!

The patented non-rising pin puts a stop to an old hinge annoyance. Once pushed down in the hinge, it snaps into place and can't "ride up" with action of the door.

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tises unbelievably fast and to a perfect fit every time, eliminates all hand fitting.

No other hinge has all three of these money-saving features. Use Stanley RD Butt Hinges on every building job . . . increase your profits and client satisfaction. Available with prime coat or plated, with or without ball bearings.

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MADE IN U.S.A. TRADE MARK TO A QUALITY

In This Issue



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"IMAGINE!"



Here's Mr. Lemon calling on the Hatfields of 2421 McLean, Wichita, Kansas.

The Hatfields have occupied their new home for more than 6 months now, and Mr. Lemon, the builder, is anxious to learn how Mrs. Hatfield *really* likes her G-E Kitchen-Laundry.



"Now we never have any messy dishes setting in the kitchen any more. We just put them in the General Electric Dishwasher and forget them! They come out so very clean, too! It's so nice to stack the dishes in it late at night, too, and go right to bed soon after company leaves!"



"The twins and I were just doing the luncheon dishes, Mr. Lemon. It's wonderful to wash away garbage with the General Electric Disposall® and forget the mess of garbage cans and garbage trucks! *Every* housewife should have one!"



"Oh, the girls want to show you all the milk we keep in our General Electric Refrigerator. We certainly need lots of refrigerator space—and *do we have it!* Why, I have enough space to keep a whole week's supply of fresh and frozen foods!"

All this in my new home for only \$5.80* a month!"

Builder Clarence M. Lemon calls on Mrs. Jack E. Hatfield
—and is convinced, more than ever, that it's mighty smart to include
the General Electric Kitchen-Laundry in the houses he builds!



"I had never used electric cooking before. The thing that pleases me most about the General Electric Range is its speed and cleanliness. And the complete safety of this range gives me real peace of mind with our active four-year-olds!"



"Before I moved here, washing was quite a problem. But now that I have a General Electric Washer, I can wash soiled clothes at night—or at any time that is convenient. And, they come out so dry that . . .



" . . . I need run my G-E Clothes Dryer only a short time. No more carrying of wet clothes, no more clotheslines, no more clothespins for me! I certainly wouldn't want to part with this labor-saver and time-saver!"



"The best part of it all is that all these appliances were included in the total cost of the house. It costs us only \$5.80 a month extra to own them. We would have been mighty silly not to have taken advantage of this opportunity!"

"We sold our entire project of 49 houses the very first day. We included the General Electric Kitchen-Laundry because we felt it gave our homes a distinct advantage over others selling in about the same price range."



*Kitchen-Laundry equipment includes G-E Spacemaker Refrigerator, G-E Leader Range, G-E Sink with Automatic Dishwasher and Disposal, G-E Automatic Washer, G-E Dryer, and G-E all-steel Base and Wall Cabinets. Home Bureau, General Electric Co., Bridgeport 2, Conn.

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GENERAL  ELECTRIC

FEATURE ATTRACTION

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Pegged and finished at the factory, the installed cost of a Ranch Plank Floor is only slightly more than for regular strip floors. You save time and money on the job because there's no sanding or finishing to do.

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Bruce Ranch Plank Floor



*It's Pegged and Finished
at the Factory*

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



Uncle Sam and the French Nobleman

THE MAIN OBJECTIVE of the French President's recent visit to Washington went virtually unmentioned. Addressing Congress, Monsieur Auriol offered to "pool" the resources of la belle France with those of Uncle Sam. Quelle honneur! But there is more than honor involved. One is reminded of the penniless French nobleman who pooled resources with an American dowager; she put the money in the bank, and he wrote out the checks.

From the point of view of the conventional moral code, the French, who traditionally distinguish between marriage and love, at least show reputable intentions. Others use different techniques. The British, for example, politely ask for the dowry with no intention of going beyond a liaison. All they want right now is to have the Lend-Lease, the Bretton Woods and the Loan dollars, the Export-Import Bank and the Marshall Plan funds—a grand total of \$110 billion in eleven years—followed up by a multi-billion expansion of the Point Four program and the creation of a global R.F.C. A paltry \$19 billion, the U.N. economists say, will do (for a while).

The Latin Americans, to say nothing about the "idealists" in Iran, India, Indonesia, etc., use still another approach. They pound the table, as the Latins did figuratively at the last Inter-American conference, and threaten with a refusal to co-operate against Bolshevism if we do not deliver. The ones showing contempt for the bourgeois approach to the dowager's pocketbook are the Russians. Of course, they are anything but disinterested. They expect eventually to get the whole thing.

The French offer us a fifty-fifty deal if only of the rabbit-horse variety. Just what makes the French

so much more "ethical" than the rest? For one thing, they know when they are licked. Look at their public finances. Their rearmament program is shabby by any standards. True, an American second lieutenant receives the same pay as a French division commander. Even so, the fact is that against 15 per cent in Britain and 23 per cent in this country, France plans to devote a mere 7 per cent of her national income to defense. Yet, defense is the last straw for a budget that in 1950 ran a deficit—in spite of Marshall Plan aid—of nearly one billion dollars, equivalent to perhaps \$10 billion in this country, and almost the same for the current year. Her inflation, which progresses faster than ours, might even raise it; in nine months, French prices have risen 30 per cent on the wholesale and 15 per cent on the retail level.

But how to salvage a country in which 42 per cent of the population, the peasantry, that earns at least 27 per cent of the national income, contributes only 3 per cent of the tax revenue and less than 3 per cent of the social security taxes? (The latter average some 40 per cent of payrolls.) And much of what the French farmer contributes, he gets back in the way of subsidies.

Nor is the budget the only trouble plaguing France. Her economic system is loaded with inefficiency, especially the ubiquitous nationalized units in which feather-bedding and absenteeism reduce the output and raise costs. The flower of radicalism blooms in the morass of a political system in which every one tries to keep his hands in the national till, if only by defrauding the tax collector—often with the underpaid tax collector's sympathetic connivance.

The Marshall Plan was sold to us

as a means of reconstructing Europe (and as an alternative to armaments!). Well, in France as in Britain, production now is at an all-time high, 40 per cent above the pre-war figures. But after a quick recovery, France's (and Britain's) balance of international accounts is heading for a new crisis. A thoroughly unsound, rigidly monopolistic set-up, suffering from shortage of incentive and initiative more than from raw material scarcities, has been artificially financed. And it has been consolidated. Nothing can save it but—dollar subsidies until doomsday.

In spite of its particular features, the French situation is typical of the global problems confronting us. Our governmental philosophy has a simple solution: spend more on foreign aid, on foreign armaments, on programs to develop backward and forward countries, to raise living standards on five continents, etc. Whatever else we accomplish—such as war in Korea, turmoil in Malaya, Burma, Indonesia and Iran, etc.—one thing is certain: that the attempt to bolster superficially the Western World means to foster more inflation in our own economy. By indirection, it forces American industrial expansion without regard to costs and future markets.

The momentum thus created cannot fail to engulf all fields of domestic construction, housing in particular. Where this recurrence, in rapid succession, of housing booms leads to in the long pull—that is another question.

Melchior Palyi

Johns-Manville Flexboard Transitop is STRONGER...



*Both surfaces are tough,
fireproof asbestos Flexboard*

→ ← The same properties that make J-M Asbestos Flexboard so desirable as a building sheet, make it the ideal surfacing material for Flexboard Transitop, the *structural* insulating building panel, developed by Johns-Manville. The Flexboard surface, made of asbestos and cement, is tough, strong and abuse-resistant. Fire-proof and rodent-proof, it provides a smooth flush surface, which can be left as is or decorated as desired.

*Impregnated core
combines strength with
high insulating value*

Between these Flexboard surfaces is an insulating core of a special impregnated Weatherite Sheathing. This combination makes J-M Flexboard Transitop both a structural and insulating material at one time. The Weatherite core is available in thicknesses of $\frac{1}{2}$ " to 2" depending on the service required.



Easy to work or apply



J-M Transitop is easily handled on the job. It can be sawed, nailed *without drilling*, or drilled for bolts or other fasteners *without fear of chipping or cracking*. It offers the ease of dry wall construction and the erection advantage of large sheets in one material.

For full details about J-M Transitop, the wonderful, new structural insulating material, write Johns-Manville, Box 290, New York 16, N.Y. In Canada, write 199 Bay Street, Toronto 1, Ontario.

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JM
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AMERICAN BUILDER



built to greet a million hands



Kwikset locks are
precision manufactured,
beautifully finished,
designed to last.

kwikset sales and service company



"Business opportunities appear brighter now that
EVERYTHING HINGES ON HAGER!*

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Founded 1849—Every Hager Hinge Swings on 100 Years of Experience

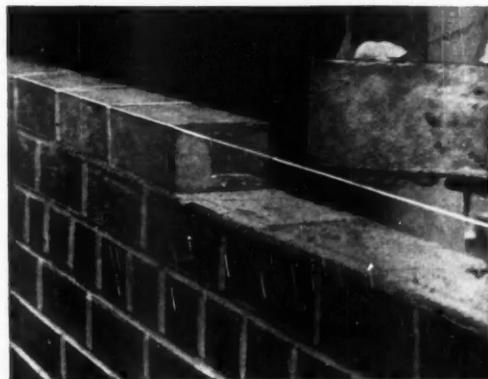


AMERICAN BUILDER

GOOD BRICKWORK = GOOD DESIGN + GOOD WORKMANSHIP + GOOD MATERIALS



Slushing does not properly fill the voids in the head joints.



When mortar is spotted on only one corner of the brick, slushing seldom fills the voids.



Even when mortar is spotted on both corners of the brick, slushing will not always fill the voids.

"SLUSHING"

INVITES

LEAKAGE

IN BRICKWORK

WE SUGGEST THAT—

Brick should always be so laid that when the brick is shoved into place, the head or cross joint will be filled solid with mortar, without slushing. If the joints are not completely filled, water may leak through the voids to the inside of the building.

The photos at the left show the voids that often result when slushing is used to "fill" a joint. Even when mortar has first been spotted on both corners of the brick, slushing cannot be relied upon to fill the voids completely.

The great plasticity of Brixment enables the bricklayer to throw plenty of mortar onto the brick to be placed—to use plenty of mortar in the bed joint—and still shove the brick easily into position, with excess mortar oozing out all around, and with all voids filled.

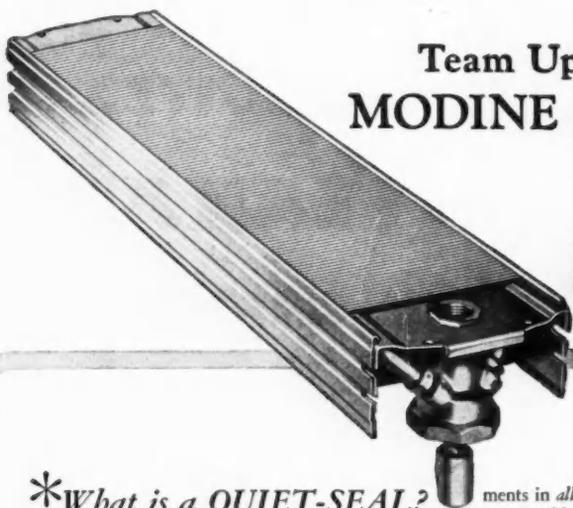
BRIXMENT

Brixment mortar has greater plasticity, higher water-retaining capacity and bonding quality, greater resistance to freezing and thawing, and freedom from efflorescence. Because of this combination of advantages, Brixment is the leading masonry cement on the market.

LOUISVILLE CEMENT COMPANY, Incorporated, LOUISVILLE, KENTUCKY

If you're planning to use ONE-PIPE STEAM
to cut installation and maintenance costs . . .

Team Up With MODINE QUIET-SEALS*



*What is a QUIET-SEAL?

"Quiet-Seal" is the trademarked name of a Modine Convector designed specifically for use on 1-pipe steam systems. Patented heating unit (above) provides fast, smooth, quiet performance at full-rated capacity. Because steam, condensate (and air, when present) all flow in one and the same direction, the basic causes of water-hammer, gurgling and spitting of air-vents are eliminated. Free and easy venting prevents air binding or water-logging . . . a cause of slow response and reduced capacity.

Many thousands of Modine Quiet-Seals now in service, prove conclusively the possibility of providing excellent 2-pipe convector performance on 1-pipe steam systems.

Quiet-Seals Improve 1-Pipe Steam Performance — By permitting superior temperature control and system balance, Quiet-Seal Convectors greatly improve 1-pipe steam performance.

Having approximately 1/17th of the metal mass and 1/20th the internal volume of an average cast iron radiator, Quiet-Seals heat up many times faster . . . and as a result . . . almost simultaneously.

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ments in *all parts* of a building are quickly satisfied. Consequently—unbalanced performance, caused by excessively long heating-up periods, is avoided . . . and the difficulty of providing satisfactory temperature control is eliminated.



Damper Modulated Heat Delivery for Comfort and Economy — Personalized room temperature control by manual adjustment of convector dampers eliminates expense of valves . . . discourages wasteful over-heating. When valves are used on 1-pipe steam radiators, they must be of the "on-and-off" type which do not permit modulation of heat delivery. *Only convectors offer this important refinement in 1-pipe steam heating.*



Free Bulletin Available — For additional information on Modine Quiet-Seal Convectors and 1-pipe steam heating, get new Bulletin 250-B. Call your Modine representative . . . listed in the classified section of your phone book. Or write to Modine Mfg. Co., 1501 Dekoven Ave., Racine, Wisconsin.

Modine CONVECTORS

AMERICAN BUILDER

The Whitest White is Universal-Rundle



Here's "white" quality that customers can see —nationally advertised by U/R!

Arctic White bathroom fixtures by Universal-Rundle are literally in a class by themselves—no others can match the flashing snow-white of these world's finest bathroom fixtures: actually *whiter* by scientific test, than any other white fixtures on the market!

We'll Tell the World! To show off the dazzling beauty of the world's whitest white, Universal-Rundle's big, colorful advertising in THE SATURDAY EVENING POST and BETTER HOMES &

GARDENS features decorator-designed bathrooms by Ving Smith, famous New York designer and decorator. (Other advertisements will spotlight U/R's famous colorware.)

Catalog celebrates 50 years of Quality! New U/R Catalog shows the complete line of bathroom and kitchen fixtures. Gives plans, drawings, roughing-in specifications, and a world of help for everyone who sells, installs, recommends or specifies fixtures. Write today on your letterhead. (You can also see the new Universal-Rundle catalog in Sweet's Builders File!)

Color on the beam!—The units of a U/R colorware suite match closer than the human eye can see!

The strongest bond between surface glaze and body in U/R fixtures, means highest resistance to chipping.

"Harder than steel" surfaces are easy to keep clean, scratch-free, and sparkling bright in U/R ware.

Who is Universal-Rundle? U/R is the half-century young pioneer of many industry "firsts"; colored vitreous china, one-fire tunnel-kiln firing, complete laboratory control of production, and many others.



Plants in Camden, N. J., Milwaukee, Wisc., New Castle, Pa., and Redlands, Calif.

Universal-Rundle

UNIVERSAL-RUNDLE CORPORATION, DEPT. 3, NEW CASTLE, PENNSYLVANIA

JULY 1951

15

TRENDS *in the Building Field*

The 1951 Outlook for Home Building

MEMBERS of the *American Builder* staff have been studying the effects of restrictive orders in various sections of the country for the past several months. It has been found that, generally speaking, Regulation X has had little effect so far. This may be due to the many commitments made prior to the effective date of Regulation X. On the other hand, the down-payment terms under that regulation are not much in excess of the terms normally required by building and loan associations, and consequently have not proved to be too stringent in many areas and to many builders. Builders who will suffer the most under the full impact of Regulation X will be the mass producers of relatively low-cost housing, who have required little or nothing in the way of down-payments under FHA-VA regulations in the past.

Money Short— Materials Available

The major problem seems to be neither Regulation X nor material availability. Practically no complaints were heard of shortages of materials. However, there is a decided shortage in money to finance both VA and FHA insured mortgages, as well as for rental property. This has resulted in builders either scaling down proposed developments or temporarily dropping their plans. Money to finance conventional mortgages is still in fairly good supply especially when required down-payments are reasonable.

Rush to Beat Regulation X Creates Vacuum in Money Supply

The current money situation is a result principally of several factors: In the first place, the volume of money poured into mortgages by various lending institutions in 1950 was the greatest in history. When it became known that Regulation X was to become effective, a tremendous volume of new mortgage commitments was made in a very short time. The digestion and disbursement of this huge sum of mortgage money in several months left somewhat of a vacuum in the money sup-

ply. Without other factors, however, it would not have constituted a serious threat to continuation of our rapid home building pace in 1950 and early 1951.

A second factor that has entered into the present situation has been the agreement between the Treasury Department and the Federal Reserve Board whereby the latter discontinued supporting the prices of certain negotiable government bonds. The Treasury submitted to large holders of negotiable 2½ per cent bonds a new issue of \$19,000,000,000 of non-marketable bonds at a rate of 2¾ per cent interest. Subsequently the negotiable government issues have softened in price with the result that large institutional lenders holding such bonds may not liquidate them for funds to put into the mortgage market without sustaining a loss of principal. This development has succeeded, at least temporarily, in drying up the secondary market on low interest, low down-payment and rental property mortgages.

Recession of Secondary Market Temporary

It is the opinion of bankers and investment men that a reasonable flow of secondary home mortgage money has receded only temporarily. Insurance companies, which have constituted the largest source of such money, are now using current income to fill commitments, because of their inability to follow the practice of 1950 which involved selling government securities to take care of mortgage commitments. Some institutional investors may find it necessary, however, to sell certain governments at a loss to fill commitments now coming due because the volume of such commitments is maturing more rapidly than current income accumulations.

Because all commitments must be paid when due, it is the consensus of mortgage men that the current situation will change by September. In the interim, current commitments on home mortgages will have been largely digested by savings banks, insurance companies and others. Meantime, there is a certainty that

funds will again accumulate for investment in home mortgages and real estate. This has always been considered a prime outlet for investing insurance, savings and trust funds, and so far nothing has happened to change that point of view. However, current income to become available will not be sufficient to equal the support rendered in 1950 that made possible the 1,400,000-unit record.

VA and FHA Mortgages Not Attractive to Investors

It is also a fact that the low down-payment, long maturity VA and FHA mortgages with their current low interest rates quite likely will not be attractive to investors in the immediate future. In discussing this subject in a paper presented before a group of builders and mortgage firm executives recently, Henry H. Edmiston, vice president of the Kansas City Life Insurance Company, said: "GI loans are already a drug on the market and FHA loans may soon become so unless the rate is raised from the present 4¼ per cent. There is a general lack of understanding as to the net return to insurance companies from FHA and GI loans. If the gross rate to the borrower is 4¼ per cent, generally speaking the insurance company pays the local servicing agent who makes collections and handles the accounting and escrow funds for taxes and insurance ½ of 1 per cent per annum. This brings the rate down to 3¾ per cent. In the recent past, premiums on FHA loans have been usually 1 per cent which means that the net return is about 3.6. After home office costs are taken into account, the return is reduced to about 3.3 without any allowance for losses that might develop in the event of foreclosure at some time in the future. On GI loans, the net return would be even lower. At the present time, investment grade corporate bonds can be purchased at somewhat more attractive net yields to the insurance company."

Mortgage circles generally agree that under conditions which prevail following recent developments in interest rates that the 2½ per cent rate on FHA debentures, which would be

(Continued on page 160)



Look Up, Mr. Contractor!
DOESN'T YOUR HOME HAVE
CRACKED CEILINGS TOO?

Look at the ceilings right in your own home!

Chances are, you'll see ugly, crawling cracks, loose unsafe plaster—ceilings ready to fall!

Don't be surprised, because *two out of every three* homes have cracked ceilings.

Re-cover yours now with Upson Kuver-Krak Panels. Prove to yourself that it's the best way. No muss, fuss, confusion or irritating delays. No seeping, floating,



white dust to cause an extra housecleaning. See the beauty of the finished job. Remember that here is a ceiling which never will crack—assuring you a

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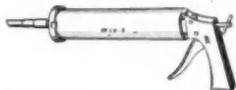


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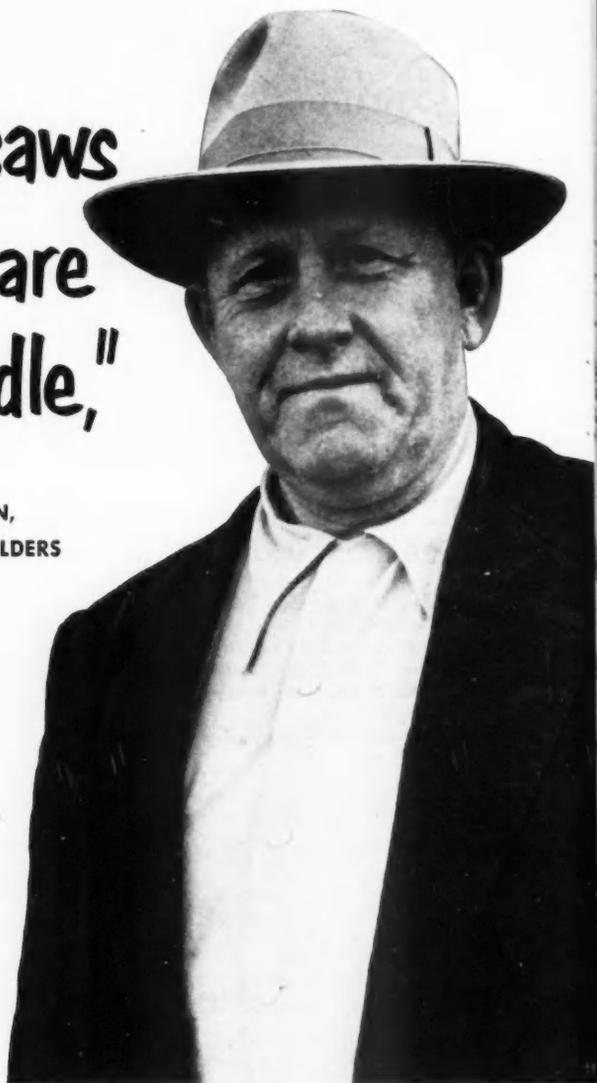
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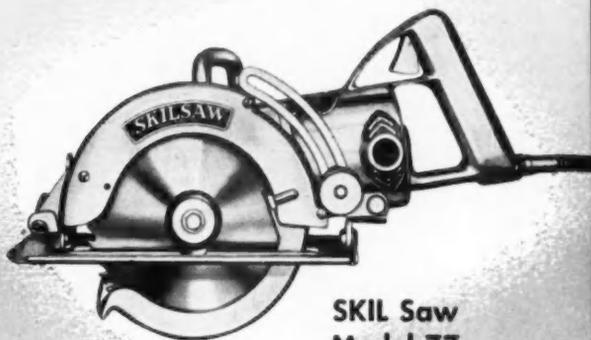
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SKIL Saws were chosen 12 years ago by Mr. Croan as labor-saving, money-saving aids in building houses. Wise choice! . . . as proved by the on-the-job performance and careful cost records in using SKIL Saws to build more than 1200 houses. "With easy-to-handle SKIL Saws, I'm saving 25% in labor costs," says Mr. Croan. "I give them my complete endorsement."



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keep the work moving,
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7¼" saw. Base adjustments: 0° to 2¼" vertical depth of cut; 0° to 45° bevel adjustment; 1¾" depth of cut at 45°. Free speed of blade: 3200 r.p.m. Overall length: 17¼"; weight: 15¾ pounds.

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Power-packed operation. "SKIL Saws are easy to use and easy to guide," says W. J. Croan, Jr. . . . and he proves the power of Model 77 by making a long rip cut for a picture window frame.

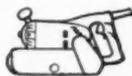
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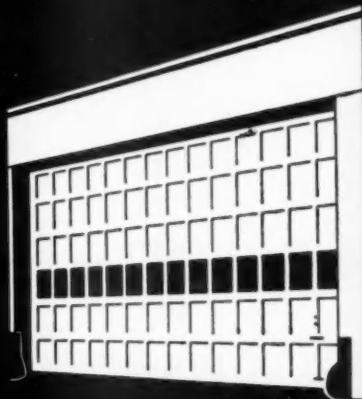
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But we're still making a lot for you. And we're *conserving*, too—making the most of our manpower, making vital materials go farther. . . .

The average forced warm air heating system uses a ton of steel to heat 1.7 homes. With the same ton our new BLEND-AIR system heats 3.4 homes—twice as many.

Coleman oil SPACE HEATERS equipped with the new Fuel-Air Control save up to 25% on fuel oil.

We are doing everything we can to make Coleman products easy on vital resources. And easy on pocketbooks.

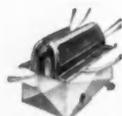
You'll be disappointed, we know, in not getting all the Coleman appliances you'd like, but we hope you'll remember we're delivering first to the old customer who needs it now to protect the future for all of us.



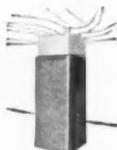
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in 15 minutes!**

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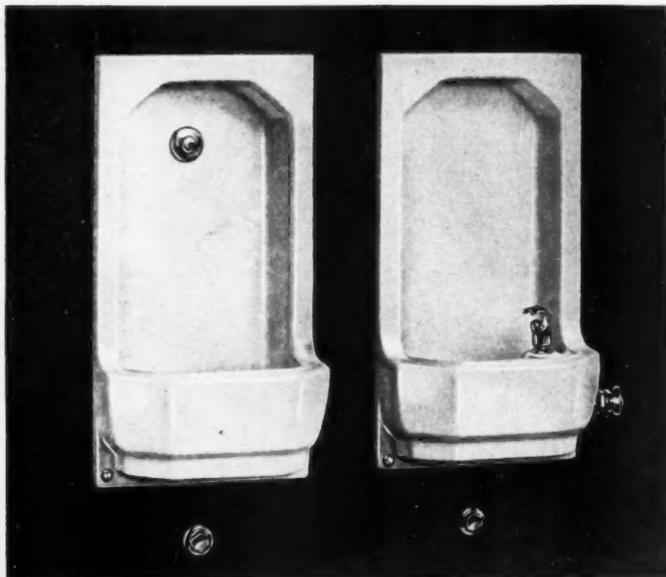


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Rockbrook K-5340-A. Vitreous china wall-hanging type with back. Bowl 12 x 12 x 16".



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The drinking mound flows at the best angle and height for convenience and sanitation, and is kept uniform under varying pressures by an automatic volume regulator. A self-closing valve is adjustable for continuous flow. Mischievous squirting is prevented by a specially designed bubbler head.

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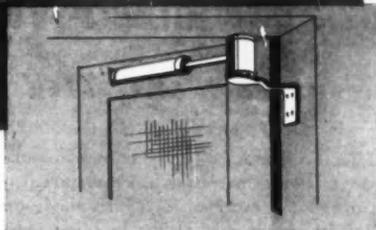
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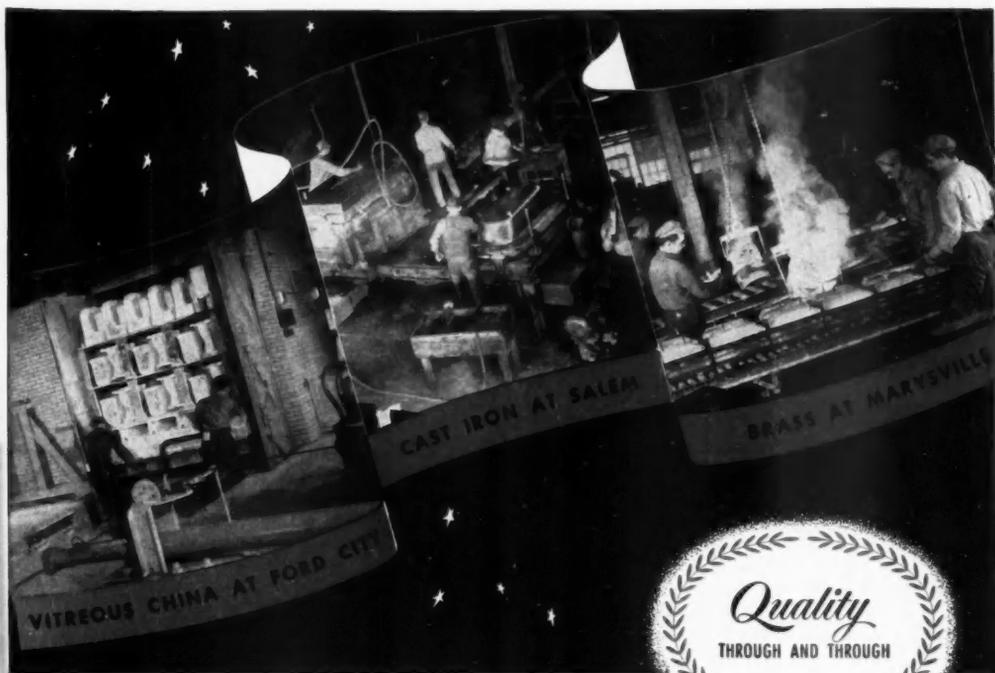
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ELJER





ASSOCIATIONS

Their Plans and Activities



Fear Shortage of Mortgage Money May Seriously Curb Home Building

Normal sources of funds for mortgage loans are, at least temporarily, exhausted in most cities, according to a report by the National Association of Home Builders. NAHB leaders said that, with practically no market for home loans to finance construction or for prospective buyers of completed houses, the industry faces the most serious crisis since World War II.

Approximately 300 members of the group's board of directors met in Washington recently to discuss ways to alleviate the situation.

Citing the industry's record of 1,400,000 new units in 1950, the directors said that government controls on home sales have eliminated many thousands of prospective buyers from the market and that action by the Federal Reserve Board in withdrawing its support of the government bond market led to the present shortage of mortgage loan money.

W. P. "Bill" Atkinson, NAHB president, termed the situation a "grave threat" both to home ownership and employment in the building trades.

In a special meeting with Federal Reserve Board officials, builders from various areas told what was happening to housing in their areas:

DAYTON, O.: For the first time in 16 years builders can't find lending institutions to take FHA loans. One

builder reported a backlog of 400 customers who needed homes, but only 7 per cent could furnish the down payment required under Regulation X. Mortgages could not be found for even this 7 per cent.

HOUSTON: Over 3,500 hardship cases exist where veterans were approved for pre-Regulation X financing (smaller down payments). Materials and labor are available but no lenders have funds for the GI loans. Volume of higher priced home starts has dropped off 40 per cent in the last three weeks.

SAN DIEGO: This city has been declared a defense area and the government wants rental housing at \$55, \$65 and \$75 per month. No lenders can be found to take the mortgages on such rental projects. Builders are stymied in efforts to fulfill housing needs.

DES MOINES: Down payment requirements under Regulation X for FHA loans are so high that the market is shifting over to VA loans, due to lower down payments required. The building and loan market is saturated. Insurance companies are out of the home loan market, except in the case of higher priced housing where they will advance 50 per cent loans.

SALT LAKE CITY: Home buyers have telephoned builders attending the Washington meeting, have asked about

(Continued on page 176)

Current Controls Failing And Should Be Dropped, Lumber Dealers Assert

Federal price, wage and production controls should be abandoned and a sound fiscal policy adopted to accomplish the purposes they are intended to serve, it has been unanimously recommended by the National Retail Lumber Dealers Association.

A resolution adopted by NRLDA's board of directors at their recent semi-annual meeting in Washington stated that the present restrictions are failing in their purpose because pressures from many directions have made them not only unworkable, but also actually harmful.

Complete text of the resolution:

"The direct regulatory controls imposed by the Federal government for the announced purpose of controlling prices, wages, inflation and production are failing in that purpose.

"These controls put into effect against the advice of the industry, are failing because pressures from many directions have made them not only unworkable, but also actually harmful. It is an accepted fact that one segment of the economy cannot be regulated unless all segments are controlled.

"Wages are not being effectively controlled, and the price regulations now in effect are unworkable. Many of the production restrictions are unnecessary and impractical. The net result is an economy needlessly disrupted, while a paramount enemy—inflation—remains unchecked.

"Since there is no evidence that regulations, such as price and wage controls, can or will be made to operate successfully, we strongly urge that no further time be wasted in trying to accomplish our purpose by these means.

"Because it is imperative that defense production be expanded, the civilian economy maintained, and inflation restrained, we strongly recommend the adoption of the program of sound fiscal policy which has been advocated all along by business organizations and business leaders."

New Orleans Executive

Appointment of Alexander C. Granzin as executive officer of the Home Builders Association of New Orleans has been announced by Fred C. Loucks, president.

A former lieutenant-colonel in the Army, Granzin attended New Orleans schools and received a law degree from Loyola University in 1930.

Kick-Off of Indianapolis Home Show



HONOR GUESTS at banquet of Marion County (Ind.) Residential Builders marking opening of 1951 Home Show April 20 were Governor Henry Schricker of Indiana (second from left) and W. P. "Bill" Atkinson (second from right), National Association of Home Builders president. At left is Albert E. Thompson, director, and at right C. A. Wacker, president of Indianapolis association. Attendance of 338 was a new chapter record



Dealer's Viewpoint

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

Industry Advisers Needed But Not Heeded by NPA

Before Congress completes its consideration of the proposal to rewrite the Defense Production Act, the question of Industry Advisory Committees is likely to get considerable attention.

The building industry was gratified when NPA appointed an overall Advisory Committee on construction, on which every major segment of the industry was well represented. It looked as though defense officials were going to seek the advice of experienced industry men in preparing their controls.

But that proved to be a rank delusion. It quickly became apparent that the establishment of the Advisory Committee was a mere formality to meet the requirements which Congress wrote into the original Defense Production Act last year.

NPA's complete indifference to industry advice became obvious when, at the opening of the Committee's second meeting, members were told that it was to be disbanded. The excuse was that the Committee was too unwieldy, which was another way of saying that it was too independent and practical in its views.

Another reason for disbanding the Advisory Committee, we suspect, was because NPA officials were not prepared to answer the searching and embarrassing questions posed by Committee members, who wanted to know what goals NPA was setting up for construction, how much the various categories of building were to be cut back, how much critical material was to be earmarked for building, and so on.

Those questions were embarrassing because NPA hadn't decided on any goals. It simply hadn't begun to program construction. For some still unexplained reason, the build-

ing industry had become the whipping boy, the one industry that was singled out for the first and most severe cutbacks—all without any rhyme or reason.

The automobile and appliance industries, for example, have been told—well in advance—what they can expect in the way of materials. So have various other industries. But not construction.

It is a well-known fact that NPA has no idea how much commercial or industrial construction or how much multi-family housing it intends to allow under the permit system. Apparently, in the eyes of NPA officials, that is not important.

One purpose that a strong, representative Advisory Committee could serve would be to force a decision on such vital matters. Not wanting to make the necessary decisions, NPA chose to disband the committee rather than cope with embarrassing questions.

Some industry Advisory Committees apparently do not object too much when government officials call them together, on short notice with no chance to consider proposals in advance, and then go ahead and issue without delay ill-advised controls to which committee members have raised strong objections. But the Construction Industry Advisory Committee reacted differently to that procedure.

Congress specifically stated that industry representatives were to be consulted—not merely informed—before controls were issued. That mandate has been largely ignored. It will be interesting to see whether, if the Act is continued, Congress can find a way to make NPA and other defense agencies adhere to its instructions. Unless a way can be found, advisory committees will remain a mere formality.

Francis Igou Heads Florida Lumbermen

Francis J. Igou of Orlando was named president of the Florida Lumber and Millwork Association at the annual convention in Daytona Beach April 18-20. He succeeds Robert D. Morris, Jacksonville. Registration for the meeting, the group's 31st, totalled 427.

Elected to vice presidential posts for the 1951-52 term were B. Frank Edwards, Tampa; John A. Sheffield, West Palm Beach, and A. L. Combs, Gainesville. Mrs. Marie M. Bennett is secretary-treasurer.

One of the features of the business program was an open forum, "the Building Materials Outlook." Panel members were Lee Bartholomew, vice president, Southern States Iron Roofing Co., Savannah, Ga.; Lester W. Foley, president, Foley Lumber and Export Corp., Jacksonville, Fla.

R. S. Hammond, vice president and general sales manager, Building Products Division, Johns-Manville, New York City; E. H. Libbey, secretary of the National Retail Lumber Dealers Association, Washington, D. C., and Howard Johnson, vice president, Atlantic Steel Co., Atlanta, Ga.

Edward G. Gavin, editor of the *American Builder*, served as moderator.



OUTSTANDING BOOTH award at recent third annual Home Show of Home Builders Association of Shenandoah Valley, Sharon, Pa., goes to representative of Flower Lumber Co., right. From left are William Deans, Jr., Show chairman; Paul Glenn, past association president; John J. Buday, national director, and Ray Andreoletti, current president, Leslie Flower, lumber firm head, is past association officer

Newspaper Section Boosts Home Building

A special newspaper section on home building and modernization, published recently in the Syracuse, N. Y., *Post-Standard*, is an example of good sustained public relations and promotional activity by a local builder group.

Sponsored by the Better Builders Association of Onondaga, Syracuse, in cooperation with the newspaper, the 22-page Sunday supplement carried news about current local housing, general news stories about home building, household hints, how-to-do-it suggestions and

related items. Several of the articles were about the background of the Onondaga group and its policy on national building issues.

A two-page advertisement placed by the association contained names and addresses of around 120 builder and associate members, a pledge to local home buyers and the group's code of ethics. There was also considerable advertising by member firms and others in related businesses, such as appliance and furniture dealers.

Named to Prefab Institute

West Coast Mills, Chehalis, Wash., has been elected to membership in the Prefabricated Home Manufacturers' Institute, Harry F. Steidle, institute manager, has reported.

Robert Thompson and Austin E. Bee are partners in the northwest firm, which they organized in 1948. The company produces "Farwest Homes," designed by Architect W. A. Wollander.

Oregon Architect New A. I. A. President

Glenn Stanton of Portland, Ore., was elected president of the American Institute of Architects at the 83rd annual convention in Chicago May 8-11.

Stanton, well known in the northwest and prominent in institute activities, designed the Oregon Journal Publishing Co. plant and the J. J. Newberry Co. store. He was also architect for buildings at Lewis and Clark College and a number of Christian Science churches and school buildings in Oregon.



Glenn Stanton

Named to serve with Stanton were Kenneth E. Wischmeyer, St. Louis, first vice president; Norman J. Schlossman, Chicago, second vice president; Clair W. Ditchy, Detroit, secretary; and Maurice J. Sullivan, Houston, treasurer.

Picked as the architecturally outstanding buildings of the year in their fields were a soft drink bottling plant, a small town hospital and a group of homes. The annual A.I.A. top awards were made for the Coca Cola plant in Houston, designed by the Texas firm, Stone and Pitts; and Clearwater County Memorial Hospital, Bagley, Minn., designed by Thorsoy and Cerny, Minneapolis.

Eight houses were given special merit awards when the jury was unable to agree on one with sufficient merit for top honors. They included the work of the following architects:

Anshen and Allen, San Francisco; Alexander S. Cochran, Baltimore; Coker, Bowman and York, San Antonio; Maynard Lyndon, Los Angeles; Richard J. Neutra, Los Angeles; Sherlock, Smith and Adams, Montgomery, Ala.; Raphael S. Soriano, Los Angeles; and Wurster, Bernardi and Evans, San Francisco.

900 Wood Preservers Meet

A new attendance record was set at the recent 47th annual meeting of the American Wood Preservers' Association when registration passed the 900 mark. Officers for the 1951-52 season were named at the meeting. They are: W. R. Yeager, Western Electric Co., New York City, president; R. H. Bescher, Koppers Co., Orrville, Ohio, first vice president; P. D. Brentlinger, Pennsylvania Railroad, Philadelphia, second vice president; and W. A. Penrose, Washington, secretary-treasurer.

Cortright's Column

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



Armed with Answers, Builders Fight Unwarranted Controls

Beginning last July, the Government began imposing severe restrictions over home buyers and home builders. Since that time controls, restrictions, materials limitations, orders and various other restraints have brought us to the brink of another housing shortage and widespread unemployment in the building trades.

The time has now come for the home building industry to fight to secure relief. NAHB is gathering statistical evidence to show Congress that the controls are too drastic, are not necessary in many instances, and that the so-called critical materials situation has been vastly overrated and over-emphasized by Government.

Martin Huggett, prominent and capable executive vice president of the Chicago Metropolitan Home Builders Association, in a bulletin to his members, summed up the builders' fight against unwarranted controls:

"For those of us who were privileged to observe the struggles of our infant National Association of Home Builders during World War II there evolves nothing less than pride, wonder, admiration and appreciation for the manner in which the situation is now being handled.

"Today we know through our own unquestioned research, the answers to the problems at hand. We know what metals are necessary—and have a notion how to secure them—how lumber is being used and its probable supply, whether or not gypsum will be short, and how the supply of cement will pan out when extensive road building and repair (a military necessity) get under way.

"We have already pretty well convinced Washington that housing production showed no greater boom in 1950 than other lines, particularly automobiles. A graph of production in the two fields indicates that the 1950 increase in auto production, when compared with previous years, was slightly greater than housing. So why must housing be reduced 39 per cent while autos are only pulled down 20 per cent? With data at hand we are going all out for equity and are setting our aim at a million homes.

"As we all know, our objectives entail four definite factors: (1) Adequate and properly scheduled supplies of materials; (2) A plentiful supply of labor in all trades; (3) More liberal terms for the home seeking public and; (4) An easier secondary market for mortgage loans.

"With these necessities well in mind, our national directors have divided their members into active groups, each with its own leaders, all prepared with facts and figures, to prove our contentions when and where the inevitable emergencies of a managed economy may arise. Like "Minute Men" alerted for attack, we are keeping the situation well in hand through constant reports from the field and through the compilation of those reports into commanding assemblages of accurate and convincing data."

NAHB's building materials expeditor, Leonard Haeger, has now come up with statistical evidence which will bring new light to the material requirements for housing. When the Government cuts house production back to 850,000 dwelling units, how much basic materials are saved? No one in Government knows.

Haeger has made an extensive detailed survey, however, and has found that each new individual dwelling unit built in 1951 will require 2.41 tons of steel and iron, 303 pounds of copper and 45 pounds of aluminum, exclusive of equipment such as kitchen ranges, refrigerators, washing machines, dish washers, etc.

In terms of 850,000 dwelling units, this means that housing will use only 1.93 per cent of the overall ingot production of iron and steel, 6.52 per cent of the production of copper and 1.36 per cent of the production of aluminum.

In terms of one million dwelling units, housing would take only 2.27 per cent of the production of iron and steel, 7.67 per cent of the production of copper and 1.60 per cent of the production of aluminum.

In view of the limited requirements of basic materials for more dwelling units, the Federal Government has been urged to allow housing to have this small amount of materials production necessary to reach the one million goal.

Talk Mortgage Finance in Milwaukee



MORTGAGE FINANCE forum at recent meeting of Milwaukee Builders Association proved one of group's most popular programs, according to Roy F. Healy, executive vice president. On discussion panel (standing, from left) were: Jack Luban, service officer for Milwaukee County veterans; A. J. Croal, president of the Croal Co.; Charles Harris, president of Marine Exchange Co.; Anthony Gawronski, state director, Federal Housing Administration; Mrs. Henny Mollgaard, chairman of association program committee; Thomas R. King, district manager for Irvin Jacobs and Co., forum moderator; Harris K. Evans, association president; Miss Kathleen O'Hara, assistant secretary, Mutual Savings and Loan Association; Edward Henning, secretary-treasurer, United Federal Savings and Loan Association; Robert Fetherstone, chief mortgage credit examiner, FHA; and Thomas Moran, Jr., chief of the examining section, loan guaranty division, Veterans Administration

Discuss Housing Needs of Low, Middle Income Groups

Ways of meeting the housing needs of low and middle income groups through better financing and lower-cost homes were discussed jointly by high Federal Housing Administration officials and home builders at a recent meeting of the Home Builders Association of Greater St. Louis.

A major part of the conference was devoted to Section 213 of the National Housing Act, "Cooperative Housing." Warren J. Lockwood, FHA assistant commissioner for cooperative housing, told the builder group that Section 213 would enable low and middle income families to "get the benefit of your skills after you have had the benefit of your profits." He said the section would enable new home owners to get better financing while builders would be able to construct lower-cost homes.

Joseph H. Vatterott, president of the St. Louis association, announced appointment of a 15-man committee to study low-rental, low-income housing needs in St. Louis and St. Louis county. Earl Bumiller, regional vice president of the National Association of Home Builders, was named committee chairman.

Dates Set for 1951 Chicago Home Show

The Chicago Home Show and Household Fair, sponsored by the Chicago Metropolitan Home Builders Association, will be held at the Navy Pier September 22-30. E. C. Mahoney, president, has announced.

The 1951 show will be operated on a non-profit basis. Association leaders said they expected around 250,000 visitors.

Grover T. McDonald, widely known home show director who had charge of the "Avenue of Homes" at the 1950 Chicago Fair, will direct the association-sponsored event.

Additional Association News appears pages 176 through 181

Texas Dealers Name Officers At Galveston Convention

Lumbermen's Association of Texas officers for 1951-52. Sitting, from left: M. T. Bronstad, Denison, sergeant-at-arms; Warren F. Keys, Marshall, first vice president; W. B. Milstead, Houston, president; John Armstrong, San Angelo, second vice president. Standing: Gene Ebersole, executive vice president; Jack Dionne, Houston, honorary secretary; and Carroll Delhomme, Houston, treasurer. Election took place at recent convention at Galveston. Registration at the three day meeting reached 3,642 and there were 150 exhibits. Guest speakers in-



FHA OFFICIALS and association leaders at meeting of Home Builders Association of Greater St. Louis. From left, standing: Joseph H. Vatterott, St. Louis president; Clinton R. Schattgen, vice president; Warren J. Lockwood, FHA assistant commissioner; Julius A. Seidel, builder, and Earl Bumiller, NAHB regional vice president. Seated: James Hicks, FHA zone commissioner, and Hugo Albrecht, FHA director for the St. Louis district



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CASEMENT

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When your windows bear this SEAL, customer satisfaction starts with the installation and remains for the life of the window!

Only windows that meet the most rigid specifications bear the bright red "Quality-Approved" seal—windows which have been tested for quality materials, strength, construction and low air infiltration.

These windows are ready to install. There are no extras to buy, no finish to apply. They stay good-looking with never any painting or costly upkeep!

Write for the names of manufacturers whose windows have the "Quality-Approved" seal.



Aluminum Window Manufacturers Association

74 TRINITY PLACE, NEW YORK 6, N. Y.

Wood Walls that **WON'T** **BLISTER!**



PRE-STAINED CEDAR SHAKES **eliminate the peeling problem**

YOU NEED NEVER have a customer complaint about blistering walls if you recommend pre-stained cedar shakes. This wonderful rough wood wall material is treated with permeating stains that *do not* form a blistering vapor seal.

This remarkable absence of peeling, coupled with the obvious beauty, the recognized insulation properties and low maintenance cost of pre-stained cedar shakes, is making history in the building material field. Top professional builders, architects and retail lumber dealers are increasing the use of cedar shakes so fast that the industry has had to *quadruple* capacity to produce them during the last three years!

With remodeling your paramount sales outlet for building materials during the current housing cutback, you should take advantage of the increasing preference for pre-stained cedar shake walls. They go up right over virtually any old, outmoded wall material. Leading distributors can supply you with information on cedar shakes, or write direct to this Association.



STAINED SHINGLE & SHAKE ASSOCIATION

5527 WHITE BUILDING • SEATTLE 1, WASHINGTON

G-E "LIGHT CONDITIONING" RECIPE



This is "Light-Conditioning"—newest, brightest idea in home building

NOW you can add a new kind of sales appeal to the homes you build! You do it with Light-Conditioning—the right lamp bulbs in the right fixtures in the right locations to give the kind of lighting that's best for seeing comfort and home beauty. There's a General Electric Light-Conditioning recipe for every room in the house.

The kitchen above is one example. Light-Conditioning brings out all its beauty. Colors and furnishings sparkle. There are fewer shadows to tire a woman's eyes and slow her work.

The recipe above calls for:

1. Center ceiling fixture with three 20-watt or two 25-watt or two 40-watt fluorescent tubes.
2. Wall Fixture—Shielded unit over range lights whole range top. Use 25-watt fluorescent tube.

3. Two 25-watt fluorescent tubes over sink, mounted behind shielding board.
4. 20-watt fluorescent tubes under cabinets.

Light-Conditioning already has an outstanding record of acceptance. Almost 2 million booklets of Light-Conditioning recipes have been distributed. Nearly 100 electric service companies are sponsoring Light-Conditioning. Magazines and newspapers are featuring it.

FREE BOOKLET with all 22 Light-Conditioning recipes: Get your copy of "See Your Home in a New Light." Write to Lamp Division, General Electric Company, Nela Park, Cleveland 12, O. . . or contact your local electric service company.



FLUORESCENT—used in recipe above at 1, 2, 3, 4. Cool restful light, minimum shadows, choice of colors.

150-WATT BULB—May be used with suitable fixture instead of fluorescent in kitchen.

60-WATT BULB—Popular for hallways, closets, etc.

You can put your confidence in—

GENERAL  ELECTRIC

In AUGUST.

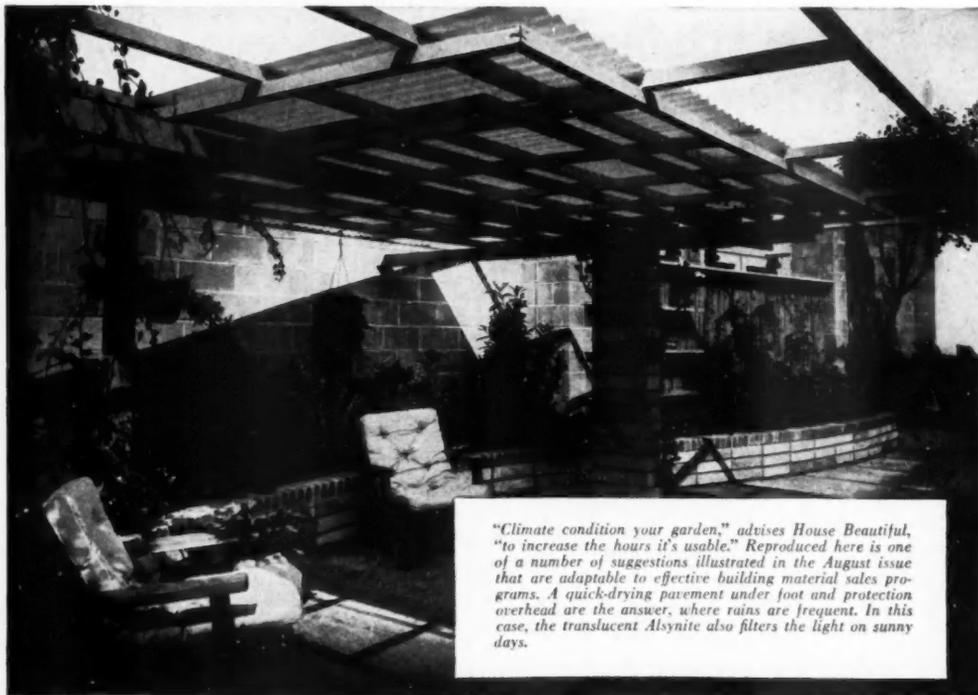


"It's the radiant heat of the sun, beating down on you through the roof over your head, that causes you as much discomfort these days as the temperature of the air around you," August *House Beautiful* tells its readers. And that's the basis of a brand new Climate Control presentation—results of tests conducted by a group of scientists at the University of Florida to determine the effect of a cooled roof on indoor hot weather comfort.

The research of these scientists has uncovered a number of facts that can be of great benefit to residents of areas where roofs take a serious beating from the summer sun—and that adds up to about three-quarters of the country. They found that a roof that heats up to 150 degrees around noon on a summer's day can be quickly cooled down to 100 degrees with a few properly placed sprinklers and a surprisingly small amount of water. They proved

that ceilings under a sprinkled roof are from 14 to 18 degrees cooler than those under a dry one and radiate only one-sixth as much heat down onto the people below it.

In line with *House Beautiful's* consistent editorial concentration on home "performance", this forthcoming addition to its Climate Control series offers a timely, scientifically-proven remedy for a widespread comfort problem. Watch for it!



"Climate condition your garden," advises *House Beautiful*, "to increase the hours it's usable." Reproduced here is one of a number of suggestions illustrated in the August issue that are adaptable to effective building material sales programs. A quick-drying pavement under foot and protection overhead are the answer, where rains are frequent. In this case, the translucent *Atsynite* also filters the light on sunny days.

Scientific cooling by roof spray

IN AUGUST, plan promotions around brand names that are nationally known and accepted. And use these trade messages from specific manufacturers for helpful ideas. They all refer to best-seller products you'll see parading across August House Beautiful's advertising pages.

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

"Zone Control"—**MINNEAPOLIS-HONEYWELL REGULATOR COMPANY**. The new trend in heating of ranch style and larger homes is Zone Control. In the August issue of House Beautiful, Honeywell features a mid-west home that has five zones and five thermostats for comfort and fuel economy.

Those unable to get gas for heating due to restrictions should investigate the **MOR-SUN BURNER Exchange Plan**. Install a **MOR-SUN FURNACE** with light oil burner now. Burner can be exchanged for gas burner, for a small exchange fee, up to two years. Home owner ends up with a standard A.G.A. approved furnace. **MORRISON STEEL PRODUCTS, INC.**, Dept. OVX, Buffalo 7, N. Y.

Kitchens and small rooms must be ventilated at the ceiling level to do a thorough job. **TRADE-WIND CLIPPER VENTILATORS** come in two

types, for installation in a cabinet over the stove or in the ceiling. Both provide complete, quiet ventilation, are simple to install and give years of trouble-free service.

THE CHAMBERS RANGE and CHAMBERS BUILT-IN GAS COOKING UNITS meet every demand for modern efficiency and top kitchen performance. **CHAMBERS "Cooking with the gas turned off"** is promoted in House Beautiful, House & Garden, Small Homes Guide, Better Homes & Gardens, Parents Magazine, Living for Young Homemakers, and a complete list of trade magazines. **CHAMBERS CORP.**, Shelbyville, Ind.

FAIRBANKS-MORSE ELECTRIC CLOTHES IRONER. Quality products priced to sell in any market. Portable or with stand. 21" x 6" rail. Single lever control. Portable model stores in small space. Irons everything, shirts to sheets. Roll cover cloth removable for washing. Thermostat heat control. Ask about dealership in your community.

EBCO OASIS AIR DRIER automatically removes excess moisture from the air in homes, offices, shops, stores, factories, warehouses and other buildings. In an average-sized, closed area under high temperature, high humidity conditions, the

quiet operating Oasis will take 3 gallons of excess water from the air every 24 hours.

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

**PAGE & TIMMINS
VENTILATORS**

as currently seen in
House Beautiful



IN AUGUST, put House Beautiful's prestige as a buying guide to work for your business. Send for your free tie-in display cards, mounted with advertisements you select, and a mat for your newspaper advertising.



For display cards, check any or all of the top-quality products below (preceded by a number), which are advertised in the August issue.

For the mat, in which product names can easily be inserted, check the square indicated.

Fill in your name and mailing address and mail to: Merchandising Division, House Beautiful Magazine, 572 Madison Avenue, New York 22, N. Y.

- | | | |
|--|---|---|
| <ul style="list-style-type: none"> 3. CHURCH PLASTIC WALL TILE 4. PC GLASS BLOCKS 5. ROBERT'S SMOOTHEDGE TACKLESS CARPET INSTALLATION 6. CRAWFORD MARVEL-LIFT DOORS 7. CURTIS SILENTITE WINDOWS 8. MISSISSIPPI FIGURED GLASS JALOUSIES 9. PITTSBURGH PLATE GLASS 10. THERMOPANE WINDOWS 11. TRUSCON STEEL WINDOWS 12. WESTERN PINES WINDOWS & FRAMES 13. CASE PLUMBING FIXTURES 14. IN-SINK-ERATOR ELECTRIC FOOD WASTE DISPOSER 15. GENERAL ELECTRIC DISPOSAL 16. "WASTE KING" PULVERATOR FOOD WASTE DISPOSAL UNIT 17. AMERICAN-STANDARD BASEBOARD HEATING 18. BRYANT AUTOMATIC HEATING 19. CARRIER HUMIDRY | <ul style="list-style-type: none"> 20. CHRYSLER AIRTEMP AUTOMATIC HOME HEATING SYSTEMS 21. EBCO OASIS AIR DRIER 22. GENERAL CONTROLS 23. MINNEAPOLIS-HONEYWELL THERMOSTATS 24. MOR-SUN WINTER AIR CONDITIONER 25. REPUBLIC RADIANT GAS HEATER 26. TRADE-WIND CLIPPER VENTILATOR 27. WILLIAMS OIL-O-MATIC OIL BURNER 28. WILLIAMSON WARM AIR FURNACES 29. YOUNG CONVECTORS | <ul style="list-style-type: none"> 30. CHAMBERS BUILT-IN GAS COOKING UNITS 31. FAIRBANKS-MORSE DELUXE IRONER 32. UNIVERSAL REFRIG-A-DOR 33. STERLING HARDWARE FOR FOLDING DOORS * MORTELL NO-DRIIP TAPE 34. PORTLAND CEMENT 35. ANCHOR CHAIN LINK FENCES 36. DU BOIS FENCES 37. RUSTICRAFT WOVEN PICKET FENCES |
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AB AUGUST

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BUILDERS AND CONTRACTORS:

- Enter my subscription to American Builder for THREE YEARS (36 issues) at your money-saving rate of \$5. My remittance of \$5 is enclosed.
- Enter my subscription to American Builder for ONE YEAR at your regular price of \$3. My remittance of \$3 is enclosed.

- Builders and contractors specializing in residential or light commercial or light industrial building.
- Contractors specializing in heavy building or other heavy construction.
- Builders and contractors engaged in both residential or light commercial or light industrial building and heavy building or other heavy construction, not specializing in either.
- Subcontractors subcontracting for only such parts of building construction as carpentry, masonry, plumbing, roofing, heating, ventilating, electrical, painting, concreting and excavating.

1. Your name
2. Street Postal
3. City Zone State
4. The name of the firm which you own or for which you work
5. If owner of business, If employee of business, please give title please state or position

DISTRIBUTORS:

6. Of the various types of business listed on the right, please indicate the principal one in which you are engaged or employed. PLEASE CHECK ONLY ONE.

- Retail Dealers—lumber, building materials and installed equipment.
- Wholesalers, jobbers, and manufacturers' agents.
- Distributors of construction equipment.

If none of the foregoing applies, please advise the type of business with which you are affiliated.

Subscriptions accepted only from those directly connected with the building industry. (Good only in United States, Possessions and Canada)

AB 7-51

MAIL IT NOW—while the extra-low rates are still in effect—and keep posted on all the latest building news—as it happens—as it directly affects you!

In these challenging times, a constant source of sound, qualified building information is a vital need that no forward-looking builder can afford to be without.

The advantage of knowing *what* to build and *with* what to build . . . the advantage of knowing how other builders are successfully solving today's problems of labor and scarce materials . . . the advantage of money-saving ideas—short-cuts—new designs—new products—*new building opportunities* . . . These are the type of AMERICAN BUILDER advantages that pay for themselves—over and over again!

Send us your order today—and invest in your own building future!

"Biggest Bargain in the Building Field"

A Superlative New Product

BY NATIONAL LOCK



SERIES "410"
NATIONAL LOCK *set*

PATENT APPLIED

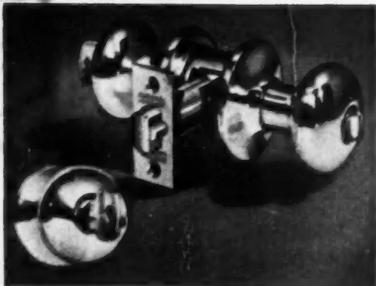
Distinguished New Member of the

"ALL FROM 1 SOURCE" FAMILY

SIMPLICITY AND DIGNITY OF DESIGN...LASTING FINISHES ACCENTED AND PROTECTED BY BAKED PHENOLIC LACQUER...FAST INSTALLATION...5-PIN TUMBLER LOCK CONSTRUCTION...COLD ROLLED STEEL MECHANISM

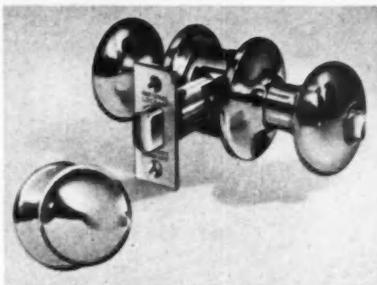
Outstanding addition to the extensive NATIONAL LOCK line of quality hardware is the remarkable Series "410" NATIONAL LOCKset. It's different... far different from so-called comparable items. It's better... much better. Designed to include a long list of exclusive and practical features, it offers more than any other lockset on the market. For example, pusher plate is specially hardened to withstand wear. Bearings are longer... provide greater contact area. Relationship between knob and locking mechanism reduces degree of "travel"... adds trouble-free years to lockset life. • Because of the fact that knob is absolutely separate from key and lock mechanism, the NATIONAL LOCKset is the safest you can buy. Furthermore, it's much faster to install. Look at installation procedure at right. Compare NATIONAL LOCKset installation time with that of any other. • These and a host of other important differences make NATIONAL LOCKset the best unit for you to buy, sell, specify and use. Write us for catalog and complete information. Do it today. You'll be money ahead with NATIONAL LOCKset. Cost of this top-quality item will come as a pleasant surprise.

No. 411 AND No. 411D KEY LOCK (exterior)



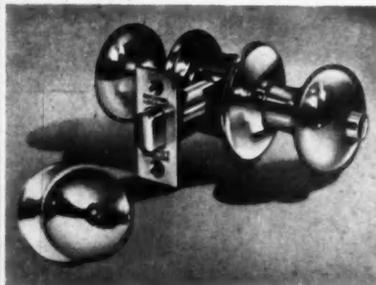
For exterior entrances to home. Has 5-pin tumbler lock construction. Equipped with turnbutton, which permits free use of inside knob at all times. No. 411, without dead latch. 411D, with dead latch.

No. 412 AND No. 412D TURNBUTTON LOCK (porch, patio)



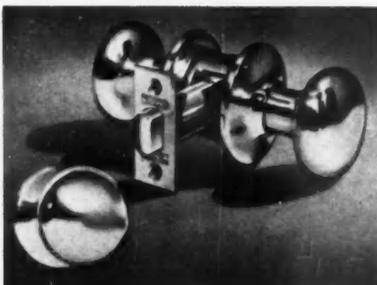
For French doors or other doors between interior of home and porch or patio. Turnbutton inside locks door on opposite side. No. 412, without dead latch feature. No. 412D, with dead latch.

No. 414 PRIVACY LOCK (bathroom, bedroom)



Designed especially for use on bathroom and bedroom doors. Has pushbutton on inside knob, providing complete privacy. Release feature on outside knob permits emergency entrance.

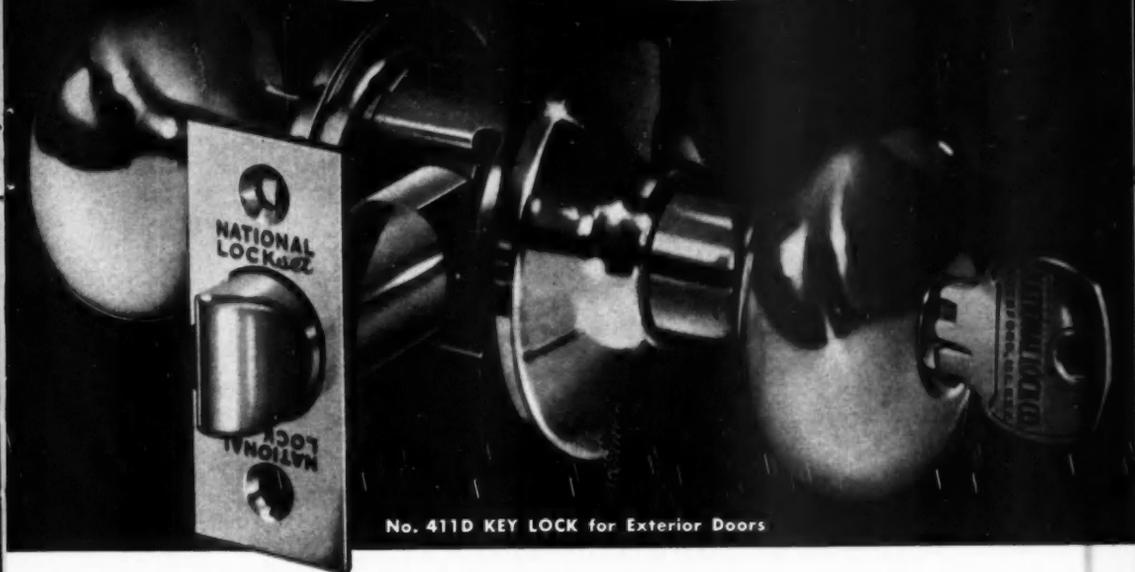
No. 418 KNOB LATCH (interior passage)



For all interior doors where locking is not desired. Ideal for use on closet doors, storage room doors, etc. Has no locking mechanism. Positively holds door shut, yet permits easy door opening.

SERIES "410" NATIONAL LOCK *set*

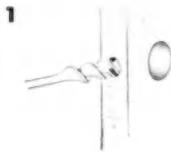
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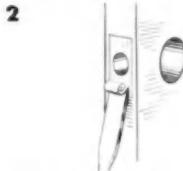
No. 411D KEY LOCK for Exterior Doors

and it is faster to install

**Only 7
Simple
Steps!**



1 Mark hole centers with template. Drill for bolt and lock mechanism.



2 Mortise for face plate and strike plate.



3 Position lock and latch by slot-engagement.



4 Fasten face plate with 2 wood screws.



5 Put on clamp plate by turning to engage keyway. Tighten screws.



6 Snap on escutcheon. Depress spring-retainer and apply knob.



7 Fasten strike plate with 2 wood screws.

Distinctive Hardware ... all from 1 source



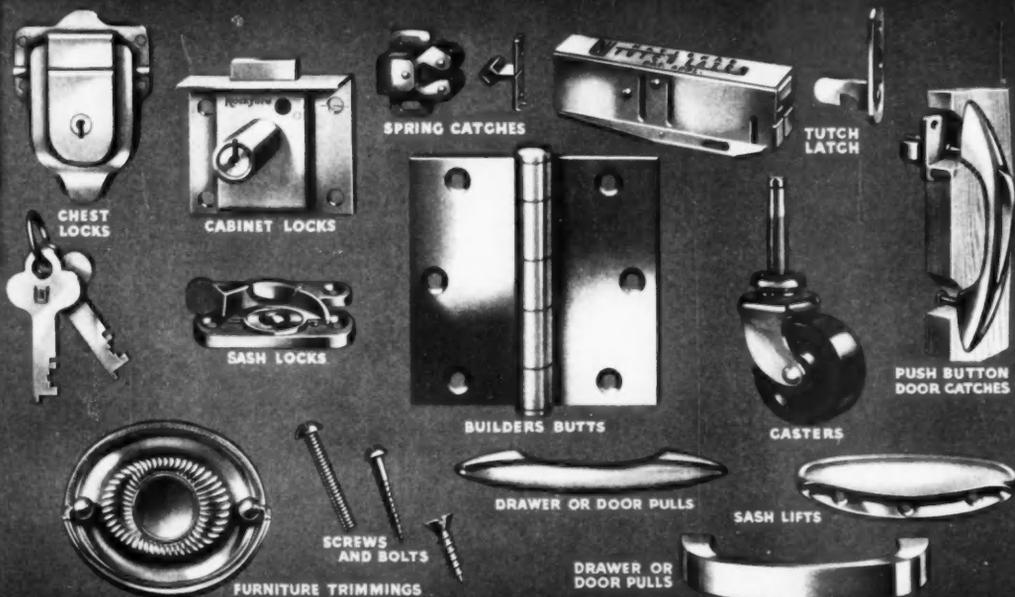
Now more than ever

count on NATIONAL LOCK for distinctive hardware...all from 1 source

National Lockset
Cabinet Locks
Chest Locks
Sash Hardware

Cabinet Hardware
Screws and Bolts
Period Furniture Trim
Friction Catches

National Tutch Latch
Builders Butts
Cabinet Hinges
Casters



NATIONAL LOCK COMPANY
Rockford, Illinois • Merchant Sales Division



Letters to the Editor

Prefabricated Houses

Sir: We do not see how you can consistently take advertisements from concerns who are in direct competition with the people who are interested in building magazines. We believe that no contractor, architect, or lumber dealer would be interested in the promotion of any prefabricated houses.

Philips Sack, Jr.
Crete, Nehr.

There have been a great many developments in the prefabrication picture in the last few years. Whereas formerly prefabricated unit manufacturers set up dealerships with anyone they thought might be able to sell a prefabricated house, their attitude has completely changed and they recognize that their best dealers are builders, contractors, and lumber dealers. A large number of each of these groups are what might be termed agents for prefabricated house manufacturers. This is especially so in the large metropolitan areas, particularly where union labor is strongly entrenched.

It has been found by many builders in the Chicago, Detroit, Grand Rapids, and Kansas City areas, that one way to meet the demand for houses that will sell for \$8,500 or less is through the erection of prefabricated units.

Inquiries in various sections of the country indicate that many lumber dealers find they can better serve the needs of their market by adding a prefab house line rather than holding strictly to conventional construction. The availability of capable labor and materials has a lot to do with this attitude.—The Editor

Finishing Basement Slab

Sir: I do not understand why most builders feel that pouring the finished basement slab must be left until everything else is done. I have a system that works pretty well for me. I begin preparing for the basement floor right after the footings are poured. I have the plumber start the underslab work at about the same

time the footings are finished. The same goes for the heating man, if the house has radiant heat in the basement. This must be timed properly to avoid confusion, but as a rule the heating man has some fabrication work that can be done on the bench above ground while the carpenters are setting wall forms. We try to have most of our wall forms ready to slip in the hole beforehand and tying them together is rather simple. As soon as we strip forms we pour the basement slab and, as soon as set cover it with a thin layer of sand or fine dirt. Bricklayers then build basement partitions directly on the floor. This, I think, is one of the greatest advantages since we do not have irregular concrete ridges against walls (outside walls excepted) and our floor slab is more uniform in levels. The next operation is floor joists and subfloor. We treat the basement stairs as part of the job and build the stair horses in with the joists and put temporary treads on them; then we are through climbing ladders in and out of the basement.

R. E. Pickett
Lakewood, Colo.

One reason we have heard advanced as to why the basement slab is as a matter of practice left until last is that in the north central climate where excavations are made early in the spring, rains and thaw make the interior of the foundation walls a quagmire, and the builder prefers to let the warm dry weather of early summer dry it out first.—The Editor

Framing Partial Dormer

Sir: I trust that you can find space in an early issue to supplement your data on lumber framing in recent issues by a discussion of methods of wood framing a roof when rafter plates on exterior wall are at or below top of window frames which are set in main wall and project above roof plane as a semi-dormer.

John Mahon
Harrisburg, Pa.

The usual method of framing a partial dormer extending up through the top wall plates is to triple the studs at the dormer

(Continued on page 168)

Choose

the exact instrument
you need from these three
LOW PRICE MODELS



Model
No. 8014
Price \$145.00*
complete with
tripod

1
Finest 12" Dumpy Level available anywhere—gives you more features you want, more accuracy, more durability at less money than any other instrument. It has dust and dirt-free internal focusing and has coated optics for clearer distortion-free, sharper images.



Price \$170.00*
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2
Here's the standard convertible level for the country for the past 30 years! No other instrument has the recognition and acceptance as given to the David White Carnegie Improved Convertible level. Now it's available to you with complete dust and dirt-free internal focusing and coated optics for clearer, sharper, distortion-free images.

Model
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Price \$185.00*
complete with
tripod



3
The David White "Universal" level-transit is the most practical and complete builder's instrument on the market. Now available in a new improved model—complete with internal focusing, coated optics—guaranteed vertical arc—in fact every possible feature to assure you lifetime durability and extreme accuracy.

CHOOSE the exact instrument you need from these three. Compare their outstanding features, their precise, yet rugged construction, their accuracy and their price with all others. Then you'll see why we say you'll buy "right" when you buy a David White. For complete information on any one of all three of these instruments, consult our nearest dealer—or write direct to David White Co., 511 West Court Street, Milwaukee 3, Wisconsin.



We offer complete, prompt repair service on all makes of instruments—levels, transits, theodolites, etc.

*Prices subject to change without notice.

AMERICA'S *Number 1* BUILDINGS USE

FARM BUREAU Insurance Building...

Impressive addition to the Columbus, Ohio skyline. Eight stories high, a full block square, quality built throughout—it fully measures up to the Midwestern tradition of doing things big, and doing them well.

Another Outstanding

Architect: Benham Richards & Armstrong,
Columbus, Ohio

Contractor: Haig M. Boyajohn & Associates, Inc.,
Columbus, Ohio

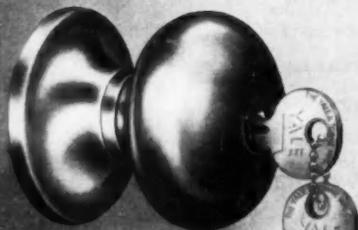
Hardware Supplier: The Albrecht Hardware Co.,
Springfield, Ohio



AMERICA'S *Number 1* HARDWARE

Building Chooses

YALE HARDWARE



Available in seven basic types for almost any door, right or left hand opening. Plain or deadlocking bolt. Requires very small mortise. Easy door thickness adjustment. Lock illustrated above shows key outside, push-button inside, for office doors.

WHAT better recommendation for any hardware than this . . . the selection on job after job for use in America's great new buildings.

That's the story of YALE hardware—a practically unanimous choice whenever quality counts most!

No secret about the reason. It's YALE's thoroughgoing skill in the engineering and design of fine hardware, skill that has repeatedly paid off—in better security, lower maintenance costs and extra years of service.

These are benefits you can easily specify for the next job you plan, whether it's a great building or a small one.

Your YALE hardware distributor or consultant can help you in this. Call on him at any time.

Or, for detailed literature, just write
The Yale & Towne Manufacturing Co.,
Dept. S-47, Stamford, Conn.
(In Canada: St. Catharines, Ontario.)

YALE TOWNE

BUILDERS and Their Prospects See

"Eye to Aye"

on this WINDOW!



Because AUTO-LOK is the **FIRST** and **ONLY** Window that successfully combines the best features of **ALL** window types... more builders are rapidly realizing that such AUTO-LOK features as:

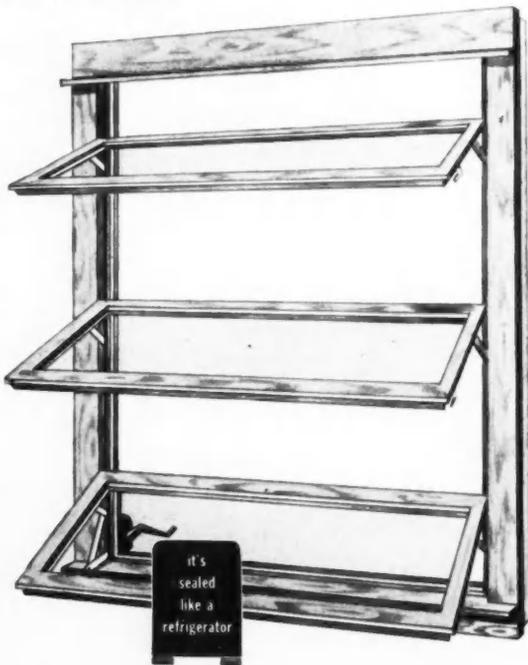
- **100% ventilation even when it rains --**
- **a closure TEN TIMES AS TIGHT as generally accepted standards --**
- **and positive protection against all climatic extremes --**

...help to sell buildings... **FASTER**... because AUTO-LOK features are so easily demonstrated.

TIGHTEST CLOSING WINDOW EVER MADE

Prospects readily grasp how AUTO-LOK's patented precision hardware pulls the vents in tight against the lifetime vinyl plastic weatherstripping, sealing this modern window just like a refrigerator. It's sealed against *all* climatic extremes.

Prospects can readily see that cleaning may be done from within, that upkeep costs are negligible. It's so easy to make them realize the fuel and air-conditioning savings made possible because AUTO-LOK eliminates air-infiltration. Their eyes convince them to say "aye" to the installation you recommend!



Recommend **AUTO-LOK** in either **ALUMINUM** or **WOOD** and you make a friend as well as a sale.

For details see **SWEET'S**, and write for name of nearby **AUTO-LOK** distributor and free booklet

"WHAT IS IMPORTANT IN A WINDOW?"

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PATENTED
weatherstripped
WINDOWS
ALUMINUM or WOOD



and OFF the Record

News, Views and Comments

REMODELING—A number of builders who will not start enough new construction this year to keep their organizations busy are turning to remodeling.

NEW DEPARTMENT—They have set up special remodeling department, assigning certain specific personnel to sell, design and do the work.

IT'S PROFITABLE—One builder reports that his real motive in seeking remodeling work and organizing a remodeling department was to keep his skilled workmen on the payroll until next fall when he expects to resume new construction at his former level. "But," he reports, "in just the short time we have been at it we have found so much work at a satisfactory profit. I've decided to make the department permanent."

OBJECTIONS—There was some resistance to the move inside his company. Opponents said the company would get a reputation for remodeling, and have a hard time selling new houses. The builder, however, thinks he is well enough established to avoid that, and believes that contrary to hurting him it may help him get new prospects and a reputation for economy in operation.

REMODELING MARKET—It's a big one every place. Relatively none done since 1942, and a large potential backlog. Added to that, current limitations on new building make many owners of older houses live prospects.

A NATURAL—A most logical activity for a builder is to call back on his customers every few years with remodeling ideas, and in the meantime keep in touch with them by mail several times a year. It's a natural market, and the builder who built and sold the house should be the accepted choice for remodeling work.

GARAGES—Surveys by Detroit builders show that a G.I. who purchased a new house without a garage is a live prospect from one-and-a-half to two years after he purchased the house.

HAS MONEY—After that span he is over the hump of initial expenses, probably has had a raise or two and is ready to build a garage. The single-

car garage business in Detroit is a big one.

GARAGE DOORS—They are plentiful and undersold, particularly the upward acting types. Advantages of this type provide an excellent sales lever for convincing an owner that he should have an entirely new garage.

OLD SURVEY—A survey made 10 years ago showed that about half the privately-owned automobiles were not garaged or were inadequately garaged. Current survey probably would show less than half. There is a big potential for many small construction jobs. It's open to dealers and builders.

THE MONTH'S CLASSIC—In a hotel lobby conversation Congressman Timothy P. Sheehan (11th Illinois) said, "Good government demands good men, and good men need good government. The longer that able men stay away from politics because they are afraid to get their hands dirty the longer it will take to get good government."

P.S.—To this, Emanuel Spiegel, New Jersey home builder, added, "We are in politics up to our necks, but we don't realize it." Comment on both—Amen!

CONTROLS—It is impossible to have price controls without wage controls. When the public realizes this, there may be less clamor for the former.

INCOME TAXES—Freeman, a new magazine, recently stated that if every dollar of taxable personal income above \$10,000 were taken, additional revenues would be less than four billion dollars. All over \$26,000 would net less than one billion. All over \$50,000 would net \$215,000,000.

CONCLUSION—Further increases in upper bracket income tax rates will produce less revenue—not more. Kills incentive to produce.

WASHINGTON—About all that could be said of the city in late May is that the weather was also unpredictable.

CONGRESS—It was aiming at a recess to begin about mid-July and extend until October. Barring unforeseen trouble, the proposed recess can become a fact.

ROE

STEEL TAPES
give you MORE
for your money!

HANDIER! Longer lived! Better looking! . . . You get everything with Roe Steel Tapes! They're extremely easy to read . . . and stay legible. Black markings are etched into the steel which is then nickelplated to give a lustrous background. An added transparent plastic coating assures maximum durability.



A—Steel tape
B—White nickel
C—Black etched markings
D—Plastic overcoat

Shown here is Roe Steel Tape #202A with leatherette metal-band case. Other models feature cases in handsewn leather, and in metal-banded leather. All have a reinforced rust resistant liner, flush-folding handle, press button center and roller mouthpiece. Available with 25, 50, 75 or 100-foot tapes; feet in inches and eighths, or in tenths and hundredths . . . also, with unique retractable hook for long one-man measurements.

Get Roe Steel Tapes from your hardware dealer — or — send us his name and address.



JUSTUS ROE & SONS, Inc.

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PATCHOGUE NEW YORK

More Insulation



COMPARE THESE
BIG ADVANTAGES



- 1. More Insulation**—yet cost less than some ordinary blankets. Won't settle or sag, leaving thin spots that leak heat. A single length gives uniform, uninterrupted insulation from ceiling to floor.
- 2. Cleaner, Easier to Handle**—thanks to the neat, durable paper casing which also assures more secure installation.
- 3. Faster Application**—less cutting and fitting means less waste and thriftier, speedier application. Flanged for quick, easy stapling or nailing.
- 4. Unbroken Vapor Barrier**—continuous from ceiling to floor, provides more effective protection from condensation within wall, ceiling and roof structures.
- 5. Permanent**—rock wool cannot rot, is fireproof, insulates efficiently for the life of the building.

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Compare insulating efficiency. Compare ease and speed of installation. Compare cost with the insulation you are now using. You'll see then

why more and more builders all over the country are changing to Celotex 8-ft. Semi-Thick Rock Wool Blankets!

Celotex Rock Wool Blankets come in 4 and 2-ft. lengths, as well as the new 8-ft. length. Semi-thick or full-thick. See samples at your Celotex Dealer's today!



Celotex Hand-Pouring Rock Wool

Where *rock-bottom* cost is a "must," insulate attics with Celotex Hand-Pouring Rock Wool! One 40-lb. bag covers 25 sq. ft. to a depth of 3". Specially processed into pellets just the right size for *easy* pouring directly from the bag into open attic joist spaces and other areas.

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BUILDING PRODUCTS

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Remember, over a quarter century of consistently effective advertising in *The Saturday Evening Post* and other popular national magazines, has created nationwide acceptance for Celotex Products. That's another important reason why homes insulated with Celotex Rock Wool Products are *easier to sell!*



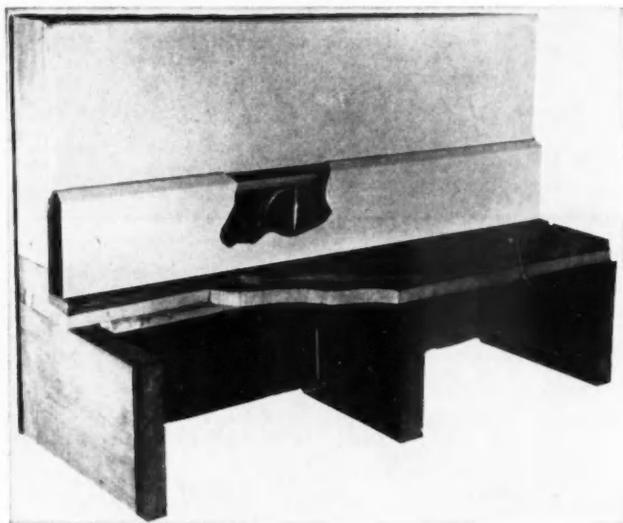
TECHNICAL GUIDE for Builders and Craftsmen

Wall Base Perimeter Heating

WALL base perimeter heating in a warm air installation is a practical, simple method of applying heat at the base of outside walls of rooms. It is a system which permits the heat to enter the room from a continuous steel base through a narrow slot formed in the top of base. This causes the heated air to flow upward away from but adjacent to the wall, blanketing the cold areas of the room and providing greater comfort and freedom from drafts. A perimeter baseboard takes the place of the wood base and the conventional warm air register. Independent of the heating advantages it offers, is the complete freedom obtained in the arrangement of furniture.

With wall base heating it is possible to maintain continuous air circulation within the room. This eliminates the complaint of cool air moving from the discharge grilles at the beginning and the end of each blower operation. The wall base forces a small even flow of warm air into the room all along the outside wall areas, with no high velocities at any one point. With the blower operating continually in mild and cold weather alike, floor to ceiling differentials are brought to an absolute minimum.

The wall base takes the place of the wood normally used in the room, projecting the same distance

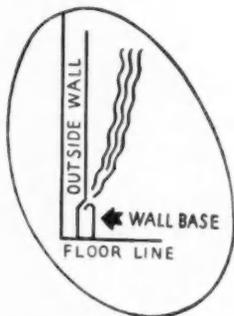


CUTAWAY MODEL of installation of metal wall base and stack supplying heat to base

and maintaining the same height. With the profile of the wood base conforming to the wall base, it is inconspicuous in the room.

The metal base is fabricated of 20 gauge steel, and is composed of two

sections, front and rear. It comes in two styles, one for plaster walls and the other for dry wall. The rear portion of the plaster style base projects $\frac{3}{4}$ inches at the top; this project
(Continued on page 52)



SCHEMATIC DRAWING above shows heated air leaving wall base and being directed away from yet adjacent to wall

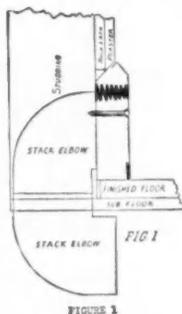


FIGURE 1

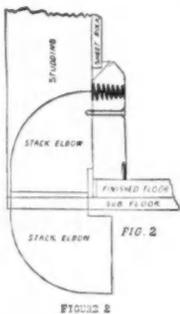


FIGURE 2

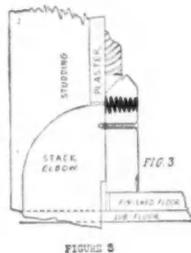


FIGURE 3

FIGURE 1: Cross section of wall, ducting, and plaster type wall base. Rear section of base acts as plaster ground. FIGURE 2: cross section of wall with dry wall type base. FIGURE 3: Cross section of wall with dry wall base used in existing building

Why heat TONS

OF INSULATION, MOISTURE AND OUTER WALLS DAILY ?

3000 sq. ft. of ordinary mass insulation means about 3 tons of it to heat every winter morning. If moist and heavy with condensation, there is that much more tonnage to heat, plus the fuel required to evaporate it. (It takes 1,060 Btu's at 60° F to convert 1 lb. of WATER into vapor. Only half that amount, or 530 Btu's, is needed to raise 1500 cu. ft. of AIR 20°.) In addition, ordinary insulations transmit heat to outer walls by direct conduction through solids.

Most building materials, including mass insulations if air-spaced to reduce direct conduction through solids, ABSORB over 90% radiant heat on one surface, and emit 90% on the other surface. Multiple sheets of accordion aluminum THROW BACK the heat inside the building in winter, outside in summer. (They REFLECT 97% of heat rays, emit but 3% on the opposite side, block convection; and allow but 5% heat loss by conduction through their air spaces which have negligible density.)

NO CONDENSATION CAN FORM

In winter (with multiple accordion aluminum sheets) there is little heat loss or expense in heating 3000 sq. ft. of the one aluminum sheet in contact with the warm air. It weighs less than 40 lbs. (1/100 lb. per sq. ft.), immediately assumes almost the same temperature as the contiguous warm air, and so is non-condensation forming. Its zero permeability prevents any passage of vapor.

The outer aluminum, which also weighs less than 1/100 lb. per sq. ft., is about the same temperature as the contiguous cold air, (slightly warmer in fact) and so is also non-condensation forming. Since heat flow in conduction and radiation is from warm to cold, no heat is extracted from the air (the reverse in fact). Therefore the capacity of the air to retain vapor without condensing is not reduced (in fact, increased).

THERE IS NO DEW-POINT

Between the 2 external aluminum sheets are 4 protective, reflective air spaces; without a dew-point anywhere on or within the insulation.

The commercial form of multiple sheets of accordion aluminum is Infra Insulation Type 6. For additional information about heat and vapor, consult the U. S. Government booklet "Insulation and Weatherproofing," or Infra's "Simplified Physics of Vapor and Thermal Insulation." Either or both sent free by Infra. Use the coupon.

THERMAL FACTORS, TYPE 6 INFRA

Up-Heat C.089, R11.23 equals 4 3/8" DRY Rockwool

Wall-Heat C.073, R13.69 equals 5 3/8" DRY Rockwool

Down Heat C.044, R22.72 equals 9" DRY Rockwool

VAPOR PERMEABILITY equals ZERO

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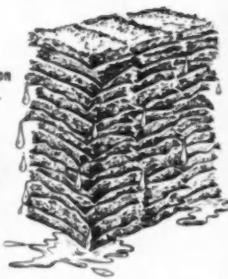
10 Murray Street New York, N. Y.
Telephone: COrtlandt 7-3833

1000 sq. ft. of ordinary insulation when bone dry weigh 2000 lbs.



1000 sq. ft. multiple accordion aluminum weigh 46 lbs.; 1 sheet, 12 lbs.

1000 sq. ft. of ordinary insulation occupy 175 cu. ft.



1000' accordion multiple aluminum occupy 1/3 cu. ft.

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TECHNICAL GUIDE for Builders and Craftsmen

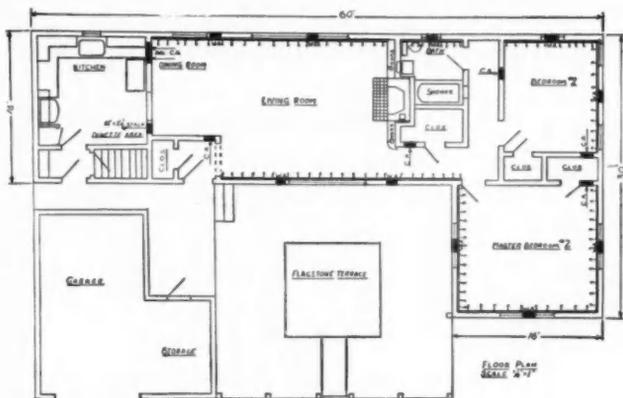
For additional Technical Guide
items turn to page 54

(Continued from page 50)

jection serves as a plaster gauge. In the dry wall base, the top of the rear portion projects at right angles to the wall. This makes for a tight joint which does not have to receive joint treatment. The dry wall base is also used in existing homes. The top of the rear section of base provides for easy installation in this type of job. Accessories for the base include inside and outside corners, ends, specially made stack elbows, and a special base head with a spring return damper which allows for opening and closing in rooms where it is desirable to shut off the heat.

A practical explanation of the design and installation of wall base heating is shown on the plan of the ranch house illustrated on this page. This house, with all rooms on one level and extensive use of large glass areas, is typical of the type which has found favor among builders and home owners. This kind of house places a heavy load on the heating plant and requires an efficient distribution of heat into the rooms. The plan of the house indicates the use of conventional registers in the kitchen due to the fact that cupboards and fixtures are placed along the exterior walls. This is the only exception; all other rooms employ the use of wall base heating.

The living-dining area offers an excellent example of the use of wall base heating. Note that two ducts supply the heat on each wall to wall base where it is diffused evenly into room over the exposed areas. With



PLAN of a typical ranch-type house showing installation of wall base heating

this method an even diffusion of heat is provided along the entire exposed wall areas.

In master bedroom No. 2 which has three exposed walls, a supply duct is provided for each wall. Heat is then diffused evenly over exposed areas by means of the wall base. This same arrangement applies to the other rooms of house where the supply occurs approximately at the center of the exposed walls giving equal distribution of heat through wall base to all areas of rooms.

The manufacturer of the wall base has tested and found that twenty lineal feet of base can be adequately supplied with heat and equally dif-

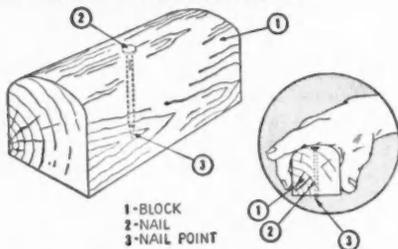
fused from one standard 12x3 1/4-inch stack. Where an excess of glass is used in an exterior wall, it is recommended that an additional stack be provided to assure proper coverage.

A wall base heating unit, when properly installed, eliminates drafts, cold wall and window areas. For the heating system to operate efficiently, the return air register should be installed on an opposite wall. It should be of the conventional type and of a size to properly circulate the air to maintain the required temperature in the rooms.

Data and photos by Brandes Company, Madison, Wisconsin.

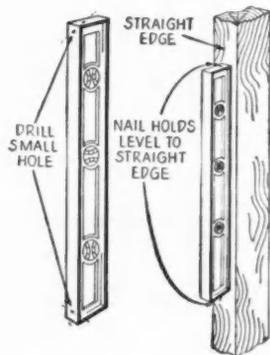
HOW TO DO IT * HOW TO DO IT

How to Make a Board Pusher



A wood block that fits into the palm of hand is used for a board pusher. (1) Smooth the top edges of the block. Drive nail (2) through center of block so point (3) extends 1/4 inch from block. File nail sharp. Board on saw table slides easily using pusher.—Warren W. Howe, Longview, Wash.

How to Get Extra Use From Level



To get greater benefit from the use of level, particularly as it applies to the erection of door jambs, drill a small hole at each end at a 45 degree angle to the level as indicated in the sketch. In this manner the level can be quickly secured to a straightedge.—Os Johnson, Spokane, Wash.

 Homes built with insulating sheathing

1950

1940

1935



The big swing to insulating sheathing

Just fifteen years ago, a house built with insulating sheathing was a novelty. Today a very large percentage of the new houses are being built with this relatively new sheathing material.

Remarkable as this industry progress has been, the growth of Armstrong's Temlok® Sheathing is even more outstanding. In 1950, for example, two and one-half times as many homes were built with Temlok Sheathing as in 1949.

This amazing trend hasn't stopped. More people are turning to Armstrong's Temlok every day, and for several good reasons.

Armstrong's Temlok Sheathing offers real economy. The big boards go up faster, saving as much as 15% of labor costs in handling alone. There's much less waste. Temlok Sheathing is extra tough. In the big 4' x 8' size, it exceeds FHA specifications for use without corner bracing. This means a stronger house, in less time. Temlok's high insulation value means year-round comfort. Asphalt impregnation provides unusual weather resistance.

Another reason for the popularity of Temlok Sheathing is Armstrong's consistent program of national advertising. Each year more people begin to know and trust the Armstrong name. Each year the name "Temlok" is easier to sell.

Get complete details about Armstrong's Temlok Sheathing. See your Armstrong lumber dealer or write direct to Armstrong Cork Company, 1607 Ross Street, Lancaster, Pa.



TEMLOK
SHEATHING
1949



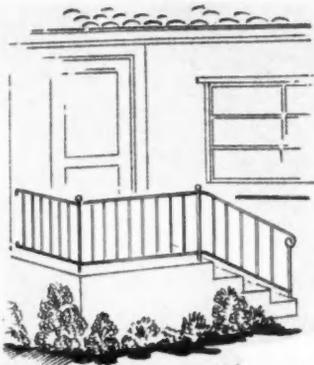
TEMLOK
SHEATHING
1950



The rapid growth in popularity of Armstrong's Temlok Sheathing is shown above. Two and a half times as many homes were built with Temlok in 1950 as in 1949.



Armstrong's Temlok



How to do it for only

Use Coffman's:

1-205 - 3/8	\$15.57
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Total price F.O.B.
Factory only \$55.34

\$55.34
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Platform shown is 4'0" x 4'10"
3 steps — 7" risers x 12" treads

COMPARE COST

Actually costs less (including installation) than other types of railing, because you buy stock sizes.

INSTALLATION

Using STOCK SIZE RAILINGS, you can design masonry forms to fit—stand the railing in place, plumb, and pour concrete.

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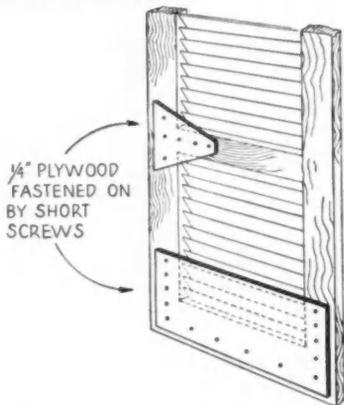
FLORIDA



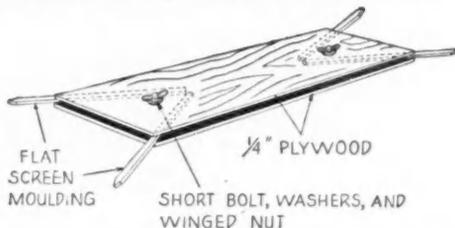
TECHNICAL GUIDE for Builders and Craftsmen

How to Use Plywood for Shutter Repair

When wood shutters used on the exterior for decorations to the windows start coming apart at the joints, an excellent job can be done with 1/4-inch-thick plywood impregnated with waterproof compound. The plywood should be given a coat of paint same color as shutters before it is applied. Repairs should be made to the rear face of shutters so they will not be seen.—Arthur N. Nelson, Kansas City, Mo.



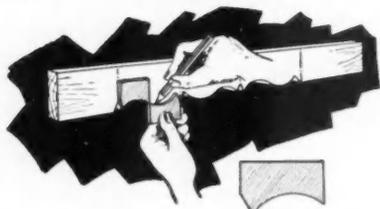
How to Make Marking Gauge for Closet Shelf



A practical marking gauge for use in fitting closet shelves can be quickly made from two sections of 1/4-inch-thick plywood. The sections are made the same size and are placed one above the other. Next cut four short sections of flat screen moulding and point them at one end. Place two of these sections between the ends of the

plywood. These are left loose and adjustable to determine the cut to be made when transferred to the board to be cut for shelf. The four moulding sections are held in place for marking by a short bolt and nut at each end of gauge.—Arthur N. Nelson, Kansas City, Mo.

How to Make a Wood Valance Design



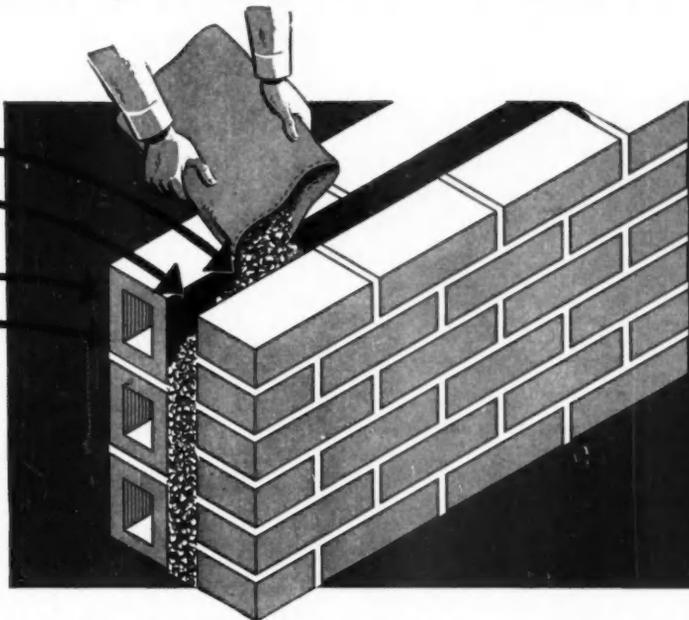
An attractive valance design is made by dividing any length into an even number of equal parts. Then make up a pattern to the desired

depth of design and manipulate pattern as illustrated.—M. J. Miller, South Williamsport, Pa.



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WATER-TIGHT, FULLY INSULATED CAVITY WALL
...a wall that needs
NO FURRING, LATHING or even PLASTER

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2. Vapor barrier
3. No furring or lathing required
4. Plaster direct or leave masonry exposed



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Insulation is inorganic and non-settling.

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For supporting data and specifications, get in touch with our main office in Washington, D. C.

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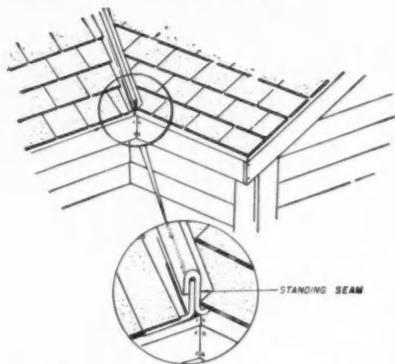
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TECHNICAL GUIDE for Builders and Craftsmen

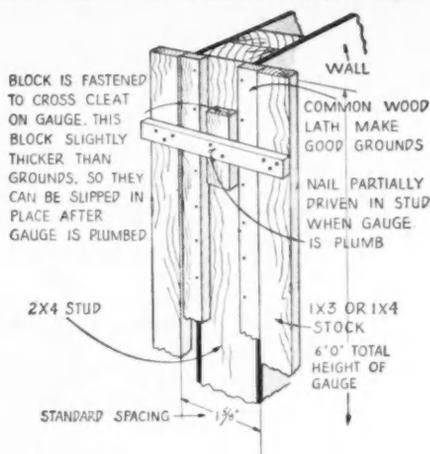
How to Prevent Leaky Roofs



A low pitched roof joined by a valley to a roof of much greater pitch often has a tendency to cause trouble due to rain water seeping in under the shingles of the roof of lower pitch. This can be corrected by providing a standing seam of galvanized iron in the center of valley as indicated in the drawing above.—Submitted by H. W. Greiner, Landisville, Pa.

Renew your subscription today!

How to Make a Ground Setting Gauge



The ground setting gauge shown in sketch is to be used in connection with door openings. The placing of grounds in the position shown is predicated on the use of plaster board as a base for plaster wall. The grounds also act as a leveling shim for door frame. The wood lath ground is slipped in position under the cross bar of gauge after gauge has been plumbed and secured in position on the 2 x 4 door bucks. Sketch shows the upper portion of gauge. Lower portion is similar.—Merton D. Horton, Arapahoe, Nebr.



GET JOBS DONE QUICKER, CHEAPER

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Worthington-Ransome 3½ cubic foot tilting mixers

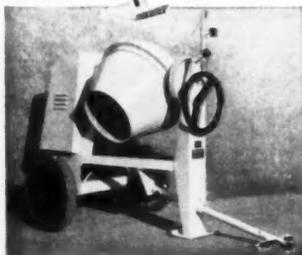
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These sturdy members of the Worthington-Ransome Blue Brute family are as tough as they come. And a dozen features make them a joy to handle and cost-cutters for years to come. For example:

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- e. coil-spring-mounted axle, wheels equipped with Timken tapered bearings to eliminate road shock

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WORTHINGTON



R-1-2

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it's plumbing and heating by
RICHMOND
 in 202 housing units in Boston

202 smart housing units complete with Richmond plumbing and heating! Richmond enameled cast iron bath tubs, lavatories, kitchen sinks and laundry trays; vitreous china closet combinations and gas-fired winter air conditioners are installed throughout the Hyde Park Veterans' Housing Project in Boston, Mass.

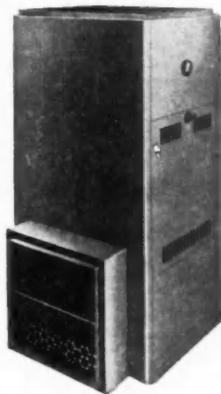
From coast to coast, you'll find more Richmond equipment being used to meet the demand for quality plumbing fixtures and heating units, in economical housing.

You'll discover more and more reasons why you should choose from Richmond's complete plumbing and heating line, next time you figure on a job.



Typical unit in Hyde Park Veterans' Housing Project in Boston, Mass. Architect: R. W. Blaisdell. Plumbing Contractor: R. A. La Centra Co. Plumbing Wholesaler: H. J. O'Brien Co. Heating Contractor: A. Belanger & Sons. Heating Distributor: Belco Distributors, Inc.

Richmond SU-306 steel gas-fired winter air-conditioner as used in the unit pictured above. Has A.G.A. approval for all types of manufactured, natural and mixed gases.



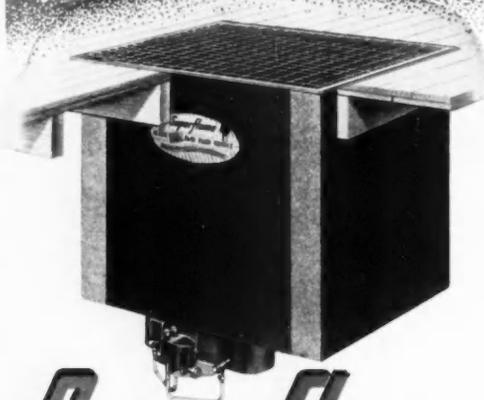
The Richmond Londo lavatory as used in this project (Plate 869) for center-set fitting . . . with integral overflow . . . available in acid-resisting enamel.



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Approximately

SAVES UP TO 1/3 ON FUEL
Only Superflame has it!

✓ **"TWIN" BURNERS . . . "TWIN" HEAT CHAMBERS!**

Like two furnaces in one! Use one when it's MILD . . . two when it's COLD! This advanced design insures greater circulation throughout entire house at every level!



✓ **CUTS LABOR AND MATERIAL COSTS TO THE BONE!**

No air ducts needed! No basement needed! One complete unit that installs quickly easily under the floor, out of sight!

**MAIL TODAY
FOR COMPLETE
FREE
LITERATURE**

Find out why Superflame will help YOU sell homes FASTER!

QUEEN STOVE WORKS, INC., Dept. AB 7-1
Albert Lea, Minnesota

Send full information about Superflame "Twin" Floor Furnaces.
 Send me FREE literature. Send the name of my nearest distributor.

Firm Name.....

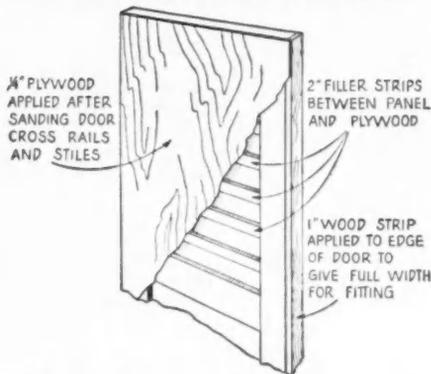
Address.....

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



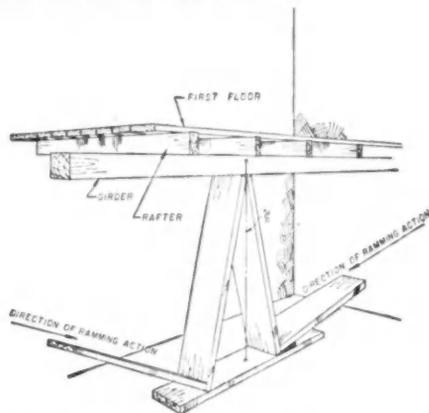
TECHNICAL GUIDE for Builders and Craftsmen

How to Convert to a Flush Panel Door



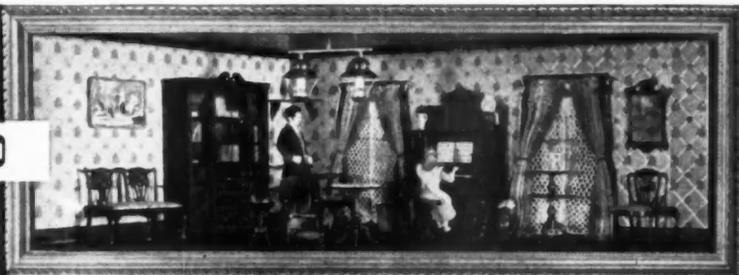
The old style door having two or more cross panels can easily be converted to a modern flush panel door by the application of plywood to the surface of the old door. Proceed by carefully sanding the surface of cross rails and stiles down to the old wood surface. Apply filler strips flush with the adjoining stiles in wide areas of panels. Plywood $\frac{1}{4}$ inch or less in thickness is then applied to the prepared surface using the best grade of waterproofed glue. Clamps are then applied to the door. Work should dry 24 hours before clamps are removed. If necessary to increase width of door, apply a 1-inch-thick strip on one edge for fitting.—Arthur N. Nelson, Kansas City, Mo.

How to Raise Sagged Girders

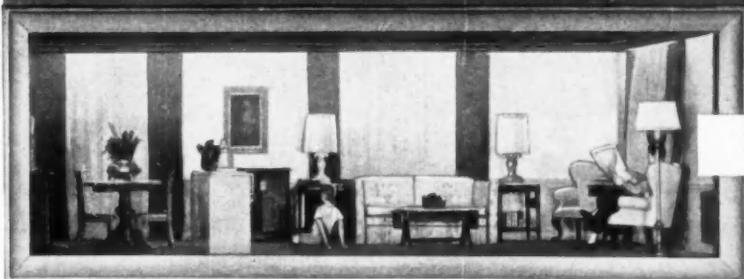


When a jack is not available the method of raising sagged girders as indicated in sketch above can be adopted. A 2 x 10 sleeper 8 feet long is placed on the floor under the area of the girder to be raised. Two 2 x 10 shore members are placed diagonally under the girder and on sleeper. Place 2 x 10 rams on each side. With two men ramming the shore members at the same time girder can be brought into position quickly.—James T. Strahan, West Collinswood, N. J.

1880



1951



Living Patterns Change

... SO DO HOUSE MERCHANDISING METHODS

Sure you can sell a bare house shell.

But the builders who will cop tomorrow's house markets are equipping their houses with electric appliances—the complete works.

Why have hundreds of builders turned to this new method of house merchandising? Because tremendous financial strain is placed upon the average person if he is required to equip the house he buys under separate financial arrangements. That's why customers are boosters for

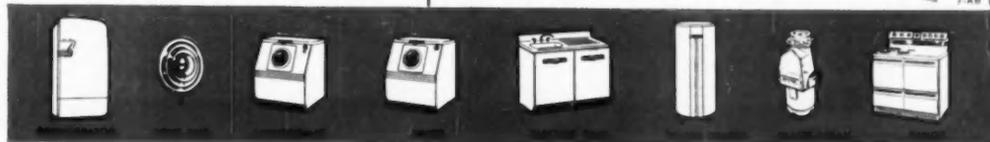
the builder that gives them a completely equipped home on an easy-to-pay-for package mortgage.

Send the coupon below for your copy of the 1951 Westinghouse Appliance Catalog. It will help you plan homes for electrical living. As you page through this booklet, notice how each appliance from the top to the bottom of the line is built on the same basic-quality structural fundamentals that win homemakers' approval regardless of model or size selected.

YOU CAN BE SURE..
IF IT'S
Westinghouse

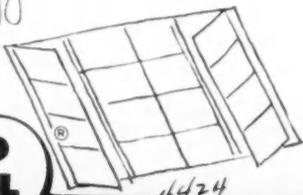
Westinghouse Electric Corporation
 Electric Appliance Division—Mansfield, Ohio
 Please send me your 1951 Appliance Catalog.

Name _____
 Street _____
 City _____ State _____



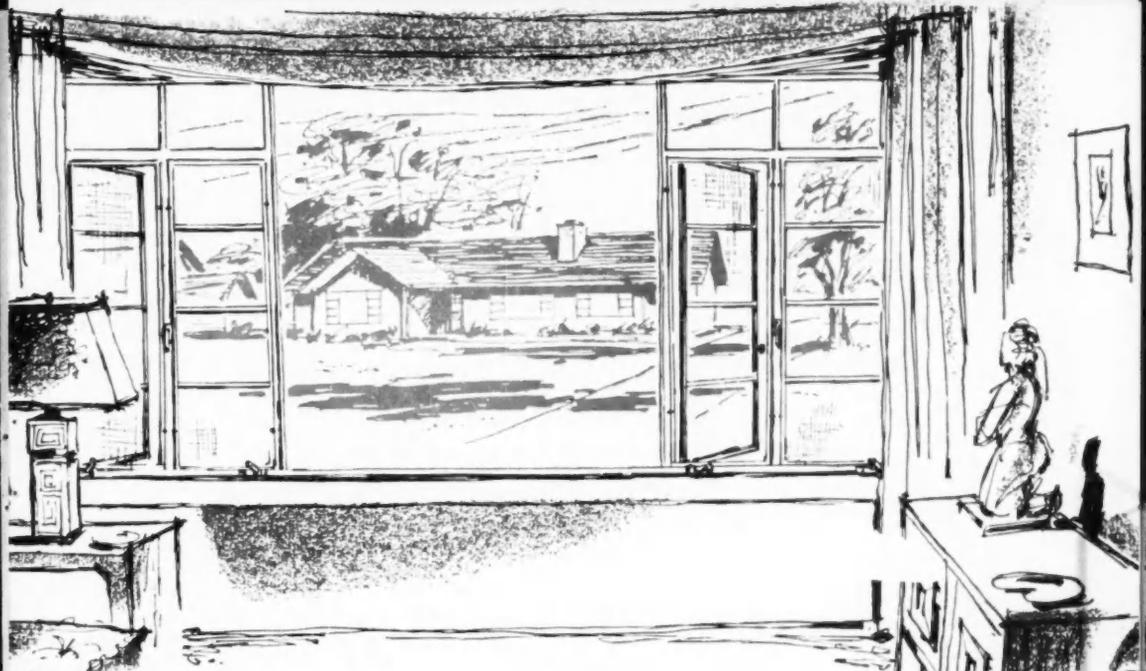


suggested Ceco casements for the living room



**CECO
STEEL**

In construction products CECO ENGINEERING



how to add an Acre to a Living Room

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

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

But Ceco windows add more than space.

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

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

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

CECO STEEL PRODUCTS CORPORATION

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

Offices, warehouses and fabricating plants in principal cities

Free! Window Design Booklet

Ceco Steel Products Corp.,

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

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

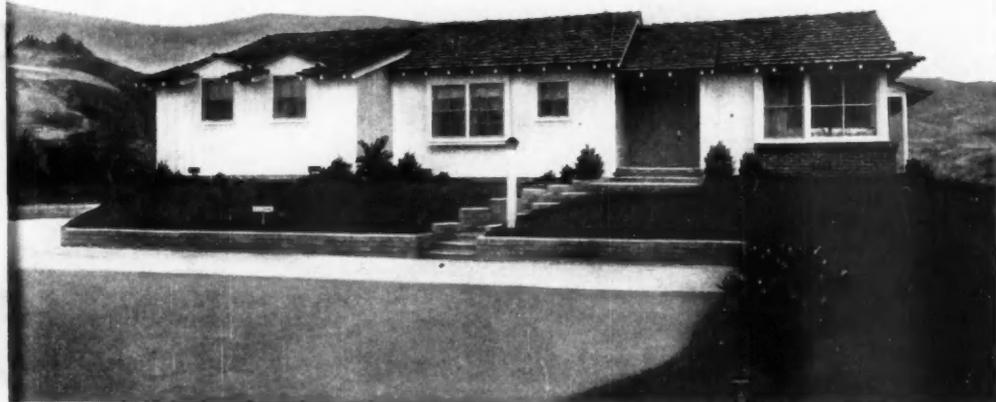
Name _____

Address _____

City _____ Zone _____ State _____

AB-7

"ELECTRIC Water Heaters
help make satisfied customers,"



The distinctive homes built by Mr. Bob Swan, overlooking the Pacific Ocean, are as efficient inside as they are glamorous outside—and they have "oceans" of hot water, thanks to *Electric* Water Heaters.

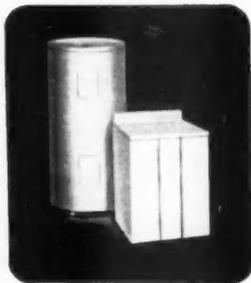
says builder Bob Swan OF REDONDO BEACH, CALIFORNIA

"I've found," says Mr. Swan, "that everyone wants about the same basic features in a home—comfort, convenience, cleanliness and safety, with permanent values built in. To fill these requirements, one vitally necessary piece of equipment is an *Electric* Water Heater."

It *always* pays builders to include *Electric* Water Heaters because customers appreciate fine equipment. *Electric* Water Heaters are clean. They're built for long life. They're economical in operation. Dependable, automatic, *electric* controls keep water at the desired temperature in their fully insulated tanks. There's no flue or vent, so installation can be made anywhere. This shortens hot water lines, cuts piping cost, reduces radiation losses.

It will pay you to install *Electric* Water Heaters in the houses you build!

Equip Your Homes with
electric water heaters



**THEY'RE WHAT
PEOPLE WANT!**

ELECTRIC WATER HEATER SECTION

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

ALLCRAFT • BAUER • BRADFORD • CRANE-LINE SELECTRIC • CROSLY • DEEPFREEZE • FAIRBANKS-MORSE • FOWLER • FRIGIDAIRE • GENERAL ELECTRIC
HOTPOINT • HOTSTREAM • JOHN WOOD • KELVINATOR • LAWSON • MERTLAND • MONARCH • NORGE • PEMCO • REX • RHEEM • SEPSCO
A. O. SMITH • THERMOGRAY • TOASTMASTER • UNIVERSAL • WESIX • WESTINGHOUSE

AMERICAN BUILDER



THE FIRST FOUR MONTHS of 1950 saw 412,300 housing units started. For the same period in 1951, starts totaled 355,000, a decline of 14 per cent.

THAT, HOWEVER, does not reveal the true picture, because the decline in starts was accelerating.

JANUARY, 1951 actually saw a 15 per cent increase over starts in January 1950. This was due to a large carry-over of pre-Regulation X commitments.

IN FEBRUARY, however, starts were 3½ per cent below those of a year ago, an actual drop of 18½ in one month.

MARCH STARTS were 12 per cent below those of a year ago, but April starts declined 30 per cent below April 1950.

WEATHER might have been a factor, since the 1949-50 winter in the north was open, and the 1950-51 winter was bad throughout most of the country.

THERE IS LITTLE REASON to credit the bad winter, however, since if that were a major cause of the declines, April should have held firm by comparison with April 1950.

THE GUESSING is that Regulation X and tight construction money are making heavy inroads on starts.

FINAL EVIDENCE will be figures for May and June. If these are one-third to one-half below the same months in 1950, the first half of 1951 can end with a total of 500,000 to 550,000 starts.

BUT, if the rate of decline continues, neither May nor June might hit as much as one-half the totals of last year. That would bring the total for first half of 1951 well below the half-million mark.

WITH LESS than a half million for the first six months, no relaxation in Regulation X, and no loaning of construction money, the industry would be down to about one-third of its capacity.

THERE SEEMS to be little fear, however, that this will happen. It is expected that some sources of finance

(Continued on page 65)

Whatever the Building Job...



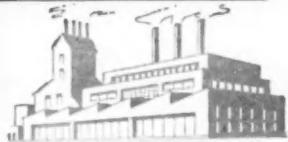
HOMES



APARTMENTS



INSTITUTIONS



INDUSTRIAL and COMMERCIAL

there's always a place for

DELFAIR
Oak **FLOORS**

Builders everywhere depend on DELFAIR for top quality oak flooring. Carefully graded lumber, plus modern equipment and machines, plus skilled, conscientious workers... these are some of the reasons for knowing that when you buy DELFAIR, you are buying oak flooring at its very best.

For your complete flooring needs, we invite you to look to DELFAIR.

A Complete Line of Quality Hardwood Flooring

- STANDARD STRIP ● PREFINISHED
- OAKBLOK ● PLANK
- SQUARE EDGE STRIP

D. L. FAIR LUMBER COMPANY

LOUISVILLE, MISSISSIPPI

Member NOFMA

Any way you look at it...

TWINDOW[®] has the edge!

This stainless steel frame
makes handling easier and safer...saves installation time on the job.



TWINDOW, Pittsburgh's window with built-in insulation, gives homeowners all the advantages of large window areas — brighter, happier rooms, fuller enjoyment of outside views—without sacrificing heating and air-conditioning efficiency or personal comfort. In fact, Twindow effects worthwhile savings in cooling and heating costs, makes possible the installation of smaller, more economical equipment.

This quality insulating unit is the result of more than fifteen years of experience in the manufacture of double-glazed window units by Pittsburgh Plate Glass Company. Twindow is completely prefabricated. Its exclusive stainless steel frame protects the seal and glass edges, makes handling safer and easier, saves time on the job, because it is installed like a single pane of glass. Forty-seven standard Twindow sizes are available to meet almost any need.

For additional information on Pittsburgh's Twindow, why not fill in and return the coupon right now?

TWINDOW[®]
the twindow with built-in insulation



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

PITTSBURGH PLATE GLASS COMPANY

Pittsburgh Plate Glass Company
2177-1 Grant Building, Pittsburgh 19, Pa.

Without obligation on my part, please send me descriptive literature and installation details on TWINDOW, the window with built-in insulation.

Name

Address

City State



(Continued from page 63)

will re-enter the construction money market soon, and to an extent that will still mark up about 900,000 starts for the year.

GENERALLY, there is serious concern, but no consternation. Some builders probably will be forced out of business, but the established operators with good banking connections do not believe they will be hurt seriously or permanently.

2,000,000,000 PEOPLE is the predicted population of the United States 50 years hence.

THAT IS A GAIN of about 40-000,000 or 25 per cent. Some sources consider the estimate to be conservative.

IF IT IS RIGHT it means that something more than 10,000,000 new houses will have to be built merely to take care of population increase.

THE SHORT RANGE outlook is for an unprecedented demand for new houses in the years surrounding 1965.

IT IS THEN that the enormous crop of children born in the decade 1941-1951 will begin to reach manageable age. The period will call for great expansion of the home building industry, and probably relegate the 1951 record of starts to the class of an average year.

HIGH BIRTH rate of the forties is already being reflected in crowded schools. More elementary schools now, more high schools later, and after that another over-crowded condition in colleges and universities.

PROBABLY it is not too important to talk of boom times to come in the second half of the current century when the pressing problems now are war and government controls.

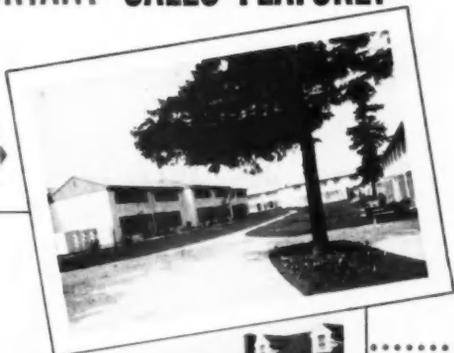
BUT, in times of peril and stress, it often helps to keep the promise of long range peace and prosperity in view. There is a promise for those of courage and vision.

DEVELOPMENTS in transportation, communications, medicine, and other fields of industry inevitably will change the pattern of living drastically in the coming half century—

(Continued on page 67)

THESE HOMES HAVE AN IMPORTANT SALES FEATURE!

Builder L. C. Binford and Architect John Dukehart used **Dura-Seal** in this 274 apartment project in Portland, Oregon.



Frank J. Schantz, New York builder, used **Dura-seal** in his 100 home project.

Fair Elms Homes, Inc., Chicagoland builders, used **Dura-seal** in all the windows of their 700 home project.

Here's a favorite *visual sales feature* with thousands of builders and architects throughout the country . . . **Dura-seal Combination Metal Weatherstrip and Sash Balance!** **Dura-seal** provides complete weather protection that saves fuel and prevents the infiltration of dust, dirt and soot. It assures smooth, easy window operation and window beauty. It eliminates paint-stuck windows, old-style pulleys, cords, weights and box frames. And with **Dura-seal**, plank frames are used, thereby permitting the use of narrow mullions and trim.

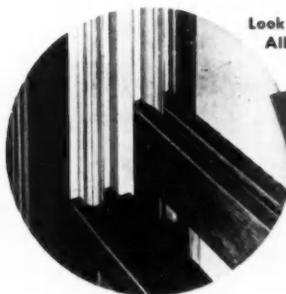
All this . . . in *one unit* . . . at a cost no more than weatherstripping combined with any other type of sash balances!

Builders! Ask your lumber dealer about **Dura-seal** or see

Sweet's File, Builders, Section $\frac{3C}{Zc}$

Architects! See Sweet's File, Architectural, Section $\frac{19b}{Zc}$

Look Into This All-In-One Unit!



Manufactured by Zegers, Incorporated,
8096 South Chicago Ave., Chicago 17, Ill.

Easier-to-handle, tougher Rock Wool

AT NO INCREASE IN PRICE!



New improved batts and blankets! Meet FHA specifications!

NOW, you can save building time and cut application costs with Gold Bond's new improved Rock Wool Insulation. It will mean an extra slice of profit on every house you insulate.

Tested in the field for a year on the Mat-Thick Blankets, this exclusive new design is now available on *ALL* Gold Bond Blankets and Enclosed Batts at no increase in price.

HERE ARE THE ADVANTAGES:



1. Adheres to all 4 sides. The fireproof rock wool center won't slip or sag.

2. Tougher. Reduces tear and damage—another important saving on any job.

3. Easier to handle. Rugged construction means faster application—savings in time and labor.

The drawing above shows the construction details—the built-in vapor barrier at the bottom, with the nailing flange. Note particularly the breather strips on the top. Meets FHA and Building Code requirements.

These extra benefits, combined with the well-known advantages of a mineral fireproof insulation, are now available in all sizes and thicknesses—Mat-Thick, Semi-Thick and Full-Thick in most areas. See your Gold Bond Lumber and Building Materials Dealer, Today!

You'll build or
remodel better with
Gold Bond

Fireproof Wallboards, Decorative Insulation Boards, Lath, Plaster, Lime, Sheathing, Wall Paint, Textures, Rock Wool Insulation, Metal Lath and Sound Control Products.

NATIONAL GYPSUM COMPANY • BUFFALO 2, N. Y.



(Continued from page 65)

either because of or in spite of war or its absence.

WITH THESE CHANGES will come just as great changes in home design and the techniques of building.

OBSOLESCENCE will become an ever greater factor in determining expanded markets for new homes. It is conceivable that obsolescence wrought by changed living patterns may require that the entire nation be rehoused in the next 100 years.

THAT SOUNDS FANTASTIC, but the development of commerce in the past 50 years has required the virtual reconstruction of downtown sections of most major cities.

BECAUSE THIS reconstruction stopped at the edges of the established downtown areas, and obtained more space through vertical rather than horizontal expansion, is in large part the reason for big city slums.

HAD NOT SKYSCRAPER construction been developed, commercial expansion would have had to be horizontal, and the rundown houses would have gone the way of the outmoded office buildings.

NOW, WITH THE RELATIVE rate of growth of big cities declining, and large blocs of people being relocated in new industrial areas, new slums are becoming the scourge of the smaller cities.

WHAT ABOUT DESIGN in the year 2000? It will be determined by the airplane, by television, by improved and perhaps revolutionary development in heating and lighting, and many other as yet unheard of advancements.

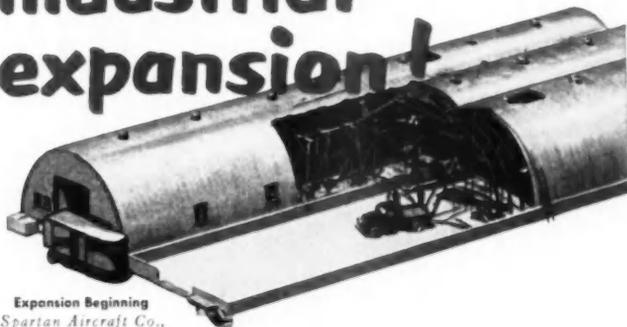
THE ECONOMIC USE of individually-owned jet propelled planes for private transportation—bringing St. Louis and Lake-of-the-Woods, Minnesota within easy commuting distance—is more than probable. What will it do to home design, and what new areas for home building will it open?

WILL EVERY ROOF have to be wholly or partly flat to act as a jet propelled helicopter anchorage? Quite possibly.

JULY 1951

THE ANSWER TO THE NATION'S NEED . . .

for fast industrial expansion!



Expansion Beginning
Spartan Aircraft Co.,
Tulsa, Okla., begins with
15,200 square feet of
floor area. Note com-
pleted building below.

Build Quicker with QUONSETS

IDEAL FOR FACTORIES, WAREHOUSES, MACHINE SHOPS OR STORAGE BUILDINGS

For additions to your present plant—or for new plants—Quonsets mean fast completion, economy of materials, adaptability to any use. Also, when plants need expansion, you can add Quonset to Quonset, according to the need.

Made of S-A-X HIGH-TENSILE steel, Quonsets provide non-combustible construction and permanence far surpassing less modern buildings. They require little upkeep—are easily maintained. Let Quonsets serve you.

GREAT LAKES STEEL CORPORATION
Stran-Steel Division, Ecorse, Detroit 29, Michigan



Expansion Completed

Additional Quonsets, with extensions and connecting arches, provide Spartan Aircraft Co. with a total of 35,600 sq. ft. of floor area.



NATIONAL STEEL CORPORATION



Stran-Steel and Quonset Reg. U.S. Pat. Off.

BEE GEE

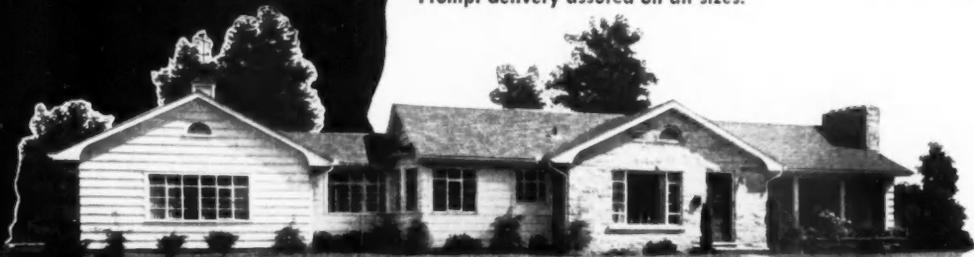
modern wood WINDOWS



for any style home!

Beautiful Bee Gee Modern Wood Windows... styles for every type home... prices for every budget. Bee Gee Windows are complete units consisting of frame, pre-fit glazed sash with glass embedded in putty, copper screen and all hardware installed at the factory... ready to set in the wall.

Picture windows available with Thermopane or Tindow. Prompt delivery assured on all sizes.



BROWN-GRAVES CO.
Akron I, Ohio

Write now! Get the complete, beautifully illustrated Bee Gee Window Catalog.

BROWN-GRAVES CO., Dept. AB-105
Akron I, Ohio

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Beauty is more than skin deep



Beneath this satin-smooth Finish Coat of CERTAIN-TEED'S Plaster lies CERTAIN-TEED'S Plastisized* easy-spread, even-set Base Coat Plaster and CERTAIN-TEED'S Beaver* Gypsum Lath—incombustible, exceptionally strong, economical.

Behind this job is a plasterer who wisely chose to use these three integrated CERTAIN-TEED products.

And behind it too is an alert dealer who recognized the ease and profit of stocking and merchandising three closely related products of a single reputable manufacturer.



FINISH COAT. Satin Spar* Gauging Plaster and Lime Putty Finish, or Prepared Finish Plasters in Beaver and Certain-teed brands.

BASE COAT. CERTAIN-TEED'S Plastisized Plaster. Sold under four famous brand names: Acme*, Agatite*, Beaver, Certain-teed.

LATH. CERTAIN-TEED'S Beaver Gypsum Lath, Regular, Perforated or Insulating (Foil-back).

*Reg. T.M. Certain-teed Products Corp.



Certain-teed

REG. U.S. PAT. OFF.

Quality made Certain...Satisfaction Guaranteed

CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA

ASPHALT ROOFING • SHINGLES • SIDINGS

ASBESTOS CEMENT ROOFING AND SIDING SHINGLES

GYPHUM PLASTER • LATH • WALLBOARD • ROOF DECKS

ACOUSTICAL TILE INSULATION FIBERBOARD

ATLAS MORTAR

"gets and keeps a workable mix,"

says **GEORGE SIEGLER**, general contractor and enthusiastic booster of Atlas Mortar Cement. He's used it with excellent results for many jobs, including the Permanent Veterans' Apartments in Bayonne, N. J. Mr. Siegler, like many other contractors, knows that for workability, durability and dependable performance he can rely on Atlas Mortar.



"SMOOTH, RICH PLASTICITY of Atlas Mortar and the way it carries sand," Mr. Siegler says, are the reasons why his masons like it. Buttery Atlas Mortar spreads easily under trowel.



TRUE, TIGHT JOINTS in this close-up picture show the satisfactory hardening of reliable Atlas Mortar Cement.



EXCELLENT COLOR, STRENGTH and appearance of Atlas Mortar contribute materially to the over-all good looks of the Veterans' Apartments.

On the job, and in the laboratory, Atlas Mortar has proved itself. It complies with ASTM and Federal Specifications for masonry cement. Try Atlas Mortar on your next job. 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
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AB-MC 33

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ATLAS MORTAR CEMENT

THE SATIN OF MASONRY CEMENTS



NBC SUMMER SYMPHONY CONCERTS—Sponsored by U. S. Steel Subsidiaries—Sunday Evenings—June to September



MENGEL MAHOGANY *Flush* DOORS

Cost Less Than Many Domestic Woods!

The Mengel Company is now able to offer you African *Mahogany* Flush Doors at prices actually *less* than you pay for *many* domestic woods!

Operating its own large logging concession and mill in the best Mahogany section of Africa, Mengel imports this King of Woods in tremendous volume. The savings of these large scale operations are passed on to you.

What's more, when you choose Mengel Mahogany Flush Doors, you're assured of finest construction, guaranteed by the world's largest manufacturer of hardwood products. Mengel Mahogany Flush Doors have been tested and proved in thousands of installations. *Better doors cannot be bought!*



Let us tell you about the extra quality, the extra luxury, the extra *value* of Mengel Flush Doors in genuine *Mahogany*! Mail the coupon for complete information.

The Mengel Company . . . America's largest manufacturers of hardwood products • growers and processors of timber • manufacturers of fine furniture • veneers • plywood • flush doors • corrugated containers • kitchen cabinets and wall closets

THE MENGEL COMPANY
Plywood Division, Louisville 1, Ky.

Gentlemen: Please send me full information on Mengel Mahogany Flush Doors—both Hollow Core and Stabilized Solid Core.

Name _____

Firm _____

Street _____

City _____ State _____

THERE ARE **3** DARN GOOD
REASONS WHY YOU CAN

RECOMMEND
AND ORDER

BARCLAY
Plasticoated **PANELING**

**FOR GREATEST LONG-TERM
CUSTOMER SATISFACTION!**

BARCLAY in its 18th year of making wall and ceiling panels *only*—still concentrates its entire attention and facilities on dubl-baked,asticoated paneling exclusively! By *specializing*, BARCLAY consistently grows in national acceptance. BARCLAY Paneling is recommended and sold coast-to-coast by more than 15,000 BARCLAY dealers. BARCLAY Paneling is made in a complete color range, in 3 styles (*solidtone, streamlined, and tile pattern*). It pays to recommend BARCLAY!

SEE OUR
CATALOG IN
SWEET'S

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THE FINISH HERE IS TOUGHEST OF ALL

EXCLUSIVE PATENTED BARCLAY PROCESS "590"

BARCLAY's exclusive patented process (U.S. Pat. 2311590) provides all the *extras* engineered to make BARCLAY Plasticcoated Panels stand-out in service for decades. Superfinished by exclusive process "590"—permanently fused to a specially treated durable base—BARCLAY Paneling is *extra* tough, *extra* washable, *extra* long-wearing. Only BARCLAY gives all these *extras* to insure long-term *extra* satisfaction.

14 INSPECTIONS FOR EVERY BARCLAY PANEL

BARCLAY's 14-point inspection system backs up your BARCLAY recommendation. It safeguards the future while BARCLAY Paneling is in service on walls and ceilings. It eliminates finish-failure—the germ that breeds annoyance and dissatisfaction. You can be sure with BARCLAY. Recommend BARCLAY and you name the brand that is *rugged* in service—*easiest* to maintain.



REMEMBER—BARCLAY QUALITY COSTS NO MORE

With 125,000,000 sq. ft. of BARCLAY Paneling in service—BARCLAY stands at the top of its industry. BARCLAY devotes all its time and effort exclusively to making the very best pre-decorated wall and ceiling panels that can be made. Compare BARCLAY *quality* that costs no more, with any other pre-decorated panels. Then decide to recommend the best value for long-term economy—and for your own personal satisfaction, too.



Solve Time, Cost and
Space Problems with

BARCLAY

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Superfinished by Exclusive Process

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IN CANADA: made under exclusive license by
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FOR GOVERNMENT CONSTRUCTION: BARCLAY Paneling is sanitary—colorful, cheerful—a morale builder! Inquire about special colors for particular projects.

UNIVERSALLY ACCEPTED: BARCLAY Paneling is designed and manufactured to comply with requirements of:

F. H. A., Department of Defense, Corps of Engineers U.S. Army, U.S. Air Force, Bureau of Yards & Docks, Coast Guard, G.S.A., Department of the Interior and other government agencies dealing with new construction and remodeling. BARCLAY is accepted by private lending agencies.



REMODEL REPAIR MAINTAIN

SPELLS PLYWOOD SALES IN '51 WITH Roddiscraft

HERE'S YOUR PLYWOOD MARKET THIS YEAR . . .

An estimated 40% increase in remodeling and maintenance repair. Farm building predicted to increase

an estimated 15% over 1950. Essential defense industries get the green light on building.

HERE'S YOUR PRODUCT . . . RODDISCRAFT PLYWOOD

Fir for the utility jobs — a wide selection of hardwoods for the quality jobs — and Roddiscraft Cupboard Door Stock and G-E

Textolite* plastics surfacing sheet stock and bonded-to-plywood panels for kitchen, restaurant, cocktail lounge, and store modernization.

HERE'S HOW TO SELL IT . . .

The name Roddiscraft means care and craftsmanship in manufacture — no shortcuts, no compromises with quality. Stock it — have it on hand — to do a big volume in small modernization orders. It's

the dealer who is ready to supply and serve that gets the drive-away orders. Build up your business with alert service. For the best service check this list for your nearest Roddiscraft warehouse.

*Reg. U. S. Pat. Off.

Roddiscraft
RODDIS PLYWOOD CORPORATION
MARSHFIELD, WISCONSIN

NATIONWIDE Roddiscraft WAREHOUSE SERVICE

Cambridge 39, Mass. . . 229 Vassar St.
Charlotte 6, N. C. . . . 123 E. 27th St.
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Cincinnati 2, Ohio. . . 457 E. Sixth St.
Dallas 10, Texas. . . . 2800 Medill St.
Detroit 14, Mich. . . 11855 E. Jefferson St.
Houston 10, Texas. . . 2403 Sabine St.
Kansas City 3, Kan. . . 35 Southwest Blvd.
Los Angeles 58, Calif. 2620 E. Vernon Ave.
Louisville 10, Ky. . . 1201-S S. 15th St.
Marshfield, Wis. . . . 115 S. Palmato St.
Milwaukee 8, Wis. . . 4601 W. Stone St.
New York 55, N. Y. . . 920 E. 149th St.
Port Newark 5, N. J. . . 103 Marsh St.
Philadelphia 34, Pa. . . Richmond & Tioga Sts.
St. Louis 14, Mo. . . 3544 Morganford Road
San Antonio 6, Texas . 727 N. Cherry St.
San Francisco 24, Cal. 345 Williams Ave.
New Hyde Park, L. I., N. Y. . . Plaza Ave. & S. 18th St.

*Best
House in
the Block!*

it has **TWO BEAUTIFUL BATHROOMS**

of

BRIGGS

BEAUTYWARE *in Color*



No other feature gives new homes so great a boost in value

-At So Little Additional Cost!

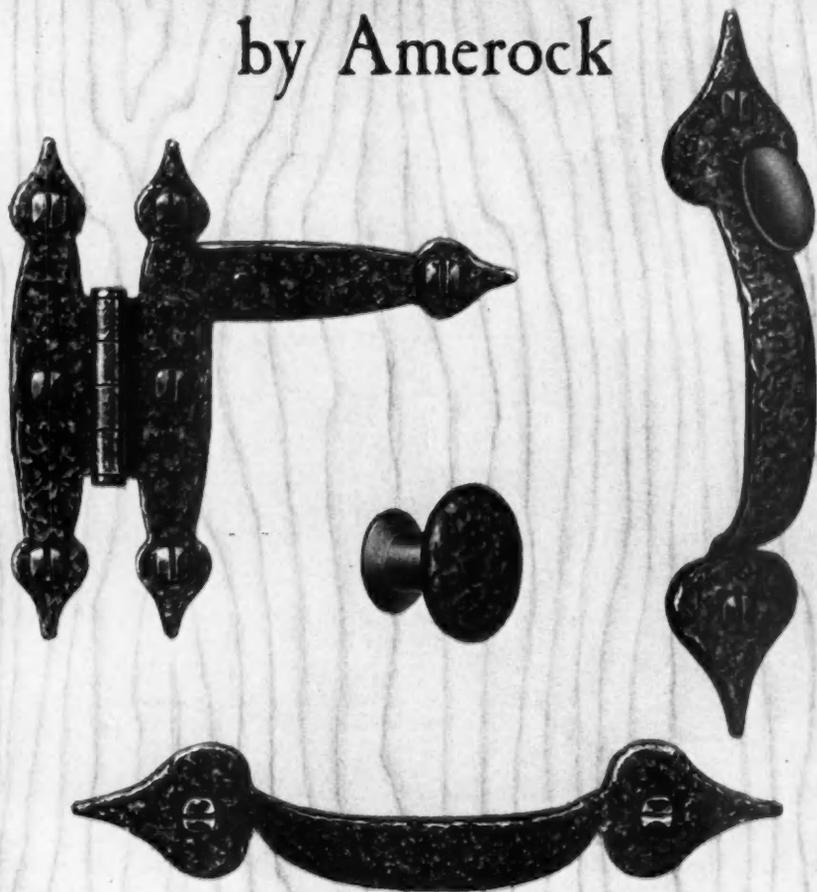
Here's a basic new-home asset everyone values far beyond its modest additional cost—a *second* bathroom of Briggs Beautyware in color! It's seen daily, used daily, appreciated daily. That's why it *keeps* the owner sold. And a home owner who's sold on his house is sold on his builder, too.

Many an otherwise average dwelling is upgraded to a class by itself by the unique convenience and luxury of two bathrooms of Briggs Beautyware in color. You're familiar, of course, with the important

economies offered by "back-to-back" bathroom installations. Best of all, modern production techniques—developed by Briggs and perfected during years of outstanding experience—make these top-quality fixtures available in Ivory, Sandstone, Sky Blue and Sea Green at just 10% more than plain white, when purchased in complete sets.

Give *your* new homes—particularly in the economy class—this profitable deluxe treatment. Give them *two* bathrooms of Briggs Beautyware in color! ©1951

Colonial Cabinet Hardware by Amerock



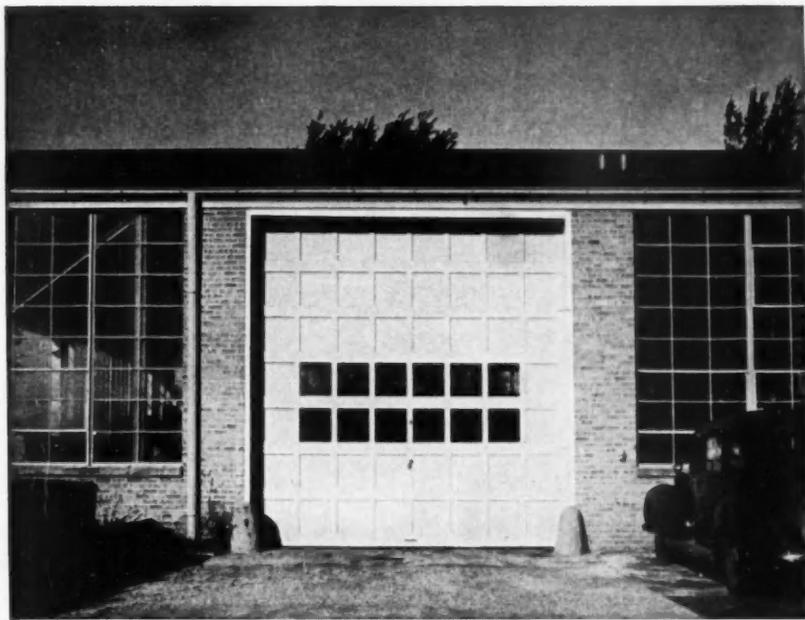
The Charm and Beauty of Old Colonial in popular "Heart" design...
with modern mechanical features made famous by Amerock. Production is being
distributed regularly and fairly to established Amerock jobbers.

AMERICAN CABINET HARDWARE CORP.



ROCKFORD, ILL.

**ON SMALLER-SIZE BUILDING JOBS, TOO
GOOD DOORS ARE IMPORTANT TO YOU**



Barcol OVERdoors

The average small or medium-size building you handle is put up for an owner who usually is trying to get the most for his money. If you can convince him that the relatively small amount more he will pay for better doors will be returned many times over in a short time, you will be doing him a service and strengthening your own reputation at the same time. Barcol OVERdoors — the improved over-

head doors — are ideal to recommend for such purposes. *They have proved highly successful in reducing operating costs — by saving heat, by saving time, by their durability, and by the low maintenance required.* If you have never used a Barcol OVERdoor, look up your Barber-Colman representative in the "yellow pages" of the telephone book and let him give you full information for your next job.



FACTORY-TRAINED SALES AND SERVICE REPRESENTATIVES IN PRINCIPAL CITIES

BARBER-COLMAN COMPANY, 104 MILL ST., ROCKFORD, ILLINOIS

NATIONAL HOMES presents New 1952 "Super-Thrift" Homes

Completely Restyled, Outside
and In — New Lower, Smarter
Roof Lines—Dozens of Import-

ant Refinements to Meet To-
day's Demand for Larger, More
Spacious Homes at Low Cost



National Homes again proves its leadership with these sparkling new 1952 versions of the sensationally popular "Thrift Home." They are already winning orders from value-wise home seekers, at close to 1950 peak. If your volume has bogged down, investigate. Your inquiry will be held in strict confidence.

ALREADY A *Smash Hit!*

First showing of 1952 National "Super-Thrift" Homes at Lafayette drew over 4,600 people, produced hundreds of prospects, dozens of immediate orders. National dealers elsewhere report equal enthusiasm for new designs. Your territory may be open. Get the facts!



NATIONAL HOMES CORPORATION Lafayette, Ind., and Horseheads, N.Y.

NATION'S LARGEST PRODUCERS OF PREFABRICATED HOMES

"Decorator Effects" at Budget Costs—with **MENDEL PLYWOOD**



Mengelux WALLS ARE Really Economical!

If you haven't checked the beauty, convenience, and low cost of Mengelux fancy-face plywood, you're missing one of today's best building-material bets! Mengelux is *hardwood* plywood with fancy faces of Mahogany, Walnut, Oak or Birch. It's available in large 48" by 96" panels and in other standard stock sizes. It is quality-built and precision-cut to perfect dimensions.

Installation of Mengelux is a matter of hours, *not* days. And the result is an exciting eye-opener — wood-paneled walls which many people say are far

more beautiful than costly "architectural panels"!

Where fancy faces are not needed, Mengelbord fills the bill, *completely, economically!* It is $\frac{1}{4}$ " 3-ply *hardwood* plywood with one-piece Gum face, for painted, stained or natural finishes. Cuts and works cleanly. Free from grain-raising. No patches. Available in 48" by 96" panels and in other standard stock sizes. *Most panels are all-white or nearly all-white.*

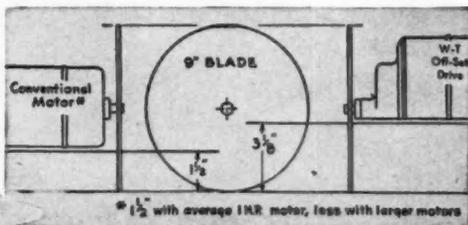
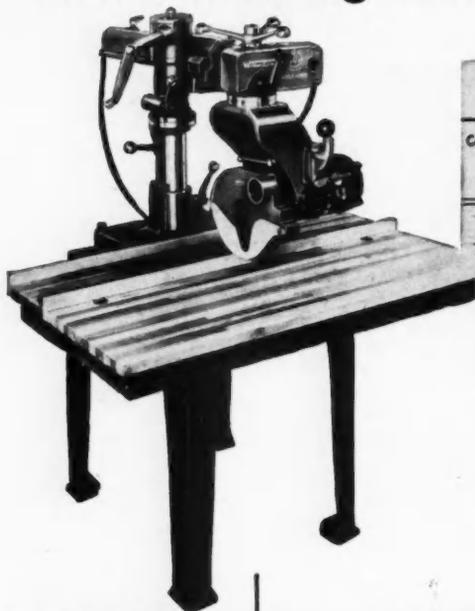


Check up *now* on Mengelux and Mengelbord! Samples, and addresses of dealers and distributors, gladly sent on request.

Plywood Division, THE MENDEL COMPANY, Louisville 1, Ky.

The Mengel Company . . . America's largest manufacturer of hardwood products • growers and processors of timber • manufacturers of fine furniture • plywood • flush doors • veneers • corrugated containers • kitchen cabinets and wall closets

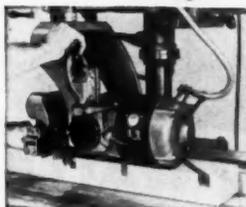
Cut building costs on every job!



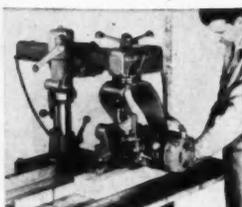
DEEPER CUTS WITH SMALLER BLADE. Only the Walker-Turner "900" Radial Saw cuts 3½" deep with 9" blade—more than most machines with a 14" blade! You get greater capacity with smaller blades (which require less power) . . . and more rim force at the saw tooth, resulting in higher cutting efficiency.

WALKER-TURNER NEW "900" RADIAL SAW

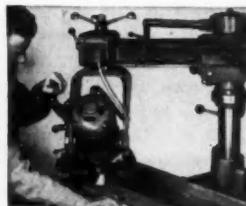
designed for fast,
accurate cutting and ease of
operation on the job site



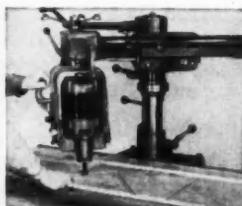
ALL CUTS MADE IN CONVENIENT TABLE AREA—Rip and crosscut through center of table—with "CENTER-PIVOT" off-set yoke and simplified mounting.



EXTRA PROTECTION—New type guard with anti-kick-back pawls and splitter for ripping protects operator. Drop-leaf side guards for added safety.



ELIMINATE POWER WASTE and voltage drop with exclusive off-center drive motor—also cuts expense of big blades and heavier extension cables.



THRIFTY IN FIRST COST and operation—light enough to move from job to job. Easy clearance through doorways—only 24" wide with wood table removed.



THIS BOOKLET TELLS HOW Walker-Turner's new "900" Series does all the radial saw jobs easier, faster, and at less cost. Speed wood and plastic cutting time . . . make more profit on each job. Get the whole cost-cutting story! Mail coupon for booklet.

WALKER-TURNER
DIVISION
KEARNEY AND TRECKER CORPORATION
PLAINFIELD, N. J.

Walker-Turner Division, Kearney & Trecker Corp.
Dept. AB-4, Plainfield, N. J.

Name

Firm

City Zone State

SOLD ONLY THROUGH AUTHORIZED DEALERS

DRILL PRESSES • RADIAL DRILLS • TILTING ARBOR SAWS • BBT AND DISC SURFACERS • METAL-CUTTING BAND SAWS • LATHES • SPINDLE SHAPERS • JOINTERS



Hidalift
THE 100% CONCEALED SASH BALANCE

OPENS EVERY WINDOW IN THIS BIG HOSPITAL

Smoothly . . . Quietly . . . At all times

Easy-opening windows in this mammoth new hospital in Portland, Oregon are equipped with positive-action Hidalift sash balances. These 100% concealed sash balances can be quickly and economically installed — without time-consuming work or special tools — in smallest homes or largest buildings. Tensioning is applied to strong, quality Hidalift coil spring before, during or after installation, as required. Once installed, turn of a screw driver adjusts tension. Self-centered guide arm runs smoothly on scientifically designed spiral track. No metal ever exposed to view. Write for literature and prices.



Tension is applied DURING installation by winding hinged bracket arm (on "L" type); AFTER installation by turning tensioning screw on both "L" and cup types.

HIDALIFT OPENS UP PROFIT OPPORTUNITIES TO BUILDERS

Dealers and builders make money on time-saving installations. No troubles later on because of patented after-installation adjustment feature and Hidalift's lifetime non-jamming action. Use Hidalift for double-hung windows on housing, schools, apartments, public buildings, hospitals and military bases.

HIDALIFT DIVISION

The Turner & Seymour Mfg. Co., Torrington, Conn.

Gentlemen:

.... Send complete literature and prices on Hidalift

Please check Dealer Builder

Name

Address

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

Quality Products for Over A Century



ANOTHER ADVANTAGE OF BUILDING WITH HOMASOTE . . .

IN ONE MATERIAL:
ROOF SHEATHING
PLUS
INSULATION
for ASPHALT,
ASBESTOS or WOOD SHINGLES

• In many thousands of homes, Homasote is now serving as under-flooring, exterior wall sheathing and roof sheathing. In every case the Homasote provides great structural strength and maximum insulating value as well as an efficient, fast, economical and easy-to-use sheathing material.

Now—with Homasote and the Viking Staple—asphalt or asbestos shingles can be applied directly to the Homasote sheathing. Furring strips, 12" on centers, are applied to the rafters. The pre-expanded Homasote is then nailed to the furring strips. The shingles are applied to the Homasote in the usual manner, using 3/4" Viking Staples. The staples cross and lock in the Homasote—providing a holding power which has been tested with wind velocities up to 110 miles an hour!

For wood shingles—the pre-expanded Homasote is applied directly to the rafters. Furring strips are then applied to the face of the Homasote and nailed into the rafters at whatever centers the shingle size demands. The air space between the shingles and the Homasote further increases the insulation value and prevents rotting of the shingles. For this application, we recommend the use of Homasote nails, specifically designed for this purpose.

For both new construction and re-roofing—with asphalt, asbestos or wood shingles—you gain many advantages when you use Homasote for roof sheathing. Homasote is more economical—will not rot out. Remember also—Homasote's big sizes, up to 8' x 14', mean fewer handlings, fewer nailings, less labor, than are required with materials of smaller size.

Write today for literature and specifications data showing the many uses of Homasote. Please give us the name of your lumber dealer!

HOMASOTE COMPANY, Trenton 3, N. J.



. . . in Big Sheets up to 8' x 14'

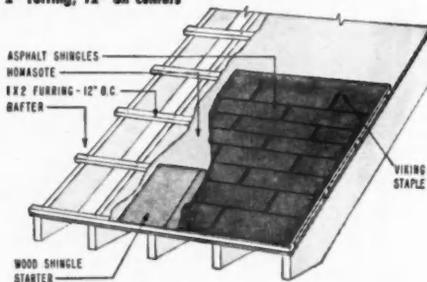
. . . oldest and strongest insulating-building board on the market



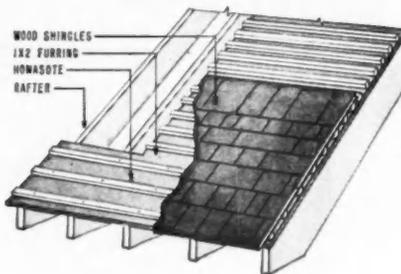
Nova Sales Co.—a wholly-owned Homasote subsidiary—distributes the Nova Roller Door, Nova-I. P. C. Waterproofing Products, the Nova Shingle and Nova-Speed Shingling Clip and the Nova Loc-Nail. Write for literature.



With ASPHALT or ASBESTOS SHINGLES
1" x 2" furring; 12" on centers



With WOOD SHINGLES
1" x 2" furring on centers determined by shingle size



THE VIKING STAPLE
crosses and locks
in the Homasote





Bryant Model 304 Gas Forced-Air Vertical Furnace. 6 sizes, inputs from 45,000 to 145,000 Btu per hour, approved by A.G.A. for all gases. Features Bryant Heritage 12-gauge steel heat exchanger and Bryant Push-Button Ignition (city gases only).

Squeeze-easer

FOR TODAY'S HOUSING

Bryant Gas Forced-Air Vertical Furnaces help solve today's important home space problem. They're the long-lived space-savers that can be installed almost anywhere . . . in basement, utility room or small closet. They require only slightly more than two square feet of floor space in their smaller sizes.

They provide the kind of fully-automatic, trouble-free operation that pays off in economy and user satisfaction. The proof is in *thousands* of installations in single-family dwellings and in *thousands* of family units of multi-family housing which have Bryant *Personalized Heating*.

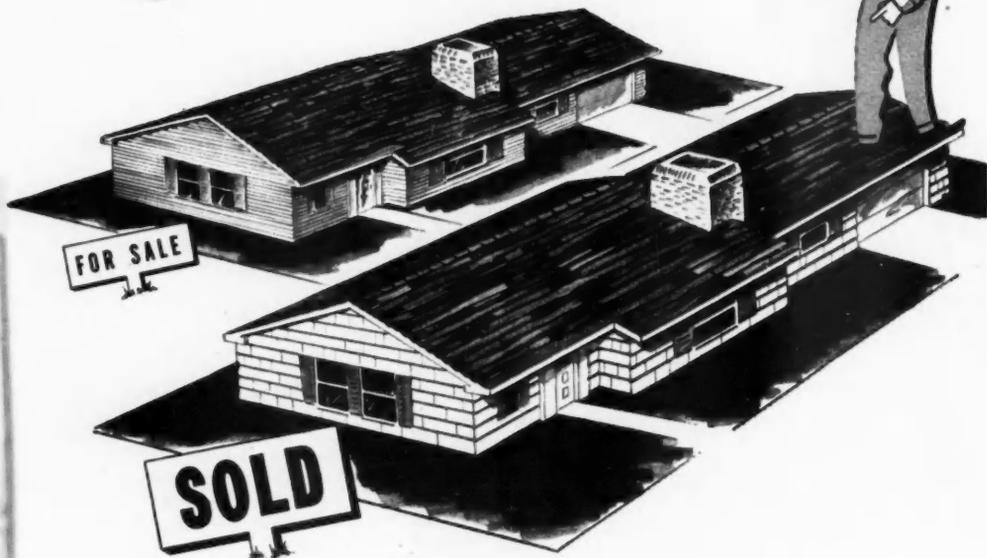
These slim, efficient Bryant Gas Forced-Air Vertical Furnaces will *fit* into your plans, will help *ease the squeeze* . . . to lower construction costs and provide more living space. Get full details from the Bryant Distributor nearest you or write direct: Bryant Heater Division, Dept. 84, Affiliated Gas Equipment, Inc., 17825 St. Clair Ave., Cleveland 10, Ohio.



Your single source of supply for everything in gas heating equipment!



Tip to Builders



1950

**PROVED THAT HOMES
SIDEWALLED WITH CREO-DIPT**

To build homes that sell faster, take a tip from the 1950 big project surveys. They show more and more builders swinging to Red Cedar Double Wall siding for its colorful beauty, durability and sales appeal.

Now you can add these factors to your homes and price them to sell fast in today's market. Use economical, easy-to-apply Creo-Dipt Zephyr Shakes. Made from genuine red cedar, they're factory-stained (not painted) in a variety of popular colors, then sturdily packaged to reduce application time and save waste on the job. Applied over special Creo-Dipt Insulation Backing Board, Zephyrs offer the added sales advantages of superior insulation, long life and *upkeep economy*.

DOUBLE WALL

Zephyrs
SOLD FASTER

CREO-DIPT CO., INC. — Dept. AB-71
North Tonawanda, New York

Please send me further information on CREO-DIPT
Double Wall Zephyrs and how to apply them.

FIRM NAME _____

ADDRESS _____

CITY _____

ZONE _____

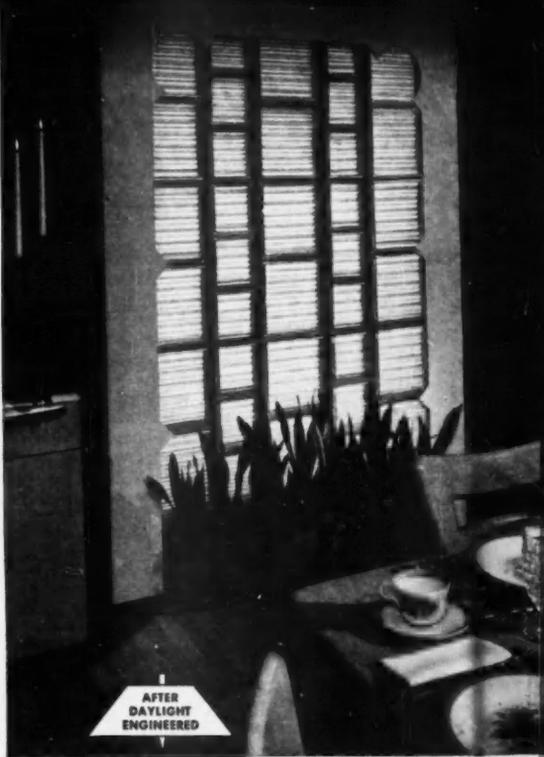
STATE _____

Mail this Coupon Now →

AMERICAN BUILDER



BEFORE
DAYLIGHT
ENGINEERING



AFTER
DAYLIGHT
ENGINEERING

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

PRIVACY AND BEAUTY THROUGH THE MAGIC OF Daylight Engineering

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

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

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

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

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

Get all the information about the many profitable glass block applications you can find in the average home. Just write: Daylight Engineering Laboratory, Dept. AB7, Box 1035, Toldeo 1, Ohio. American Structural Products Company, subsidiary of Owens-Illinois Glass Company.



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



INSULUX "WALLS OF DAYLIGHT"

—by the leaders of Daylight Engineering

Build in quality 2 easy ways

FOR A *double feature* THAT SELLS

PLASTER with PERMALITE

Base coat plaster with lightweight Permalite aggregate adds built-in insulation . . . fireproofing . . . crack resistance . . . and saves up to 4 tons dead-weight in an average 5 room house. Its use means less settling and minimum maintenance, plus important fuel savings and added Winter and Summer comfort. It's the finest wall finish you can use. These important factors make a big impression on home buyers . . . make them want to buy!



CONCRETE with PERMALITE

Concrete with Permalite aggregate gives up to 20 times more heat insulation than ordinary concrete. Use it for floor fill insulation. It screeds smooth in one operation, forms a hard surface free from flaking and provides adequate structural strength. It's a superior base for floor radiant heating system. Permalite adds much to building quality . . . little to building cost.



Permalite lightweight aggregates, rigidly controlled for uniform quality, are packed in 4 cu. ft. bags. They're convenient to store indoors, easy to handle, to mix. Meet all building code requirements. Get the full story on Permalite aggregates and how they're being used with outstanding success in houses of all sizes. Send in the coupon today.



A Building Product of
Great Lakes Carbon Corporation
and its exclusive Permalite Licensees



Great Lakes Carbon Corporation, Dept. 207
18 East 48th Street, New York 17, N. Y.

Without obligation please send complete information on Permalite. Have representative call.

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COMPANY _____

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CITY _____ STATE _____

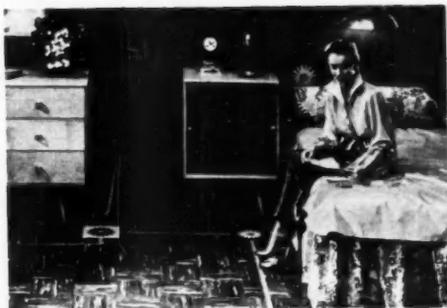


HERE'S WHY DECORATORS SAY

KENTILE FLOORS

make small homes more saleable

Kentile Floors add to the eye-appeal as well as the value of any home! The 25 light, bright decorator colors can be combined in countless ways to blend with or enhance any style of architecture...decorative inserts that come ready-cut add an expensive custom-designed air at no extra labor cost. Colors never wear off even under the hardest usage because they go clear through to the back of each tough, fire-resistant tile.



Low-cost KENTILE is installed speedily, economically, tile by tile . . . keeps building costs down—quality up! Yes, KENTILE actually adds to the value of a small home. And it's the name your customers know and want . . . backed by national advertising featuring the famous Kentile guarantee.

Kentile can be installed anywhere . . . over smooth metal, wood or concrete . . . even below grade on concrete in direct contact with the earth or in non-basement homes.



A Kentile Floor deserves KENBASE! It is applied directly against any smooth wall where it meets the floor area and seals dirt-catching cracks and crevices. It never needs painting, and scuff and mop marks won't show.

KENTILE®

The Asphalt Tile of
Enduring Beauty



KENTILE, INC., 58 Second Avenue, Brooklyn 15, New York • 350 Fifth Avenue, New York 1, New York • 705 Architects Building, 17th and Sansom Streets, Philadelphia 3, Pa. • 1211 FIBC Building, Cleveland 14, Ohio • 225 Moore Street, S.E., Atlanta 2, Georgia • Kansas City Merchandise Mart Inc., 2201-S Grand Avenue, Kansas City 8, Missouri • 1440 11th St., Denver 4, Colorado • 4532 South Kalin Avenue, Chicago 32, Ill. • 1113 Vine Street, Houston 1, Texas • 4301 Santa Fe Avenue, Los Angeles 58, Calif. • 95 Market Street, Oakland 4, Calif. • 452 Starler Building, Boston 16, Mass.

crestwood ▶

Three bedroom home for more and better living designed by Schwarz and West—A. I. A.



New Designs
AND
GREATER PROFITS

EXCLUSIVELY YOURS!

Peaseway "New-Design" homes—the *FIRST* prefabricated CONTEMPORARY design homes in America—exclusively yours in your market when you become a Peaseway franchise builder-erector.

These "New-Design" homes are big news in the home-building market. They're designed by three of the nation's leading contemporary architects. The Peaseway Eastwood, Crestwood and Archwood are 2, 3, and 4 bedroom homes. They offer quality, durability, livability, and easily-cared-for spaciousness. And they sell easily! Peaseway homes are FHA approved.

In addition to the Crestwood, Archwood and Eastwood,

Peaseway
homes
SINCE 1915

... first in better living.

many other designs and dozens of exterior variations are available ranging in price from \$7,000 up.

And get ready to make money, because the Peaseway Plan is yours for the asking. It tells you how to make really big money, whether you're now worrying along with 2 to 5 home sales a year or whether you're building many homes. It tells how to build more homes faster, turn over your capital more often, reduce your costs and establish yourself as a leading builder in your area.

Start now to dominate the building market in your community. Just drop us a line on your letterhead asking for the Peaseway Plan. Within a few days you'll receive the full story. Remember—the number of Peaseway franchises still open is limited—so don't delay, write today!

Write or phone: John W. Pease

PEASE WOODWORK COMPANY, INC.
CINCINNATI 23, OHIO

"In business in Cincinnati since 1893"



archwood ▶

Four bedroom home. Another first in better housing by nationally known contemporary architect Oscar Stonorov—A.I.A.—A.I.P.



eastwood ▶

Two bedroom home. Modern as this moment. Designed by Robison Heap noted contemporary architect.

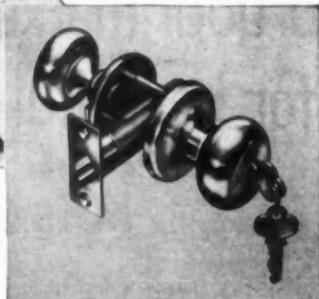
THE LOCKS WE WANT ARE



Corbin Tubulars!

If you want
your fame to grow,
build with products
your prospects know!

Corbin Tubulars and other fine Corbin Hardware are nationally advertised in 23 publications, including: AMERICAN HOME, THE SATURDAY EVENING POST, SMALL HOMES GUIDE, HOUSE BEAUTIFUL'S MAINTENANCE AND BUILDING MANUAL, BETTER HOMES AND GARDENS' BOOK OF BUILDING, leading school, hospital and architectural publications! No other door hardware is so widely advertised!



It's a wise choice — for your customers, for you — when you install Corbin Tubular Locks and Latches in the homes you build. Here's why:

Corbin Tubulars are quality hardware, yet priced within the budgets for modest homes.

Corbin Tubulars are quick and easy to install, yet ruggedly built to serve for many years.

More and more of your customers are learning about these advantages through Corbin advertising in leading national publications. Why not cash in on their interest by installing Corbin Tubulars in the next houses you build!

Corbin Tubulars are made with metal or glass knobs, and for every door function.

GOOD BUILDINGS DESERVE GOOD HARDWARE



P. & F. Corbin
DIVISION

The American Hardware Corporation
New Britain, Connecticut, U. S. A.



No limit
to your markets
for beautiful kitchens

made with

MASONITE HARDBOARDS



Maybe it's the kitchen of the new 1952 demonstration home you are proudly showing your prospects.

Then again, it could be an old 1900 kitchen you have brought up to date.

In model homes or remodeled homes, Masonite® Hardboards offer you unlimited possibilities.

These smooth, rigid, all-wood panels go up quickly. They're highly resistant to moisture

and they are an ideal base for paint or enamel.

In cabinets of all kinds, you'll find Masonite Hardboards offering strong, lasting resistance to denting and twisting.

They make low-cost, easy-to-fit counter fronts and tops, soffits, valances and other kitchen refinements.

Your local lumber merchant is your headquarters for the 19 types and thicknesses of Masonite Hardboards.



MASONITE

CORPORATION

BOX 777, CHICAGO 90, ILLINOIS

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



Things to Look For
When Buying A
Radial Power Saw

Ease of Operation

Because they are easier to use, Comet Radial Power Saws decrease operator fatigue, increase accuracy, and boost production on your job. Here are some reasons why—

EXCLUSIVE SAFETY RETURN SPRING
Aids in returning saw to starting position and acts as a safety stop. Actual field tests prove this feature minimizes cutting effort and greatly increases production.

EASY TO REACH CONTROLS
All Comet saw controls are conveniently grouped in front and to the right of the operator. Easy to reach—easy to adjust, settings for all cuts made with minimum effort.

FULLY RETRACTING ARM
Rolling smoothly and easily on 8 ball bearings, the radial arm retracts with the saw assembly. Work always in plain view, operator is not hampered by the obstruction of a fixed arm.

Other Features That Make Comet Saws Your Best Buy.

For maximum safety, Comet Saw guards are fully adjustable with anti-kick-back dogs at point of entry. All weather exposed parts are chrome or cadmium plated or heavily enameled to prevent rusting. The radial arm is of seamless tubular steel with precision milled tracks and operates on eight permanently lubricated ball bearing rollers. This assembly is sealed from dust and dirt by heavy oiled felt wipers. Comet saw motors are rated for 100% overload capacity. External wires protected by flexible metal conduit.

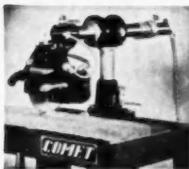
With all these features, Comet Saws cost no more, yet do more work and last longer. Over 50 different combinations to fit your requirements. See your building machinery dealer or write for further information.

THERE'S A COMET SAW DESIGNED FOR YOU



THE JUNIOR

Up to 1½ h.p., cuts 4" deep, 19" wide, rips material 25" wide.



THE COMET CLIPPER

Up to 5 h.p., cuts 4¾" deep, 19" wide, rips material 29" wide.



THE COMET SENIOR

Up to 7½ h.p., cuts 6" deep, 22" wide, rips material 40" wide.



THE SENIOR 8"

Cut off Saw—up to 10 h.p., cuts 8" by 10" timbers.



THE TIMBER CUTTER

Up to 10 h.p., cuts 16" by 16" timbers.

Send coupon for free information and literature on the Comet that fits your need.

COMETS Cut Quicker

CONSOLIDATED MACHINERY & SUPPLY CO., LTD.

2031 SANTA FE AVENUE • LOS ANGELES 21, CALIFORNIA

CONSOLIDATED MACHINERY & SUPPLY CO., LTD.

2031 Santa Fe Avenue, Los Angeles 21, California

Please rush me prices and data on:

- Comet Junior Comet Clipper Comet Senior
 Comet Senior 8" Comet Timber Cutter

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

CROSS CUT ★ RIP ★ MITRE ★ COMPOUND MITRE ★ BEVEL ★ PLOUGH ★ SHAPE

Take it from these **SUCCESSFUL** builders...



Earl W. Morrison, Architect

Living in the modern manner! Residents enjoy breath-taking panoramic views of snow-capped mountains, the blue Puget Sound and scenic Seattle. Complete facilities include a large variety of stores and shops, a huge garage, laundry and nursery.



Paul Keller-Block, President,
Keller-Block Corporation



Walter Harfst, Harfst-Henson,
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AMERICAN BUILDER

Construction Credit

THE Bureau of Labor Statistics' figures on housing starts for the first third of 1951 indicated that the total for the year would exceed one million. However, the 90,000 starts in April, while high for most years, are some forty per cent below the figure for April, 1950. This is viewed as evidence that Regulation X was beginning to accomplish its announced purpose in late spring. At the same time, many builders with new houses to sell were complaining of sharp declines in sales, and marked scarcity of prospects with required minimum down payments. This dictated caution in new starts and was resulting in curtailed programs.

Lending agencies were cutting commitments to builders for construction money, or abandoning the market entirely. It was predicted that as a result, starts in May would decline to a smaller percentage below May, 1950 than was reflected in the April comparisons. As this is being written the figures for May are not available.

Whether the prediction is borne out or not, indications in early June were that volume by most operative builders in larger cities would fall below the 1950 figures, that totals in most of the smaller cities and towns might equal or even exceed those of last year, and that if money for construction loans continued tight until autumn or later, a serious situation would develop.

It is interesting to note that BLS figures generally do not show declines in the smaller towns. This can and probably does indicate that local money for custom built homes is not tight; that there still are many people in middle income groups with both the money and the desire to build; that because of cut-backs in larger cities, materials and labor are easier in the small towns.

That, however, does not relieve the concern of operative builders and city officials in metropolitan areas and expanding defense centers where housing is in great demand. In some of the latter there are signs that acute shortages are developing again.

Regulation X can be modified, and if the need is shown when the June figures for starts are published, there is little question that modification will be forthcoming. It must be remembered, however, that since about six months were required for the Regulation to show results, modification cannot reverse the present trend over night.

The same thing can be said of the present tight construction money market. If it is prolonged until September, as many think it will be, the HHFA goal of 850,000 starts in 1951 may not be reached.

While the over-all problem is not simple, May and June starts should be watched carefully and both Regulation X and the money market adjusted accordingly and quickly. Any delay can have a paralyzing effect on necessary building, and contribute to, rather than halt, inflation.

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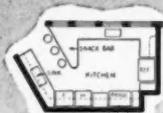
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Plans



Equipment



Cabinets



Built-ins

THE KITCHEN and NATIONAL HOME WEEK



MORE radical and constructive changes have been made in recent years in the kitchen than in any other room in the house. NATIONAL HOME WEEK provides the vehicle for all segments of the industry to highlight this fact

NATIONAL HOME WEEK offers the only opportunity for manufacturers, builders and dealers to stage a co-ordinated national promotion drive to focus attention on the latest designs, materials and equipment for modern kitchens. Nation-wide publicity on the 1951 National Home Week, September 9 to 16, will again make the public home conscious in every community during that period, when builders and dealers will stage demonstrations emphasizing home ownership and modernization.

For years the kitchen has been recognized as the focal point of interest for women considering the purchase of a new home or the modernization of an existing home. There have been hundreds of local promotions on kitchens in communities around the country. But, like builders who offer model houses on display, the efforts of those primarily interested in the kitchen have not been co-ordinated into a national promotional effort. National Home Week, which was inaugurated in 1948 by the *American Builder*, and which has now become an annual event, affords those whose interest centers around planning and merchandising components of kitchens this much needed opportunity to stimulate unprecedented curiosity about the newest in kitchen treatment and equipment. Public interest is particularly high in the latest equipment to be mass marketed such as dishwashers, garbage disposal units, automatic laundries, ventilating fans and other automatic mechanical devices.

The ideal point to demonstrate well-designed and well-equipped kitchens is, of course, in a model house. Successful home builders learned years ago that a satisfactory kitchen in a house offered for sale not only does a great deal to reduce initial sales cost, but serves to make the ultimate purchaser happier and better satisfied. It is of

AMERICAN BUILDER



A WELL-DESIGNED, well-equipped kitchen not only stimulates unusual interest in any house, but it helps to reduce sales costs

prime importance that unusual care be taken in planning and equipping kitchens to be shown during National Home Week so that those kitchens will have as many features with universal appeal as possible.

This is important not only because of those who will look at a particular house in a certain price range and actually be in the market for that type of a house, but also because in the crowds which come to view model houses there will be hundreds of persons just out looking for ideas. There will also be hundreds of others out purely because of curiosity. In the aggregate it behooves every manufacturer, builder, and dealer interested in doing a good public relations job to make sure that the kitchens shown make the right impressions on those who see them. It is a well-known fact that when a prospective housewife purchaser finds a kitchen which she particularly likes that she will compromise on other features in the house.

Because there is so much interest in the kitchen in every home, those who have houses on display during National Home Week will find it creates much additional interest and good will to make available to visitors literature and details on materials and equipment used. This can be done by hanging a list of the items with brief descriptions, in a good location in the kitchen. Literature can be handed out to visitors or left for them to take as they choose. In lieu of either, or a combination of these suggestions, someone can be posted in the kitchen to explain details and answer questions.

Model kitchens can also be displayed during National Home Week without having them incorporated as part of new homes on demonstration. Kitchen material and equipment dealers, modernization firms, public utilities and appliance dealers can set up models in their places of

business and publicize them during the observance of this national event, when the public will be "home conscious."

There may be manufacturers or distributors who have cooperated with a builder in preparing one or more kitchens in homes to be on display but who still would like to show even more variety in a wider range of prices. This can be done by setting up additional model kitchens in their places of business or some other convenient location and publicizing that fact.

It is well to remember that in no other single room in a house have more improvements and radical changes been centered in recent years. In fact some kitchen planning experts have observed that styles and conveniences in kitchens change so rapidly that it requires constant study for anyone to keep abreast of them. This makes it doubly important that builders and dealers do not underestimate the importance of the kitchen as a prime phase of National Home Week, and that they also make certain they have the latest and best in the price range shown.

The important axiom that, "a good kitchen is not dependent on size" merits repetition. In fact, a small kitchen is quite often preferable to a large one if doors, windows and equipment are properly located.

The compact, attractive kitchens available today did not just happen. They evolved from countless hours of research, financed by numerous manufacturers and home economics agencies. The plans, facts and experience developed by manufacturers and other researchers are available to those in the home building industry. This makes it possible to get the most out of the money to be spent on any kitchen in any price range today, and to prove it by constructively displaying accomplishments during National Home Week.



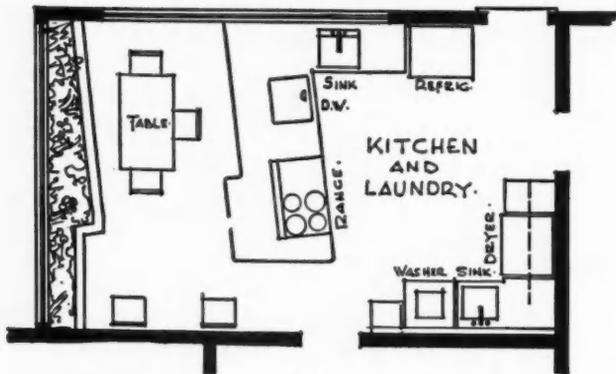
WITH a garden on the inside as well as outside, the combination kitchen and dining area of this Boyts custom house has wrought-iron furniture with floral decorations to complete a most pleasing theme

KITCHENS *the focal point for sales*

Builder Charles H. Boyts of Belmont, Mass., declares he is best able to satisfy his customers for de luxe homes by concentrating his planning on kitchen design

BUILDING custom de luxe houses which are designed to sell in the \$30,000 to \$50,000 price range and equipping them with complete kitchen and laundry appliances of General Electric Co. manufacture comprises the highly successful building operations of the Boyts Construction Company of Belmont, Massachusetts. This firm, of which Charles H. Boyts is president, has constructed 15 such units during the past year, and it has a waiting list of orders for more than a million dollars worth of custom houses.

Declaring that he considers the kitchen to be the focal point of the entire house, Boyts has found that he is best able to satisfy his customers by concentrating his planning on kitchen design. Accompanying illustrations and floor plan are of the Charles Boyts home in Belmont. Garden enthusiasts, the Boyts arranged that the dining area of the kitchen be situated to overlook the outdoor garden. Inside the windows



FLOOR PLAN shows the combination kitchen-dining and laundry areas



CABINETS suspended from ceiling make an interesting eye-level break between dining and work areas of kitchen as well as provide for storage. Appliances include a dishwasher

CLOCK and shelf detail break monotony of cabinet backs and carry out garden theme of dining area. Base cabinets provide space for storing dishes and silver

there was a flower plot arranged to enhance the outdoor effect. The theme was completed by the use of wrought-iron kitchen furniture with floral decorative effects.

A pushbutton electric range, base cabinets and an electric dishwasher are situated on the other side of the dining area, with a continuous countertop joining the appliances together to form a serving bar and to provide ample top-surface working space. Not shown completely is the refrigerator which is strategically placed next to the sink. The serving bar is introduced into the area at a slight angle, breaking the regularity of the standard arrangements. Clock and shelf detail break the monotony of cabinet backs.

The laundry is equipped with an automatic washer, dryer and base wall cabinets. Designed so as not to intrude on the dining area, the laundry is conveniently arranged so the laundering and kitchen tasks can be combined.





THE SITTING ALCOVE across half-wall from kitchen gives informal air to this California home and provides a natural center for family activity



1951 Version of Early American Farmhouse Kitchen

SEPARATED from a comfortable sitting room by only a half-wall, the kitchen in this replica of an authentic Early American farmhouse regains its place as the home's social center. The arrangement is particularly handy for the housewife, who can simultaneously prepare meals

and "visit" with the family or guests.

The house was designed for his own use and built in Beverly Hills, Calif., by Architect John P. Pederson, after a trip through the east on which he said he saw many such kitchens in old homes.

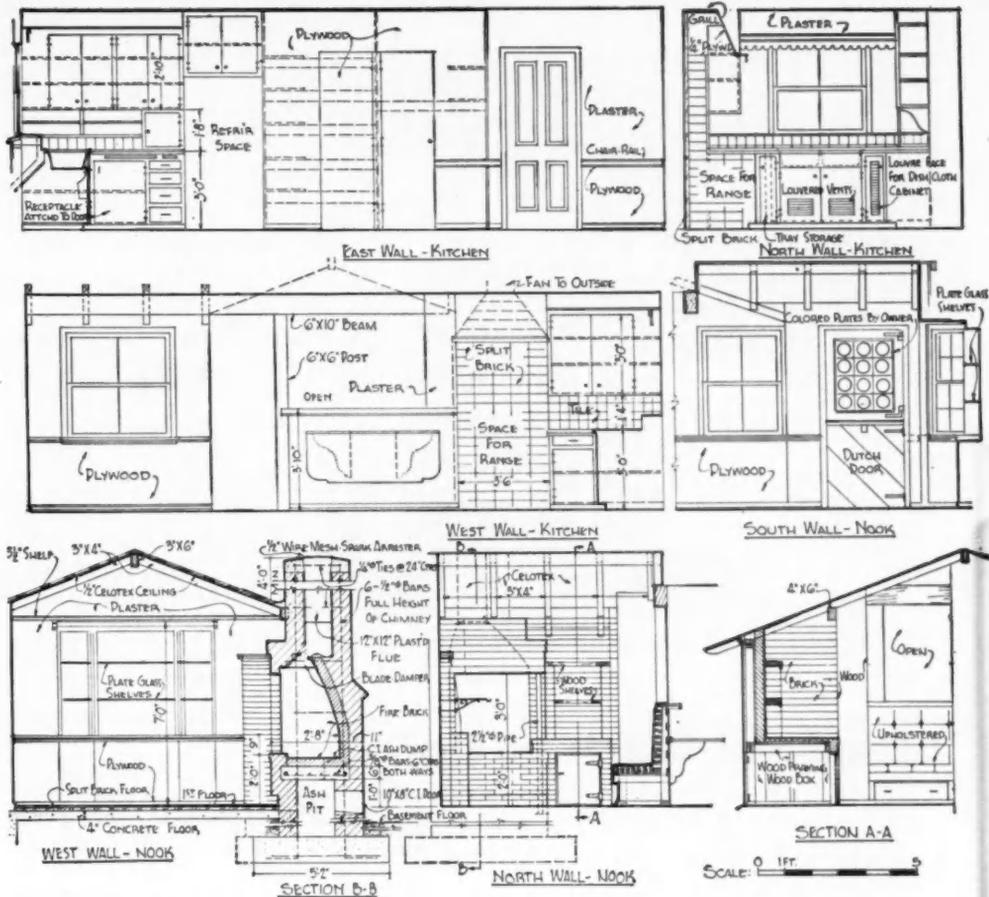
Expert use of materials gives the

sitting room-kitchen modern convenience as well as the rustic, relaxed atmosphere the architect wanted. Fixtures and decorations follow the period motif.

The range is set in a recess faced with dull-finish, washable split brick; refrigerator is recessed in the cabinet



KITCHEN seen from sitting room (left). Center: Looking from sitting room into dining nook. Close-up (right) of kitchen work area



CONSTRUCTION details of unusual Pederson kitchen. Floor plan at right

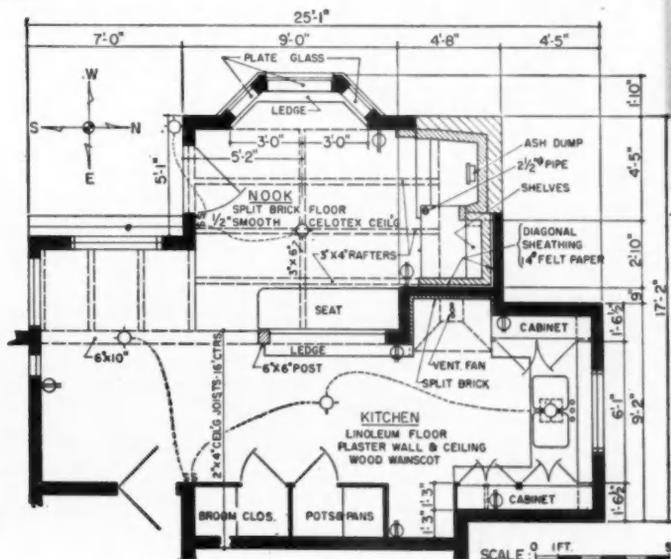
wall. The kitchen ceiling is plastered and papered. Flooring is linoleum with same linoleum used for the drop leaf table.

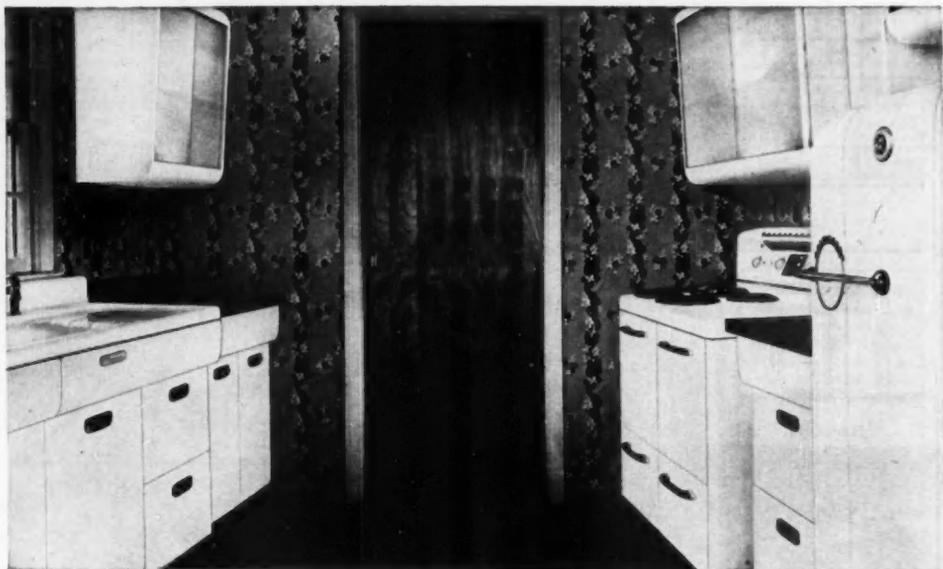
Kitchen cabinets are natural birch, coated with spar varnish. Counter of half-wall is also birch. Work surface counters and backsplashes are yellow tile. Cabinet hardware is black wrought-iron strap hinges and pulls.

An outstanding feature of the alcove sitting room is the roomy Swedish barbecue fireplace, equipped with removable grate and spit.

The counter above wood box, at right of fireplace, serves as a buffet table. Shelves above the counter are made of permanent baked copper which requires no polishing. The same material is used for the kitchen range's hood.

The floor of the sitting room is a tomato-red split brick. Wallpaper, with a tomato or bittersweet background, extends into the dining or breakfast nook.





TYPE of Morton kitchen cabinets installed in all the houses built at the John Harrison development at Birmingham, Mich.

Standard Kitchen Units Aid Project Sales

DESIGNED by a builder who considers design a paramount factor in the success of sales of housing units, the 150-unit project of John D. Harrison at Birmingham, Mich., incorporates standard kitchen units

with modern cabinets as a feature attraction of the new house.

It all began when Harrison installed standard kitchen units with attractive cabinets in his demonstration home in the Good American Home

program last year. The many advantages of the cabinet kitchen, such as sliding glass doors, fluorescent lighted interiors, pull-out shelves, maple wood cutting block, and general streamlined appearance, were

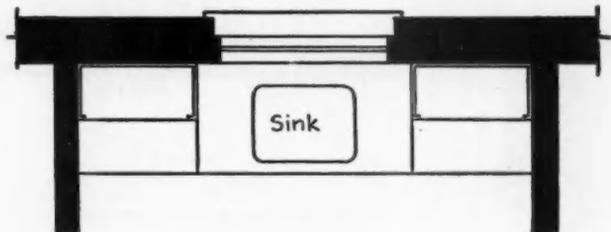


GOOD proportion and trim lines mark the exterior of house

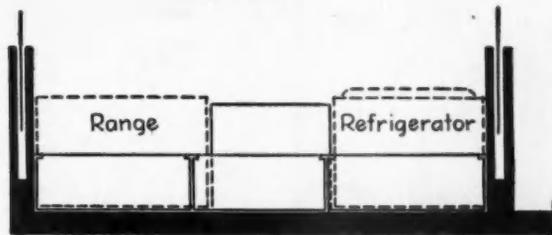
not only readily accepted by the people who visited the home, but were also demanded by the subsequent purchasers. More than 5000 persons went through the demonstration home on the first day and an entire block of 50 houses was sold out three months in advance of the project completion.

Houses of the development are designed to present a single type of construction that lends itself to satisfactory standard production methods while at the same time retaining a degree of individuality, and encompasses the contemporary theme of easy-living, one-floor basementless, garage and breezeway attached type of home. These houses, with perimeter type forced hot air semi-radiant heat in the cement slab, and with truss roof construction, are of two- or three-bedroom plan with walls of brick veneer. These are currently selling for \$13,500, and have a gun-type oil burning furnace as standard equipment. In order to render the homes eligible for FHA financing, it was necessary (in the metropolitan Detroit area) for the builder to pave the street. Houses have vapor seal as insulation for floor and walls. Range, freezer, and electric water heater for the kitchens are optional at extra cost. A fireplace may also be added to any of the units at an additional cost of \$550.

Harrison is currently a director and vice-president of the Builders Association of Metropolitan Detroit, secretary of the Michigan Association of Home Builders, and an alternate director of the National Association of Home Builders.



KITCHEN
8'-6" X 8'-10"



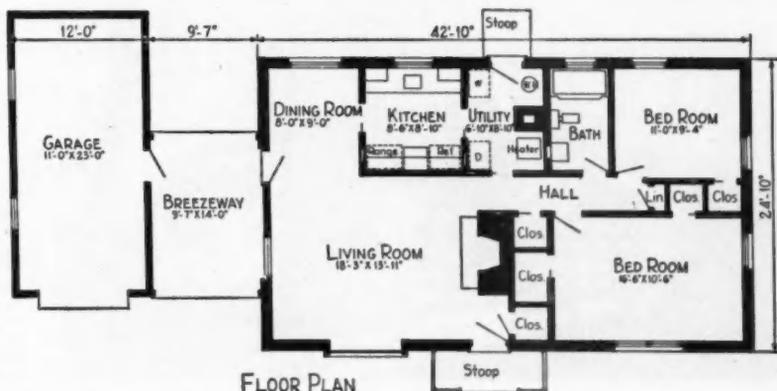
FLOOR PLAN of kitchen shows cabinet and utility arrangement along the walls

Products Used

- American Standard and Kohler plumbing
- Celotex vaporseal and insulation
- Ceramic bathroom tile
- Chem-brick brick veneer
- Duplex kitchen fan
- Earle hardware
- Fiberglass dust-stop fibres
- General storage-type water heater
- Kelvinator Merten cabinets
- Kelvinator range, freezer and electric water heater (optional)
- Majestic package receiver
- Modern Glide sliding doors
- Rockwell ceiling insulation
- Strand garage door
- U.S. Gypsum roofing
- U.S. Gypsum sheathing



BUILDER John D. Harrison (at left) with John J. Massini, manager, apartment and builder sales, Nash-Kelvinator Corp.



FLOOR PLAN

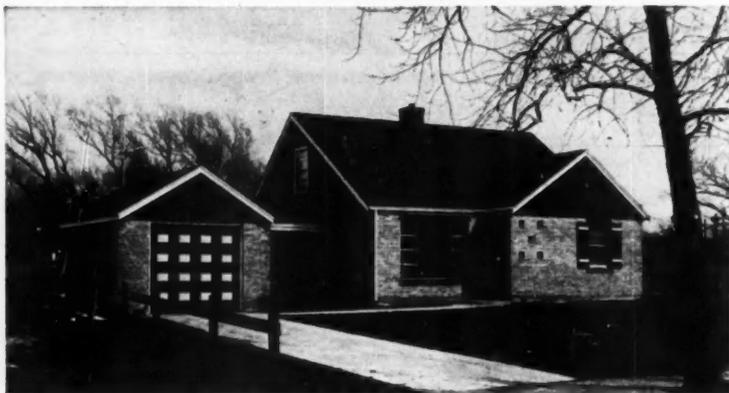
HOUSE floor plan indicates design of two-bedroom unit, garage, and the breezeway area



AMERICAN KITCHEN cabinets outline pass-through between kitchen and utility room breakfast bar

Step-Saving Kitchen

Double-duty utility room contains breakfast bar in this four bedroom basementless Lombard, Ill. home



SUBURBAN charm has been captured by Edwin W. Chase, builder, in the Russell R. Radford home. The house, breezeway and garage stretch across 56 feet of a partially wooded 78 by 170 foot site. Note the checkered effect given the paneled overhead garage door

A BREAKFAST bar in the utility room immediately behind the kitchen sink and counter is a step-saving feature in the four bedroom two story basementless home of Mr. and Mrs. Russell R. Radford in Lombard, Illinois. Direct serving is permitted because of the provision of a rectangular wall opening between the two rooms.

Built by Edwin W. Chase, Lombard realtor and builder, the house lies in the village's Lilac Lodge section, subdivided by Chase in 1925. It is here that Chase, director-chairman of the Fox River Valley Home Builders Association, has built nearly 200 postwar homes on previously tax delinquent sites he re-acquired during World War II.

The kitchen in the Radford home, which cost \$20,000, including breeze-way attached garage and 78 x 170 foot fully improved site, is separated from dining room by a Modernfold door. Directly behind the housewife, as she stands at the work counter, are the refrigerator and stove, separated by a double hung window.

The kitchen floor is covered with black asphalt tile and the lower walls with gray and black plastic tile, which extends to the ceiling in the stove area. Sunshine yellow paint has been applied to the "dry wall" upper walls and ceiling. An exhaust fan eliminates cooking odors.

In addition to the breakfast bar, and yellow leather stools, the utility room accommodates clothes washer, dryer, hot water heater and the oil-



MANY steps are saved daily by this efficient kitchen-utility room plan



FORMICA bar — a natural for breakfast, cocktails, or after-school snacks

fired International warm air perimeter radiant heating plant.

Completing the first floor plan are the L-shaped living-dining area, two bedrooms and a plastic tile bathroom. A built-in staircase leads to the two upstairs studio bedrooms.

The vestibule exhibits an interesting shadow-box treatment with recessed what-not shelves, forming an "X" pattern, silhouetted against glass block backing. A division is drawn between living and dining areas by two tiers of glass block. Cupples aluminum windows with matching storm windows and screens are used throughout.

Both house and garage are of common brick construction, with vertical and horizontal boards, painted chocolate, highlighting the gable areas. The trim color is white. A striking checkered effect has been achieved by painting white the recessed panels of the chocolate garage door. Walnut brown shingles cover the roofs of the house, breezeway and garage; this color is repeated in the ranch-type fence that borders the property.

Plans were drawn by Clarence Newton of Villa Park, Ill.



FIRST FLOOR PLAN

GOOD circulation has been gained by provision of side and rear doors. Upstairs are two studio bedrooms

New Kitchen Lighting Recipes Aid Builder

By *E. W. Commercy*

Head of Residential Lighting
General Electric Lamp Department



ONE OF THE strongest selling features of a new home is often its kitchen. Modern equipment and well planned designs frequently influence the decisions of buyers who are looking for time and effort-saving advantages in their new homes.

Growing public interest in still another modern, energy-saving kitchen aid, Light Conditioning, where lighting equipment is chosen and installed according to new tested recipes, offers the builder new opportunities to increase saleability with a minimum of effort and expense.

Present widespread public interest in Light Conditioning has aroused many builders to include

these advantages of modern lighting techniques in their demonstration homes.

In surveys based on visitors' preference, ballots solicited at builders' demonstration showings in both Dayton and Cleveland, Ohio, Light Conditioned kitchens were outranked only by lighted valances in living-dining room areas.

As one builder observed, once people have seen and experienced a Light Conditioned kitchen, they realize that this is one of the advantages they can't afford to overlook in choosing a home.

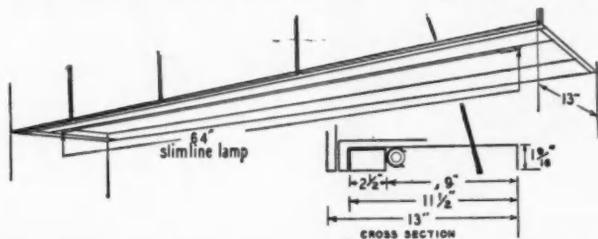
To create a bright, efficient, streamlined Light Conditioned kit-

chen, lighting must be functionally arranged to assure desirable amounts of light needed for kitchen tasks.

Few aspects of home planning and modern home equipment equal the interest in the function of the modern kitchen, its layout possibilities, and the effectiveness of its equipment.

In the development of the modern kitchen many measurements have been made, and inconsistencies, such as differences in counter and range top heights have been resolved. Step-saving studies have resulted in more efficient kitchen arrangements. Cupboard space over seven feet high seems to be disappearing.

Kitchen lighting, too, can be measured. Such measurements are needed if the true purpose of the lighting, its functional effectiveness, is to be appraised.



CONCEALED fluorescent lighting under cabinets can be achieved by method above

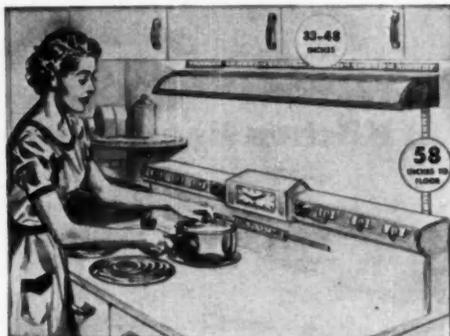


150-WATT projector lamp installed behind valance over sink assures good lighting



ONE of the most popular features of Light-Conditioned kitchens is the light over the sink. This can be accomplished by installing two 25-watt fluorescent units, a 75-watt floodlight bulb or a 150-watt standard lamp bulb in a 12-inch enclosing globe

20-WATT FLUORESCENT unit may be used unshielded if placed under cabinets, but light must not be visible from seated position in adjoining rooms



A LIGHT over the kitchen range is an added safety feature in the kitchen

To give the builder practical guidance in selection of lighting equipment and its correct placement, a series of new lighting recipes were developed recently in the Lighting Laboratories at Nela Park. Four pre-tested recipes for the kitchen serve as a guide to the builder in creating a Light Conditioned kitchen.

These four recipes offer a choice of equipment including both filament and the new types of fluorescent units. They are based on various duties which must be performed in the kitchen by the homemaker. Light Conditioning a kitchen must begin with the plans in order to provide light at major work areas—the sink, the range and every important work counter, as well as a ceiling fixture. Either filament or fluorescent may be used, with the following as suggestions for minimum sizes that will give recommended amounts of light for average size rooms.

Central Ceiling Fixture

Fluorescent Ceiling Fixtures—three 20-watt or two 25-watt lamps. Incandescent Ceiling Fixtures—minimum 12-inch glass enclosing globe with 150-watt standard bulb.

In addition to generous ceiling light needed to see into tops of cupboards and bottoms of drawers, Light Conditioning requires special light over the sink to prevent working in one's own shadow.

Sink Lighting

Fluorescent surface units using two 25-watt tubes may be used unshielded in rooms with 8 to 9 foot ceilings if sinks are flanked by cabinets (none above) so that tubes can be concealed from view, as shown on 104. This unit should be mounted as close to the valance board as possible. Decorative valances between the cabinets to protect eyes from direct glare should extend down at least seven inches, as shown.



DIMENSIONS for fixture over stove

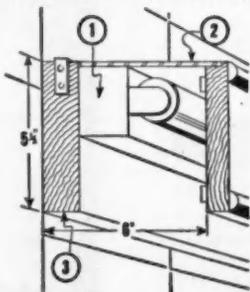
An alternate sink lighting arrangement using filament type fixtures, includes a 75-watt reflector flood bulb in a porcelain socket or a 150-watt standard lamp bulb in a 12-inch enclosing globe.

All three types of fixtures should be attached to the ceiling so that they are centered above the sink. When ranges are flanked by cabinets (with none over range) they may be lighted with this same type of installation.

Range Light

Another requirement of a Light Conditioned kitchen is special lighting at the range to enable homemakers to see into bottoms of pots and pans while cooking. One method of range lighting that has proven popular with builders when cabinets are located above the range is to use a commercially available fluorescent wall fixture.

This shielded fluorescent unit has one 25-watt or 40-watt tube, as pic-



CONSTRUCTION details of lighting in condiment shelf over range, illustrated top right. (1) Channel strip for wiring, ballast, and radio interference filter. (2) Clear glass panel. (3) Wood strip mounted on tile

tured above. A shielded unit with two 60-watt lumiline (long filament) tubes end to end; or a shielded unit for two 60-watt frosted bulbs spaced 18 inches apart with lamps mounted parallel to the wall should be used over ranges.

To assure light across the whole range top, wiring outlets for range lights should be located at 51 inches from the floor. When this is not possible, they may be located 2 1/2 inches below bottom edge of upper cabinet. If rectangular outlet boxes are placed horizontally, it will be possible to use narrower fixtures than when they are placed vertically.

Another practical and popular way builders can provide light for the range is by constructing an attractive shelf with fluorescent lighting concealed in it. As shown in the photograph above, this shelf light which is equipped with a glass top, lights not only the range top but gives the homemaker a convenient space for cooking and decorative accessories. The shelf, as indicated in the drawing, uses a 40-watt fluorescent tube. Its design is simple enough so that it can be constructed on the job.

Wall type fixtures may also be used in this same position to light sinks with cabinets located directly above them.

Work Counters

In addition to a central ceiling light, a range light and light over the sink, local light should be provided for each 25 to 30 inch length of work counter.

A 20-watt fluorescent unit may be used unshielded if placed under cabinets. When, however, the unshielded light may be seen when seated in an adjoining breakfast nook or dining area, they must be shielded.

One of the advantages of Light Conditioning that most impresses builders is that Light Conditioning can show up the fine features and detail of the interior.

Specialization In Kitchen Remodeling

Los Angeles concern specializes in the installation of cabinets in kitchens of both new and existing living units



UNBROKEN work top area, added cabinet space above and below and a pleasing view through a large window is achieved in the new arrangement, above, contrasted with the old, left



FOR EASY accessibility the refrigerator was moved across the room and placed at the end of a work counter and a line of cabinets



INSTALLING new kitchens and remodeling old ones has become a remunerative and interesting enterprise for Wesley and Nate Parker of Santa Monica, Calif. They have learned that many builders and architects welcome help in designing and installing modern kitchens.

The brothers employ three planning engineers who are experts in kitchen planning and are familiar with all of the ideas for kitchen stepsaving and convenience. They contact architects and contractors in connection with new work, and home owners for possible remodeling work. As for remodeling, the contact men find that women decide to remodel either because they are dissatisfied with the appearance of their kitchens, or because the kitchen facilities have become inadequate for the demands of the family.

In remodeling the kitchen shown in the accompanying illustrations, a bay at one end of the old kitchen was removed and large picture window was installed so as to permit abundant light and a large outlook immediately above the sink area. For better interior lighting a recessed light was placed in a soffit above the sink. A small window which served no useful purpose was removed from a side wall and the refrigerator was moved to the opposite side of the room and placed at the end of the counter and cabinets for easy access and greater convenience. On the other side wall, a door and the old cabinets were removed because in the old arrangement no cabinets or work tops were adjacent to the range.

A new ventilating hood with fan was installed over the range to carry off excess heat and cooking odors. Two partitions were removed from one end to incorporate a small service porch into the kitchen area. The range was moved from the end to a side wall so it would be adjacent to cabinets and work tops.



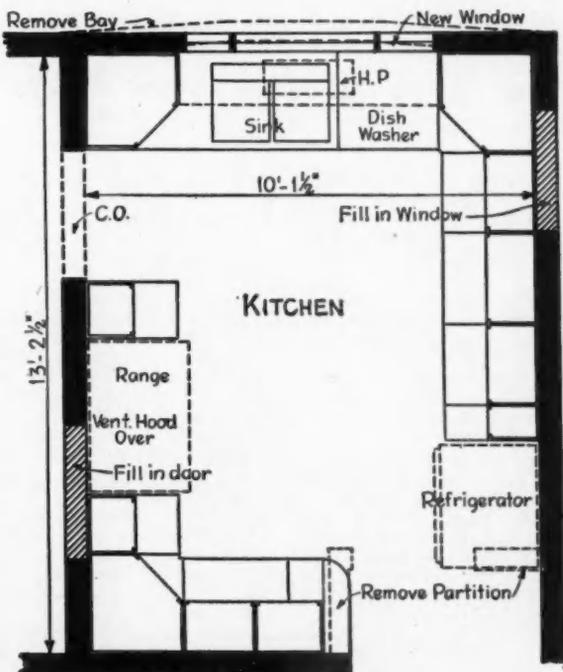
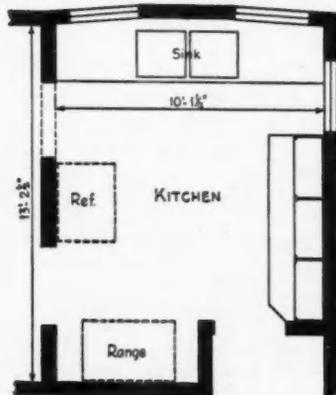
VENTILATING hood was installed over the range. New cabinets at left and right provide added convenience. In the old view note that no cabinets or work tops were placed adjacent to the range



OVER-ALL view of the new kitchen. Note convenient location of dishwasher, next to storage cabinets

Brand Name Products and Equipment Used

- Formica counter tops
- General Electric refrigerator
- Hotpoint dishwasher
- Kitchen-Kraft steel cabinets
- Frye insect lights
- Vent-A-Hood ventilating unit
- U. S. Gypsum plasterboard
- Wedgwood range
- Westinghouse garbage disposal unit



FLOOR plan at left is that of old kitchen and that above is of the remodeled kitchen. Note arrangement of all equipment for maximum efficiency in use



Series of setbacks along front wall of house produces an interesting facade

Low Roof Invites Low Costs

THE EMPHASIS on this month's Blueprint House, designed by Jones and Duncan, architects, Highland Park, Ill., is again on the potential three bedroom house. While this house does not contain three actual bedrooms as far as fixed walls are concerned, the front bedroom is divided by an accordion type folding partition which creates two distinct rooms when desired. Otherwise it can remain as a feature room, with one side a bedroom and the other a study or living portion of the bedroom.

In this house the designer has recognized the need for additional storage space, other than supplied by the space adjoining the car in the garage, and has excavated under the living room, kitchen and entrance hall. This area when finished supplies ample space for all utilities, storage and possible recreation.

A protected area in front of a garage entrance is a feature appreciated by most home owners. In this house, the 10 foot 6 inch overhang protects the car from the elements without its

being in the garage. The refuse area at the entrance to the garage is hidden from view by a brick enclosure.

A roof pitch of 2 inches in 12 inches is used on this house. It serves a double purpose in that it gives the house the new modern look and invites economy in construction. Costs are reduced by eliminating the ceiling joists and allowing the ceiling line of all major rooms, except bath and adjoining hall, to follow the line of the roof rafters. This method has the advantage of adding to the attractiveness of the room.

The plan is arranged for the major rooms to face to the rear of lot, and the kitchen to the street front. Excellent circulation to all rooms is obtained with this type layout. All rooms can be reached from the entrance hall without trespassing any other room.

Exterior facing is a combination of double coursed wood shingles spaced 12 inches apart, and waterproof plywood. Roof surface is covered with a built-up tar and gravel roof; gravel

to contain a large mixture of white marble chips or oyster shells. House has a total of 1050 square feet of living area exclusive of garage and porches. Garage totals 286 square feet additional.

AMERICAN BUILDER

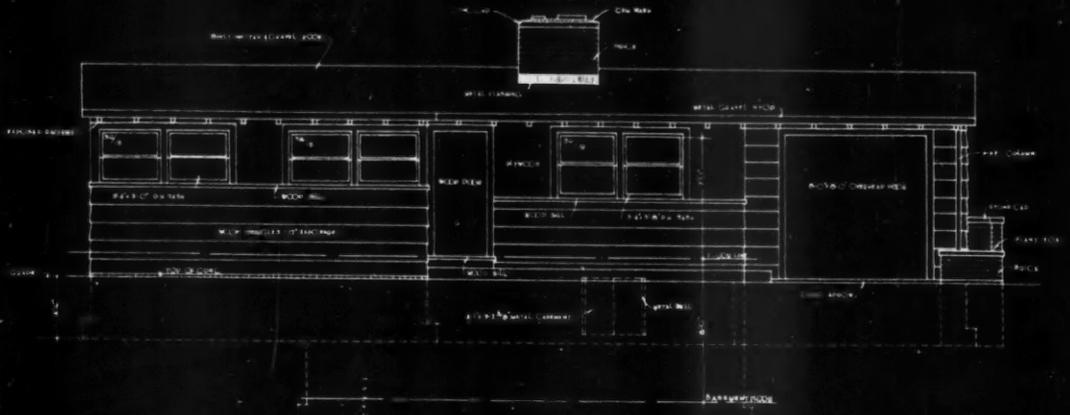
Blueprint House

Number 55

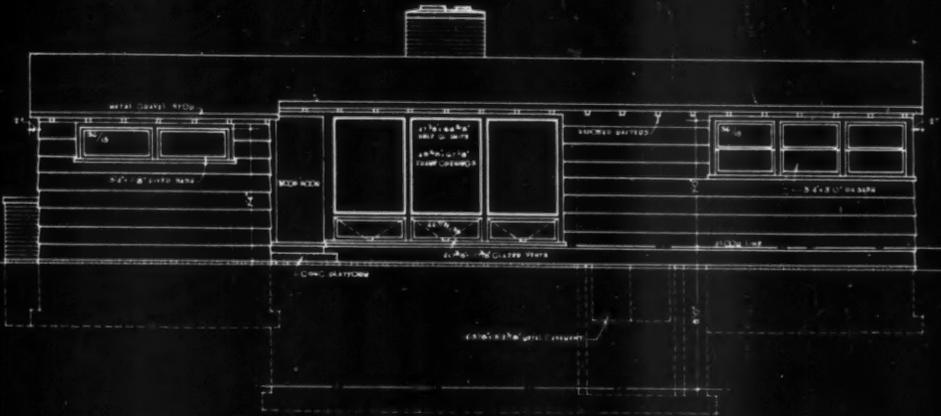
Jones and Duncan, Architects

Further information and complete 1/4 inch scale blueprints available on this house from American Builder Plan Service, 30 Church Street, New York 7, N. Y.

AMERICAN BUILDER



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

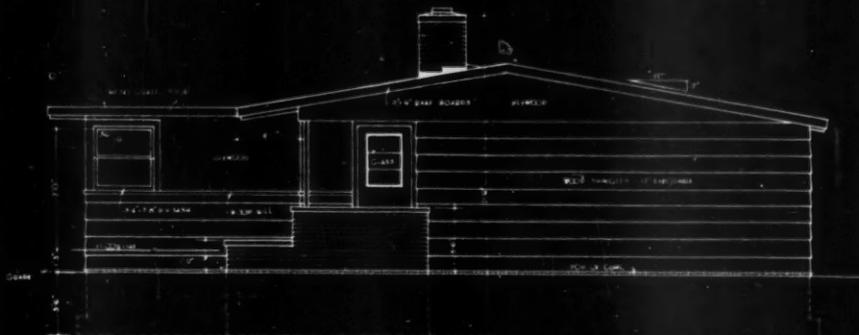


REAR ELEVATION

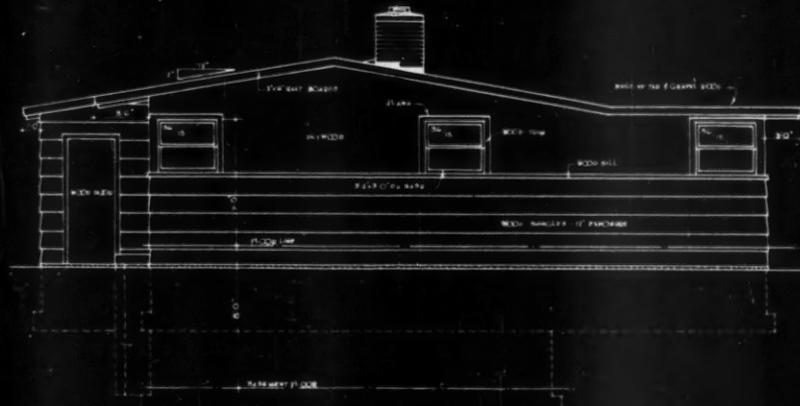
DESIGN NO. A B 169

AMERICAN BUILDER BLUE PRINT SERIES
Designed By

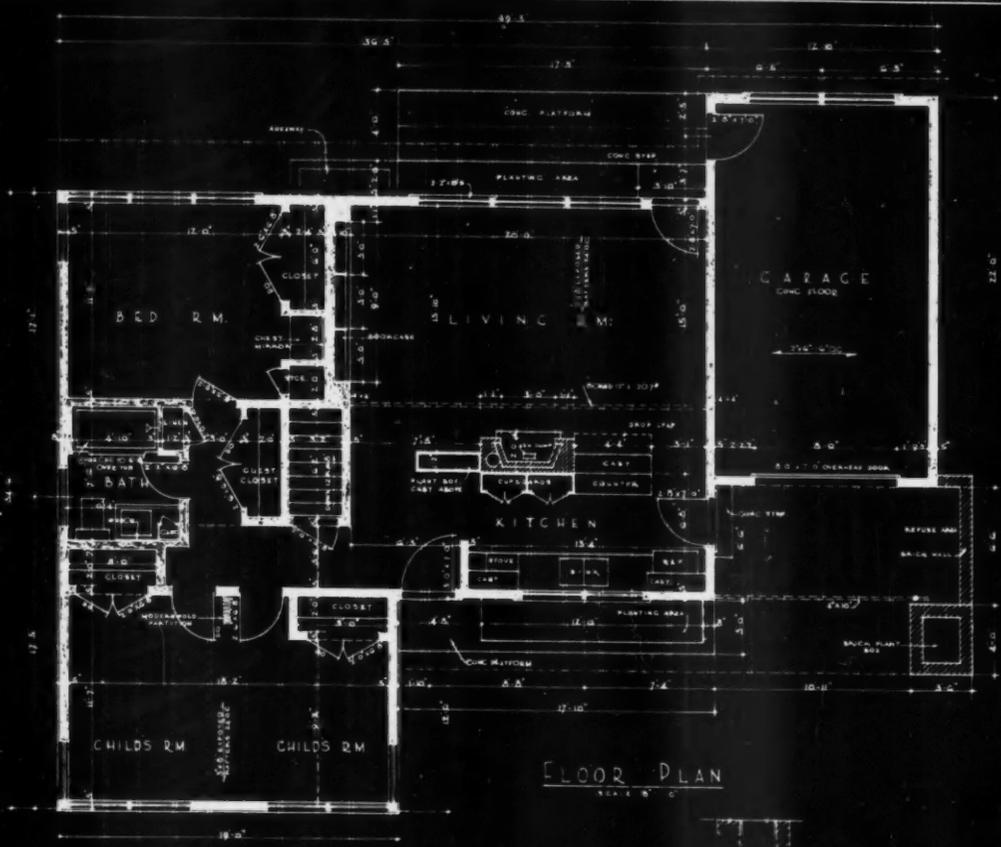
JONES & DUNCAN ARCHITECTS,
394 Central Ave Highland Park, ILL.
Simmons Boardman Pub. Corp., 79 W. Monroe St., Chicago, ILL.



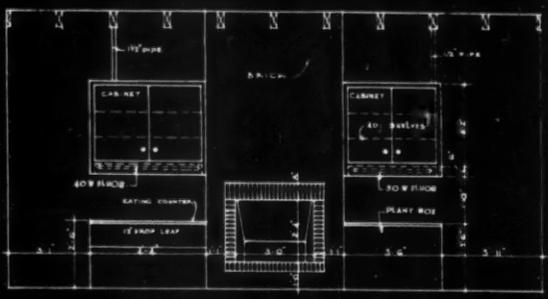
RIGHT ELEVATION



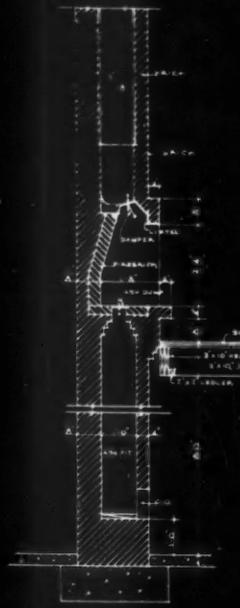
LEFT ELEVATION



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



ELEV. OF FIREPLACE
SCALE 1/4" = 1'-0"



SEC. OF FIREPLACE
SCALE 1/4" = 1'-0"

1/2" R.O.C.
3/8" EXPOSED RAFTERS
QUARTER ROUND
BREASTING
SPIND
DETAIL of R

1/2" R.O.C.
3/8" EXPOSED RAFTERS
QUARTER ROUND
BREASTING
SPIND
DETAIL of R

Quantity List of Materials

For American Builder Blueprint House No. AB 169

Jones & Duncan, Architects

General Information

House — Type: Frame Area: 1,072 sq. ft. Cube: 15,810 cu. ft.

Note: Height taken for cube was 18 and 11 feet

Garage — Area: 275 sq. ft. Cube: 3,025 cu. ft.

Note: Height taken for cube was 11 feet

Excavating

Trench for foundation — lineal feet: 183

Chimney and column footings: 3

Excavation for basement — yards: 192

Cement Work

Foundations — cubic feet: 1,340

Concrete work — square feet: 831

Sidewalks: Concrete platform included above

Anchor Bolts: 40 — ½ by 12

Waterproofing: 720 square feet

Masonry

Brick X Stone — Other —

Walls — square feet: 46. — 8 inch wall

Window sills: None — Stone cap on brick wall above

Chimney: 168 cu. ft.

Flue lining: 13x18 — 12'

Boiler flu: 6" Vit.

Cap: Cement

Fireplace: Brick Throat and Damper: 1 Lintels: 1

Miscellaneous: Ash drop and clean-out doors

Iron Work

Structural: 635 pounds

Lally columns: 2 Metal Railings: None

Miscellaneous: 1 metal areaway. Steel sash 1-2323
1-3323 for basement

Millwork

Windows — Type: Double hung and Casement
Material: Wood

Windows Glazed including trim: 2 mullions 2 ft. 36x15, 4 — 2 ft. 36x15, 1 mullion 2 ft. 36x19, 1 mullion 1 ft. 36x15, 1 triple opening size 48 ¾ x 67 ½ top, 48 ¾ x 12 ¾ bottom.

Exterior doors — Material: Wood 1 — 2'8" x 7' x 1 ¾ sash door. 2 — 2'8" x 7' x 1 ¾ flat slab. 1 — 3' x 7' x 1 ¾ flat slab.

Garage door: 1 — 8' x 7' — Upward-acting.

Special Exterior Millwork: Brick flower boxes.

Interior Doors, including jambs and trim: 5 — 2' x 6'8", 8 — 2'6" x 6'8", 1 — 2'2" x 6'8"

Special Interior Doors: 1 — 11'7" folding door.

Special Interior Millwork: Bookcase, kitchen, living room cabinets, storage cabinet, dressing table, bathroom cabinets.

Carpentry

Beams and Girders: 1 — 4x10 — 14, 1 — 4x4 — 12, 1 — 6x6 — 18

Foundation Plates: 21 — 2x4 — 10'

Joists: 26 — 2x10 — 14, 15 — 2 x 10 — 12, 18 — 2x10 — 22

Bridging: 210 lineal feet 1x3

Studding and Plates: 100 — 2x4 — 10', 104 — 2x4 — 8', 86 pieces 2x4 — 12'

Ceiling Joist: 10 — 2x6 — 10', 10 — 2x4 — 8'

Roof Rafters: 6 — 3x8 — 12, 40 — 3x8 — 16, 17 — 2x6 — 14, 8 — 3x8 — 14

Framing Lintels: 4 — 2x8 — 10, 6 — 2x8 — 8, 2 — 2x10 — 12, 2 — 2x10 — 18

Subfloor: 1,356 B.F.M.

Roof Sheathing: 2,308 B.F.M.

Side Wall Sheathing: 1,420 square feet

Side Wall Materials 12 square shingles, 210 square feet plywood

Furring: None

Grounds depend on interior wall material.

Carpenter stairs: 2 — 2x12 — 12', 11 — 2x10 — 4', 2 — 4x4 — 4', 2 — 2x4 — 6'

Material used in conjunction with boxing in of beams:

125 square feet ¼" plywood

210 l.f. 1"x8" fascia stock

210 l.f. 1x2 blocking

105 l.f. quarter round

Flooring — Hardwood: 945 area to cover

Softwood: 140 area to cover

Exterior Material — Soffits: None

Eaves: 194 l.f. 2x6

Insulation: 1,850 square feet 1" roof insulation

Sheet Metal

Flashing: Chimney

Miscellaneous: 124 l.f. gravel stop

Roofing

Type: Tar and gravel Area: 18.5 squares

Interior Walls

Area to be covered: 2,560 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.

New Builder Profits From Kitchen Modernization

By Edward R. Taylor

Vice President, Hotpoint, Inc.

HOME modernization begins in the kitchen. This is one key to new builder profits in 1951 and the foreseeable future, with restrictions under the national defense program cutting back new house starts.

Many builders have not explored the possibilities of kitchen business—the profits that can come from making over an old kitchen, adding a dining area, and equipping the room with matched appliances.

Small volume? Take another look. A kitchen remodeling job with base and wall cabinets can run anywhere from \$1,000 to around \$7,000. Custom cabinets usually run a little higher. There's a good profit on the appliances themselves, and builders who specialize in kitchens are all too few. A builder who will take over the planning, remodeling, wiring, and installation of new or remodeled kitchens will find a ready market for his services.

Kitchens have proved to be one of the most dramatic selling aids in the postwar building market. Housewives show a keen interest in the room they label as their own. Millions of older houses have outdated, poorly planned kitchens with appliances that are ten to twenty years old.

Families that were accustomed to hiring help in the kitchen before the war are unable to do so now. Well paid industrial jobs have thinned the ranks of young women

seeking house work. The high cost of living is revolutionizing the living habits of a broad cross section of American families. Many housewives are taking part-time jobs to help meet rising household expenses. These factors point to a new emphasis on efficient kitchens to step up the "output" of the housewife.

More outside demands are being made on the housewife's time. The high cost of food emphasizes economical refrigeration, home freezing, efficient cooking, home laundering. Every family is looking for shortcuts in the business of running a house. Surveys show that eight women in ten would make major changes in kitchens more than four years old.

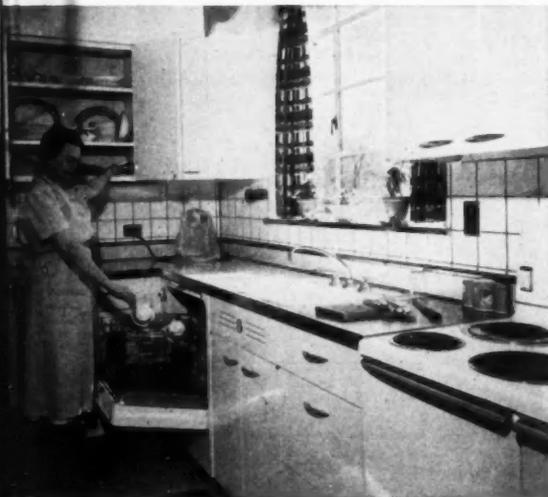
There are approximately 40,000,000 homes in the nation wired for electricity. Less than three per cent of these are equipped with the newest work-saving appliances on the market—automatic dishwashers, food waste disposals, home freezers, clothes dryers. But to get the most out of new appliances, the housewife should have them arranged in proper order. The arrangement of good kitchens is no longer left to chance. Good kitchen planning standards have been developed to meet today's exacting demands.

Modern kitchens are designed around work centers—a working appliance with wall and base cabinets and counter surface. Because the sink or clean-up center is the pivot point of the kitchen, installation of an automatic dishwasher can be the beginning of a major kitchen modernization. Dishwashers come in free standing models or built into sinks. They lend themselves to custom counters, and can also be installed with porcelain enamel tops. Matching base and wall cabinets and accessories are available in a variety of shapes and sizes to fit any kitchen arrangement. Many housewives show a preference for wood cabinets that can be painted to harmonize with the over-all color scheme, or given a natural wax finish.

Planning Aids Simplify Job

A number of builders have hesitated going into the kitchen business because they felt that the planning phase was too technical. It is true that specialization is getting best results in this field, but good kitchen planning can now be easily mastered by any builder. New planning aids, such as miniature appliance kits and manuals containing planning standards and specifications, have been developed by appliance manufacturers to take the guesswork out of good design.

Although houses built in the last ten years have stressed the small "efficiency" kitchen, more families have one or more meals here. Because families spend more time in kitchens, they want added convenience, comfort, and eye appeal. Old houses frequently have an attached pantry, a back porch, or useless stairway entrance that is adaptable for dining areas. Snack bars, kitchen dining combinations, kitchen-laundries, built-in desks for checking accounts and



ADDITION of soffit, casement window add modern touch to this remodeled kitchen. Note wall-cabinet storage beside dishwasher permits housewife to unload machine without any extra steps



KNOTTY pine cabinets with wrought iron hardware and natural waxed finish blends traditional with modern equipment such as dishwasher in this kitchen. Window over sink a popular feature

ordering groceries, are some of the multiple purpose features of modern kitchens. The trend is definitely toward the early American idea of the kitchen serving as the living and working center of the home.

Predict a \$10 billion Market

Although figures are not available to show what share of the \$10 billion home remodeling boom predicted for 1951 will go to modernizing kitchens, it is certain to represent a very large volume. The builder's experience in home remodeling should put him in a favorable position to compete for this business. Customers prefer to deal with a single firm who takes the responsibility for the complete job.

Widespread consumer interest in matched kitchens places new responsibility on the builder, whether planning a kitchen for a new home, or remodeling an old one; and it has also brought into sharp focus the roles of the builder, building materials dealer, appliance dealer, and tradesmen who profit from a kitchen installation.

Since every kitchen modernization involves the services of the builder, he would do well to investigate the added profits represented in the sale of appliances. This does not mean that builders will put appliance dealers out of business, but it does mean that the builder is best qualified to plan, remodel, and install complete kitchens. The market for this service is hardly scratched, and it is apparent that the profits potential in kitchen remodeling will spur builder interest.



ADJOINING or built-in dining area is getting new attention in kitchen remodeling. Here kitchen opens into knotty pine breakfast room equipped with a telephone for convenience of housewife



WORKING SPACE in kitchen forms continuous "U." At left is food preparation center with refrigerator and counters

Compact Kitchen for "Thrift Home"



CLEANING CENTER with sink and garbage disposer; and cooking and serving unit

Maximum use is made of small floor area by putting every square inch to work

ALTHOUGH the kitchen in this "Electrical Living" model home is compact—only 9x11-feet—it contains three well-planned work centers, adequate counter and cabinet space, and a handy snack bar.

The home, which sold for \$10,000 complete with all electric equipment, was sponsored by the Electric Power Board of Chattanooga and the Better Homes Bureau of Westinghouse Electric Corp. On display last fall, it was visited by 20,000 persons. Ralph Cameron, Chattanooga, was the builder.

Kitchen equipment includes electric range, refrigerator, food waste disposer and ventilating fan. Counter

AMERICAN DESIGN



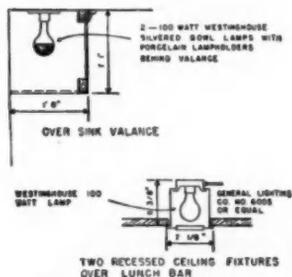
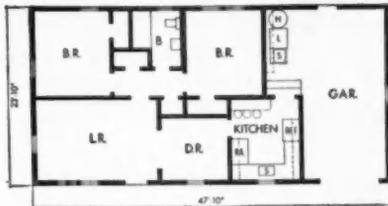
tops are of decorative plastic. A soffit light over the sink uses incandescent bulbs.

Just outside the kitchen, in space provided in the garage, is the laundry with water heater, clothes washer and clothes dryer.

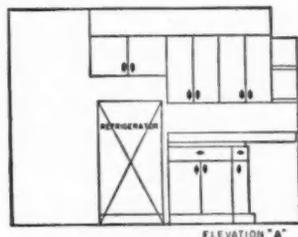
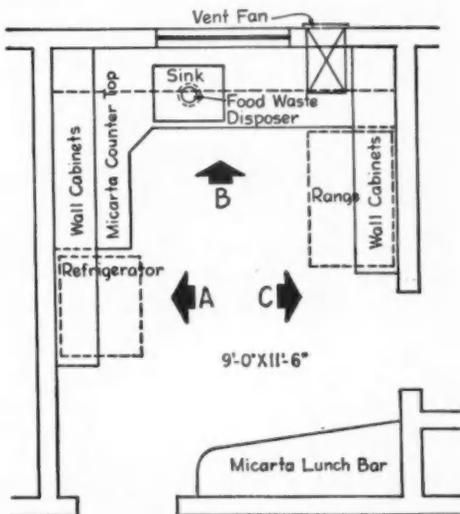
Other electrical features of the "Thrift Home" are a fluorescent valance light in the living room, automatic illumination in some closets. The heating is by unit control wall heaters.

To supply current for the load, the house has 17 circuits—six heating circuits and 11 for general purpose use and appliances. There are 76 outlets.

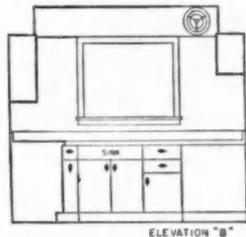
"THRIFT HOME" offers a number of examples of good electrical planning. All kitchen equipment was included in its price of \$10,000



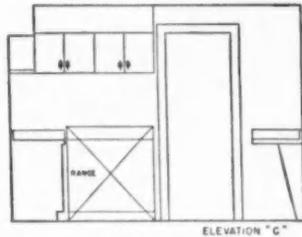
DETAILS of lighting installations



ELEVATION "A"
FOOD PREPARATION CENTER



ELEVATION "B"
CLEANING CENTER



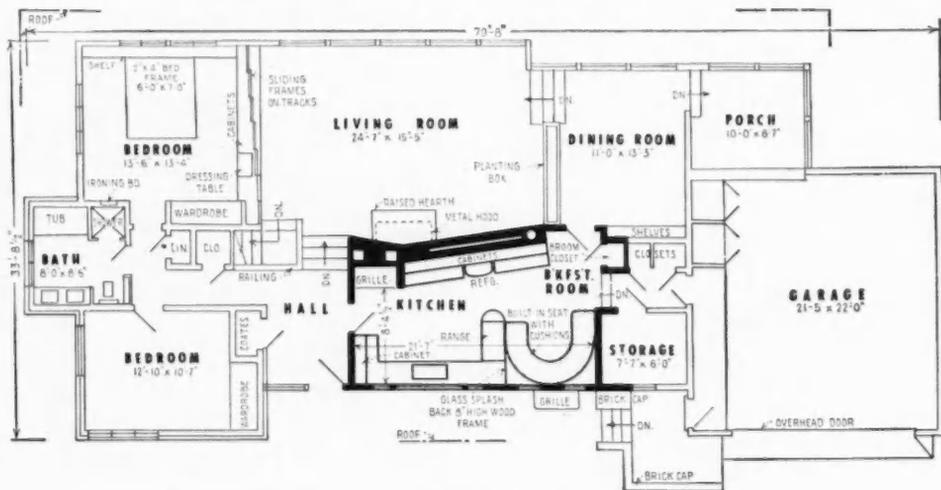
ELEVATION "C"
COOKING & SERVING CENTER

KITCHEN LAYOUT (above, right) and elevations below show detailed planning of the three individual work centers



AMPLE WORK SPACE and storage areas are provided in this kitchen. Barbecue and grill are added features

Filling the specifications of individually-designed homes is an every-day occurrence for kitchen cabinet manufacturers. Most standard units are made in a wide range of sizes and styles to meet the requirements of every kind of home



THE POSITION OF KITCHEN makes it easily accessible from all portions of the house

Ready-Made Cabinets in Custom-Designed Home

THE INSTALLATION of Kitchen Maid cabinets shown in the house of Dr. Fred Holzapfel, Minneapolis, is a typical example of the ease with which standard kitchen units can be adapted to custom-designed homes. This house, in which the kitchen is one of its featured elements, was designed by Gerhardt W. Brandhorst, architect, and built by Paul K. Enghausser, both of Minneapolis.

The prominent position given the kitchen in the home layout has resulted in the owner's making it literally a show place. The fireplace in the living room is so situated that it was easy to build a barbecue and grill in a corner of the kitchen adjoining the front hall.

The refrigerator placed in the center of the long wall of cabinets makes it easily accessible to the range and sink, maintaining full efficiency from these major fixtures.

An excellent work space is provided at the exterior wall with ample light coming from a fixed window which extends almost the entire length of the counter.

A feature of the kitchen is the angled side wall that makes it possible to obtain enough width in the end of the kitchen opposite the barbecue to provide a generous built-in seat and table for the breakfast area.

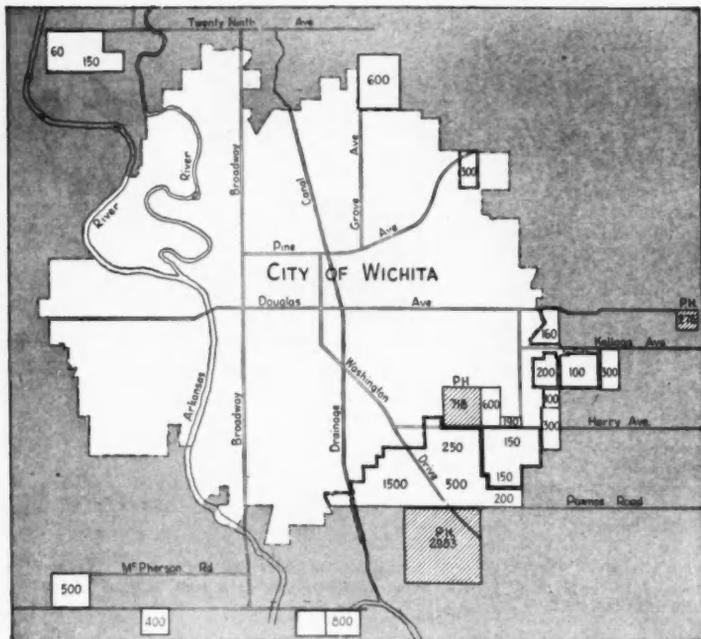
Plans and Photos courtesy Kitchen Maid Corp. Andrews, Ind.



LARGE storage areas are provided in the upper and lower cupboards located on wall adjoining the barbecue

A COMBINATION of brick, waterproof plywood and horizontal siding makes an attractive exterior for this one-story house





MAP OF WICHITA

and immediate surrounding area indicating location and number of units in housing projects now under way or definitely planned for this year. The figures on this map will total more than the approximate 6,000 units to be completed in the next 12 months because many builders have projects planned which will require more than 12 months for completion at their present rate of starts and completions. The public housing rental units now being operated by P. H. A. are indicated by criss-cross lines and the letters "P. H." preceding the number

Wichita Home Builders Meet a Crisis

Rapid expansion of aircraft industry caused sudden increased demand for housing which is being supplied by enterprising local builders for all types of incomes

AN ON-THE-JOB illustration of what the private home building industry can do to meet a sudden, serious housing shortage is being demonstrated in Wichita, Kansas. The demand for aircraft to implement the nation's defense program has forced the three airplane plants in Wichita to expand tremendously so that this year housing for at least 6,000 new families will be needed in addition to a demand which already existed for several thousand dwelling units.

In April, 1950, there were 521 vacant apartments for rent in Wichita. This spring that backlog in the city of 200,000 population was completely gone and employees were turning down positions in the defense industries because housing was not available. When that situation developed, representatives of the Boeing, Cessna and Beech airplane plants met with a group of leading home builders under sponsorship of the local Chamber of Commerce, of which H. M. Van Auken is general

manager, with Alden Trovillo managing the industrial division.

Because the city of Wichita licenses all home builders and firms in the home repair and modernization business, it was easy to obtain a list of all active builders for the purpose of making a survey to determine what the home building industry of Wichita planned to do in new housing construction in 1951. Under the guidance of a committee of home builders, the Chamber of Commerce conducted a thorough survey.

When final tabulations were completed it was discovered that plans already made for new dwelling construction would just about equal the anticipated demand in all price ranges for units to rent as well as those to be built for sale in the next 12 to 14 months.

The figures obtained revealed that 45 major home building concerns planned to complete the following in 1951 or early in 1952: 726 one-bedroom rental units to lease for \$59 to \$75 per month; 996 two-bedroom

rental units to lease for \$69 to \$85 per month. 12 three-bedroom rental units to lease for \$100 to \$125 per month; 2,647 two-bedroom houses to sell for \$7,995 to \$13,000 (\$22,000 maximum); 1,740 three-bedroom houses to sell for \$10,750 to \$15,000 (\$35,000-\$50,000 maximum).

This makes a total of 5,941 units which builders were willing to go on record as definitely planned for production. Obviously there are some contingencies, the principal one being an alarming shortage of building mortgage money, which is discussed as a national problem for home builders on page 16 in this issue.

The fact that Wichita builders indicated early in the building season that their production in the next 12 months would just about equal the anticipated influx of new families into this rapidly expanding industrial city, does not mean that this is the maximum output of the industry there. A spot check made following the survey by the Chamber of Commerce indicated that local builders had the organizations and could acquire land to erect about 12,000 new units, providing money is available. A program of this magnitude for Wichita would obviously make it necessary to recruit a large number of



STREET VIEW of 2-bedroom \$7,995 houses, being produced by Gold Bond Homes, Inc., headed by Don Purcell. The price includes a garage and a Bendix washer. These units are precut

and preassembled in a plant with only the exterior and interior finish put on at the site. At present about three a day are being completed. Capacity is seven per day. There are 10 exteriors

● The housing shown here as typical of what is being done by Wichita builders was picked at random. Obviously it is impossible to show more than this in a brief resume of the situation which is being handled so efficiently by all the home builders there. No house shown is priced over \$14,000, but there is a sizable volume of higher-priced houses being built for sale and on order. One notable development in the \$25,000 and up range is "The Village" a scientifically-planned subdivision of 160-acres with large lots and rigid minimum requirements on the size of houses and the architecture that can be employed in the development.



ONE TYPE of multiple-family housing being produced in Wichita. This is a six-plex constructed by Schrader Brothers and managed for them by Robert M. Moore. This firm, like others in Wichita, has maintained a strict policy of giving

preference to veterans. The one-bedroom apartments in this structure rent for \$67.50 per month; two bedroom units for \$80. F. L. McAleavy is the architect. In addition to rentals of this type, Schrader Brothers build single-family homes to rent

tradesmen and unskilled labor from other centers. This was done to some extent early this year and builders generally feel that many more can be obtained if they are needed.

The versatility of the building operations now being carried on in Wichita make it apparent that regardless of what happens as to population increase there, the present operations can handle the problem more efficiently, at the lowest costs and in the fastest possible time. Mass production of house parts, prefabrication and preassembly of units is being carried on by several builders of low and medium-priced units. There are no slums in Wichita. The absence of these areas so common to cities, many even smaller than Wichita, leaves very little room for criticism of what has been done in the past by the city in enforcing good zoning and building practices and by the builders in keeping minimum standards at a relatively high level for both new construction and modernization.



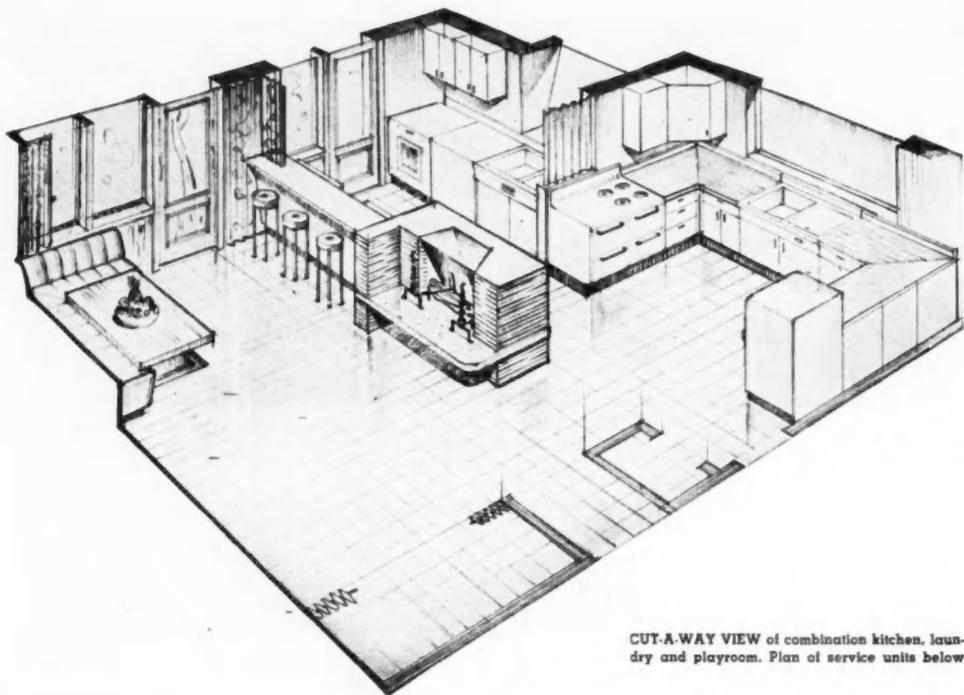
RALPH S. LIGHTNER is building houses ranging in price from \$8,750 to \$12,600. Last year he built and sold 258 two- and three-bedroom units on lots with a minimum width of 60 feet. George

Metz is his architect. At left above is a 2-bedroom house which sold for \$12,500; at right above, without basement, \$9,950; at left below, 3-bedroom unit \$11,850; right below, no basement but garage, \$8,750



ONE CHARACTERISTIC of Wichita housing is the large number of these four-plex rental units in various sections of the city. Those shown here are part of a group which were built and are managed by Builders, Inc., which Willard Garvey directs. Rentals here run from \$59 to \$69 for two-bedroom apart-

ments. A group being built now will start at \$53 for the one-bedroom units. This firm owns and operates about 1,400 units of this type, and has announced that they will erect as many as possible under present financing restrictions. Builders, Inc., also build and sell single family dwellings priced from \$6,500 to \$11,500



CUT-A-WAY VIEW of combination kitchen, laundry and playroom. Plan of service units below

Combining Kitchen, Laundry and Play Area

A TREND toward larger kitchens and adjoining spaces, especially in homes having an area of 1500 square feet or more, is prevalent among architects and designers.

A good example of this type planning is shown in the accompanying sketch and plan taken from a St. Louis house under construction, designed by Bernard McMahon, St. Louis architect.

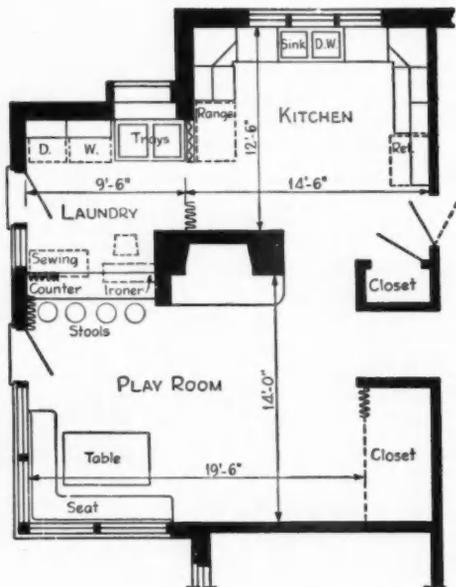
This work space installation combines kitchen, laundry and playroom facilities all within view of each other. McMahon states that it is becoming increasingly popular to have the children's playroom close to the kitchen and laundry to assure ease of supervision during the play period.

The fireplace, a novel feature for the work space, is the focal point of this unit plan. It is situated in the playroom, which also serves as an informal dining room.

The kitchen is a typical U-type, open at one end, with basic fixtures placed for maximum efficiency. One side opens to the laundry where sink, washer and dryer are placed on one wall, and ironer and sewing machine on the other in a nook formed by the end of the fireplace. A children's snack bar on the playroom side of the fireplace nook can be served through the laundry.

These three rooms can actually be made into one room or, if privacy is desired for any area, draperies or accordion-type doors may be used to create separate rooms.

With domestic help at a premium this type of arrangement of work and play areas is becoming increasingly popular.



I'm Fed Up on Threats

By R. E. Saberson

FINALLY I had given way to the impacts of the lugubrious warnings of Washington concerning the certainty of shortages that eventually would result in the drying up completely of certain household appliances and other commonly used necessities.

I gathered from what was said that there simply wasn't any other way out—I simply would have to learn to do without them.

Naturally it was all very disturbing. Here I was having to live my life as best I could without benefit of a family washing machine, in case the old one suddenly would go to pieces like the one-horse shay I used to read about in my childhood days. The prospects of wearing a dirty shirt to work, or staying away from church to save wear and tear on the family washboard was anything but pleasing.

Then one day as I was driving to work I listened to the siren song of shortages come in over the radio—a very plausible story indeed—so much so, in fact, that I drove right on to the appliance store to take a look at the latest in washing machines that possessed far more ability to cleanse clothes automatically than the best wash woman that ever appeared at my home on any stated day of the week.

The sales talk wasn't bad at the beginning of the interview. There was a tinge of aloofness at times which savored of better-hurry-and-make-up-your-mind-mister but I had grown calloused to the hauteur which was the natural result of a decade in which demand had exceeded supply and salesmanship had degenerated into beating buyers into a bloody pulp with the bludgeon of fear.

For a time I thought this particular salesman might be one of those delightful individuals I used to know before World War II set in. He really knew his machine and he didn't press. He gave me the impression that I had brains enough to make up my own mind if he presented the facts properly. This he proceeded to do.

In the due course of time I admitted my deep interest in what he had to say about the subject under discussion. I explained that my im-

pulsive visit without the washing machine expert in my family was due entirely to what I had heard on the radio program which had been done well enough to detour me to the appliance store right at the time when I was on my way to tackle the duties of the day. This seemed to please him greatly and he agreed readily to the wisdom of consulting my family be-

him that I would discuss the matter with my family during the evening. All of which would be well with him. We could come in at our convenience. Here is my card. Who are you with, sir. Oh, yes. You live out North near the Jones, don't you, etcetera and etcetera. And so in a pleasing manner he came in full possession of my name, occupation and home address.

Then the parting warning about shortages rather neatly done but still annoying.

That evening at the dinner table came a bolt out of the blue. "What makes you think we need a new washing machine?" asked my wife.

"What do you mean?" was the only reply I could think of.

"There was a salesman here today who said you had been in looking at a new automatic washer," she answered. "He just happened to be in the block so he dropped in to see our old machine and tell me about the latest model."

She hadn't resented the visit. As a matter of fact it was apparent that the salesman and the machine had made rather a good impression. Some day we'd probably have to get a new washer and it might be a

good time to buy one—especially since they would soon be out of production until the whole international situation cleared up. Nobody knew how long that would be. The serpent's tongue of shortages was again in full play!

The affair dragged along. A telephone call every day or so. One to the house. Another to the office. Finally one day the salesman called in great alarm. He was almost breathless. He had just discovered there were only four machines left. He had taken the liberty of marking "HOLD" on one of them until he could get me on the phone. If I didn't want it that would be absolutely all right—no obligations—just wanted to protect my interest. Then wham came the bludgeon:

"Actually we don't know when, if ever, we'll get another shipment. Steel shortages, as you probably know, are getting worse."

We enjoy the new washer. It per-

(Continued on page 162)



fore making such a purchase.

And so I prepared to take my departure after assuring the salesman that I would bring my wife in at the earliest possible moment. It was at this point that the old familiar look began to spread over his countenance. I knew what was coming. I had heard it many times before. Dubiousness. A surreptitious glance over the shoulder to see if anyone might be listening.

"Better let me mark this one for you," he said. "You know what the situation is in regard to materials. We just happened to be lucky enough to have a good supply on hand and can make immediate delivery. But of course they're going fast and if you really want a good machine that will last you indefinitely, better get one while it is available."

This old familiar tune had about as much appeal as if the salesman had suddenly decided to play "Ta-ra-ra-boom-de-ay" on his pocket comb. So I took my departure after assuring



Types to Use

Where to Use

How to Use

How to Finish...

... HARDBOARD

for Commercial Building

A laboratory explosion in 1924, repeated industrially for nearly 26 years, has resounded in the building industry so that the term "hardboard" has become as widely known as its versatility. The laboratory test was made by William H. Mason, who discovered he could make a hardboard by exploding wood chips and putting the fibers together again with their natural binder, lignin. Known as "The Wonder Wood of 1,000 Uses," the product is extensively used in many fields. Among the most interesting at this particular time is its wide range of applications in modernizing commercial structures.

A number of sound reasons govern why hardboards are so extensively used for remodeling business places. Here are some of them:

Installations of the panels can be made rapidly—after store hours or on weekends—so that there is no loss of business time. They are economical. They are flexible and therefore can be applied in streamlined, curved designs. They are durable and stable, for their surfaces are hard and

resistant to dents and wear. Hardboard panels often can be reused when changes in store layout are required. Their smooth surface is an ideal base for any kind of finish.

Where to Use

There are literally dozens of ways in which hardboards can be and are being used to renovate commercial establishments, both inside and out. Hardboards are suitable for either permanent or temporary installations. Their finish makes them adaptable in stores requiring smooth wall and ceiling surfaces. They have the quality of not absorbing food or other odors—an advantage in food establishments and hospitals.

Department stores and specialty shops have set the pace among retail establishments for the use of hardboards. Frequent and quickly made changes in the interior appearance

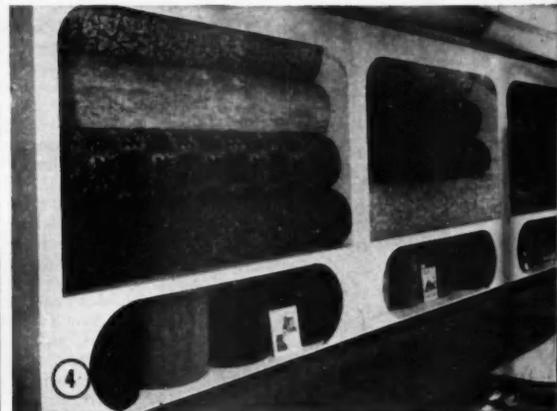
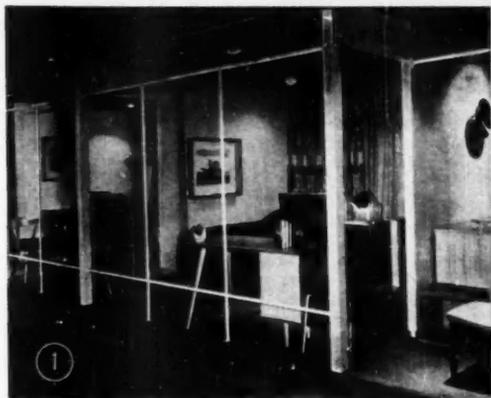
and appurtenances for displaying merchandise are requirements which these store managements meet by utilizing hardboard.

Uses of hardboards in modernization of stores, hotels, restaurants and a long list of commercial structures run the gamut from wainscots to entire walls, from display fixtures and racks to partitions, from dressing and model rooms to show window backings, from balustrades to sign canopies, from pillar treatments to shadow boxes and special decorative treatments.

Knowledge of what hardboard is, how it can be handled with tools and fasteners, and how it can be applied to freshen any business background equips any builder or carpenter to do a first-rate job on any structure.

Hardboards manufactured by the process of William H. Mason are composed of wood fibers permanently bonded together with the natural lignin which was the original bonding agent in the tree. No artificial binders or fillers are added during manufacture. Some hardboards are

PHOTO ABOVE: Workman checks application instructions which manufacturer includes with each bundle of hardboard



HARDBOARD because it can be painted and is flexible is effectively used in retail establishments (1) for model rooms; (2) for special displays involving curved surfaces; (3) as room dividers in furniture departments, and (4) for merchandise display racks

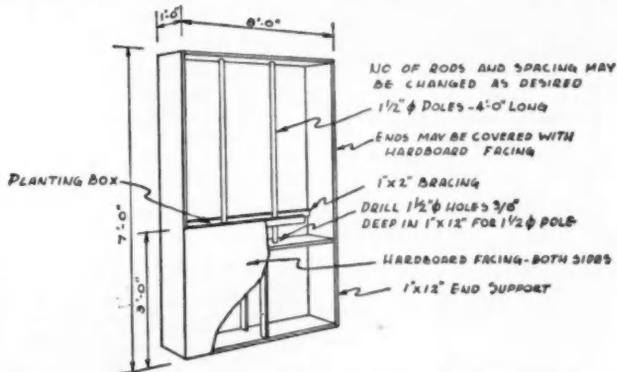
"tempered" to give them added toughness and resistance to moisture. In the tempering process, standard hardboard is impregnated with a special compound polymerized by baking. Tempered hardboards should be used wherever there is exposure to the weather, big moisture changes, or more-than-ordinary wear.

How to Use

Ordinary carpentry tools are used in working with hardboards, which can be sawed, planed, routed, drilled, punched, shaped or bent into simple curves.

Only three "don'ts" are given for nailing these all-wood fiber panels: They should never be toenailed. Nails never should be driven into the cut edge. Never depend on the thin hardboard alone to hold the shank of a nail.

Know-how about hardboard building panels begins with information on the type and thickness to use for particular application. Such data is highly important, for the contractor should select the grade which will do

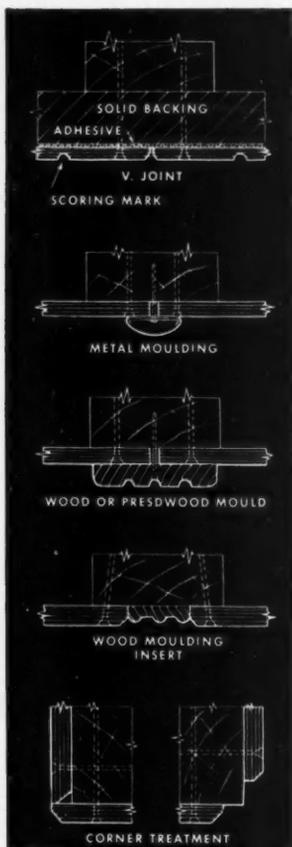


CONSTRUCTION DETAILS of room divider (No. 3 photo above) designer, R. Kostka

the best job for the least expenditure. A great available variety makes the proper selection important. Masonite Corporation, the world's biggest manufacturer, for example, carries seven different types of hardboards which can be used for remodeling. They are available in from one to four thicknesses, in widths of 4 feet

and in lengths to 12 feet. Depending on the type of hardboard, the thicknesses range from $\frac{1}{8}$ " to $\frac{3}{16}$ ". The same hardboard manufacturer has available printed charts and folders which are a ready reference for builders on this subject.

The usual sawing techniques are applicable. Due to the lack of grain in



VARIOUS joint treatments may be used between hardboard panels. A slight space between panels is recommended

hardboards, a cross-cut saw having 8 to 12 points per inch is the most suitable of the hand saws for making straight cuts. Usually used for general purpose work is a No. 6 set saw. Use only a little more pressure than the weight of the saw. A coping or compass saw may be used for cutting irregular, curved or inside edges. A power saw is desirable for greater speed or extensive cutting.

Correct framing for hardboard panels is essential to a first-class job which will give lasting satisfaction. In general, the panels may be applied over a solid backing—like an old plaster wall or ceiling—or fastened directly to framing members such as studs, joists or furring strips.

The wood studs, joists or other framing for hardboard walls, partitions, model rooms, show windows, counters, display pieces, built-in fixtures and the like should be spaced

not over 16 inches on center. Where horizontal joints are necessary, use either 2x4 or 2x2-inch headers cut between the studs. Use straight lumber of uniform thickness. Headers should be installed back of chair rails and all similar moulded trim. All framing or furring strips should be on a true and level plane.

A support must be located behind each horizontal and vertical joint. Allow ample bearing surface for nailing on all edges, with boards brought to moderate contact.

The subject of framing suggests the numerous uses of hardboards for a miscellany of store improvements which can be installed by any carpenter. Among these remodeling or maintenance applications are floor coverings and runners for heavy traffic and work areas "behind-scenes"; workbench tops; counter tops (widely used in super-markets); cigarette resistant surfaces (black tempered hardboard available from most manufacturers), counter fronts, both straight and in curves which can be applied over framing without moisture, heat or pressure.

Also, case ends, case-backs, drawer bottoms, cabinet doors, refacing room doors, underlayment to prolong the life of linoleum and other flexible floor coverings; signs for use in stores, display windows and outside; sales display racks.

To Conceal Joints

Never butt hardboard panels together in an effort to conceal joints. Instead, use a V-joint treatment which if properly placed, will add to the design interest of a wall. Bevel or round the surface edges of the panels slightly with a plane, beveling plane, or sandpaper. The corner may be only slightly eased or completely removed for a very deep bevel which will form a much bolder joint. Wood molding inserts may be used.

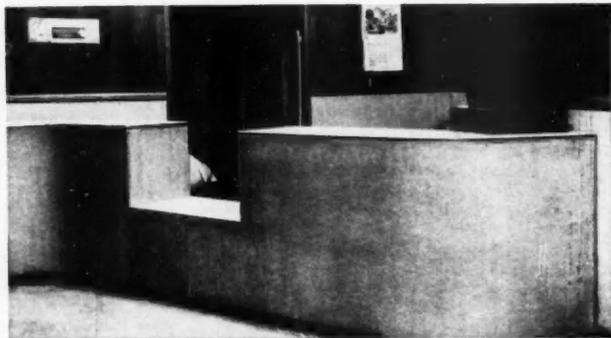
For a bold treatment or for walls where it is desired to cover joints, apply plain or molded strips of wood or hardboard directly over the joints.

Metal moldings are available in two general types: Extruded and snap-on. Both types are made in many patterns. Fasten an extruded molding directly to the supporting structure with nails and then insert the panels into grooves in the molding, taking care that they do not bottom in the grooves. Fasten the base half of a snap-on molding directly over a joint after the hardboard has been applied. Then snap on the finished or plated half.

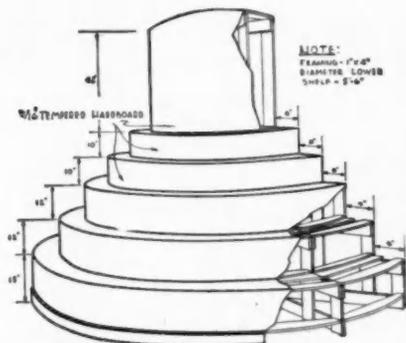
Use of Tempered Hardboard

In all exterior applications and in all interior applications where the hardboard will be exposed to high or fluctuating humidities, it is important that tempered hardboard be used and that the moisture content of the panels be sufficiently high when applied. Under normally dry conditions, when an untempered hardboard is to be used inside, sufficient conditioning is obtained by unwrapping the panels and standing them on edge around the room in which they are to be installed for a period of at least 24 hours prior to installation. This will enable the boards to stabilize to existing conditions before they are fastened in place.

To condition tempered hardboard for exterior applications and interior locations having great fluctuations of humidity, scrub the screen sides thoroughly with cold water, and stack boards, screen sides together, for 24 hours just before application. To pre-expand leather-textured or tile hardboard, which have smooth backs, sandwich clean damp cloths between the back sides for 16 hours, wipe off excess moisture, and apply immediately. The purpose of this conditioning is to expand the panels to



METAL MOLDINGS cover joints of this hardboard receiving counter in laundry



HARDBOARD is flexible and easily applied to curves

FINISHED DISPLAY, attractively painted, sets off merchandise

their maximum dimension before they are fastened. Doing this gives them the greatest stability.

Applicable to Curves

One reason that hardboards are so widely used in commercial modernization is the ease with which they may be bent to form long, sweeping curves—and even short-radius curves. Effects are easily obtained by merely laying out the fram-

ing members and attaching the hardboard to the framing with nails. No heat or moisture is required for curves with a radius of longer than two feet. It is not practical, however, to bend, draw or form hardboard panels into compound curves such as dished shapes.

Large-radius curves can be bent around a permanent form or framework with no preparation or special treatment. Fasten the board at one end and then attach it as it is bent around the supporting members. Do not first fasten the board through its center and then force each end into position.

		Heated Equipment Bending Forms Heated to 300°-450°F				Cold Moist Bends		Cold Dry Bends	
		Smooth Side Out	Smooth Side In	Smooth Side Out	Smooth Side In	Smooth Side Out	Smooth Side In		
Standard Hardboard	1/8"	2½"	2"	8"	4"	12"	10"		
	3/16"	3½"	2½"	12"	6"	18"	12"		
	1/4"	5"	4"	18"	14"	26"	22"		
	5/16"	6"	5"	28"	16"	40"	28"		
Tempered Hardboard	1/8"	2½"	2"	4"	3½"	9"	6"		
	3/16"	3"	2½"	8"	5½"	13"	10"		
	1/4"	4"	3"	16"	10"	24"	18"		
	5/16"	6"	5"	24"	14"	36"	24"		
Leather-textured Hardboard	1/8"	3"		10"		14"			

Table from Masonite Corporation

TABLE shows minimum bending radii for hardboards commonly used in remodeling

ing members and attaching the hardboard to the framing with nails. No heat or moisture is required for curves with a radius of longer than two feet. It is not practical, however, to bend, draw or form hardboard panels into compound curves such as dished shapes.

Large-radius curves can be bent around a permanent form or framework with no preparation or special treatment. Fasten the board at one end and then attach it as it is bent around the supporting members. Do not first fasten the board through its center and then force each end into position.

When a sharper radius than can be obtained by bending a dry panel is



HARDBOARD is adaptable to modernization where curves are elements of design

APPLICATION	TYPE OF HARDBOARD	Thickness	SPACING		SIZE AND TYPE OF NAIL	Approx. No. of Nails per Panel
			Interior Joists	Exterior Edges		
INTERIOR WALLS AND CEILINGS	Standard Freeboard and Tempered Freeboard	1/2"	12" thru body*	4"	1 1/2" casing nails	635
		3/4"	6"	4"	1 1/2" finishing nails	805
		1"	6"	4"	1 1/2" casing nails	475
	Panelized	1/2"	6"	4"	1 1/2" casing nails	635
		3/4"	6"	4"	1 1/2" finishing nails	805
		1"	6"	4"	1 1/2" counterbore nails	700
UNDERLAYMENT	Leatherboard and Temprite	1/2"	12" thru body*	4"	1 1/2" ring grooved nails	1450
		3/4"	6" thru body	6"	1 1/2" ring grooved nails, flat head 1 1/2" drive screws, flat head 1 1/2" barbed box nails	335 350 635
FINISH FLOORING	Tempered Freeboard	1/2"	6"	3"	1 1/2" coated casing nails	635
PANEL SIDING	Tempered Freeboard (over sheathing)	1/2"	12"	2"	2 1/2" galvanized siding nails 2 1/2" galvanized box nails	200 300
		3/4"	6"	2"	2" galvanized siding nails 2" galvanized box nails	225 225
	Tempered Freeboard (no sheathing—recommended only for farm bridge, sheds, garages, etc.)	1/2"	6"	2"	2" galvanized siding nails 2" galvanized box nails	225 225
LAP SIDING	Tempered Freeboard (over sheathing)	8" stud 12" stud 16" stud	16" along bottom edge at stud locations 6" vertically at all joints over edge strips at stud locations 16" o.c.	3" vertically at all joints over edge strips	Plan Lap: 2 1/2" galvanized siding nails 2 1/2" galvanized box nails Lap with shadow strip: 3" galvanized siding nails 2" galvanized box nails	140 140 90 90
		24" stud over	1/2" or 3/4"	8" to 12"	4"	1 1/2" coated casing nails
CONCRETE FORMS	Concrete Form Freeboard	1/2"	6"	4"	1 1/2" coated casing nails	635

SPECIFICATIONS on the proper use of nails in fastening the various types and sizes of hardboards are available

apart on intermediate supports and 4 inches apart around all edges. Do not toenail. Finishing or casing nails may be used. They should be long enough to penetrate into the nailing base at least one inch. To conceal nail heads, countersink them slightly below the surface and fill the nail holes with putty or similar material after prime coat has been applied.

To fasten the panels directly to the sheathing on an exterior, locate nails 12 inches apart at intermediate supports which are not more than 16

inches O.C., and 3 inches apart around the edges. Use galvanized siding or box nails.

A popular hardboard used for decorative effects has a leather-like, embossed surface. This hardboard is only 3/8" thick, and should, therefore, be applied over a solid backing. It may be fastened in place with 1 1/4 inch, 18 gauge brads located in the depressions for better concealment of the heads. They should be spaced 12 inches apart each way throughout the body of the board and 4 inches apart around the edges. Countersink the brads, and after the prime coat of paint has been applied, fill the holes with putty or plastic wood. Follow the same procedure in nailing hardboard panels with scored tile marks, spotting the brads at the intersection of score lines.

If screws are used as fasteners, first drill holes in the hardboard. If the screw heads are to be flush or below the surface of the board, the holes should also be countersunk. Screws are spaced the same as nails.

Use of Adhesive

Over clean, smooth, solid backings, hardboards may readily be attached with a good waterproof adhesive such as linoleum cement, tileboard cement or one of the many hardboard mastics. Do not use an adhesive intended only for applying acoustical tile, as most of these products do not develop enough strength to fasten hardboards securely.

The backing must be straight, in good condition, firmly attached, and dry. In remodeling work, remove old wallpaper, patch broken plaster, and check wood walls for evenness and protruding nails. Scratch painted surfaces to provide a direct bond for adhesive to backing.

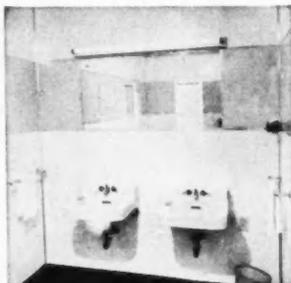
After fitting a panel, spread the adhesive over the entire back side with a saw tooth trowel having 3/16-inch triangular notches, keeping it from the front face where it might cause discoloration. Immediately after spreading the adhesive, place the board on the wall, pressing it firmly into place.



A BEVELER or carpenter's plane may be used for beveling hardboard panels



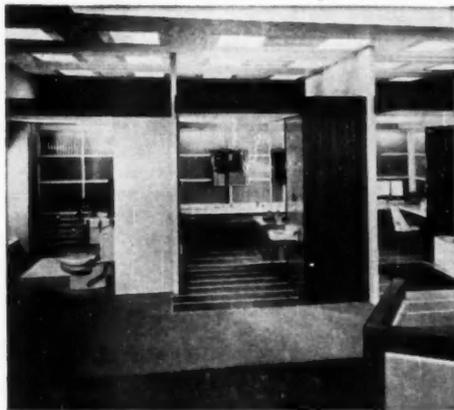
ADHESIVE is applied to hardboard panel with a saw tooth trowel



FACTORY-FINISHED hardboard was used on the walls of this employee washroom



SPECIAL effects on hardboard are accomplished through use of scoring tool



HARDBOARDS may be painted, enameled, waxed, varnished, stained, lacquered, shellacked, or—as illustrated—covered with wallpaper to simulate wood, marble or other finishes



PRODUCE display paneled with glossy white factory-finished hardboard. Metal moldings are used at the joints. Factory-finished hardboards are easy to maintain, not easily marred

Prepare braces or supports before spreading the adhesive so they may be used immediately to hold the panels in place until the adhesive sets, usually overnight. If desired, 1/4-inch, 18 gauge brads may be used to support the panels. After the adhesive sets, the brads may be counter sunk or removed.

How to Finish Hardboard

Numerous finishing treatments can be applied over hardboards. When a relief or carved effect is desired, it can be obtained by using a scoring tool, which is easy to use. Straight score lines may be cut with it to add accent and interest to a wall treatment. Intricate designs may also be cut into the surface of a board. More elaborate treatments are achieved with typical carving tools. The effects, of course, are dependent on the skill of the craftsman.

Hardboards generally are given an applied finish, although the natural brown color may be desirable in some locations. For example, the

hardboard with the leather-like surface is attractive as it is, though it should be given a protective coating of clear sealer.

Practically any type of finishing material may be used—oil paint, water emulsion paint, bituminous paint, enamel, stain, lacquer, shellac, varnish, penetrating sealers, wax synthetics or certain special type finishes. By following the manufacturer's directions and applying the finishes in the same manner as on a hardwood surface, satisfactory results are obtained.

Surfaces should be free of dirt, grease and other foreign material before a finish is applied. Dirt may be removed with water and a mild soap; grease with carbon tetrachloride or naphtha. Be sure the board is dry before starting to finish it.

As in finishing wood, so in finishing hardboard: Use a good quality sealer or primer and apply it according to the manufacturer's instructions. Surface type sealers and primers include such products as paint and enamel undercoaters, lacquer sealers and shellac. Sealers of the penetrating type are widely used for hardboard floors and for other applications where added resistance to abrasion and moisture are desired.

Paints and other finishing materials may be applied to hardboards by brushing, spraying, wiping, dipping or roller, depending upon the medium and the desired effect. For especially smooth finishes, sand lightly between coats with a fine sandpaper.

Tileboard may be painted or enameled using standard methods. The score marks may be striped a contrasting color with a striping brush or striping tool. A striping or heavy

bodied enamel should be used for this purpose.

A leather-textured hardboard may be given a clear finish with a sealer, varnish, clear lacquer, or wax, or it may be stained, painted or lacquered any desired color. A tone-on-tone finish will enhance the natural beauty of the hardboard. It may be in any combination of colors.

To obtain a tone-on-tone effect, first apply a suitable undercoater or a lacquer sealer. Over this apply a coat of interior paint, enamel or lacquer of the desired over-all color. The third coat may be a glazing liquid with pigment added. This is first applied to the panel and then wiped so that it remains only in the depressions, accenting the leathery effect.

If a glazing liquid is used for the third coat, mix it with one-fourth as much turpentine. While stirring the mixture, slowly add color-in-oil of the color desired for the depressions. Brush it over the surface of the board, allow it to stand from one to three minutes and then wipe with a clean cloth wrapped around a flat sponge or wood block. A final coat of flat or gloss varnish, which will provide protection for the paint, may be applied if desired. If the first two coats were lacquer, use a clear lacquer for this protective coating rather than a varnish.

As Exterior Finish

The techniques of applying hardboards as an exterior finish are easily acquired by any contractor or carpenter. Only tempered hardboards in thicknesses of 3/16, 1/4 or 5/16 of an inch should be used. The panels should be conditioned as described above. They may then be applied directly to the



SCOREMARKS of tileboard are finished in a second color with a striping tool



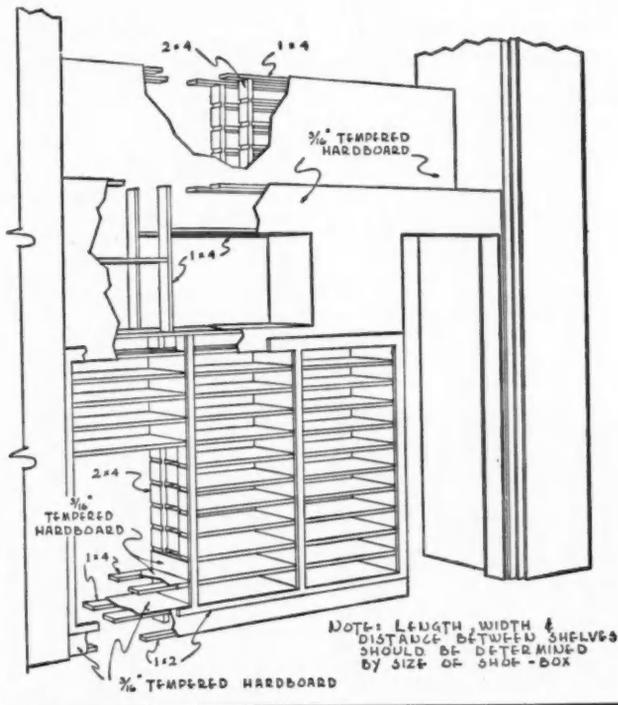
COMBINATION shoe storage racks, false wall, and shadow boxes in this shoe department of a large store were constructed of hardboards on a framework of lumber. Construction details of these various units are covered in the drawing below

outside surface of the sheathing. Nail center of panel first, edges and ends last. Panels must not be sprung or forced into place. Directions for fastening the panels with nails or screws have been previously mentioned.

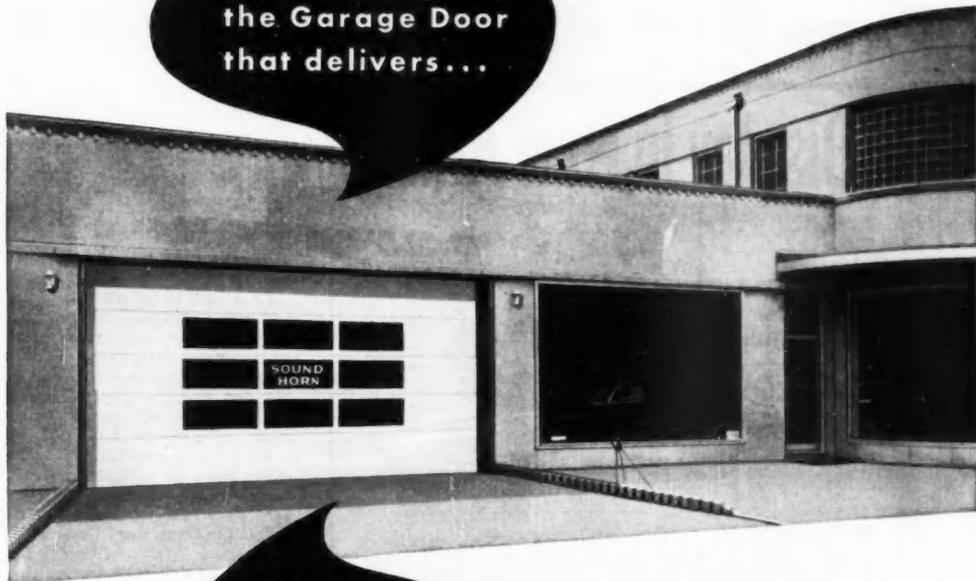
Hardboard panels may be applied as lap siding. Strips 8, 12 or 16 inches wide, of either $\frac{1}{4}$ or $\frac{5}{16}$ inch thickness, should be used. The three exposed surface edges of each piece should be slightly beveled, and the pieces conditioned. Lap siding is applied directly over sheathing and building paper, using a 2 inch lap.

A wedge-shaped wood strip is fastened opposite a stud wherever a vertical joint in the siding occurs. This provides a solid backing for nails 3 inches apart. The siding and the wood strip are fastened with 10d galvanized siding nails 16 inches O.C. along horizontal edges at stud locations. If a deep shadow line is desired, place a $\frac{3}{8} \times 1\frac{1}{2}$ inch wood strip horizontally along the upper edge of the 2 inch lapped portion of the siding. If the shadow strip is eliminated, use 8d nails with same spacing.

After reviewing the foregoing, the building contractor and carpenter will be in a position to suggest improvements which will be satisfactory to the owners of commercial establishments from the standpoints of appearance, utility and cost.



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JULY 1951

331

2500 People Visit National Home Week House in Town of 1400

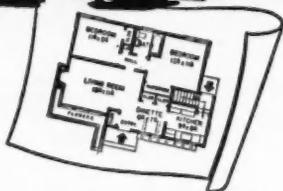
On Display in New Athens

A house
to notice
and admire



BRUSH NO. 4144

A home
to cherish
and enjoy



We invite you to see this unusual modern design in home construction which will be open to the public during National Home Week . . .

SEPTEMBER 10 THRU SEPTEMBER 17

Open House: Weekdays, 5 till 9 p.m. — Sat. & Sun., 1 till 9 p.m.

. . . IN EAST LAWN PLACE, NEW ATHENS, ILL.

Wood, glass and masonry are professionally character . . . a home to cherish and enjoy. Y floor plan . . . its assurance of convenience, a The home is completely furnished and decorated, along with many other modern material

● COMPLETE HOUSE AND AT CLOSE Q

New Athens

▲ QUARTER-PAGE newspaper ad which was part of Lauerman's promotion on his National Home Week demonstration house. The ad was run in his local weekly newspaper and on two different days in his neighboring town of Belleville the week preceding the opening. This, plus radio advertising, colored display posters, and newspaper publicity drew more than 2,500 visitors from neighboring community



OBSERVANCE of National Home Week in a town of less than 1400 population in southern Illinois proved eminently successful for a small lumber dealer last fall. Louis E. Lauerman, who operates the New Athens Lumber Co. at New Athens, Ill., in reporting on his promotion in a letter written in April this year, said:

"It is hard to say what the actual sales results of this adventure will be but we are now furnishing materials on two houses sold during the demonstration. (September 10-17, 1950) We feel that the sales of several kitchen cabinet jobs recently are a result of the display in the kitchen."

What Louis Lauerman did is very simple and it is something that any aggressive retailer can do under similar circumstances. In February, 1950, about seven months before National Home Week was scheduled to open, he and Mrs. Lauerman received their Weyerhaeuser Sales Company House Plan of the Month. They both agreed the house was one which would undoubtedly have much appeal to prospects and customers in their trading area.

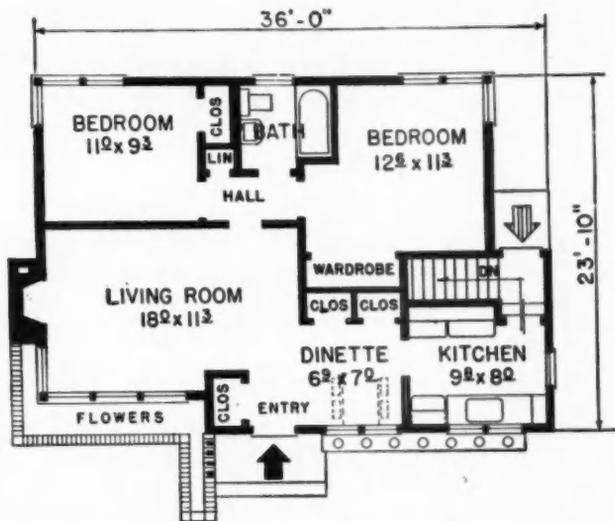
American Builder and National Retail Lumber Dealer Association promotion on National Home Week gave the Lauermans the inspiration to build this attractive house in a new subdivision in New Athens and open it for demonstration during the Week as a promotional stunt and good will builder for their firm. While

the house was under construction, the decision was made to go all the way and show the house furnished. An agreement on furnishing was reached with a local furniture firm—Frank G. Kaiser Electric and Furniture Co.

Mrs. Lauerman supervised all the interior decoration. She used a scenic wallpaper running the full length of the living room wall opposite the ceiling-high windows as the color scheme for the entire house. The exterior of the house was painted barn red with white trim.

Newspaper and radio advertising and publicity served as the principal mediums for attracting more than 2,500 persons through the demonstration house in the week it was open. A quarter page ad in the local newspaper the week preceding the opening, plus insertion of the same ad on two different days in the neighboring town of Belleville gave coverage of St. Clair county and neighboring towns. During the Week the house was open 13 spot radio announcements were used on WIBV in Belleville. Another important phase of the advertising program which must not be discounted was the placement of full color display posters in leading business houses for several weeks prior to the opening. The furniture firm which furnished the house also purchased advertising space to promote the home demonstration. The week the house was open Lauerman ran another smaller advertisement on the demonstration.

Supplementing the paid advertising program, the newspaper in New Athens published a column and one-third article about the home demonstration in the issue preceding the opening. During the Week the house was open, the same weekly newspaper ran another article about it.



PLAN chosen for demonstration house is from Weyerhaeuser House of Month Series. The Weyerhaeuser firm cooperated with Lauerman's by supplying ad mats and literature

The spot radio announcement used to promote the showing went on the air starting on September 14 and ran through September 17, with as many as three on several days. The announcement used on the radio was as follows: "Would you like to see a dream home? The New Athens Lumber Company invites you to see this unusual modern design in home construction, in East Lawn Place, New Athens, Ill. Open week days 5 until 9, Saturday and Sunday, 1 until 9. You'll see wood, glass and masonry professionally employed to create a home, not just a house, where warmth, beauty, convenience and permanency are harmoniously

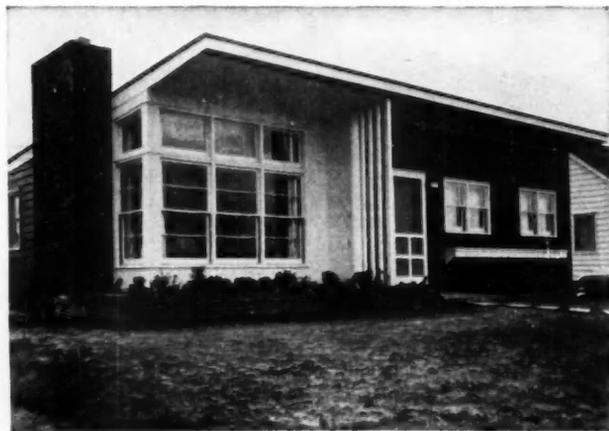
combined. The home is beautifully furnished and decorated and has a complete "American" kitchen. The design utilizes modern materials and features. This dream home will be open for inspection through September 17th, in East Lawn Place, New Athens, Ill. Drive to New Athens and see it."

Mr. and Mrs. Lauerman spent about 60 hours talking with visitors and explaining the features of the house while it was being shown to the 2,500 people who came to see it.

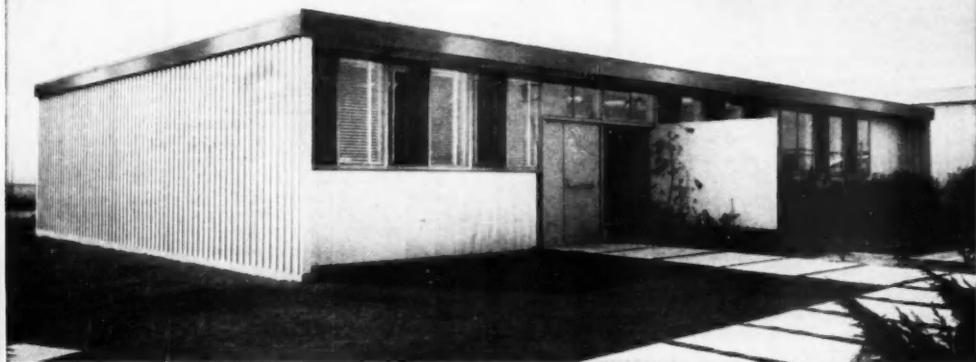
Features of the house which drew the most comment were: sliding door wardrobe closet; striking color scheme of dark green walls and woodwork, white ceiling, and draperies and bedspread of flame colored poppies on white background in the master bedroom; unusual shell design washable wallpaper used above painted wainscot in the bathroom; scenic wallpaper on one wall and ceiling high corner windows in living room; modern steel cabinets, Carrara glass panel behind range in kitchen; ranch plank flooring; sloping ceilings; large amount of closet space; massive chimney and built-in flower box.

The roof of this house is constructed so that screened openings at the front and rear of the house permit air to circulate above the mineral wool insulation.

MODERN design proved highly interesting as demonstration home. Cost was \$11,550 including draperies, aluminum screens, lot, sewer, driveway, shrubbery, lawn and walk

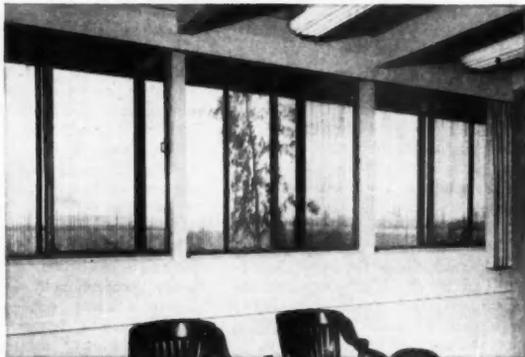


WHY YOU SHOULD PLAN AHEAD

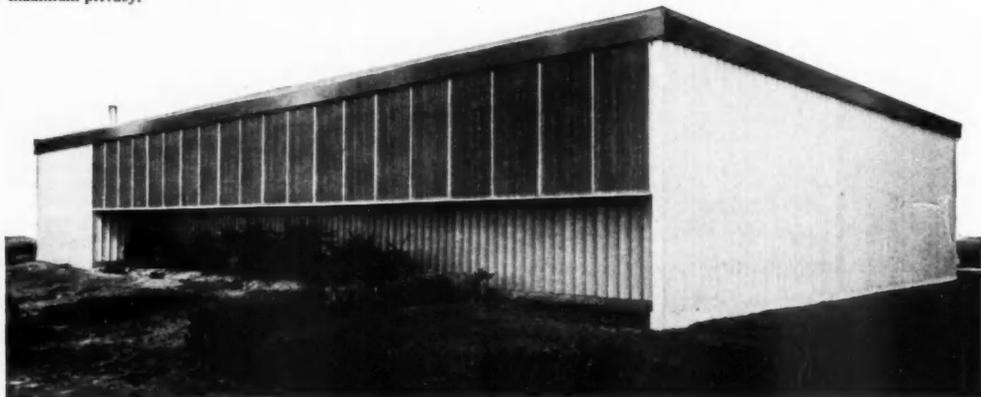


KAISER ALUMINUM SIDING, applied vertically, gives an effect of added height to the Lane-Wells Company executive offices in Los Angeles. Installed under tension, the curved surface of Kaiser Aluminum Siding is rigid, sound-deadening, insulating. Maintenance costs are low, for the lustrous enamel finish is baked on.

KAISER ALUMINUM SHADE SCREENING on the south-west windows of the Lane-Wells offices cuts glare and heat by stopping the sun's rays outside the glass. Comfortable light and air are freely admitted and visibility to the outside is unobstructed.



THIS LOW-COST industrial structure combines the advantages of Kaiser Aluminum Shade Screening and Siding. The Shade Screening screens out insects and the direct rays of the sun responsible for fading, insures maximum privacy.



WITH ALUMINUM

VAST expansion of production facilities will make aluminum among the most plentiful of building materials!

Kaiser Aluminum alone is increasing its production of primary aluminum by 80 per cent.

This plentiful supply of aluminum will encourage many new uses of this strong, light, rustproof metal in the building fields.

By keeping aluminum in your plans, by using it whenever and wherever you can—*by planning ahead with aluminum*—you'll be better prepared to use it in a wider variety of applications in the future.

You may have to substitute for aluminum

Kaiser Aluminum is helping to meet the needs of national security—supplying vast amounts of aluminum to manufacturers of essential items.

But Kaiser Aluminum building products are still available.

So check with your suppliers before you specify any substitute materials. There's a good chance you'll be able to give your clients the best: *Aluminum!*

Aluminum is the building material of tomorrow

Building materials made of Kaiser Aluminum offer exclusive advantages in design, beauty and quality. Representative applications of Kaiser Aluminum building materials in use today are shown on these pages.

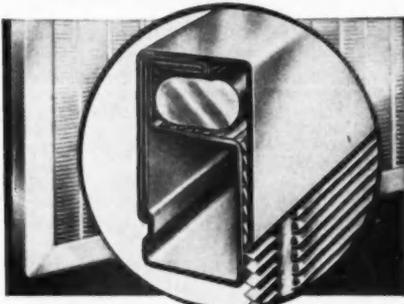
For full information about Kaiser Aluminum building products—and for AIA files—write: Kaiser Aluminum & Chemical Sales, Inc., Oakland 12, California. Sales offices in principal cities.

Kaiser Aluminum

A major producer of
building materials for home, farm and industry



KAISER ALUMINUM was used in the ductwork of the John Hancock Mutual Life Insurance Company building at Boston. Because of its lightness, crews were able to install ductwork faster, with less worker fatigue. Easily fabricated on the jobsite, Kaiser Aluminum Utility Sheet cut handling and scrap costs. Never requires painting. Uninsulated, it delivers as much heat as insulated galvanized material.

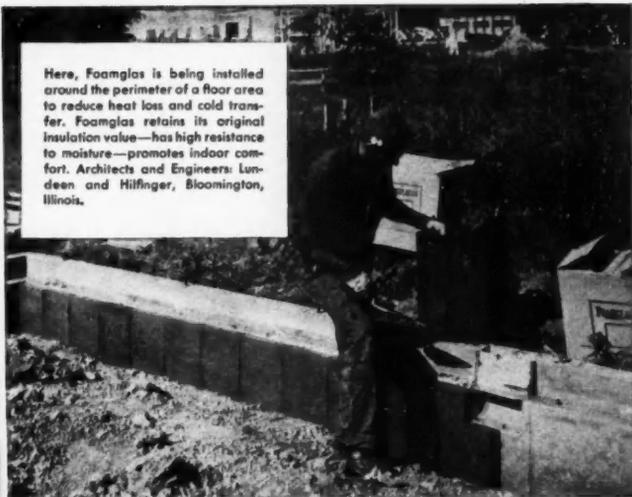


KAISER ALUMINUM SCREEN FRAME is readily assembled from framing sections, trim cover sections and cast aluminum corners. When framing Kaiser Aluminum Shade Screening the spline is used only at the top and bottom of the screen. No screws are needed. The frame may be used with conventional wire cloth screen as well as Kaiser Aluminum Shade Screening.



THIS FISH NET SHED, covered with Kaiser Aluminum Roofing, is designed for a seaside location in a hot climate. The roof is highly resistant to the corrosive action of salt spray from the nearby ocean because Kaiser Aluminum Roofing is *solid* aluminum—not clad or veneered. And Kaiser Aluminum Roofing reflects up to 60 per cent of the sun's rays, which means a reasonably uniform, cool temperature is maintained under the shed.

Here, Foamglas is being installed around the perimeter of a floor area to reduce heat loss and cold transfer. Foamglas retains its original insulation value—has high resistance to moisture—promotes indoor comfort. Architects and Engineers: Lundeen and Hilfinger, Bloomington, Illinois.



Make them easier to heat...

easier to sell!

● Many prominent builders are assuring buyers increased living comfort and reduced heating costs by installing PC Foamglas as insulation in basementless homes, not only under the floor slab, but also around its perimeter, or on the foundation walls.

Foamglas is the ideal material for this type of installation. No moisture or vapor from the ground can enter into or pass through Foamglas to impair its insulating value. Durable, rigid and strong, Foamglas is non-compressible under customary floor loads. It gives effective, long lasting service, free from costly repairs, maintenance and replacements.

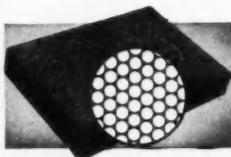
Make sure you know all the advantages you can offer your customers with PC Foamglas. Send the coupon today for a sample of the material and a free copy of our informative booklet.

PITTSBURGH CORNING CORPORATION
Pittsburgh 22, Pa.



FOAMGLAS®

the cellular glass insulation



The best glass insulation is cellular glass. The only cellular glass insulation is PC Foamglas. This unique material is composed of still air, sealed in minute glass cells. It is light weight, incombustible, verminproof. It has unusually high resistance to moisture, chemicals and other elements that cause insulation to deteriorate.

Pittsburgh Corning Corporation
Dept. A-71, 307 Fourth Avenue, Pittsburgh 22, Pa.

Please send me, without obligation, a sample of Foamglas, and your FREE booklet on the use of PC Foamglas to insulate homes of all sizes and types.

Name

Address

City State

WHEN YOU INSULATE WITH FOAMGLAS... THE INSULATION LASTS!

No. D-80 Kitchen Details

The kitchen shown in detail on the opposite page indicates in the plan a clear cut separation of the work area of this room from the serving and eating portion. This is accomplished by extending counter, cupboards and refrigerator into the kitchen forming a U-shaped work area. This arrangement produces the greatest efficiency as it brings the main fixtures such as sink, dishwasher, refrigerator and stove within close proximity of each other, thus reducing the number of steps required for producing a meal. The opposite wall adjoining the fireplace is confined to the storage of canned goods and similar items.

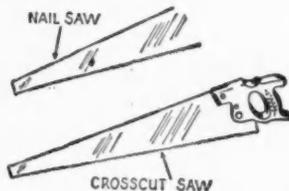
In order to bring the eating and the preparation area in close relationship to each other, the area from refrigerator to exterior wall above counter is left open. In this space above the eye line several shelves are installed where a clock or a number of ornamental knickknacks are placed.

A plywood panel is placed against the rear of refrigerator to form a facing along this area for the eating space. A 1x4 is placed at end of panel to form a jamb and also provide space above refrigerator for an ornamental shelf.

A pass-through is placed in north wall between counter and upper cabinets to quickly serve in dining room. A cupboard is placed on the breakfast nook side over the refrigerator for dish storage.

All counters are provided with Formica tops with splash back against wall. Cupboards are of wood construction of standard manufacture adjusted to custom requirements.

How to Get Double Duty from Hand Saw



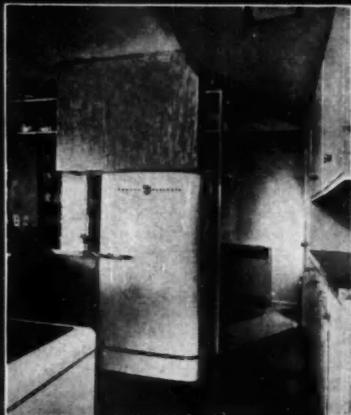
An old saw can be put to good use by filing approximately 6 inches of straight teeth which can be used for cutting nails. The ten point should be used as most nail sawing tasks occur when doing finish remodeling.—Os W. Johnson, Spokane, Wash.

AMERICAN BUILDER

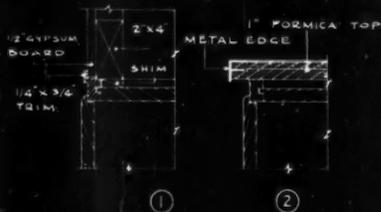
AMERICAN BUILDER'S BETTER DETAIL PLATE

Detailed by K. Roderick O'Neal A.I.A. for American Builder

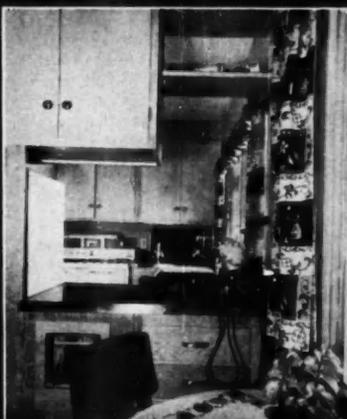
NO. D-80 KITCHEN DETAILS



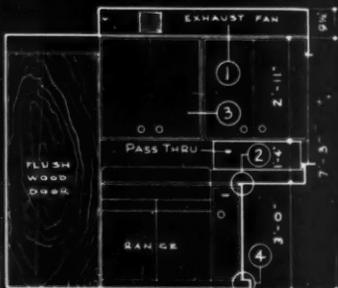
Plan
0 1 2 3 4 5
FEET



Sections . . .



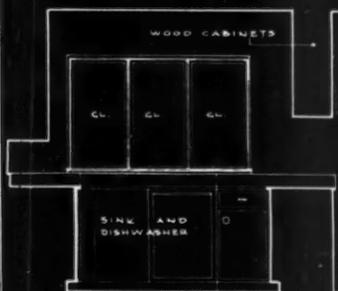
WEST



NORTH - KITCHEN



NORTH - BREAKFAST NOOK



EAST



SOUTH

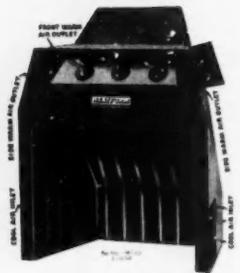
Elevations . . .

0 1 2 3 4
INCHES

- building material & lumber dealers
- home builders & contractors
- architects
- draftsmen

Write today
identifying your trade

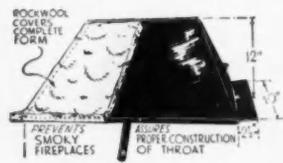
for
**Complimentary
HEATFORM*
FIREPLACE
BOOK**



HEATFORM Model "A"
Eight stock sizes 24" to 72"



HEATFORM Model "S"
View of Fire from Front & Side



SUPERIOR FORM DAMPER
the Architects' Friend

This 36-page book contains 50 beautiful interiors and fireplace designs.

These photographs were selected from our National Photo Prize Contest. The book contains elevations, sections and plans for installation of two HEATFORM Models: "A" and "S." It also shows proper location of fireplace for best heating results; how to heat adjacent rooms on first and second floor, and other valuable fireplace information you will want.

HEATFORM*

• Model "A" is the standard HEATFORM used in homes throughout America for the past 30 years. Complete information on Model "A" and Superior Form Dampers is contained in:

- 1951—Sweet's Architectural File, Section 29k/Su
- 1951—Sweet's Builder's File, Section 4-d/Su
- 1950-51—Western States A-E-C Catalog File

Model "S" completely described in HEATFORM Fireplace Book.

SUPERIOR FORM DAMPER

— the Architects' Friend — always building good fireplaces without your personal supervision. It saves in labor time — no forms to build, no bricks to cut, no throat to plaster. Cracking of masonry is eliminated by use of rock wool and detached lintel bar. It is constructed of heavy steel for lifetime service.

* T. M. Reg.

SUPERIOR FIREPLACE CO.

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Pioneer manufacturers of heat circulating fireplaces and Form Dampers. Nationally advertised to millions of potential users. Sold through leading building supply dealers everywhere.

HEATFORM The SUPERIOR heat circulating **FIREPLACE**
most efficient and durable of all

**No. G-21...
Structural Changes**

The problem encountered in remodeling the front of an old commercial building entailed the realignment of structural members to conform to the requirements of the new store design and layout. To obtain a workable front from the standpoint of merchandising and traffic movement in and out of the store, it was necessary to alter the position of two columns which blocked the entrance and display. To remove both columns would have been quite costly and produced a long delay.

As a compromise it was decided to remove the one column that caused the greatest hindrance to traffic into the store and adjust conditions to conform. To meet the requirements of the local building code with reference to attaching additional steel members to the present cast iron columns presented many difficulties. The building department requested that new columns be placed adjoining the present ones. This would have doubled the size of the obstruction.

The solution that was accepted was the development of a lattice column around the present cast iron column. This type was obtained by placing two 10-inch channel sections on each side of old column. Lattice was formed by securing 3/4-inch steel straps bolted every 28 inches to each side of the channel sections. A new 16 WF steel beam was provided to carry the upper structure. The present steel was bolted directly to the new steel.

The new column construction was fireproofed to form a round column. The column was covered with ceramic tile in shades of light grey and rust.

Other materials used in the new store front are ivory structural glass for the sign background; wall facing at exterior stair of light green structural glass; vestibule ceiling, Keenes cement; vestibule floor, pink terrazzo; door jambs and transom bar of solid oak.



TAPE wrapped around the handle of hammer near the head makes it easy to pick up.—Geo. Wilson, New Haven, Conn.

AMERICAN BUILDER'S STORE FRONT DETAILS

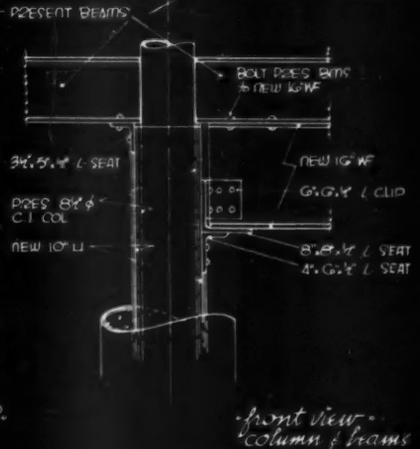
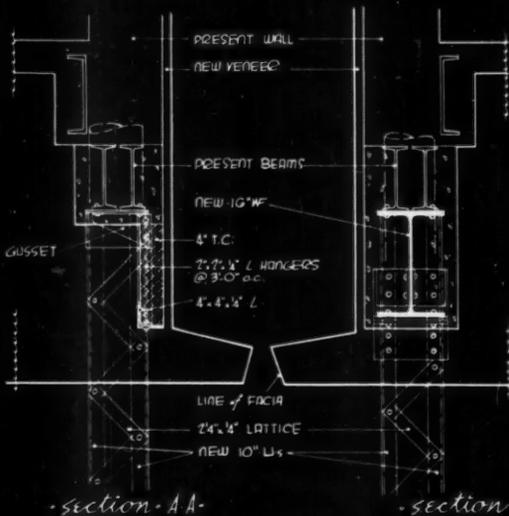
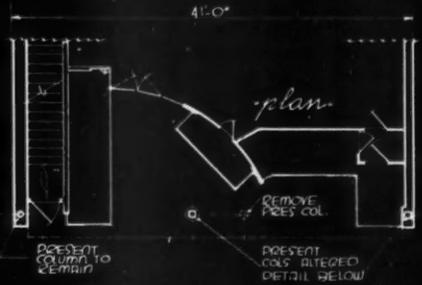
Designed and detailed by Louis J. Gluskin for American Builder

Nº G-21 · STRUCTURAL · CHANGES ·



- G and G - shop -

- Newark, N.J. -



BUILDERS REPORT OUTSTANDING SUCCESS WITH

1

Greater value in Modern Small Homes

ARCHITECT-DESIGNED • WEYERHAEUSER-ENGINEERED



Weyerhaeuser 4-Square

THE 4-SQUARE HOME BUILDING SERVICE...

2

A complete Service for Unit or Multiple Operations

A FRESH DESIGN EVERY MONTH



THE Weyerhaeuser 4-Square Home Building Service was developed to help builders strengthen their position in the new home field by offering designs of distinction particularly suitable for single dwellings, or multiple housing projects.

Evidence indicates that nearly twice as many homes were built from this Service in 1950 as in 1949 . . . which previously was the largest twelve months in the history of this helpful building Service.

The 4-Square Home Building Service is continuously growing. A modern, practical design, with complete working drawings and material lists, is added to the Service each month. Today there are over one hundred such designs in the Service, offering a wide variety of truly modern styles . . .

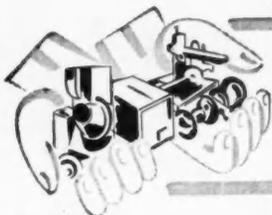
each architect-designed and Weyerhaeuser-engineered for top value and true building economy.

Each month a new design and the complete Service are advertised in national shelter magazines to millions of readers. During 1950 more than 85,000 inquirers indicated interest in the homes included in this Service.

Your local 4-Square Lumber Dealer has all of these designs ready for your use . . . with complete working drawings and material lists for every home in the Service. It will pay you to examine this modern, ever-expanding design Service. You will see how it can help you in your building program.

WEYERHAEUSER SALES COMPANY
SAINT PAUL 1, MINNESOTA

Home Building Service



NEW PRODUCTS

Offered by Manufacturers

GASOLINE CHAIN SAW

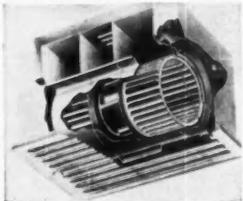
AB75111



A gasoline chain saw of 4 h.p. and weighing only 27 pounds is announced by Homelite Corp., Port Chester, N.Y. This model 26LCS, designed for fast cutting, incorporates two unique features, a narrow-kerf chain which does less waste cutting and an efficient belt drive which eliminates need for drive gears. The unit is operated with a simple control throttle button on the handle. It has ball and needle bearings at every point of friction. Engine governor keeps engine from racing when saw is out of cut; rain and dust-proof ignition, plus protected air cleaner makes engine easy to start in the coldest or wettest weather. Plunger lubricator oils chain, sprockets and guide bar. One-man saw blades are available in 18-, 23-, and 30-inch sizes. Two-man blades come in 23-, 30-, and 42-inch sizes. Bow saws, for one- or two-man operation, are available in 19- and 25-inch sizes.

CEILING VENTILATOR

AB75108



A ceiling model ventilator for kitchens and small rooms and which incorporates dual blower wheels and interchangeable horizontal and vertical discharge has been announced by Trade-Wind Motorfans, Inc., 5725 S. Main St., Los Angeles, 37, Calif. This Model 1501 ventilator develops 300 cfm. using a 1/30 H.P. motor turning the twin 6-inch blower wheels at 1450 rpm. This relatively slow speed permits unusually quiet air movement. The motor is completely isolated from the air stream. The unit is only 7 1/4 inches high, allowing easy installation within 8-inch joist spaces. It is 8 7/8 inches wide and 14 inches long. Metal housing of the unit is installed within joist space. A bead around the bottom of the housing 3/4-inch from the edge locates proper depth to allow for plaster ground. The blower is quickly installed in housing by clamps and grille is installed or removed by two thumb turns.

SMALL-HOME REFRIGERATOR

AB75119



Suitable for small homes and apartments, a six cubic foot "Standard" model refrigerator is made by the Sanitary Refrigerator Co., Fond du Lac, Wis. The box has 12.54 square feet of shelf area arranged to eliminate waste space. Three aluminum fast-freezing, full-sized ice trays hold 84 cubes and there is a plastic, non-breakable meat dish below the freezing compartment. Double breaker strip gives greater insulation efficiency. The unit is 51 1/4 inches high, 24 inches wide and 23 1/8 inches deep.

FIBRE FLOOR DUCT

AB75120



A fibre duct for use in hot air heating systems is announced by Sonoco Products Co., Hartsville, S. C. The product when embedded in concrete floor slabs is used as a supply or return line in radial or perimeter hot air heating with oil or gas furnaces. As such its use is permitted by Federal Housing Administration. Called "Sonoairduct" it is intended to find use as a substitute for metal, glazed tile or concrete block in building construction. The duct will not delaminate when placed under water or exposed to excessive moisture and is fire resistant. The product is available in lengths up to 25 feet and in any inside diameter from two inches up to and including 24 inches. It can be cut to size on the job with a power saw. It is recommended that metal accessories such as elbows, bends, or "T's" be used with "Sonoairducts." Fibre collars, 12 inches in length, are available for use in joining long or straight runs.

CONVEYOR CONNECTOR

AB75116



An inexpensive connector assembly for joining two standard "Brik-Fater" conveyor units together to allow contractor to use his conveyor separately for raising materials to one level, or together for raising materials two levels is now available from the Mar-Rail Conveyor Co., 560 York Ave., Pawlucket, R. I. It is so designed that no sag or deflection results when the conveyors are bolted together, making a single truss 40 feet long. While the maximum lift, to a certain extent, depends on the nature of the material being raised, any of the usual masonry materials can be raised at least 20 feet from the ground. The connector assembly is sold separately and is furnished with the necessary bolts.

FORK LIFT TRUCK

AB75118



A completely redesigned line of light capacity electric fork lift trucks has been announced by the Philadelphia Div., Yale & Towne Mfg. Co., 11,000 Roosevelt Blvd., Philadelphia, 15, Pa. Available in capacities up to 2,000 pounds, the trucks feature simplified automotive-type controls, hydraulic lift, and compact size. Features of the unit include gear shift lifting and tilt controls mounted within hand reach of steering wheel and magnetic contactor control which prevents driver from imposing unnecessarily severe load on motor. The trucks are all-steel construction, electrically welded. Fork carriage and elevating channel travel in upright channels by sealed ball bearing mounted rollers. Side thrust is taken by four thrust rollers. Tilt mechanism by which the mast can tilt forward five degrees or backward ten degrees to center the load, is also hydraulically operated, and is actuated by two double-acting piston-type cylinders which provide load rigidity.

New Products continued page 144

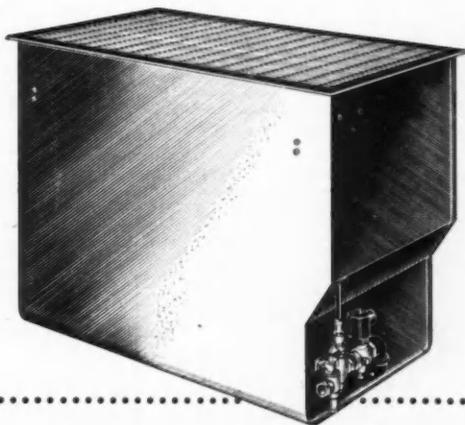


**Automatic heat
everyone can afford...**

a **TEMCO** **GAS FLOOR FURNACE**

The comfort, convenience and thrift of automatic TEMCO Gas Floor Furnace heat never fails to quicken the interest of a prospect. You can quickly convert that interest into a profitable sale by pointing out that only TEMCO offers all these outstanding features.

- A TEMCO Gas Floor Furnace requires no basement or costly excavating.
- Porcelain Enamel Heat Chamber carries 20 year warranty.
- Delivers completely automatic heat at the flip of a switch.
- Operates economically on Natural, Manufactured or L. P. Gas.
- Is backed by TEMCO's 30 year reputation for quality.



To learn how you can include completely auto-
matic heat and still save on construction costs,
MAIL THIS COUPON TODAY!

TEMCO, Inc., Division B-307, Nashville, Tennessee

Please send me the complete story on low-cost automatic heat the TEMCO Gas Floor Furnace way.

Name

Address

City County

State

NEW PRODUCTS

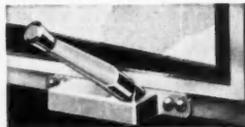
(Continued from page 142)

TAPE DECIMAL CHART AB75114



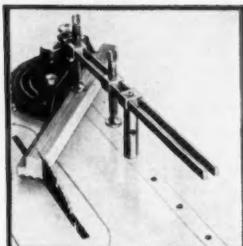
A decimal equivalent chart giving the conversion of 64 fractions and decimals designed to aid the work of engineers and builders is printed on the measuring tape made by Master Rule Mfg. Co., 40 Mulberry St., Middletown, N.Y. Taking a measurement-reading in fractions of an inch with this tape, the builder has only to glance at the chart to translate the fractions into decimal figures. These Master tapes are available at no price increase over former tapes.

REPLACEMENT OPERATOR AB75117



A replacement operator for use on metal casements, and which can be installed by the home owner, is a development of H. S. Getty & Co., Inc., 3348 N. Tenth St., Philadelphia, 40, Pa. Because of its special screw holes, the 4706-H operator can be used to replace practically every type of metal casement operator now in service. The operator, packaged complete with detailed instructions for replacing various types of operators, is distributed through hardware wholesalers. Home owners can purchase them through local hardware stores.

MITER GAUGE ATTACHMENT AB75107



Availability of a clamp attachment No. 865 for standard Delta miter gauge is announced by Power Tool Div., Rockwell Mfg. Co., Milwaukee 1, Wis. This device is an added convenience, especially valuable when making accurate miter cuts and when cutting irregular stock. It consists of a bracket and two clamps which hold the work firmly in position, and is attached to any Delta miter gauge. Miter gauge and clamp attachment may be used on 8-inch and 10-inch Delta circular saws, band saws, spindle shaper, and abrasive finishing machines.

CLIP-BUNDLED ROCKLATH AB75105



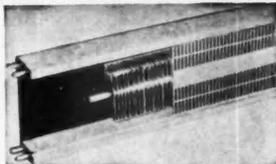
Insulating Rocklath plaster base, made by the U. S. Gypsum Co., 300 W. Adams St., Chicago 6, Ill., is now shipped clip-bundled for easier and cleaner handling, the manufacturer has announced. The simple spring clip fastener, applied at top and bottom of the bundle, holds the sheets together and is easily removed by a hatchet edge or any metal pry. The bundle is simply propped up, the top clip pried off and the sheets lifted out, inside panels first. Handling of the bundles is faster and cleaner due to the improved packaging.

CABINET HARDWARE AB75121



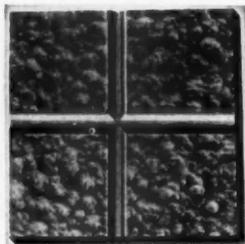
A new and complete line of hardware for Colonial cabinets has been announced by American Cabinet Hardware Corp., Rockford, Ill., manufacturers of the Amerock line of cabinet hardware. The beauty of the traditional Colonial cabinets is now enhanced by the advantages of modern construction and mechanical features of the hardware. Cabinets of Colonial design fitted with modern hardware find excellent use in residential and commercial construction and remodeling.

BASEBOARD RADIATION UNIT AB75103



An improved type of baseboard radiation that is easily and quickly installed on rough framework of a house and the installation completed while all piping is accessible for testing, has been announced by the Minnimate Co., 3700 W. Roosevelt Rd., Chicago, Ill. Called the "Convect-O-Base" the unit consists of three parts, back cover, heating section, and front cover. The back cover nails directly to studs or furring strips on new work, and can be recessed or flush-mounted on remodeling installations. It can be readily cut to desired length or mitered to fit any corner. It requires no special tools or equipment for installation. Heating sections mount on self-locking pipe supports.

PLASTIC-COATED PANELBOARD AB75112



A plastic-coated panelboard of "Iridescent" design is made by East Coast Panelboard Corp., 41 Wycoff Ave., Brooklyn, 27, N.Y. The innovation is intended to create broader usage for panelboard by its use in installations heretofore not considered suitable. Its colors of grey, blue, green and cocoa lend themselves to almost every type of home or commercial installation where economical wall and ceiling coverings are desirable. The product comes in sheet sizes of 4x4, 4x6, or 4x8, either scored or unscored. Plastic-coated, it is easily kept clean, needing only a damp cloth to maintain its gloss.

New Products continued page 152

INSERT NUMBERS AND MAIL COUPON FOR INFORMATION American Builder, 79 W. Monroe Street, Chicago 3, Illinois

Name

Address

City State

No. No. No. No.

When you address inquiries direct to manufacturers concerning a new product described here, please mention that you saw it described in American Builder

Planned

Modern Homes



...and **Hotpoint** Leads in Modern All-Electric Kitchens and Home Laundries!

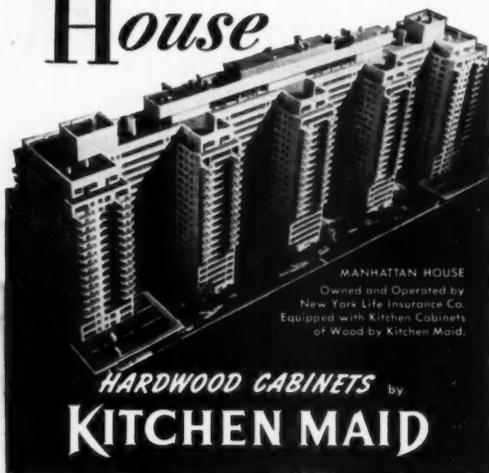
Whether you are remodeling or building a single dwelling, an apartment house or an entire subdivision, you can set the standard for Better Living in the homes you build... with **Hotpoint All-Electric Kitchens and Automatic Home Laundries.**

Hotpoint's labor-saving electric appliances take over — automatically — the tedious, unpleasant, time-consuming kitchen and home laundry chores of today's modern homemaker. Thus, more time and energy are conserved for the more enjoyable and more important modern responsibilities.

Engineered to be the finest... designed for the greatest utility and styled at the peak of modern custom, Hotpoint All-Electric Kitchens and Automatic Home Laundries add the distinguished quality to the truly modern home.

Hotpoint Inc.

In magnificent
Manhattan
House



Magnificent Manhattan House, the remarkably modern residential apartment project recently completed in midtown New York, contains many notable advances that contribute to the comfort, pleasure and convenience of its occupants. It is not surprising, therefore, that the owners selected Kitchen Maid Flo-Line cabinets of



Kitchen Maid builds kitchens for apartment houses, residences, schools, hospitals and other public buildings. Above—a typical residential installation.

warm, friendly wood. By their use in scores of modern apartment buildings and thousands of fine residences throughout the land, Kitchen Maid has proved their superiority time and again. Builders appreciate especially, the modern Flo-Line styling, the fine cabinet work, the flexibility and permanency of wood construction, and the skilled assistance provided by an old, experienced dealer organization. Decide now to choose Kitchen Maid cabinets for your next job. Write for catalog.

KITCHEN MAID
FIRST AND BEST IN
KITCHENS

THE KITCHEN MAID CORPORATION, 517 Snowden Street, Andrews, Ind.
Please send new booklet containing 10 practical kitchens with details of the complete Kitchen Maid line. I am an Architect, Builder, Dealer.

Name _____

Address _____

Look
for this
Sign



Look for this sign in your dealer's window. It signifies his skill as a member of the nation's oldest kitchen planning organization.

Catalogs and
HOW-TO-DO-IT INFORMATION

957—SINGLE SPINDLE SHAPER—A six-page bulletin has been issued describing the Whitney 510 Single Spindle Shaper recently announced by Baxter D. Whitney & Son, Inc., Winchendon, Mass. The shaper is designed for high production quality shaping of a wide variety of furniture and chair parts, handles, brush backs and novelties.

958—LIQUID REDWOOD FINISHES—A brochure dealing with liquid rawhide redwood finishes made by Linseed Oil Products Co., 359 Del Monte St., Pasadena 3, Calif., was recently issued. The brochure describes the liquid rawhide finishes that are resin-free, waterproof, sun-resistant and elastic and are especially designed for the treatment of redwood. General information on the preservation of redwood surfaces is also included.

959—CONCRETE MIXER—A bulletin describing the line of improved Rex Hi-Discharge Moto-Mixers has been issued by Chain Belt Co., 1600 Bruce St., Milwaukee, Wis. Improvements which increase the efficiency of the machines are shown and described in detail.

960—MASONRY SAW—An illustrated booklet "How to Cut Blade Costs in Masonry Cutting" has been issued by Eveready Briksaw Co., 1509 S. Michigan Blvd., Chicago 5, Ill. The booklet contains practical, illustrated instructions on how to figure blade costs in masonry cutting before starting full cutting operations and is intended for the use of the contractor or operator.

961—BOILER-BURNER UNIT—Catalog of the H. B. Smith Co., Inc., Westfield, Mass., manufacturers of a complete line of cast iron heating boilers, features the "Smith Mills 2000" boiler-burner unit expressly designed for use in larger homes and smaller commercial establishments. This unit is oil fired and the catalog describes and illustrates its features.

962—COMBINATION WINDOWS—A catalog describing and illustrating the uses and features of Rusco all-metal self-storing combination windows has been issued by the F. C. Russell Co., Cleveland, Ohio. Combination windows are those which incorporate summer screens and winter sash in one permanent unit and provide fingertip ventilation control at all times. The catalog shows how use of these windows enhance home or building.

963—FLUORESCENT LIGHTING—A condensed catalog of commercial, institutional and industrial luminaires has been issued by the Edwin F. Guth Co., St. Louis 3, Mo. Complete line of fluorescent lighting equipment is illustrated and described.

964—AIR CIRCUIT BREAKERS—The Heinemann Electric Co., Trenton, N. J., has its complete catalog condensed into 12 pages and is ready for distribution to product designers, laboratory and development technicians, construction engineers, and anyone interested in small air circuit breakers. For use as quick reference the new catalog gives information on the complete line of fully magnetic, non-thermal circuit breakers for general use. Illustrations show principles of operation and diagrams of construction. Charts give standard time overloads, coil resistance curves and coil connections.

(Continued on page 148)



IT'S YOUR
Chance of a HOUSEtime
 TO SELL SUCH EXCITING NEW HOME BEAUTY!

RUBEROID DECORATOR-DESIGNED ASBESTOS **COLOR-GRAINED SIDING**

Case after case proves that professional color styling sells homes faster...and sells home improvements faster.

Now, in Ruberoid Color-Grained Siding, you have the answer for people who may not know what they want, but do know what they like... and they like Color-Grained Asbestos Siding!



COLOR BY BEATRICE WEST

• *Decorator colors in two-toned effects*, styled by Beatrice West, famous color consultant... choice of four warm color combinations... true "decorator" shades which color-style the home from the outside in.

Exclusive Ruberoid Color-Grained process provides a deep textured effect, accented with light and dark tones of color... a bonus of unsurpassed beauty that appeals to architects, designers, builders, home buyers, and homeowners alike.

• *Color-Grained Siding* has all the long-lasting fire-proof, maintenance-free virtues of asbestos-cement siding, with the color ingrained... never needs paint... easy to apply over old siding.

• *Call your Ruberoid dealer*, or write today for complete details about Color-Grained Siding... the new concept in sidewall treatment that is styled right for today's trend, made right to build sales in today's market.

The **RUBEROID** Co.

500 Fifth Ave. • New York 18, N. Y.





Larch lumber as manufactured by member mills of the Western Pine Association, is becoming more and more popular. Everywhere wholesalers, dealers and builders are finding Larch profitable to handle, easy to sell and excellent to use.

Larch is one of the strongest and most durable of the soft woods. Its uses range from bridge timbers to paneling and fine cabinet work. All kinds of paints and stains can be successfully applied to Larch with pleasing results. You can stock and recommend Larch with confidence.



For more information about Larch send for the free illustrated 52-page book. Address

WESTERN PINE ASSOCIATION
Yeon Building • Portland 4, Oregon

THESE ARE THE
WESTERN PINES

Idaho White Pine,
Ponderosa Pine, Sugar Pine

THESE ARE THE
ASSOCIATED
WOODS

Larch, Douglas Fir, White
Fir, Engelmann Spruce,
Incense Cedar, Red Cedar,
Lodgepole Pine.

WOODS FROM THE WESTERN PINE REGION



Catalogs

(Continued from page 146)

965—**RECESSED DOORS**—Uses and advantageous features of recessed doors are forcefully described and illustrated in a catalog entitled "Floating Doors" issued by the Dorflo Mfg. Corp., 1904 First Ave., Hibbing, Minn. Also described and illustrated is the Dorflo Ready-Unit complete wall section and door hanger assembled for quick installation.

966—**HOME INSULATION**—A catalog entitled "Foamglas for Home Insulation" has been issued by the Pittsburgh Corning Corp., 307 Fourth Ave., Pittsburgh 22, Pa. The catalog is replete with pertinent information regarding the insulation of residences and gives specifications for concrete floors on ground and foundation walls, as well as specifications for masonry walls and for roofs and radiant-heated walks and driveways.

967—**METAL TRIM**—A catalog describing and illustrating the "Superior" line of metal trim made by Youngstown Mfg. Co., Inc., 66-76 S. Prospect St., Youngstown 6, Ohio, has been issued. The line includes moulding angles, cap mouldings, channel, corner, and cove edgings, division bars, drapery hardware and linoleum bindings, sink counter covering, flat and bar stock, nosings of various types, panel strips, price-tag moulding, sink well frames, special extruded sections, thresholds, tools and accessories, tub edges, and wall trim.

968—**AUTOMATIC HEATING**—The 42nd edition of the Bryant automatic heating catalog which presents a complete picture of the most complete line of gas heating equipment and allied heating products with a review of their salient features is published by the Bryant Heater Div., Affiliated Gas Equipment, Inc., Cleveland, Ohio. The two-color illustrated catalog contains 28 pages of descriptive material and information.

969—**WATER WELL SUPPLIES**—The National Supply Co., P. O. Box 416, Pittsburgh, Pa., announces the second edition of its composite Water Well Supply catalog. The book contains nearly 200 indexed types of supplies which range from adaptors to whipstocks and from bolts and nuts to complete water systems.

970—**MODERN KITCHEN**—"How to Plan Your New Kitchen" is the name of an attractive booklet which describes and illustrates the custom hardwood kitchen cabinetry of Mutschler Bros. Co., Nappanee, Ind. It describes the features of "Porta-Bilt" hardwood cabinetry, custom-built for installation in a kitchen of any size, and at moderate cost.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department
American Builder

JULY 1951

79 W. Menros St., Chicago 3, Ill.

Please send me additional information on the following product items, or catalogs, listed in this department:

Numbers

Name

Street

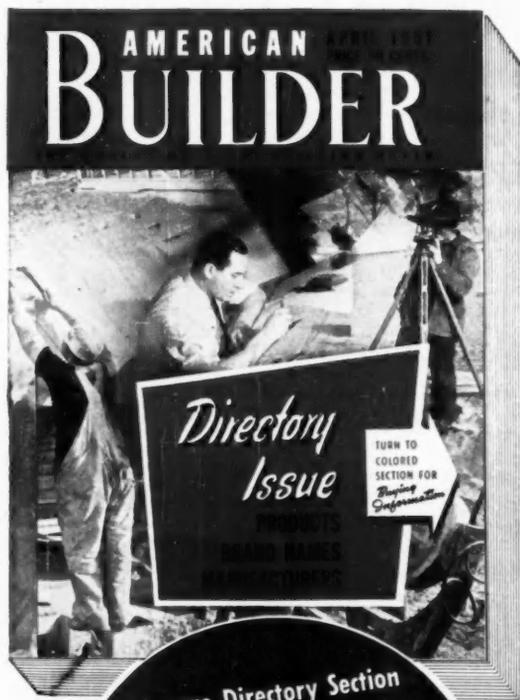
City State

OCCUPATION*

*Please note that occupation must be stated if full service is given.

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Guide
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printed on colored stock

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Keep your copy handy
Use it often

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Easy to use — saves you
valuable time and money

Names of Products, equipment, and their manufacturers, listed alphabetically.

Trade Names listed alphabetically, and identified with the names of manufacturers.

Names of Manufacturers of building products and equipment, with addresses, listed alphabetically.

Make your model

include these 3 kitchen

1

**Completely
MODERNIZED
dishwashing**

Public enthusiasm for homes with practical automatic dishwashing is being reported by leading builders everywhere.

In city after city, the Youngstown Kitchens Jet-Tower Dishwasher is winning acclaim because it completely modernizes dishwashing and helps keep a house modern for years to come.

This new Jet-Tower principle, exclusive with Youngstown Kitchens, is being advertised and promoted constantly and convincingly to the same people who visit your model homes.

Cash in on their acceptance—be sure a Youngstown Kitchens Jet-Tower Dishwasher is in every model home you build, and your other homes, too.



Youngstown Kitchens Jet-Tower Dishwasher



Youngstown Kitchens Electric Sink
(Includes Jet-Tower Dishwasher;
Food Waste Disposer optional.)

2

3

home really modern!

values and be sure!

MODERN, garbage-free sanitation

Today, more and more people *expect* a model home to have an automatic food waste disposer.

A home built today that does not have this great convenience—freedom from garbage—may be considered obsolete in a few years.

Recognizing this, many builders are building houses—even entire communities—with a disposer in every house. The merchandising value has proved tremendously successful.

Install a Youngstown Kitchens Food Waste Disposer in every home you build and get a double sales advantage—automatic food waste elimination plus the three features that give the Youngstown Kitchens Disposer superiority:



1. Continuous feed—



2. Self-reversing (longer life)—



3. Self-cleaning—

MODERN, STEEL Youngstown Kitchens advantages

For 7 important reasons, Youngstown Kitchens are the builder's best buy:

1. **Installation is quicker.** Youngstown Kitchens go in fast. You save *hours* on every kitchen.
2. **Painting, touching up not necessary.** You save this time and expense.
3. **No fitting of doors and drawers is needed.** Youngstown Kitchens units are complete . . . ready to use.
4. **Delivery is timed** for arrival when you need

the units. Your handling costs are reduced, warehousing eliminated.

5. **Original cost is right**—no hidden extras, no inexact guesses.
6. **Flexibility in planning** is possible. Youngstown Kitchens units come in a complete range of sizes, can be planned into any kitchen, large or small.
7. **Youngstown Kitchens specialists** will help you plan, will gladly suggest savings in equipment without sacrificing utility.

Let us serve you in the best way we can. Write for literature and prices to: Youngstown Kitchens, Youngstown, Ohio.

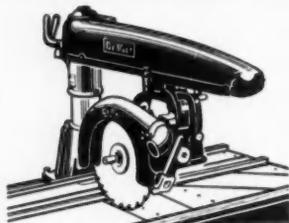


Youngstown Kitchens

YOUNGSTOWN MANUFACTURING CORPORATION
YOUNGSTOWN, OHIO

BUILDERS!

save up to
\$200 PER HOUSE
by using an all-purpose
DeWalt



Builders everywhere say they save money from cellar to roof by putting DeWalts on the job! This versatile, flexible "builder's saw" is many machines in one. It starts your house — finishes your house — saves you time and money and builds a better house. It's fast, accurate, safe, dependable. Write for catalog! DeWalt, Inc., Dept. AB-7, Fountain Ave., Lancaster, Pa.

END DUST

with

SOLVAY
Calcium
Chloride

Annoying dust can be controlled easily and economically with SOLVAY Calcium Chloride. It's clean, colorless, odorless—safe to use! Requires no special tools or equipment—anyone can apply SOLVAY Calcium Chloride with effective results. Stop dust annoyance now—order SOLVAY Calcium Chloride today.

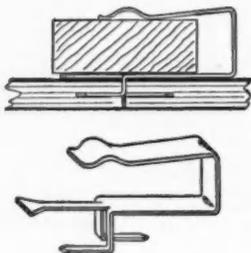


SOLVAY SALES DIVISION
Allied Chemical & Dye Corporation
142 RECTOR STREET, NEW YORK 6, N.Y.

NEW PRODUCTS

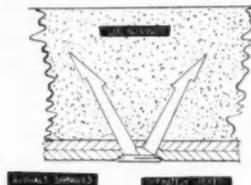
(Continued from page 144)

INSULATION BOARD CLIPS AB75123



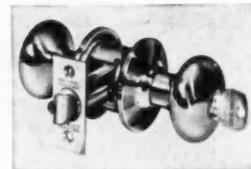
Sliding Loc-Clip, new unit for fastening insulation board tile to furring strips, eliminates the need for hammer or nails. It will work with T. G. or square joints. Designed for 1x2-inch furring strips. Just put on the market by E. G. Building Fasteners Corp., 101 Park Ave., New York 17, N.Y.

SHINGLE FASTENER AB75124



Loc-N-Wings, new patented fastener for nailing asphalt shingles to insulating board or other low-density boards. Developed by the E. G. Building Fasteners Corp., 101 Park Avenue, New York 17, N.Y. The special nail spreads and locks as it is driven, with the barbs holding it firmly in the material.

DOOR LOCK SERIES AB75122



National Lock Co., Rockford, Ill., announces its National Lockset Series "410" as its newest addition to its line of distinctive hardware. According to the manufacturer, the National Lockset series is superior in design, security features and durability. It is beautifully styled to complement every type of architecture. Many smart finishes on inner and outer escutcheons offer a virtually unlimited selection of lockset combinations. Lasting finishes are accented and protected by baked phenolic lacquer. The series is made up of four basic units to answer every household requirement. Included are locksets for use on exterior entrance doors, porch and patio doors, bedroom doors and interior passage doors.

New Products continued page 154

NOW—Add to your "know how" of "HOUSE CONSTRUCTION DETAILS"

SAVE MONEY AND TIME WITH THESE LATEST PROFESSIONAL METHODS

Here is an exact working guide on every detail of house construction from foundation to finish. Tells you dimensions, materials, processes, step-by-step working methods. Hundreds of scale drawings and photographs make every step easy to follow. Quick-reference index enables you to find instantly any construction detail on which you want modern, authoritative guidance. Can be used for alterations in a set of stock plans, for making additions or changes in a building, or for complete construction of a dwelling. Conforms with modern practice and building regulations in all parts of the country. Gives you helpful ideas on how to build in accordance with latest developments in painting, wiring, heating and air conditioning, insulation and sound-proofing.

The guidance you get on even a single house construction detail can repay you a hundred times the small cost of this remarkable volume.

Every Step in House Construction Explained and Illustrated:

Excavation • Footings and drainage • Foundation forms • Sills • Lumber • Joists • Sub-flooring • Exterior wall framing • Interior wall framing • Ceiling, roof • Siding • Porch • The roof • Gutter • Siding • Siding • Siding and cladding • Columns • Porches • Exterior walls of wood • Interior walls of brick • Interior walls finished in plaster or stucco • Wall panels • Windows for exterior trim • Stone construction • Windows • Sash details • Window framing details • Doors and door trim • Hardware used in dwellings • Closets, shelves, built-in equipment • Breakfast room • Living room • Flooring • Chimneys and fireplaces • Staircase and well • Outdoor fireplace • Scaffolds • Garages • Electric wiring • Insulation • Arches and eaves • Lattice porch, lattice ceiling • Garden benches, tables, • Benches and other garden furniture • Picket fences • Low walls, curbs, retaining • Barbs • Fenders and seats • Balustrades • Spheric tanks • Framing and finishing • Heating systems • Electric wiring systems • Prefabricated houses • Local information for home builder, including architectural styles and data on modern building materials.

93 PAGES, 1500 Beautiful FULLY ILLUSTRATED 100 ILLUSTRATIONS.

High Praise! Read What Homeowners say—

"Best information I've had on house building for over 20 years."
—Walter A. Liberty, "Time," Toronto.

"All the elements of house construction are explained in an orderly manner and are illustrated with great clarity."
—The Architectural Record.

"In amazing number of illustrations, photographs, working drawings and so on, it covers all the essential work for architects, contractors and builders."
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More than 41,000 satisfied users!

**10-DAY FREE TRIAL
SEND NO MONEY**

You don't risk a penny to find out how valuable "House Construction Details" can be to you. Just mail coupon. See for yourself how you get clear, professional guidance on every building detail. Then either send only \$4.50 (plus postage) in full payment, or return the book and owe nothing.

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30 Church Street, New York 7, N. Y.

Send for 10 DAYS FREE EXAMINATION. "House Construction Details." I will either return it in 10 days and owe nothing, or send only \$4.50 (plus shipping charges) in full payment.

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SAVE! Send \$4.50 with this coupon and we will pay postage. Same return and refund privileges.

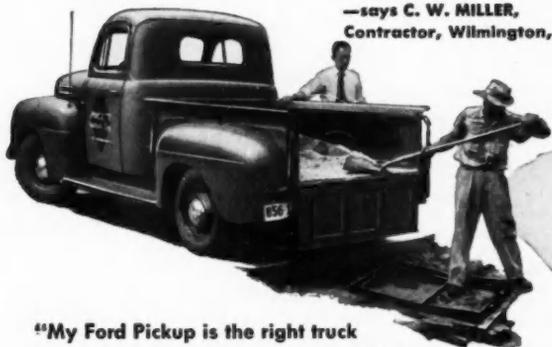
NORTH CAROLINA
Report No. 4143



"On Construction Jobs —

My Ford Pickup runs for 2¼¢ a mile!"

—says C. W. MILLER,
Contractor, Wilmington, N. C.



"My Ford Pickup is the right truck
for light construction work," says Miller.
"You can't beat it for oil, gas and repair economy!"

C. W. Miller, of Concrete Construction, Inc., entered his 1950 Ford F-1 Pickup, with POWER PILOT, in the nationwide Ford Economy Run. He was one of 5,000 operators who helped roll up 50 million miles in this demonstration of Ford Economy. Miller reports: "The daily running cost records we kept in the 6-month Run show we traveled 8,189 miles on construction jobs. Total cost

for gas, oil and maintenance, with no repairs, was \$182.16. That's a running cost of only 2.23 cents a mile!"

Like others who rely on Ford for low running costs, Miller is sold on the periodic, money-saving service he received from his local Ford Dealer. For more facts on the trucks that last longer and save you money every mile — mail the coupon below.



FORD TRUCKING COSTS LESS

because **FORD TRUCKS LAST LONGER!**

Using latest registration data on 7,318,000 trucks, life insurance experts prove Ford Trucks last longer!

JULY 1951



POWER PILOT[®] helps CONSTRUCTION MEN hold down hauling costs

The Ford Truck POWER PILOT is a simpler, fully-proven way of getting the most power from the least gas.



• It automatically meters and fires the right amount of gas, at precisely the right instant, to match constantly changing speed, load and power requirements.

Unlike conventional systems, the Power Pilot uses one control instead of two, yet is designed to synchronize firing twice as accurately.

You can use regular gas . . . you get no-knock performance. Only Ford in the low-price field gives you Power Pilot Economy!

MAIL THIS COUPON TODAY!

FORD Division of FORD MOTOR COMPANY
3269 Schoofor Rd., Dearborn, Mich.

Send me without charge or obligation, detail specifications on Ford Trucks for 1951.

Full Line Heavy Duty Models
Light Models Extra Heavy Duty Models

Name _____

(Please print plainly)

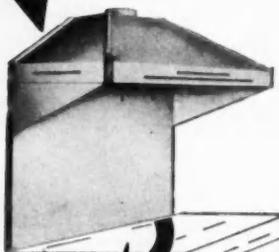
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City _____ Zone _____ State _____

133

**NO
SMUDGE**

The
Ranger
KITCHEN STOVE HOOD



CLEANER
Walls • Drapes
Furniture



I recommend
installation of the **Ranger Hood**
in every house I build. It . . .

- **KEEPS WALLS SPOTLESS**
... Expels cooking grease, smoke and vapors that spot and discolor walls, drapes and woodwork.
- **REMOVES COOKING ODORS**
... Prevents unpleasant cooking odors from spreading through the house.
- **ADDS KITCHEN COMFORT**
... Leaves kitchen air clean and sweet, and at a comfortable temperature.

Fits any range . . . and will save many times its low cost.

**ONLY
\$54.95**

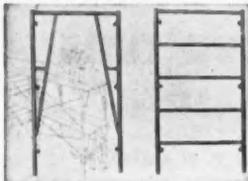
For Complete Information and
Name of Your Nearest Dealer,
write

ROBERTS MFG. COMPANY
Dept. B., Cleburne, Texas

NEW PRODUCTS

(Continued from page 152)

SCAFFOLDING END FRAMES AB75106



Two new types of end frames, designed for builders and contractors, have been added to the line of tubular steel scaffolding of Bil-Jax, Inc., Archbold, Ohio. The frames are each 36 inches wide by 6 feet high, and are interchangeable. One frame is ladder-type, for use at the ends of the scaffolding installation in eliminating need for other ladders. The other is open-type to permit passage underneath of workmen wheeling materials. All joints are electrically welded. Frames are combined into towers by attaching diagonal braces in usual manner. There is no need for removing wing nuts in attaching, or removing braces to the patented brace lot, which is a feature of the product.

FLOOR TILE PATTERN AB75109

Another series of "high-style" patterns has been added to the regular line of Vinyl-Cork floor tile made by Dodge Cork Co., Inc., 120 N. Shippen St., Lancaster, Pa. These patterns are called Pearlstone and are available in seven basic colors. The series is made in standard sizes of 6, 9, and 12-inch squares of 1/4-inch thickness. The patterns combine a pearlized vinyl element with the regular colored vinyl composition that produces an iridescent floor of distinctive pattern and character. The vinyl wearing surface is somewhat heavier than that of the regular series. Traffic marks and other stains do not show up as readily as in plain or marbled patterns because of the uniform dispersion of the pearl element.

VOGUE LAVATORY AB75113



A lavatory for any vanity or dressing table installation is the Vogue Lavatory G-141 presented by the Richmond Radiator Co., 19 East 47th St., New York, 17, N.Y. Made of vitreous china this counter-top unit is 20x18 inches in size, which fits all cabinets, and can be used with all dressing table materials such as plastic, linoleum, wood or tile. It is available in a choice of five colors. Among its features are concealed front overflow, recessed soap dishes, wide splash rims, deep, full-sized bowl punched for either centerset or combination supply fittings. The lavatory is available in custom-built cabinets or stock cabinets.

New Products continued page 156

**1st choice for
AUTOMATIC
CONTROL**



A-100 Thermostat
Relay Automatic Reset

L-34 Fan and
Limit Control

TX-5 Cold Air
Return Package Set

T-70 Room
Thermostat

BX-69 Room Thermostat
Package Set

GENERAL CONTROLS
201 ALHAY AVENUE GLENHILL, CALIFORNIA

Manufacturers of Automatic Pressure, Temperature,
Cool and Flow Controls

FACTORY BRANCHES: Baltimore 5, Birmingham 3, Boston 16, Buffalo 3, Chicago 3, Cincinnati 2, Cleveland 15, Dallas 2, Denver 4, Detroit 21, Glendale 1, Houston 6, Indianapolis 5, Kansas City 2, Minneapolis 2, Newark 6, New York 17, Philadelphia 23, Pittsburgh 22, St. Louis 3, San Francisco 7, Seattle 1, Tulsa 6, Washington 6.
DISTRIBUTORS IN PRINCIPAL CITIES

SUPERCEDAR

**Brown's
RED CEDAR CLOSET LINING**

Guaranteed
90% RED HEART 100% OIL CONTENT

NATIONALLY ADVERTISED

Brown's SUPERCEDAR is nationally advertised in House and Garden, House Beautiful and Small Homes Guide. Cedar closets help sell homes—help rent apartments.

PACKAGED
SEALED



ALL WIDTHS
40 TO PKG.

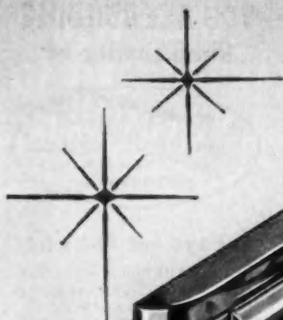
Brown's sealed package protects the aroma and makes it easy to stock and sell at a good profit. Ready for use—dressed, tongue and grooved and end matched. Write for builders folder and consumer booklet.

Product of
GEO. C. BROWN & CO., Inc.
GREENSBORO, N. C. Established 1906

Largest Manufacturers of
Aromatic Red Cedar in the world

AMERICAN BUILDER

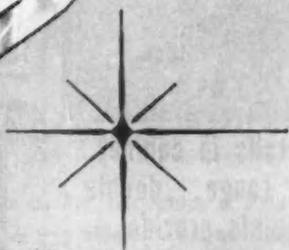
America's finest
bathroom accessories
continue in production!



YOUR FUTURE



IS CRYSTAL-CLEAR



Crystalcrome by **HALL-MACK**

BATHROOMS DESERVE the best and bathrooms can *have* the best...jewel-like Crystalcrome by Hall-Mack! These sparkling accessories in gleaming chromed metal and crystal clear Lucite are your answer to the bathrooms of today and tomorrow. And Crystalcrome is available. Production has been tripled to meet increased demand.

there's no substitute
for Hall-Mack
quality



SOAP AND GLASS



RECTANGULAR TOWEL RING

SINGLE HOOK

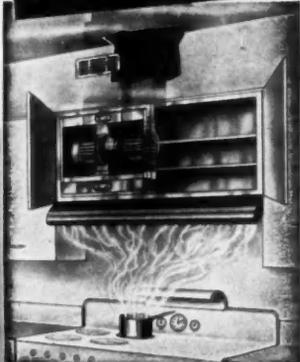
HALL-MACK will continue to produce bathroom accessories styled and built for a lifetime of use. Write for folder on available lines.



HALL-MACK COMPANY
1344 W. Washington Blvd., Los Angeles, Calif. • 7455 Embargo Ave., Chicago 49, Ill.

The most MODERN kitchen ventilating system

**TRADE-WIND
SUPER CLIPPER
CABINET VENTILATOR**



**Installs in cabinet
over range...double
inlets provide
COMPLETE ventilation**

Only the Super Clipper Kitchen Ventilating System—made by Trade-Wind—exhausts cooking fumes and heat from both the stove and at the ceiling level.

This newest development is installed in metal or wood cabinets directly over the stove.* The twin squirrel cage blowers produce 600 CFM—more than sufficient power to trap all cooking heat, grease and odors from the range top as well as through the second inlet at the ceiling. The motor is equipped with a 2-speed control. Two metal air filters are provided. Both a fold-under hood and stationary hood are available and both are optional.

No other kitchen ventilator can do the complete job that the Super Clipper accomplishes. And no other ventilator offers the architect, the builder and the home owner the versatility and efficiency which the Super Clipper provides for the modern kitchen.

*Several manufacturers now build metal cabinets especially for the Super Clipper. Wood cabinets can also be built on the job. Trade-Wind does not provide the cabinet.

Write today for complete information.

**TRADE-WIND
MOTORFANS, INC.**

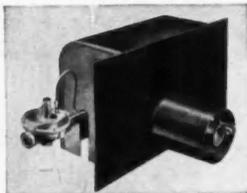
5705 S. Main St., Los Angeles, Calif.

NEW PRODUCTS

(Continued from page 154)

INSHOT GAS BURNER

AB75115



An inshot gun-type gas burner featuring balanced flame and designed for use in all types of heating process boilers, furnaces and large cook stoves has been introduced by Delta Heating Corp., 85-07 Northern Blvd., Jackson Heights, New York City. The burner is especially adaptable for use in wet base boilers with low crown sheets and as a replacement for oil burners. No combustion chamber or refractory base is required. Manufacturer reports that the unit can be fully installed in any type furnace in less than 15 minutes. A runner pilot is provided on all sizes to permit lighting the burner from outside the furnace. Fully automatic, this unit is available for use with natural, mixed, or manufactured gas. Three sizes are available ranging from 80,000 to 300,000 B.T.U. per hour.

FILIGREED DOOR SCROLLS

AB75101



Aluminum filigreed door scrolls, finished in white enamel or aluminum, have been developed by Beaux Arts Crafts, 2015 Brookfield Rd., Pittsburgh, 16, Pa., under the trade name "Scrolllets." They are designed to enhance any door, wood or metal, screen or storm. They have other uses such as between kitchen cabinets, forming arches, built-in bookcases and window trim. They are easy to install and are available in eight different designs. Attaching screws are provided.

CONCRETE MIXER

AB75104

Improved construction features of the 16-S Dandie concrete mixer is announced by the Koehring Co., Milwaukee, 16, Wis. These features include all-welded heavy-duty frame construction, coil spring mounting to balance the mixer and cast steel drum heads with machined roller paths for smooth operation. Bevel edge drum roller shafts revolve on large, internal double-row, self-aligning ball bearings mounted in pillow boxes. It is powered by a 28 H.P.

(Continued on page 158)

**WHEREVER
YOU ARE BUILDING
keep plenty of**



always on the job

SISALKRAFT Products are tough... easy to handle, easy to apply. Their cost is surprisingly small. The protection they provide is great. As a protective cover for materials and equipment, SISALKRAFT is the most economical material you can use. As a safeguard against destructive weather... as a moisture-vapor barrier, wind, dust and dirt barrier... always dependable.

SISALATION Reflective Insulation saves up to 50% — and costs less to apply.

WRITE FOR FREE SAMPLES and practical data or see your Lumber or Building Supply Dealer

THE SISALKRAFT CO.

Dept. AB-7 — 205 W. Wacker Drive — Chicago 6, Ill.
New York 17, N. Y. — San Francisco 5, Calif.
Manufacturers of SISALKRAFT, SISALATION,
COPPER ARMORED SISALKRAFT

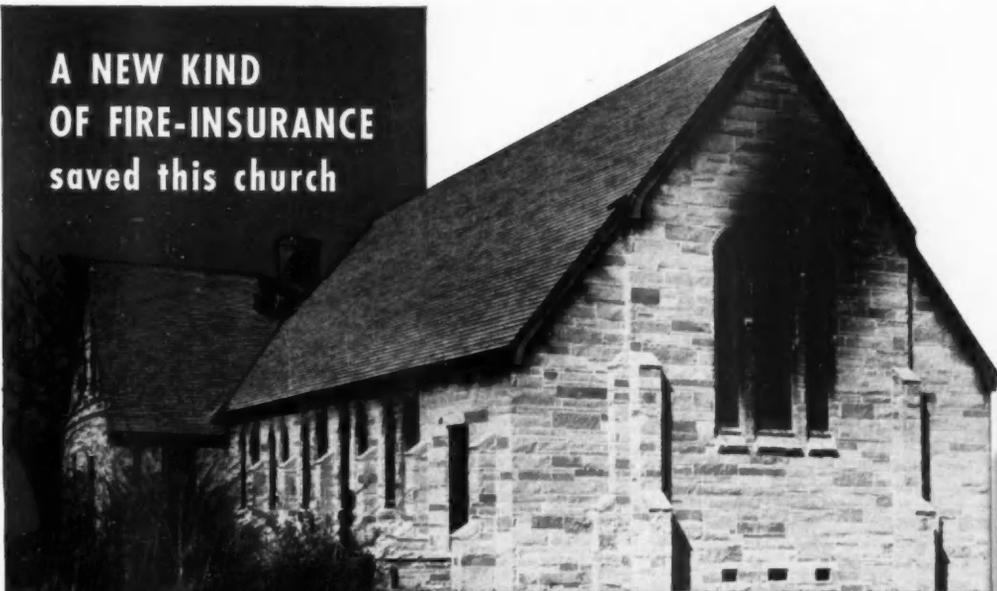
**NEED A
SELF-HELP
BOOK?**

**MANY A MAN
HAS BEEN HELPED
TO A BETTER
FUTURE BY A
GOOD BOOK**

**See American
Builder's Book-
Review Pages**

AMERICAN BUILDER

**A NEW KIND
OF FIRE-INSURANCE
saved this church**



Rose Hill, N. C. Officials

Praise Carey Fire-Chex Shingles!

Excerpts from sworn statements by Chairman of Mt. Zion Building Committee and Rose Hill, N. C. Fire Chief—

"Owing to the fire-resistant quality of the (Carey) shingles, the fire was held in check for three hours. I have no hesitancy in saying quite frankly that all of us attribute the saving of our buildings . . . to your very fine shingle."

W.D. Corning

Chm., Bldg. Comm.
Mt. Zion Presb. Church

"It is a pleasure for me to recommend your shingle, from the standpoint of fire-resistance, without any reservation. The evidence in this particular fire speaks for itself."

H.B. Sumner

Rose Hill Volunteer F.D.

CAREY FIRE-CHEX SHINGLES

With interior gutted by fire, this church at Rose Hill, N. C. still stands—a tribute to the amazing fire-resistance of Carey Fire-Chex Shingles!

Despite intense heat and flames which gutted the interior of the Mt. Zion Presbyterian Church at Rose Hill, N. C., the Carey Fire-Chex roof remained virtually intact! Even when a section of the roof collapsed after supporting members burned through, Carey Fire-Chex shingles prevented spread of fire to adjacent roof areas and certain destruction of the entire building!

Carey Fire-Chex, made of a new, patented asbestos-plastic, are the first and only shingles ever to win Underwriters' Laboratories, Inc. highest fire-protective rating—CLASS A*. And, in addition to unequalled fire safety, Fire-Chex also offer longer life, greater beauty. Made extra-thick (weight 325# per sq.) for extra wind and weather protection, Fire-Chex feature new shadow-blend beauty—create roof designs copyrighted as works of art.

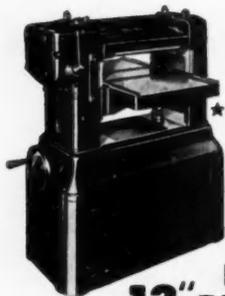
Give your clients the priceless fire protection, rich beauty and long, maintenance-free performance of Carey Fire-Chex Shingles. See your Carey dealer—or write now for illustrated literature!

*Without asbestos underlayment

FROM THE HOUSE OF CAREY
Bathroom Cabinets and Accessories • Ventilating Fans •
Ceramo Asbestos Siding •
Corrugated Asbestos Cement Siding • Fire-Guard Rock Wood
Insulation • Fire-Chex Asbestos-Plastic Shingles • Other
famous products for home,
farm and industry.

Carey

The Philip Carey Mfg. Company, Lockland, Cincinnati 15, Ohio



★ **SHORT
6" STOCK
unbutted**

★ **OVERSIZE
stock
up to
13" x 5"**

DELTA 13" PLANER handles 'em all!

- **ACCURATE**—do finish planing to close tolerance
 - **SAFE**—gears, pulleys, belts all enclosed—motor inside
 - **EASY BLADE-SETTING**—simple, accurate measuring device
 - **EASY TO MAINTAIN**—cutterhead knives quickly sharpened
 - **BUILT TO LAST**—true Delta quality in every detail
- Get all the facts—send for catalog

There's a Delta Power Tool for *your* job—Wood or Metal Working
53 MACHINES—276 VARIETIES—MORE THAN 1300 ACCESSORIES
For Delta dealers, see your Classified Phone Directory under "Tools"



DELTA POWER TOOL DIVISION
Rockwell
MANUFACTURING COMPANY
6356 E. VIENNA AVE., MILWAUKEE 1, WIS.

NEW PRODUCTS

(Continued from page 156)

gasoline engine equipped with clutch. Spring-loaded hoist clutch keeps band in proper expansion. Redesigned selective skip shaker



operates on double contact points, one on each end of the charging skip supporting bar. Unit has improved water valve and lever arrangement and positive batchmeter actuating mechanism. Unit is designed for quick interchange on the job.

HAND SAW ACCESSORY AB75110



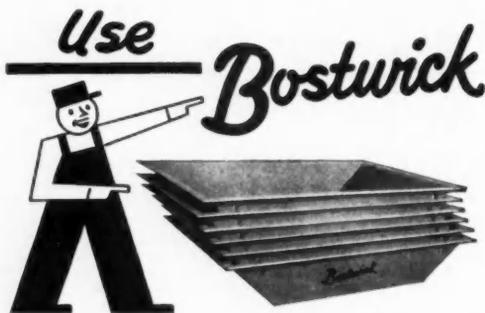
An inexpensive electric hand saw accessory for guiding the saw for cutting off and holding the

saw when ripping is called the "Speed-Arm" and is the product of the McConnell Tool Co., Inc., 613 Wilson Bldg., Syracuse, 2, N.Y. This arm is easily mounted on 2x4's for a base and plywood for a work top. Simple provisions are provided for holding and squaring the arm when in use. For cut-offs, the saw is pushed and guided into the work between two steel angle rails. By adjusting the mounted thumb-screw at the rear, the arm can be set for perfect square cut-off. Any simple or compound angle can also be cut by swinging the arm to the desired angle and locking with a star wheel.

TRACTOR-SHOVEL AB75102



The Frank G. Hough Co., 811 Seventh Ave., Libertyville, Ill., announces availability of its Model T12 track-type tractor and shovel. The unit is mounted at the rear to provide maximum balance and stability and its operator is located high and forward where he has fullest visibility. There is a special full-reversing transmission which provides four forward speeds and four corresponding but faster reverse speeds. Forward-reverse or directional shift is separate from the regular shift, making this crawler tractor shovel extremely fast in operation and more versatile than a tractor with front-end shovel attachment.



All-Steel, Heavy-Duty Mortar and Putty Boxes

● Bostwick Mortar and Putty Boxes are made of heavy hot rolled steel with watertight all-welded seams and with smooth reinforced flanges.

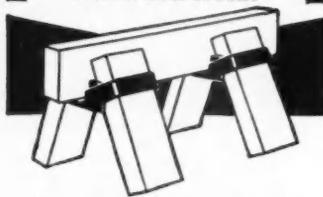
The clean, sloping inner design makes mixing and cleaning operations easier. Because all flanges are equipped with Bostwick's special bumperlug attachment, the boxes can easily be stored in straight nesting stacks with each unit separated from its neighbor. Stacks build up straighter . . . individual boxes never jam together.

Bostwick Mortar and Putty Boxes are in demand by builders everywhere.

THE BOSTWICK STEEL LATH COMPANY
103 HEATON AVENUE • NILES, OHIO

Jiffy SAWHORSE BRACKETS

SET UP OR TAKE DOWN
WITHOUT NAILS OR BOLTS



Saves time for carpenters, painters, paper hangers, contractors, and builders. Also saves trucking and storage space between jobs. Use any 2x4 for legs—2x4, 2x6, or wider for crossbar.

At building supply and hardware stores. Look for the handy display carton. If your dealer cannot supply you, order direct.



**GRAND HAVEN
STAMPED PRODUCTS
COMPANY**
GRAND HAVEN, MICH.

AMERICAN BUILDER

Steel Casement Windows used on Nation's First Privately Financed Slum Clearance Project

WALLACE JOHNSON,

one of the foremost mass housing builders in the country, licked one of the nation's toughest jobs . . . clearing slums and providing low rental housing for Negroes. How well he, and private enterprise succeeded, is shown by this photo of his Carver Homes Apartments in Memphis. Having used Steelcraft Steel Casement Windows for years, Mr. Johnson naturally chose them for these important rental projects.



STEELCRAFT'S LOW COST — HIGH QUALITY STEEL CASEMENT WINDOWS OFFER THESE EXTRA VALUES

- 1. Special STEELCRAFT Specification STURDY, HOT ROLLED, SOLID STEEL SECTIONS.** Designed to give more light area and neater appearance. Insure against warping, twisting, bending or distortion.
- 2. BONDERIZING and Special FLO-COATED PAINT FINISH** — baked on. Gives excellent base for finish paints. Minimizes maintenance.
- 3. Extra Long, REINFORCED EXTENSION HINGES,** with bindproof bushings. Make swing out type ventilator easy to operate, easy to clean from inside.
- 4. Extra heavy, DIE-CAST OPERATING HARDWARE.** Attractive, Trouble-free.
- 5. DOUBLE WEATHERING CONTACT** on all four sides. Gives complete weathering and water tightness.

And there are many more reasons why Steelcraft Steel Casement windows are preferred not only by leading project builders like Mr. Johnson, but by progressive builders and architects of all types of residential construction. Easy to operate . . . easy to clean . . . and screen, these windows are permanently weathertight . . . never stick, rattle, warp . . . the best for all types of construction.



Send now for complete information and installation details of Steelcraft Steel Casement Windows — together with information on the complete line of Steelcraft Steel Building Products.



Mail This Coupon Today!

STEELCRAFT

Manufacturing Company, Rossmoyne, Ohio
(In Greater Cincinnati)

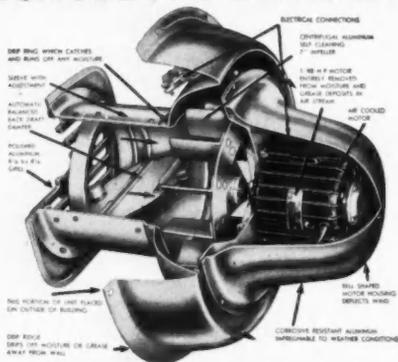
Other STEELCRAFT quality building materials—Steel Basement and Utility Windows • Steel Sliding Closet Doors • Steel Door Frames

THE STEELCRAFT MANUFACTURING CO., Dept. AB-751
9250 Blue Ash Road—Rossmoyne, Ohio (In Greater Cincinnati)

Gentlemen: I'm interested in the advantages of Steelcraft Casement Windows. Please rush me full details right away.

Name _____
Company _____
Business Address _____
City _____ Zone _____ State _____
My Position _____ Type of Business _____

HOME BUYERS LIKE THE KITCHEN-AIRE EXHAUST FAN BECAUSE IT'S DIFFERENT



Different, because it is **FIRE-SAFE**, grease laden air is **NOT** drawn over motor;
 Different, because intake grill may be mounted above cooking range even on inside wall;
 Different, because ordinary 6" stove pipe will serve for making connection between intake grill and exhaust fan;
 Different, because it is **QUIET**, operating mechanism is mounted **OUTSIDE** the wall;
 Different, because it is **weatherproof**, back draft damper protects against heat loss, operating mechanism is housed in corrosion-free aluminum.

Yes, the Kitchen-Aire is different. Electrically operated, easily installed, the Kitchen-Aire adds that plus-value which makes new homes salable. It is the last word in Kitchen ventilation, a feature your buyers will like. Underwriters Approved. Advertised in Better Homes and Gardens.

STEWART MANUFACTURING CO.
 3204 E. Washington Street, Indianapolis, Indiana



Control the Moisture Problem

The **INSULITE*** "Wall of Protection" controls condensation in walls . . . guards against paint failure and other destructive action. **Sealed Lok-Joint Lath*** on the inside retards vapor flow into the walls. **Permeable Bildrite Sheathing*** allows the remaining vapor to escape toward the outside.

Write for Full Information!



INSULITE DIVISION, MINNESOTA AND ONTARIO PAPER COMPANY

Outlook for Building

(Continued from page 16)

issued in case of FHA loan defaults, is another factor making FHA mortgages less acceptable.

It has become highly important that VA and FHA adopt a more realistic attitude toward interest rates and mortgage maturity terms. Most bankers and mortgage men agree that an increase of even $\frac{1}{4}$ of 1 per cent in interest rates on both VA and FHA-insured money would make a tremendous difference in the acceptability of this type of paper.

The building industry is certainly justified, and should be vociferous, in its demand that VA and FHA promptly raise interest rates, as otherwise this new contraction in home building credit, plus Regulation X, may slow down the planning of new home starts to such a point that the industry may require months to recover from the lowered momentum to which it has already been reduced by artificial means.

Anticipate Buyer's Market Before End of 1951

It is generally conceded that the volume of the new home market for 1951 will certainly reach and possibly exceed the goal of 850,000 announced at the time of the issuance of Regulation X. This represents, of course, a very large market, although disappointing to those who have held hope for continuance of the boom conditions that marked 1950. It certainly means that the market is changing from that of a seller's type to one in which competition for sales is quite pronounced.

Hair Dryer in Bathroom

An excellent bathroom convenience that is possible with a winter air conditioning system is the provision of a hair dryer for women. This convenient provision can be accomplished by locating a small 4-inch by 6-inch warm air register in the bathroom wall about 40 inches up from the floor. When the lady has finished washing and shampooing her hair she can seat herself in front of this register and the warm air will dry her hair in a short time. Even if the bathroom is already heated by means of a baseboard register, the duct servicing the hair dryer can be opened into the baseboard register box. When the housewife wishes to dry her hair she merely closes the damper in the lower register, permitting the warm air to flow out of the hair-drying register.



Easier to Sell . . . under any conditions!

600,000 starts or 900,000 starts, easy credit or tough, the home that sells is the home that offers the buyer extra value. One way to provide that value is to install Fiberglas* Building Insulation—in both walls and ceilings.

Fiberglas Insulation has always given the builder an important selling advantage. Universally known, universally accepted, home buyers, architects and lending agencies alike are quick to recognize this insulation as a

sign of *quality* construction.

That's why it pays you to promote Fiberglas Insulation—to make it a part of your sales talk. People want comfort when they buy a home. Fiberglas provides it. They also want an *economical* home. They get that, too, with fuel savings that continue through the years.

Fiberglas Building Insulation made of ageless, fire-safe fibers of glass, will not settle. In roll blanket form, it provides a continuous, vapor barrier which more than meets FHA requirements.

What do you get out of it? In addition to the selling advantages, you get labor savings. Fiberglas Insulation is easy to handle, fast to install. The longer, compression-packed rolls mean less cutting and fitting.

When you build, insulate with the best. Contact your local building supply dealer and get complete information on Fiberglas Insulation—the insulation that helps you sell houses. Owens-Corning Fiberglas Corporation, Dept. 62-C, Toledo 1, Ohio.



OWENS-CORNING
FIBERGLAS

*Fiberglas is the trade mark (Reg. U.S. Pat. Off.) of Owens-Corning Fiberglas Corporation for a variety of products made of or with fibers of glass.

BUILDING INSULATION

AVAILABLE THROUGH 5 DISTRIBUTORS



ARMSTRONG
CORK CO.
Lancaster, Pa.



CERTAIN-TEED
PRODUCTS CORP.
Ardmore, Pa.



THE FLINTKOTE
COMPANY
New York, N. Y.



MINNESOTA AND
ONTARIO PAPER CO.
Minneapolis 2, Minn.



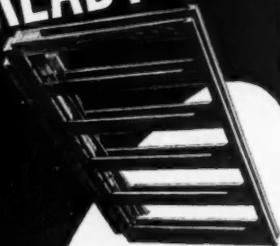
KELLEY ISLAND LUMBER
& TRANSPORT CO.
Cleveland, Ohio

Dorflo

floating doors

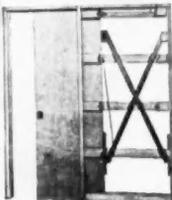
now assembled
in the new

READY-UNIT



- Comes on the job as an assembled wall section — all hardware on!
- Makes installation easier — faster... more economical... absolutely foolproof.
- Complete assembly in just a few minutes.

Dorflo brings you
RECESSED DOORS
the *Modern* way



Packaged
Hardware
K-D Wall
Sections
Ready-Unit
Section

- **NO TRACKS** above or below... a new cantilever principle which gives silent, trouble-free operation.
- **BALANCED SPRING CONTROL.**
- **EASY ADJUSTMENT**—every moveable piece of hardware accessible and removable without disturbing wall or door trim.
- **ADAPTABLE** to 1 3/8" or 1 3/4" doors — standard wall construction.

For literature and further
information write to

DORFLO MANUFACTURING CORPORATION

1904 First Avenue • Hibbing, Minnesota

Samson ...

(Continued from page 123)

forms perfectly. We wonder why we used the old machine as long as we did.

Despite all this, the transaction left somewhat of a sour taste in my mouth—a needless puckering that already has cost the company the sale of a home freezer and maybe another electrical appliance or two. Here is the reason why.

Lowest Form of Selling

"Bludgeon selling" ("we're practically out and don't know whether we'll ever get in another shipment") represents the lowest form of salesmanship that ever was extant in the history of American business. And the heck of it is that it now has become the rule rather than the exception. It is the laziest way of getting an order that was ever conjured in the mind of man. It is the reversion to threat rather than the employment of pleasing persuasion. It has destroyed completely the selling ability of the nation's salesmen and has turned them into cocky hucksters who look at their prospect with a great show of pity as they take an inventory of the mental capacity of an individual who hasn't sense enough to grab what is being offered when they won't fall for a threat that has been worn so thin that no self-respecting salesman should think of using it—even if true.

In the case of my automatic washer it, of course, wasn't true. I was surprised a week later when I listened again to the radio program and learned that prospects were being urged to investigate the many good qualities of the machine. So I had a friend call up to see if it might be possible to obtain prompt delivery. Assuredly! A shipment had just been received.

All this took place two months ago. The radio program still is going full blast. So are the newspaper ads. You can walk into the store today and get immediate delivery of the same machine that is doing our washing so easily and so well that it has earned high praise.

Product is High Grade

I'm not dissatisfied with what I bought in any single sense of the word. I'm merely disappointed to find that the salesmanship of a perfectly fine company which sells a high grade product has degenerated to bludgeoning orders out of prospects through the promiscuous use of threats and fears.

It was the same way with my latest purchase of an automobile. Washing-

(Continued on page 164)

SPEEDY—STURDY
The **ONLY COMBINATION**
OFFSET LADDER BRACKET
SCAFFOLD BRACKET



Contractors: cut set-up and change-over costs as well as time on the job. This multiple purpose ladder bracket slips on any standard ladder in seconds. **Safel** Rail supported, safety grip. **Versatile** The only combination offset ladder bracket — scaffold bracket; unexcelled for either use. All in one compact unit. **Tested!** Widely used by efficiency-minded contractors. Handy for the homeowner. Write for specifications. Some top dealer territory open.



STEADFAST
EQUIPMENT CO.

874 Franklin Ave., Thornwood, N. Y.

SAMSON BAR CUTTERS

- All Steel Construction
- Unbreakable Frame
- Easy Operation
- Immediate Shipment



Write for catalog of
Metal Working
Equipment

CAPACITY	No. 20	No. 23	No. 26
Rounds	5/8"	3/4"	7/8"
Squares	1/2"	5/8"	3/4"
Flats	2" x 1/4"	2 1/2" x 5/16"	2 1/2" x 1/8"
Concrete Bars	3/8"	1/2"	5/8"
PRICE	\$44.90	\$60.30	\$68.50

f.o.b. New York, subject to change

JULIUS BLUM & CO., Inc.

536 A West 22nd St. New York 11 • Watkins 9-7042

AMERICAN BUILDER



SPECIFY BUILT-IN GAS COOKING UNITS to utilize every inch of space. Stainless steel exteriors, and oven doors in a choice of seven decorator colors add a final touch to modern, efficient kitchen design. This innovation by Chambers, originator and master-builder of insulated ranges since 1910, is designed to transfer blueprint planning into every-day happiness for the homemaker.

FIT THESE GAS "BUILT-INS" INTO YOUR PLANS. They fit where YOU want them to do the most good. The Chambers IN-A-WALL Oven requires only 24 inches of wall space for installation. It meets all the exacting safety requirements of the AMERICAN GAS ASSOCIATION, and may be installed flush on five sides even with combustible cabinet materials. Cooking top units are available too, either to drop into kitchen counters or to mount on a 27" wide base cabinet.

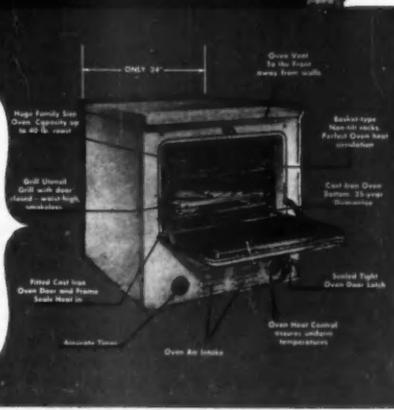
SELL THIS COOKING CONVENIENCE. New home buyers will welcome the advantages of sectionalized cooking equipment. They'll be specially attracted by the Chambers concept of counter-level cooking—of roasting, baking and grilling without crouching or stooping—of enjoying the speed, economy and flexibility of gas cooking with this new Chambers-created equipment.

- ✓ EXTRA KITCHEN SPACE
- ✓ COUNTER-LEVEL COOKING
- ✓ VERSATILITY IN PLANNING

Chambers

Built-In GAS Cooking Units

IN-A-WALL
OVEN BY
Chambers
COOKS WITH
THE GAS
TURNED
off®



**Send for
A. I. A.
Specification
Sheet
NOW!**

Chambers Corp., Dept A8T 71, Shelbyville, Ind.

Gentlemen:

Please send me at once A. I. A. Specification Sheet and other material describing the new Chambers Built-In GAS Cooking Units.

I am an () Architect () Builder-Contractor () Dealer

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Perfect Partners

for
better
boring



STANLEY No. 923 Bit Brace. Heavy duty. New self-centering chuck. Steel rod, ball bearing head. Cast-iron hardwood handle and head. Strong, sturdy bar ratchet. Forged Universal jaws hold all auger bits and round Shank drills from $\frac{3}{8}$ " to $\frac{1}{2}$ ".



RUSSELL JENNINGS No. 100 Auger Bits. Extension tip and spur hand filed for longer life edge, more holes between sharpenings. Sizes: $3/16$ " to $3/2$ ".



STANLEY No. 610 Hand Drill. New! Enclosed gears for safety. Drills holes easier and faster to full $\frac{1}{2}$ " capacity. Smooth action. Full-size comfortable grip handle.



And these accessories:



STANLEY No. 137 Countersink. High quality tool steel, hardened and tempered. $\frac{1}{2}$ " cutting edge.

STANLEY No. 26 Screw Driver Bits. Forged alloy steel, oil tempered and polished. Sizes: $\frac{3}{8}$ " to $\frac{1}{2}$ ".

Expertly built for building experts, Stanley Boring Tools are your partners in skill . . . work with you, save time and effort on every job. See the complete line of Stanley Tools on display at your local dealer's.

Stanley Tools, New Britain, Connecticut
THE TOOL BOX OF THE WORLD



Reg. U.S. Pat. Off.

HARDWARE • TOOLS
ELECTRIC TOOLS • STEEL STRAPPING • STEEL

Saberson . . .

(Continued from page 162)

ton's blasts about what was to happen to the motor industry sent me scurrying in search of a new car. I found it and my trade-in was more than satisfactory. So is the new car. I was glad when I got in under the wire.

But the threat of empty showrooms didn't turn out as predicted. They never were as full as today. And yesterday when I drove down Automobile Avenue I thought I was in a honky-tonk district so thick were the blaring sound trucks, the brilliant banners in the show windows promising immediate deliveries, highest trade-in offers, lowest prices on newest models. Not only that. There were so many cars in the be-flagged, spot-lighted, open-all-night second-hand lots you couldn't get into them with a shoe horn.

Homes Not Sold on Merit

How about homes? You're asking me! Since when have homes been sold on their merits? Sunday I watched the "Parade of Homes" on T-V. Homes of every size, kind, price, location. I listened for a few kind words now and then about the houses themselves. But at the end of the program I retained but a single definite recollection of the long parade—"Better get one of these or you may never have another chance."

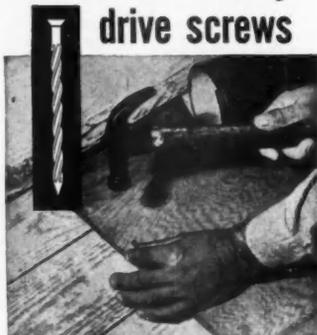
And so I pictured myself tramping down the highway with my knapsack on my back and no place to lay my weary head. But the spectre seemed to have lost much of its dread. At least I dropped off into peaceful slumber.

As this is written a buying slump is reported in many sections. By the time it appears in print it may be a boom again. I wouldn't know. On the other hand there is one thing I DO know and that is I'm so all-fired fed up on threat-selling that it now merely causes me to withdraw turtle-like into my shell.

Never was there a time when American salesmanship has descended to such a low ebb. For ten years or more we have pecked away on a single string of an instrument that is capable of glorious industrial melodies. The monotony of this lazy rendition has not only destroyed our selling ability at the time it is most needed, but has built up a nation-wide revulsion that justifiably has erected a high barrier for those individuals to hurdle who are abroad in the land with their bludgeons.

Your Best Community Promotion
NATIONAL HOME WEEK
September 9 through 16

linoleum underlay drive screws



To make your linoleum underlays hold tightly and lay flat permanently, secure them with Hassall linoleum underlay drive screws. They are spiral-threaded and cement-coated for maximum holding power. Heads are flat countersunk type. Size: $1\frac{1}{4}$ " x #3 ga. State quantity when writing for prices to:

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A simple sturdy clip designed to interlock shingle sections and prevent raising of asphalt single tabs. The perfect clip for hexagonals, 3 in 1 strips and individuals laid up Dutch Lap method.

- Made of solid copper wire—pliable yet strong enough to anchor single sections.
- Cannot rust out.
- Hammer is only tool necessary.
- Easy to handle.
- Beauty of roof unmarred.
- Perfect on repair jobs to correct leaky, unsightly roofs
- Millions in use since 1935.

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with letters from housewives asking
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**IT'S THAT SENSATIONAL
 •POWDERBAR•VANITY•LAVATORY IN ONE!
 Beauty Queen LAVANETTE**

- Adds a dressing room to the bathroom!
- Fits any bathroom—saves bedroom space!
- Answers the small home-owners' prayer!
- New, compact, convenient, colorful!

We knew it was good, but we didn't expect anything like *this*—so soon. Frankly, the response is so overwhelming, we've been caught with our distribution down!

It's a *natural* . . . Powderbar-Vanity-Lavatory in one! Acid-resistant, stain-resistant, burn-resistant, curiosity-proof. (A hidden lock on the "medicine drawer" protects children.) Choice of decorator colors—permanent finish over rust-resistant *all-steel* construction—genuine Formica top. **HELP US TO MEET THE DEMAND—send for franchise information today!**

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TOLEDO DESK & FIXTURE CO., Dept. CA-71, Maumee, Ohio

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JULY 1951



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ALUMINUM ALLOY NAILS

As advertised in **TIME** and leading shelter magazines

- WILL NEVER RUST-STREAK OR STAIN
- NO COUNTERSINKING OR PUTTYING (a \$25 to \$40 saving per house)
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- * FEDERAL SPECIFICATION QQ-A-325, A HIGH STRENGTH ALUMINUM ALLOY RECENTLY DEVELOPED FOR ARCHITECTURAL APPLICATIONS



Packaged in 42 different types and sizes for use in any application where the elimination of rust streaks and stains on finished surfaces (in and outdoors) is desired. Write for prices, samples, and complete descriptive literature.

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163

The drawer is full!

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"After considering several makes we selected your Waste King Pulverator and have never deviated from our choice. We have since included Waste Kings in Barhugh Estates and other developments totaling over 12,000 homes."

Signed: S. Mark Taper, President
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South Gate, California

**WASTE KING
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Satisfied Customers

Acclaimed by Public Officials, Health Officers and Sewage Engineers as the most sanitary and efficient method of garbage disposal.

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The great health problem of garbage disposal is being solved by the Waste King Pulverator. It is able to handle any household garbage, and is the most sanitary and efficient method of garbage disposal.



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KITCHEN
PULVERATOR[®]
CONTINUOUS-FEED

**Pittsburgh Plate Glass
Opens West Coast Unit**

A new paint manufacturing plant built by Pittsburgh Plate Glass Co., Pittsburgh, Pa., was opened recently on the west coast at Torrance, about 15 miles from downtown Los Angeles. The \$1,250,000 plant is situated on a triangular 15-acre site and is equipped to produce a complete line of house paints, varnishes, resins, and industrial and automotive finishes.

Instead of the multiple-story construction previously thought neces-



DECORATIVE windows dominate the unusual exterior entrance-way to the new Torrance, Calif., plant of Pittsburgh Plate Glass Co., situated on 15-acre site

sary for successful paint production because of gravity flow requirements, the new building is for the most part a one-story, earthquake-resistant structure in which mezzanines are incorporated for straining, mill loading, mixing, and storage purposes. Ball and pebble mills are suspended on structural steel frames beneath the decking with easy access from above through removable sections of flooring.

The new plant will be under the management of A. D. Wagen, West Coast divisional director for the firm.



MAIN FLOOR paint manufacturing section of the modern and streamlined plant

The office area will provide space not only for normal administrative operations but also includes facilities for housing sales, accounting, and purchasing personnel of the firm's West Coast organization. Albert C. Martin of Los Angeles were architects and MacMen, Inc., was general contractor.

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*Get You
More Jobs*



Spontaneous enthusiasm for each new Bradley floor sparks the question, "Whose flooring and who laid it?"

When you answer, "Bradley's . . . and we did," you start a chain reaction of succeeding jobs that build sustained demand for your service.

Just one more reason why Bradley Oak Flooring is first choice of a steadily increasing number of floor contractors and layers who insist on the best in hardwood flooring, and match it with skilled workmanship.

Bradley promotes your contracts and reputation with two supreme oak flooring products: Unit Wood Blocks* and Straight-line Strip*—each available in standard sizes and grades, prefinished** or unfinished.

*Also available in Birch and Pecan. Ask for Block Installation Manual. Another Bradley product is Random Width Oak Plank prefinished or unfinished.

**Bradley's penetrating seal finish and heavy bodied wax provide a factory finish of unrivalled beauty and wear.

For complete data and specifications, see Sweet's 1951 Architectural or Builders Catalogs, or ask



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LUMBER COMPANY of Arkansas • WARREN, ARKANSAS

JULY 1951

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CINDER BLOCK WALLS CEMENT BLOCK WALLS
STUCCO SURFACES
PUMP AND BOILER PITS
FIELD AND QUARRY STONE
CONCRETE MASONRY RETAINING WALLS
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White and 9 colors. Write

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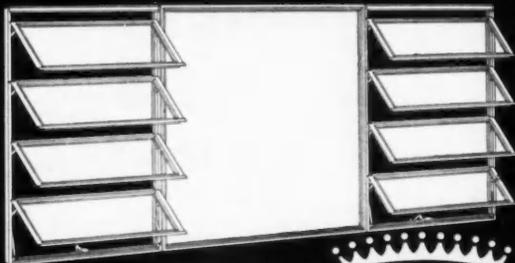
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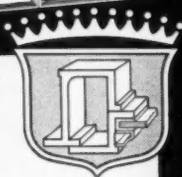
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AWNING WINDOWS
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quantities. Write or wire today
for additional information.



Croft STEEL PRODUCTS, INC.
14 MARKET STREET • JAMESTOWN, N. Y.

Help Beat Rising Costs with "TROUBLE SAVERS"

Men can do more work in less time because of the extra convenience, fast-handling features, safety and efficiency of "Trouble Saver" Scaffolding accessories.

SCAFFOLD BRACKETS



- Erect and dismantle faster than you can build a makeshift wooden scaffold.
- Nail, studding and bolt-attached types—in 5' and 3½' lengths—rail carbon steel.
- Attachments available to convert any one type to any other type.

Used by thousands of builders. Write for literature giving information on all money-saving "Trouble-Saver" Scaffolding Accessories.

LADDER JACKS



- **ONE-MAN RUNG-TYPE** Ladder Jacks (left) adjust to any pitch on either side of the ladder. Takes weight on three rungs.
- **NEW RAIL-TYPE** jacks (right) use side rails of ladder for extra safety.

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The Steel Scaffolding Co., Inc.

856 Humboldt Street, Dept. AB • Telephone EVergreen 3-5510 • Brooklyn 22, New York

Letters...

(Continued from page 43)

corners. One stud carries the ends of the double wall plates, the second continues up through to the dormer wall plates and the third carries the lintel over the dormer window opening. The rafters adjacent to the dormer walls are doubled to carry the double header supporting the dormer rafters and the dormer walls.—
The Editor

Are We Too Gullible?

Sir: The gullibility of the American business man is the real danger to American institutions and traditions. For years I have been harping on the fact that if America is not to go down the drain of socialism it will be the capitalist who will prevent it, provided he does not make an immediate profit more important to him than capitalism as an institution. I am reluctant to admit, however, that more and more the capitalist has been falling with the socialistic trend, making a tool of himself for it, without any regard to the effects of his subservience on the future of his country. As a matter of fact, the capitalist has been actually contributing vast amounts of money to funds, foundations, colleges and movements that have but one purpose: to wipe out capitalism. I don't know whether anything can be done to wake up the capitalist to what is going on. Sometimes I think we are in a hopeless cause, and that the best thing to do is to let the country have a bellyful of socialism. Maybe a century or two of that sort of slavery is needed before people will revolt. However, one can do only what one must do, and hope.

Frank Chodorov
Associate Editor
Human Events Magazine

Dr. Palyi

Sir: Your new editorial feature written by Dr. Palyi will certainly be read with much interest not only by the financial writers but also by those more closely associated with the building industry.

M. R. Guthrie
The Market Desk
Louisville Times
Louisville, Ky.

Sir: Let us congratulate you in having with you Dr. Melchior Palyi. I have talked with European financial and tax experts who all feel that this man is one of the outstanding
(Continued on page 170)



THE EXCITINGLY NEW STRAND 9' CANOPY-TYPE GARAGE DOOR!

*When open, this door
provides a protecting canopy*

Builders responded IMMEDIATELY and IN A BIG WAY to recent announcement of a new Strand 9' Receding (track-type) Door. Now—a completely new 9' x 7' Canopy-type Door, quickest and easiest of all Doors to install, will be ready to ship July 15th, 1951. Orders will be filled in the order of receipt.

Builders will quickly recognize the bigger value they can give their customers with a 9' garage opening to accommodate the new wider cars. Horizontal lines add beauty to the garage. Difference in cost over the 8' door is slight—the 9' door adds only \$7 to the factory list price.

You and Your Customers SAVE MONEY 3 WAYS!

- 1. Low First Cost**—the result of standardization on 3 models—and large scale production concentrated in one plant. Strand is America's greatest garage door value!
- 2. Low Installation Cost**—one piece construction and packaged hardware make this the easiest of all doors to install.
- 3. Low Maintenance Cost**—as the result of rugged all-steel construction, galvannealing and Strand dependability. Your customers will be happy with their Strand Doors!

Available in 8' x 7' Receding (track) and Canopy types; 9' x 7' Receding (track) and Canopy types; 16' x 7' Receding (track) type only. Order from your dealer now—or mail coupon for more information and dealer's name.



STRAND GARAGE DOOR DIVISION
Detroit Steel Products Company
Dept. AS-7, 2242 E. Grand Blvd.
Detroit 11, Michigan

- Please rush detailed description of the new Strand all-steel Garage Door for 9' x 7' openings.
 Please send full information about Strand Doors for 8' x 7' and 16' x 7' garage openings.

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COST-CUTTING PORTABLE ELEVATOR AMAZES BUILDERS · CONTRACTORS

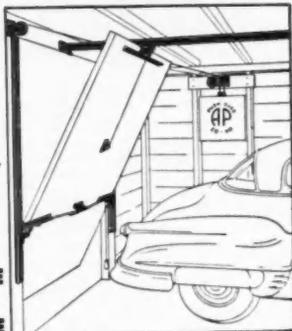


Biggest news in material handling for contractors and builders is the new, low-cost, portable MULKEY ELEVATOR. Custom built and tailored to the requirements of the building trades . . . handles concrete blocks, bricks, mortar, sand, dirt, lumber, roofing, insulation, sacks, boxes, with ease. Strong as a bridge, yet one man handles and operates . . . easily trailed up to 35 miles per hour. Has patent-design clutch and brake assembly. Basic length, 24 ft., 17½ ft. maximum lift, 8 ft. extension available. Balanced up to 40 ft., approximate maximum lift 28 ft. One contractor reports . . . "my MULKEY ELEVATOR keeps 10 men constantly supplied with brick and mortar . . . it has paid for itself many times over." Write now for FREE LITERATURE AND PRICES!

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PUSH-OVER
GARAGE
DOOR
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**Easy to Install . . .
Lasting Satisfaction**



Combine the expertly-designed Allith garage door hardware with your own or any standard door. Result . . . a rugged, easily-operated overhead door that gives full and lasting customer satisfaction.

Quickly installed, standard set fits any opening up to 9' wide x 7'6" high when doors do not exceed 275 lbs. Other sets available for openings up to 10' wide x 10' high.

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-PROUTY, INC
DANVILLE, ILLINOIS
IN AMERICAN BUILDER for Forty-Five Years

Automatic Dishwasher Presentation



A complete sales story on the Youngstown Kitchens Jet-Tower dishwasher is told in a small, fully illustrated counter easel now available to retail dealers. With the easel, the dealer can take the customer through a step-by-step demonstration. Seven pages of the flip-over easel are devoted to showing how dishes can be racked in the baskets, and also how pots and pans can be placed to receive full washing action of the unit. Four-color photos of kitchens equipped with both the 48 inch Electric Sink and the 27 inch Automatic Dishwasher are shown. Mullins Manufacturing Corporation, Warren, Ohio are the manufacturers.

Letters . . .

(Continued from page 168)

economists of Europe. You are extremely fortunate in obtaining his services.

G. F. Hoppe
Sales Promotion Manager
Insulite Division
Minnesota and Ontario Paper Co.
Minneapolis, Minn.

Sir: I know Dr. Palyi and of his work, and I am sure that your readers will find his department most interesting.

S. R. Bernstein
Editor, Advertising Age

Sir: Dr. Melchior Palyi certainly has the qualifications to enable him to write an interesting page feature for your readers every month.

Robert U. Brown
Editor & Publisher

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

Now -- A Completely Hydraulic Dragshovel



The New
BUCYRUS-ERIE

- ★ Two separate digging actions
- ★ Eliminates up to 40 percent time lost moving up
- ★ No bails, sheave blocks or drag ropes to interfere with loading
- ★ Digs a level trench — reduces hand trimming, no scallops
- ★ Precision control — every work function fully hydraulic
- ★ Hydraulic ejector assures fast, clean dumping of dipper
- ★ Travels up to 50 mph. on open highway

Here is a completely new idea in dragshovels for trenching and related digging — the Bucyrus-Erie Hydrohoe. Every operating function is fully hydraulic — boom hoist, swing, dipper dig and dump, boom telescope, outrigger set and retract, and positive dirt ejector.

Control is so precise, Hydrohoe can operate efficiently and safely around buried pipe and conduit. Dipper can be moved a fraction of an inch if necessary.

Write today for full details. We'll be happy to arrange a demonstration.

BUCYRUS-ERIE HYDROCRANE DIVISION
SOUTH MILWAUKEE, WISCONSIN

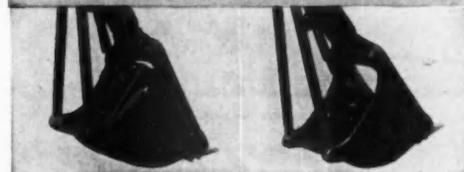


- ★ Quickly convertible to crane in the field for handling buckets, forks, magnet and crane hooks.

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The Hydrohoe is the only dragshovel with two separate and distinct digging actions. The first is through a hydraulic ram located between boom and dipper handle. The second digging action comes from telescoping the boom. This exclusive telescope feature eliminates moving dragshovel back and forth when digging out boulders and excavating across pipe and cable . . . permits digging a level, scallop-free trench, greatly reducing hand trimming.



Available with interchangeable 18-in. and 12-in. wide self-discharging dippers, the Hydrohoe is adaptable to a wide variety of digging and trenching jobs.

ANOTHER
FIRST
by MOR-SUN

Manufacturers of Pressed Steel
WARM AIR FURNACES

THE
MOR-SUN
EXCHANGE PLAN ...

The MOR-SUN Ball Flame Oil Burner NOW ... The MOR-SUN Gas Burner LATER ... but home owners pay for only one ... plus a very small exchange fee!

You don't have to be in a quandary for lack of information on availability of gas! Because MOR-SUN has the answer!

Thousands of home owners want gas heat - but gas companies must protect industrial users for defense production - material for pipe lines is on the critical list ...

So far, the only answer has been expensive dual fuel burners, costly to install, to operate and to service. But MOR-SUN has the right answer ... here it is!

With the MOR-SUN O.V. line of furnaces, we give the home owner a certificate that entitles him to exchange the high efficiency MOR-SUN ball flame oil burner for the famous MOR-SUN gas burner at any time within a two-year period, through his installer, for a very small exchange fee!

The home-owner gets standard time-proven equipment with low first cost and low operating cost. When and if he changes to gas, he has an A.G.A. approved gas furnace! A natural, investigate now!



FILL OUT AND MAIL THIS COUPON TODAY

I'd like to know more about the MOR-SUN Exchange Plan.

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649 Amherst St. Buffalo 7, N. Y.

New Prefabs Incorporate Contemporary Features

Three "New-Design" prefabricated homes incorporating contemporary architectural features have been announced by Pease Woodway Co., Cincinnati.

Designed by well-known architects, the houses, through large glass areas, follow the current trend of closer relation between outdoors and indoors.



EASTWOOD, with two bedrooms, is one of Peaseway "New-Design" prefabricated homes. It was designed by Architect Robison Heap. Floor plan below

Living quarters are all on one floor. Horizontally sliding windows are placed high under the eaves.

Interior walls and ceilings are of dry wall construction and wall-papered.

The first of the new homes was erected in Hamilton, Ohio. It has rived surface red cedar siding applied vertically and is finished in the natural wood color. The manufacturers pointed out that a wide variety of exterior treatments could be used for the "New Design" models.



THREE-BEDROOM Crestwood (upper photo) was designed by Schwarz and West, architects. Architect for four-bedroom Peaseway Archwood (below) was Oscar Stonorov

Tops in the trade

Red Devil GLASS CUTTERS

Engineered to cut
CLEAN
ACCURATELY
with less effort

Twelve in a display

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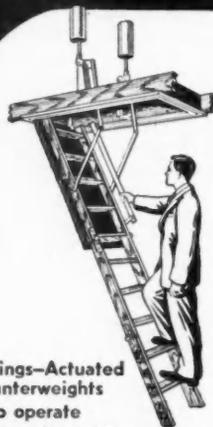
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—For use wherever tapping is advisable

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A Product of
Red Devil Tools
Irvington 11, N. J., U. S. A.

PRECISION
folding stairway



- No springs—Actuated by counterweights
- Easy to operate
- Safety treads on steps
- Insulated door panel
- Requires no attic space
- Shipped in one package

Write for full information

PRECISION PARTS CORP.
Nashville 7, Tennessee

AMERICAN BUILDER

Long Handle CEMENTERS' TROWELS



Highest grade spring steel blade, tempered, ground and polished. Steel mounting; first quality ash handle 7 feet long, adjustable to any position; bolt and nut.

18x5 inches	\$ 9.00
24x5 inches	10.50
30x5 inches	11.50
36x5 inches	14.00

LEVELING INSTRUMENTS

These levels are simple, accurate, durable and complete with 9 foot rod, target, plumb bob, carrying case and directions.

No. 2 Farm Level...\$38.00

No. 4 Contractor's Level\$53.00

No. 5 Convertible Level, without Compass. \$78.00

No. 5C Convertible Level, with Compass...\$99.00



No. 4 Level Illustrated

Long Handle Trowels and Leveling Instruments shipped Express, transportation charges collect. Immediate delivery. Send money order or check with your order.

WRITE FOR
FREE CATALOG

Send for illustrated catalog describing largest and most complete line of masonry tools for your trade, including steel mortar boxes and steel trestles.

Goldblatt Tool Co.
1912 Walnut Street Kansas City 8, Mo.



FIRST CHOICE OF THE TRADE FOR 66 YEARS

JULY 1951

SCHLAGE

THE WORLD'S MOST

IMITATED LOCK



SCHLAGE ORIGINALITY

The Schlage push-button lock was invented over 25 years ago by Walter Schlage. Today it is the accepted and preferred type of lock mechanism . . . the first basic improvement in lock engineering in centuries.

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*The Schlage name is a registered trademark of Schlage Lock Co. in the U.S.A. and other countries.

SCHLAGE LOCK COMPANY
MILWAUKEE, WIS. CHICAGO, ILL.
NEW YORK, N.Y. PHOENIX, ARIZ.

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BOOK REVIEW



ARCHITECTS' AND BUILDERS' HANDBOOK

By Frank E. Kidder and Harry Parker. 4½ x 7¼, 2315 pages, illustrated. John Wiley & Sons, Inc. \$8.50. See No. 32 in adjoining columns.

It is hard to believe, yet it is true nevertheless, that this great book, first copyrighted in 1884, sixty-seven years ago, is today in the twelfth printing of its eighteenth edition and is still going strong. It is indeed a great book, because in the many years that it has been in print Kidder-Parker, as the volume is familiarly known, has been the standard reference work for whole generations of contractors, architects, draftsmen and structural engineers. Naturally over the years the book has been revised time and again and while in a few spots its information is somewhat out dated, nevertheless the hard core of data included in the volume's 2300 pages is exceedingly practical for builders and students using the book today.

While the Handbook is bound as one thick volume, it would be closer to the truth to say that it is actually about twenty-five books in one. Not only does it contain thirty-six separate numbered chapters but also its editor-in-chief, Harry Parker, employed the services of twenty-four associate editors, each an expert in his own special building field, when compiling and revising the current Eighteenth Edition. Among the book's chapters that would have particular value for a builder are the following: Foundations, by Daniel Moran; Masonry Walls, Footings for Light Buildings, Cements and Concretes, by Charles Gay; Wood Framing, by Gay; Fire-Proofing of Buildings, by George Strehan; Heating and Ventilation of Buildings, by Louis Harding; Design and Construction of Roof Trusses, by C. E. Palmer; Plumbing, by J. J. Cosgrove; and Electric Wiring, by W. H. Timbie. In addition there are excellent shorter sections on such subjects as building arithmetic, strength of materials, building terms, and weights, sizes and measures of building materials.

ARCHITECTURAL DRAWINGS FOR THE BUILDING TRADES

By Joseph E. Kenney and John P. McGrail. 9 x 12, 128 pages, illustrated. McGraw-Hill Book Company, \$4.00. See No. 33 in adjoining columns.

Here is a large-format volume that has been written and illustrated for the special use of students and junior draftsmen studying architectural drawing, for builders and contractors who want to know how to make simple drawings for building jobs, and for estimators who want to know more about drawings as applied to modern building practice. In the words of its authors, this is "exclusively a manual of instructing in drafting. It is elementary enough for the beginner, but there is plenty of material for the person who has had some training in drawing."

Again, as in other books that we have recommended, this is a book that makes good use of the step-by-step methods of instruction with each step being taken in the order that an architect or builder would draw it. This feature, together with the fact that the book emphasizes practice rather than theory and is completely practical in both text and illustration makes it an ideal work for home instruction.

A SPECIAL

Here's an easy way to get new essential information that will help you increase your income. Every volume a standard work by leading authority. Remember—it's the informed builder who is the successful builder.

ESTIMATING

1. **THE BUILDING ESTIMATOR'S REFERENCE BOOK** and Vest Pocket Estimator (not sold separately). By Frank B. Walker. Contains latest estimating and cost data on everything that goes into house construction. Most complete compilation of estimating and cost data available. \$12.00.
2. **SIMPLIFIED CARPENTRY ESTIMATING**. By J. W. Wilson and Ciel M. Rogers. Everything needed to "take-off" a bill of materials from set of plans and specifications for a frame house—with many helpful quick-reference tables and short-cut methods that simplify the work. \$3.50.
3. **THE BUILDING TRADES HANDBOOK**. Ready reference on building subjects—mathematics, architectural drawing, structural design, materials and methods. \$1.75.
4. **CONTRACTOR'S MATERIAL LIST**. A 10-column take-off form for complete listing of materials and labor costs. \$1.00.
5. **SPECIFICATIONS**. Full set of detailed house specifications (and item index), with spaces for inserting the pertinent description data. \$50.
6. **HOUSE CONSTRUCTION COSTS**. By G. Underwood. Estimating instruction book written for students but equally useful for carpenters and contractors. \$4.75.

CARPENTRY AND BUILDING

7. **HOUSE CONSTRUCTION DETAILS**. Compiled by Nelson L. Burbank. Exact working guide on every detail of house construction from foundation to finish. Tells dimensions, materials, processes, step-by-step working methods. \$4.50.
8. **HOUSE CARPENTRY AND JOINERY**. By Nelson L. Burbank. Every step of carpentry in and around a house, clearly explained and illustrated. Covers every job from foundation forms to interior trim. \$3.98.
9. **PRACTICAL JOB POINTERS**. More than 850 "tricks of the trade," short cuts, kinks and modern methods of doing all kinds of carpentry and building repair jobs. Cross-indexed for quick reference. Fully illustrated. \$4.00.
10. **FUNDAMENTALS OF CARPENTRY**. By Walter E. Durbahn. Complete house carpentry course in two volumes. Outstanding value. \$7.50.

THE STEEL SQUARE

11. **STEEL SQUARE**. By Gilbert Townsend. This how-to-do-it steel square instruction book provides fundamentals plus step-by-step house construction problems solved by proper steel square use. \$2.25.
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13. **STAIR BUILDING**. By Gilbert Townsend. Fully illustrated explanation of every problem in design and construction of stairs. \$2.50.

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PLAN BOOKS

14. **HOUSES FOR GOOD LIVING.** By Royal Barry Wills, A.I.A. Handsome photographs and floor plans of 34 homes designed by one of the country's leading architects. \$4.00.
15. **SUNSET WESTERN RANCH HOUSES.** Authoritative book on the California ranch house, with thorough pictorial descriptions and ground floor and site drawings. \$3.00.
16. **DUPLEX AND APARTMENT HOUSES.** By J. W. Lindstrom. Floor plan sketches and brief descriptions of 35 duplexes, 11 4-apartment buildings, and 5 larger ones ranging from 6 to 12 apartments. Cubic footage given. \$1.00.
17. **PREMIER BOOK OF GARAGE PLANS.** Full-scale working blueprints and pictures of one and two-car garages. Not new, but only book supplying plans. \$5.50.

HEATING AND PLUMBING

18. **HEATING, COOLING AND AIR CONDITIONING HANDBOOK.** A handy reference manual and practical instruction book. 706 pages, 351 illustrations. \$4.00.
19. **HOW TO DESIGN AND INSTALL PLUMBING.** By A. J. Matthias, Jr. Every step in the design and installation of the plumbing system, to fulfill requirements indicated in blueprints and specifications, explained and illustrated. \$3.50.
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MISCELLANEOUS

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Association News, cont'd

Mortgage Money—

securing mortgage loans on completed homes in order to complete sales transaction. Builders have consulted with lenders on both East and West Coasts in efforts to secure loans for these home buyers. They found no loan funds. One builder started 100 homes last year, will start 60 this year providing conditions improve.

KALAMAZOO, MICH.: City is in need of housing. Insurance companies have pulled out of loan market for both construction financing and permanent mortgages. Builders have lots prepared to build, have held up construction until mortgage loans are again available.

SAN FRANCISCO: One of the city's largest builders said that unless the mortgage situation improves, many builders would be out of business in a few months.

MIAMI: Banks have run out of money to finance home construction and purchases.

DENVER: Nearly all homes are constructed under terms of Regulation X high down payment requirements. Ability to buy is down. Builders present said they could not start one new home now under the FHA plan because buyers do not have high down payments required. A few homes will be started to sell to GI's. Builders are laying off construction crews. One builder has laid off 20 men in the past few days. All were long-time employees.

ALBUQUERQUE: Starts are off at least 30 per cent from last year. Nearly all homes started in 1951 are under financing arrangements completed in 1950. Lay-offs of construction crews have disturbed organized labor groups. No prospect for any large number of housing starts to be built from now on. There is no mortgage money available except for a very few homes at \$14,000 and up for Los Alamos officials.

NEW BRUNSWICK, N. J.: One large builder reported a lack of mortgage financing for the first time in six years. A project of 900 proposed homes is stymied, with funds available for only 125 units. Materials are on hand for 900 homes, however. Builders who generally started hundreds of homes at a time are now starting only 25-50.

COLUMBUS, O.: Over 7000 new units were started last year. Less than 600 permits taken out so far this year.

CHICAGO: Unless something is done to relax Regulation X and encourage lenders to get back into the mortgage field, the home building industry will be dead.

BIRMINGHAM: Platting of new subdivisions prior to building has fallen off from 8 to 1 per month. Home production is practically at a halt due to a lack of mortgage loans.

PHILADELPHIA: Full page newspaper ads attract thousands to model homes, but very few have down payments required by Regulation X—sales are far down on all types of property.

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100,000 Square feet . . . First Grade ¼" only, . . . 4' x 8' . . . red mahogany finish. 100,000 Square feet . . . Second Grade ¼", 4' x 8' . . . red mahogany finish. PROMPT DELIVERY . . . finest quality plywood at real savings. Urea glue.

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CARPENTRY ESTIMATING

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You can earn higher pay when you know how to estimate. Here is everything you need to know "take off" a bill of materials from set of plans and specifications for a frame house. Saves you time figuring jobs, protects you against oversights or mistakes that waste materials and cost money. Nothing complicated—just use simple arithmetic to do house carpentry estimating with this easy-to-use ready reference handbook:

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Shows you, step by step, how to figure materials needed for (1) foundation, (2) framing, (3) exterior finish, (4) interior finish, (5) hardware, and (6) stairs. Gives definite "take-off" rules, with many helpful quick-reference tables and short-cut methods that simplify the work.

SPECIAL FEATURES. Lumber Checking List. Millwork Checking List. Materials Ordering Information. Quick-Figuring Tables for estimating concrete footings and walls, concrete piers, window frames, door and window areas, sash weights, nail quantities. How to figure labor hours per unit of work. Rules for linear, area and volume measurement. Mathematical reference tables, including decimal equivalents, lumber reckoner, conversion of weights and measures, etc.

TURN TO CHAPTER 8, when you receive this book, and see the "Estimating Short Cuts" you can use for quick figuring of board footage. Here are simplified ways to estimate lumber needed for floors, walls, ceilings, roof, door and window frames, inside trim for these frames, inside trim for inside doors, and drawers and cabinets. This chapter alone can be worth the entire price of the book to you!

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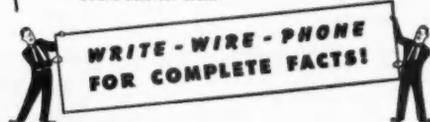
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- 1 Built with or without basements... easily assembled from large panels... entire construction is fast and accurate.
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Jaeger 3 1/2-S Concrete Mixer . . . a side discharge tilter that tows and spots fast. Patented V-bottom "Dual-Mix" drum doubles mixing action and saves time by speeding discharge—is balanced for fast tilting. No feet or legs on either side to slow operator or wheelers. Loads fast thru big, low drum opening.

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Jaeger Self-Raising "Hoister" Tower . . . Saves material placement time—one owner says \$59 worth daily! Transports on truck. Assembles in 2 hours. Raises itself. Lifts 1-ton loads to 37', 47', 57', 67'. Concrete bucket or material platform, or both (interchangeable). Also saves loss of wooden tower materials and extra time of erecting them.

Jaeger "Sure-Prime" Pumps . . . 1 1/2" to 10" sizes—5100 to 240,000 gph. Save time by faster, double-acting priming. You get faster dewatering with Jaeger big-volume small pumps of 1 1/2", 2" and 3" sizes—aluminum or semi-steel.

Jaeger "New Standard" Compressors . . . furnish 15% to 25% more 100-lb air than old standard units. Makes tools hit harder and faster—do 30% to 40% more work daily. 75 to 600 cfm.



Write for catalogs covering any of these Jaeger time and money savers.

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Association News, cont'd

Increased Storage Facilities Urged by L-P Gas Association

Pleas for an industry-wide program for increased storage facilities and sustained promotional activity marked the Liquefied Petroleum Gas Association's 20th anniversary convention and trade show May 7 in Chicago. Attendance of nearly 2,200 set an association record.

James E. Pew of Sun Oil Co., Philadelphia, told delegates that the industry faces a heavy responsibility to increase storage facilities as a safeguard against recurrence of the critical shortage which existed last winter. He said the present mobilization period would prove a blessing in disguise in that it will give the L-P-gas industry a chance to get its house in order and provide improved service to present and future customers.



CONGRATULATIONS are offered William S. Lander, left, new president of the Liquefied Petroleum Gas Association, by Peter A. Anderson, outgoing leader, while F. M. Mabee, first vice president, looks on.

Featured luncheon speaker was Senator Karl E. Mundt of South Dakota. His subject was "Today's Challenge to the World."

Howard D. White, LPGA executive vice president, who has spent most of his time in Washington in recent months, said that practically all uses of L-P-gas would be affected by government controls during the emergency.

"There can be no doubt," White said, "that our operations will be sharply curtailed . . . that it will require all our resources to maintain equipment at a satisfactory level of service and safety."

William S. Lander of Charlotte, N.C., was elected president for the coming year. Other officers include F. N. Mabee, Denver, first vice president; C. M. Ambrose, Seattle, second vice president; Walter Miller, Chicago, treasurer; and Arthur C. Kreutzer, vice president and counsel.

Detroit Builders' Outing

The annual picnic of the Builders Association of Metropolitan Detroit was held at the Forest Lake Country Club, Pontiac, Mich., June 7, with sports activities making up a major share of the program. Robert Nelson served as chairman.

Association News, cont'd

Important Defense Building Role Seen for Vermiculite

An important role for vermiculite in defense construction was forecast by a high National Production Administration official, Eric W. Hammarstrom, at the recent annual meeting of the Vermiculite Institute in Fort Lauderdale, Fla.

Hammarstrom, chief of NPA's non-metallic building materials branch, said "Vermiculite as an insulation and as an aggregate replacing sand in lightweight concrete and plaster will greatly relieve the shortage of critical construction materials."



Gerald Stark

New developments announced at the meeting included a new structural vermiculite-sand concrete, described by C. A. Pratt, Minneapolis, chairman of the institute's technical committee, as weighing half as much as ordinary concrete; and exterior stucco, which Glenn Suetetti, Los Angeles, said reduces cracking and is easier to apply than straight sand stucco mix; and a precast vermiculite concrete roof tile, reported by Robert Sterrett of Atlanta.

Gerald I. Stark, Texas Vermiculite Co., Austin, Texas, was elected president of the group, succeeding Stanley K. Robinson of F. Hyde and Co., Montreal.

MacPherson Thompson, Veteran Illinois Lumberman, Dies

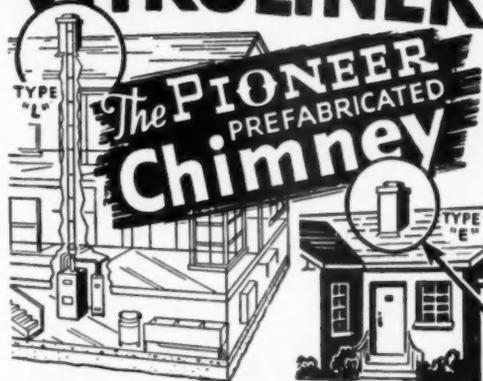
MacPherson Thompson, veteran Illinois lumberman, died May 16 in Champaign at the age of 85.

Mr. Thompson entered the retail lumber business in Girard, Ill., in 1892, and was later a partner with H. S. Hargrave of Hillsboro in yards at Girard, Virden, Auburn and Standard City. The yards were sold in 1923. In 1925 he joined E. A. Clarke in the Clarke-Thompson Lumber Co. in Champaign, Mr. Clarke selling his share of the business in 1932 because of ill health.

Mr. Thompson is survived by his widow, Bertha M. Thompson; a son, Clarence A. Thompson, Champaign, prominent in national lumber dealer activities; a brother, Edward L. Thompson, Cleveland, Ohio; and three grandchildren.

JULY 1951

VITROLINER



For 1 or 2 Story Buildings

Now you can buy a prefabricated, packaged Chimney ready to install in one or two story homes or buildings. These top quality Vitroliner Chimneys are the pioneers in the field! They speed up construction, save VALUABLE floor space and are designed for use with ALL fuels, gas, oil or coal. Functions as a COMPLETE Chimney and takes care of all heating equipment. The efficiency is improved and the possibility of condensation eliminated.

The heating plant can be placed wherever desired! In the type "L" Flue, the stack can be "boxed in" a corner of a bath room, closet, or bedroom.

Vitroliner Chimneys save approximately one-half the cost of masonry construction and can be easily installed in a few hours—no cutting or fitting required. Each chimney is tailor-made to fit the individual job. They are used in quality-built homes by national builders in large home projects and by small contractors alike.

The chimney is built around a vitreous enameled metal flue liner, encased in a seamless tube of high temperature resistant asbestos insulation, with a metal outside covering.

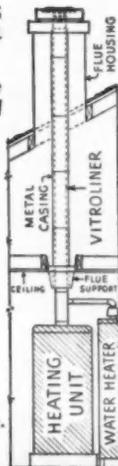
EACH TYPE OF FLUE CARRIES THE UNDERWRITERS LABORATORIES LABEL, APPROVED BY NATIONAL BOARD OF FIRE UNDERWRITERS.

Memo—Vitroliner is now available in any quantity. Your order will receive prompt shipment

- Low initial cost.
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- Saves floor space.
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- Used in F.H.A. construction.
- Installed in two hours.
- Improves heating efficiency.
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- Mfd. in 6", 7", 8" and 10" dia.

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**PARKAY Hardwood
Floors in Model
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Grueling Traffic**

Over 1,300,000 visitors trod the Parkay ready-finished hardwood floors in the model home sponsored by Living Magazine at the 1950 Chicago Fair. At conclusion of the 90-day exhibit the architects—Tsuruoka, Osborne, Martini & Melun, Evanston, Ill.—wrote the following: "... although the flooring was not refinished during the Fair and had only minor daily attention, it wore beyond our expectations and retained its fine appearance ..."

Here's proof that Parkay— $\frac{3}{16}$ " thick—offers all the wear of standard floors—that its factory finish makes for lasting beauty. And remember—Parkay's speedy application to any sound subsurface with special adhesive saves valuable time on both new and remodeling jobs alike.

Parkay flooring, made of choice American Oak, is available in two styles—9" x 9" Tiles and 9" wide Broadboard. For complete details see Sweet's Architectural File or write direct for free samples and literature. Parkay, Inc., Louisville 9, Ky.



PARKAY

READY-FINISHED HARDWOOD FOR FLOORS AND WALLS



Association News, cont'd

**Aubrey Costa Nominated for
Mortgage Banker Presidency**

Aubrey M. Costa of Dallas, Texas, has been nominated for the 1951-52 presidency of the Mortgage Bankers Association of America, according to an announcement by Allyn R. Cline, Houston, chairman of the nominating committee. Cline said the nomination was tantamount to election, which will take place at the association's 38th annual convention in San Francisco, September 11-14.



Aubrey M. Costa

Costa will succeed Milton T. MacDonald, Jersey City, N. J., current president. Nominee for the vice presidential post is Brown L. Whatley of Jacksonville, Fla.

A native Texan, Costa was educated in Texas schools and began his business career with Magnolia Petroleum Co., Corsicana. He served in the Navy in World War I and was active in the oil industry until 1924. In that year he and F. M. Love of Dallas organized the Southern Trust and Mortgage Co. in Dallas. Costa is now president and Love chairman of the board.

**Promotions Reported by
Portland Cement Group**

Two new appointments have been announced by the Portland Cement Association. George J. Verbeck, formerly a senior research chemist in the research and development division, has been appointed manager of the applied research section of the division, replacing William Lerch, who has been advanced to the position of administrative assistant.

Joseph N. Bell has been named manager of the association public relations bureau. Bell joined the bureau staff in April 1948 as a writer.

Head Ponderosa Pine Group

Named officers of the Ponderosa Pine Woodwork association at its recent annual meeting in Chicago were: President, F. E. Bissell, Jr., Dubuque, Iowa; vice president, Arthur H. Mohring, Chicago; secretary, J. D. Rowland, Bayport, Minn.; treasurer, Leonard G. Carpenter, Minneapolis; and general manager, D. G. Pilkington, Chicago.

AMERICAN BUILDER

Association News, cont'd

Waste in Home Building Discussed at Seattle

A panel discussion on waste in home building was held at a recent meeting of the Seattle Master Builders Association. Among recommendations made were changes in the city building code to permit construction economies without sacrifice of quality, and adoption with suggested changes of a new plumbing code.

The panel was moderated by Archie Iverson, builder. Members were Thomas Sussman, electrical contractor; Ben Saunders, Portland Cement Association; Dick Hunton, plumbing contractor; R. E. Lyttaker, chief plumbing inspector, Seattle-King County health department; Clarence Massart, Seattle councilman and a plumbing contractor; F. R. McAbee, builder; Robert Durham, architect, and E. A. Dodds, assistant superintendent of the Seattle building department.

Heads Gypsum Association



NEW PRESIDENT of the Gypsum Association, Noel J. Redmond (right) of Los Angeles, is congratulated by Meade M. Morris, Chicago, retiring leader. In center is Lloyd H. Yeager of Chicago, association general manager. Election took place at gypsum group's recent annual meeting in Chicago.

Aluminum Window Officers

Charles C. Moran of St. Louis was elected president of the Aluminum Window Manufacturers Association at its annual meeting in Hot Springs, Va. Other officers named were James Allinson, Philadelphia, first vice president; Robert Olson, second vice president; Robert Klein, West New York, N. J., third vice president; and Robert Ferguson, New York City, treasurer.

Southern Door Jobbers Meet

The 16th annual membership meeting of the Southern Sash and Door Jobbers Association was held June 4-5 at the Hotel Peabody, Memphis.

Renew Your Subscription

JULY 1951



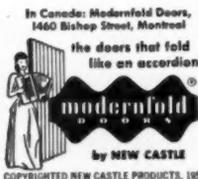
You can Build Faster... Sell Faster, too with "MODERNFOLD" Doors

You're looking into the living-bedroom combination of a home in Bucknell Manor, Fairfax County, Alexandria, Va. Clarence W. Gosnell, Inc., builder of 232 homes equipped with "Modernfold" doors, reports he was able to:

SELL FASTER because prospects liked the planned flexibility given them by one large "Modernfold" door. Folding it to the wall creates a massive 30-foot living room... unfolding it fully adds an extra bedroom. All this within a first floor area of *only 720 square feet!* Mr. Gosnell was able to:

BUILD FASTER because steel-framed, Vinyl-covered "Modernfold" doors are easy and economical to install. Far easier than a bearing partition; faster and no more expensive than conventional doors that require trimming, fitting, painting, and hardware. Mail the coupon for full details.

NEW CASTLE PRODUCTS
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"MODERNFOLD" DOORS, in standard sizes, save more than 8 square feet of space that swinging doors waste. Virtually a must for compact apartment kitchens.

Sold and Serviced Nationally

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Please send me full details on "Modernfold" doors.

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WHERRY HOUSING AT KEESLER AIR FORCE BASE, BILOXI, MISS.

Sponsored by Russel S. Wilkinson, James Snowden & McGehee. The 2-bedroom house pictured below rents for \$85.00 and is one of 718 units which include duplexes and 2, 3 and 4-bedroom residences.



*Includes contractors' and architect's fee. Exclusive of land.

New 718-unit project provides cool comfort for Air Force families

It is unusual for a low-cost housing development to offer so much in the way of modern beauty, high quality materials and extra features for the comfort and convenience of tenants.

One of the most popular features of this Keesler Housing Project are the Hunter Attic Fans which will keep occupants cool and comfortable on hottest summer nights.



Cool comfort at low cost

The sponsors of Keesler Housing selected Hunter Package Attic Fans because of their dependable performance and low-cost installation. Fan, motor and suction box are all in one unit that requires only a ceiling opening in hallway and 18" clearance in the attic. Four models, ranging from 4750 CFM to 9700 CFM (ratings certified) fit any home size and any climate. Quiet, powerful, dependable, these fans are guaranteed by Hunter—exclusive fan makers since 1886.

Wall switch starts fan and opens automatic shutter to pull in the cool night air and drive out the oven-like heat that accumulates throughout the day. In only a few minutes it's 10 to 20 degrees cooler inside.

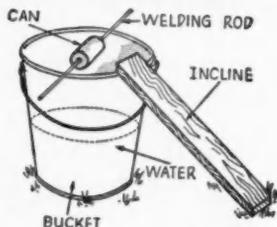


Write for 36-page booklet, "How to Cool for Comfort" and complete data.
HUNTER FAN AND VENTILATING COMPANY
381 S. Front St., Memphis 2, Tenn.

HUNTER *Package Attic Fans*



How to Save Materials

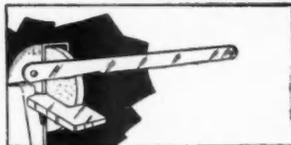


During construction a considerable amount of damage to stored materials is done by rats and mice. The drawing indicates an effective trap that can be set up, and one that the workmen enjoy operating. It consists of a five gallon water bucket, a welding rod, an empty milk can with a hole punched through the center of each end.

Slide the rod through the holes in the can, then lay the rod and can on top of the bucket so they are free to turn. Then lay a narrow board from the floor to the edge of the bucket for an inclined runway. Fill the bucket about half full of water. Smear jelly or cheese or some other item from the workmen's lunch kit on the can for bait.

The rats or mice smell the bait, climb the runway and jump from the edge of the bucket onto the can to feast on the jelly or cheese. When they land on the can it rotates and they fall into the water and drown. It really works.—Robert J. Laughlin, Ephyata, Wash.

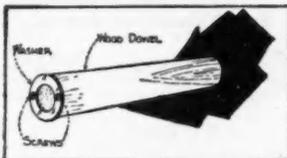
How to Repair Saw Blades



When a few teeth are broken in a hack saw blade then grind back on a slope or taper to the nearest teeth. No more teeth will break out after that.—M. J. Hiland, Lansing, Ill.

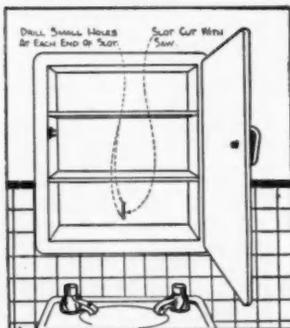
AMERICAN BUILDER

How to Make a Caulking Cartridge Remover



The empty cartridge in a caulking gun is often difficult and stubborn to remove. A helpful tool for this procedure can be made out of a stick, a washer and a couple of screws. Obtain a round stick of wood, the diameter just smaller than the inside of caulking gun barrel. With the aid of a couple of screws fasten a washer to the end of stick. The washer end of the stick can be slipped into the gun barrel and by hammering on the other end the empty cartridge can be forced out the opposite end of barrel. Rub a little grease on the full cartridge before inserting it.—Warren W. Howe, Longview, Wash.

How to Dispose of Razor Blades



Old razor blades may be permanently disposed of by cutting a slot in the rear wall of the medicine cabinet. Bore two small holes at each end of the slot. A keyhole saw is then used to cut out the slot. If cabinet is made of metal a hacksaw blade cut to narrow point at one end will be required for sawing the slot.—Arthur N. Nelson, Kansas City, Mo.

Families Getting Smaller

The size of households has declined from 3.2 persons in 1940 to 3.0 persons in 1950, according to the National Association of Home Builders. The number of one-person and two-person households increased by 55 and 45 per cent respectively. The number of households of five or more persons declined relatively.

JULY 1951

Say goodbye to the hard-to-get lead pan for Tile Showers



FIAT PRECAST TERRAZZO RECEPTORS

I find Fiat precast receptors make a definite saving in building tile showers.

**Save money . . . Save time . . .
Make a better tile shower floor**

One piece slab construction gives a lifetime leakproof floor.



**Available for prompt delivery
See your plumbing contractor**

STANDARD SIZES:

Square type 32" x 32" — 36" x 36" — 40" x 40"

Corner type 36" x 36" — 40" x 40"

The Fiat one piece precast receptor slab will not be affected by settlement of the building as would the old-fashioned "multi-

layer" construction of fill, lead pan, grout and tile. The rustproof metal receptor flange encases the tile walls making a leakproof connection.



FIAT METAL MANUFACTURING COMPANY

Three Complete Plants
(Chicago area plant) Franklin Park, Ill.
Long Island City 1, N. Y. Los Angeles 33, Calif.

In Canada—Fiat showers are made by Porcelain and Metal Products, Ltd., Orillia, Ontario

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FOLLANSBEE SEAMLESS TERNE METAL ROOFING



IT'S PERMANENT . . .

WEATHERTIGHT . . .

FIREPROOF . . . COLORFUL . . .

ATTRACTIVE . . . WINDPROOF

Follansbee Terne Metal Roofing has been proved by time—some Follansbee roofs are fifty years old and are still giving satisfactory service.

For the entire roof, and for the weathersealing of all types of roofs, when you furnish Follansbee Terne Metal you're guaranteeing customer satisfaction.

For full details about the *roofing with a future* consult your roofing contractor. He'll tell you how Follansbee Seamless Terne Metal fits your requirements.



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GENERAL OFFICES, PITTSBURGH 30, PA.

COLD ROLLED STRIP - POLISHED BLUE SHEETS - SEAMLESS TERNE ROLL ROOFING

Sales Offices—New York, Philadelphia, Rochester, Cleveland, Detroit, Milwaukee. Sales Agents—Chicago, Indianapolis, Kansas City, Nashville, Houston, Los Angeles, San Francisco, Seattle; Toronto and Montreal, Canada.

Plants—Follansbee, W. Va.

Follansbee Metal Warehouses—Pittsburgh, Pa., Rochester, N.Y., and Fairfield, Conn.

Dealers Sponsor Show Of Buildings Designed For Oklahoma Farms

Oklahoma farmers visited Oklahoma City May 5 in large numbers to inspect "Farm-Fitted" buildings—a variety of structures designed by Oklahoma A. and M. College to meet specific state agricultural needs. The occasion was the third annual Farm Buildings Day at the college's model demonstration farm.

The full-day event, sponsored by the Oklahoma Lumbermen's Association in cooperation with A. and M., and the Oklahoma City chamber of commerce, attracted more than 2,000 farmers, lumbermen and other interested persons from all parts of the state.

Over-all objectives of the "Farm-Fitted" program, according to W. M. "Bill" Morgan, secretary-manager of the lumbermen's association, are to show farmers the types of structures best suited to Oklahoma, and to recommend the most economical materials and most functional sites for this new construction. Morgan said that the specialized service, launched in 1949, is developing a broad new market for state lumber dealers.

A feature of the day was the on-site construction of a new building, a hog production unit. Also demon-



HOG PRODUCTION unit at Oklahoma City is roofed by high school carpentry students

strated was a new haymaker with which hay is cured under cover and fed to livestock from self-feeders in the bottom, involving a minimum of labor for the farmer.

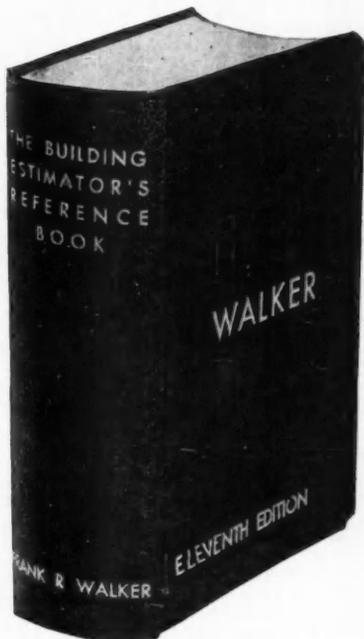
The hog production layout has a concrete slab, movable farrowing houses of Douglas fir plywood and redwood which may be placed along the slab, a covered concrete wallow, a covered concrete feeding floor and an adjoining feed storage house with self-feeders. Much of the unit, which will be a permanent addition to the model farm, was prefabricated by carpentry students at Oklahoma City Central high school, who completed erection during the day.

Included in the day's activities were

AMERICAN BUILDER

New Eleventh Edition (1951)

The Building Estimator's Reference Book



1790 pages, 1000 tables, 1000 illustrations, 28-page cross index, 4½ x 6½, flexible cover

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By Frank R. Walker

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Always use an American Spinner for edges, closets, small halls, stairs. Saves time!

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Makes the finest finish—flatter surface—easier to clean. Use American Deluxe Maintenance Machine—15", 16" or 14" size.

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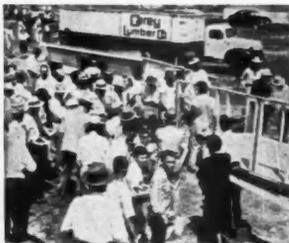
USE QUALITY SEALS

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

AMERICAN

FLOOR MACHINES • PORTABLE TOOLS



TYPICAL CROWD watches construction of hog farrowing house at college model farm

demonstrations of concrete block laying, mechanical trenching for foundations and pipelines, trussed rafter construction with ring connectors, wiring for safety, fire-resistant fence posts, and farm kitchen planning.

Displayed in a large tent was the college's complete farmstead, with models of all the buildings in their proper locations. This exhibit was aimed at the lumberman with the caption, "Mr. Lumber Dealer, Start a Building Service to Develop Rural Trade."

Building for Specific Needs

In explaining the display, C. L. Nelson, Oklahoma A. and M. agricultural engineer and one of the program's leaders, said that "Lumbermen can no longer wait for farmers to come to their yards, they now have to go to the farmer with the proper plans to suit his needs. When they do that they have an excellent chance to sell.

"This type of service and selling takes initiative, but if the lumber dealers will prepare themselves and render this service they will find it is profitable."

Nelson also said that today a lot of farmers are wasting money and valuable time building and maintaining heavy, enclosed buildings where there is no need for them.

The entire program was under the general supervision of E. W. Schroeder, head of A. and M.'s department of agricultural engineering, assisted by W. F. Lott, superintendent of the model farm.



AUTOMATIC hay feeder (left) and Model A dairy barn. Foreground: demonstrating trussed rafter construction with ring connectors



Street of new homes in Searhurst Subdivision, Cuyahoga Falls, Ohio. "Century" Siding Shingles used on all 166 homes in this project.

ARCHITECTS: Firestone & Firestone.

CONTRACTORS: Heslop Building & Realty Company.

Color...protection...beauty...economy...

the owner-appeals

that sell

"Century".

ASBESTOS-CEMENT SIDING SHINGLES



"Century" No. 57 Siding Shingles give low-cost coverage because of large unit size.

*Original manufacturers
of Asbestos-Cement Shingles
in this Country*



Build your business and increase your profits with "Century" Asbestos-Cement Siding Shingles! Use these established "reasons why" to appeal to your prospects:

Colors alone close many a sale! The attractive colors in the "Century" selection—SHELL WHITE, SUN-GLO BUFF, SEA GULL GRAY and FATHOM GREEN—give you a range to meet every owner's ideas on architectural appeal, distinctive styling, and harmony with surroundings. And "Century" colors won't weather out—they are built in the shingles for permanent attractiveness!

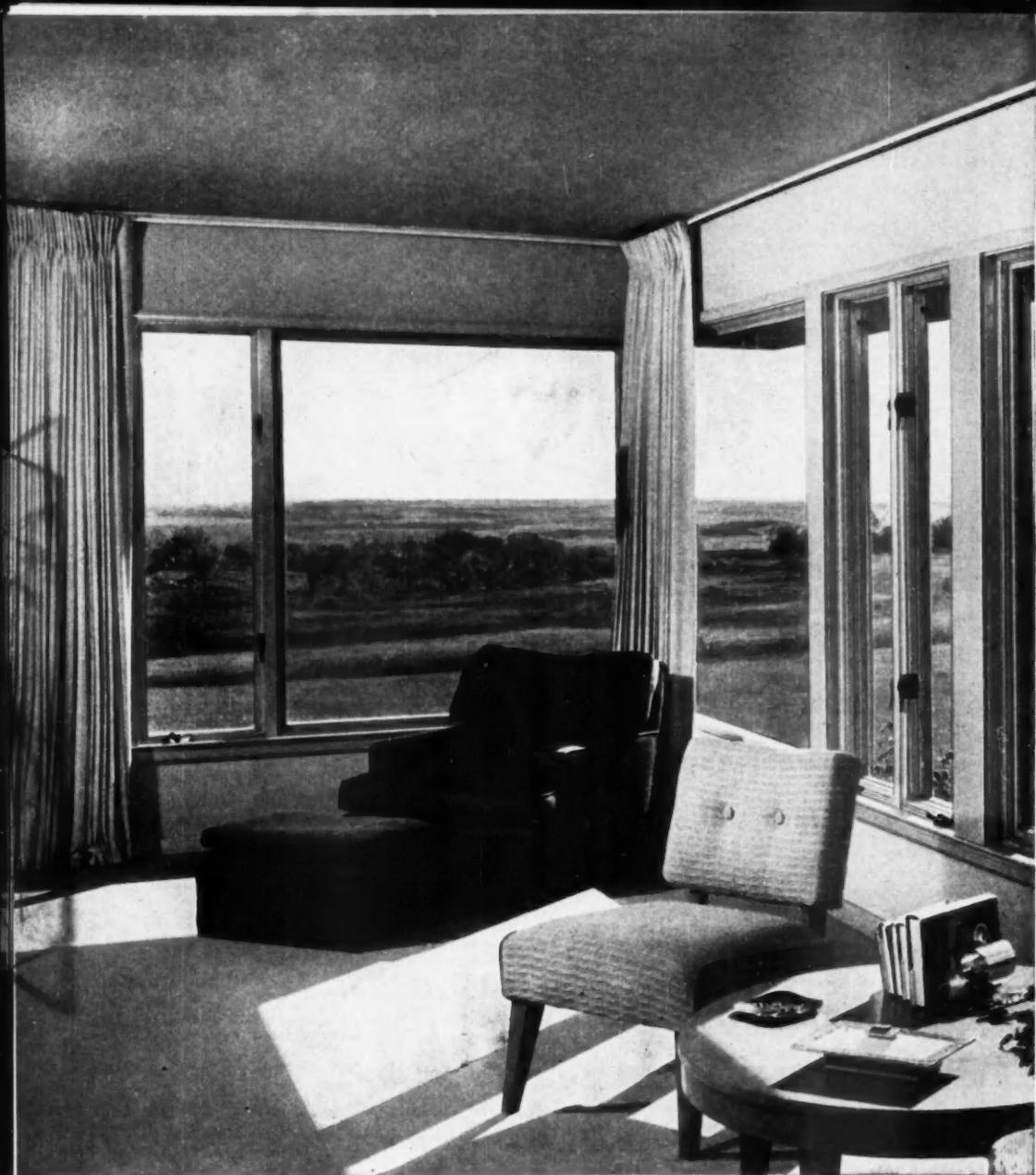
Multiple protection has real sales value! Just consider: "Century" Siding Shingles protect against weather—won't rust or rot . . . resist rodents and termites . . . *can not burn.* Any prospect is interested in points like these!

Built-in beauty for lasting good looks! Deep cypress graining—a permanent part of the "Century" surface—gives authentic appearance of weathered wood; adds to the beauty and charm of any home. Butt lines can be either straight or wavy to suit customer's preference.

And the two-way economy appeals to all! First, "Century" Siding Shingles are moderate in initial cost—large 12" x 24" shingles go on quickly, easily, inexpensively. Secondly, there's virtually no maintenance cost on "Century" Shingles—they don't even need protective painting to keep their beauty through the years!

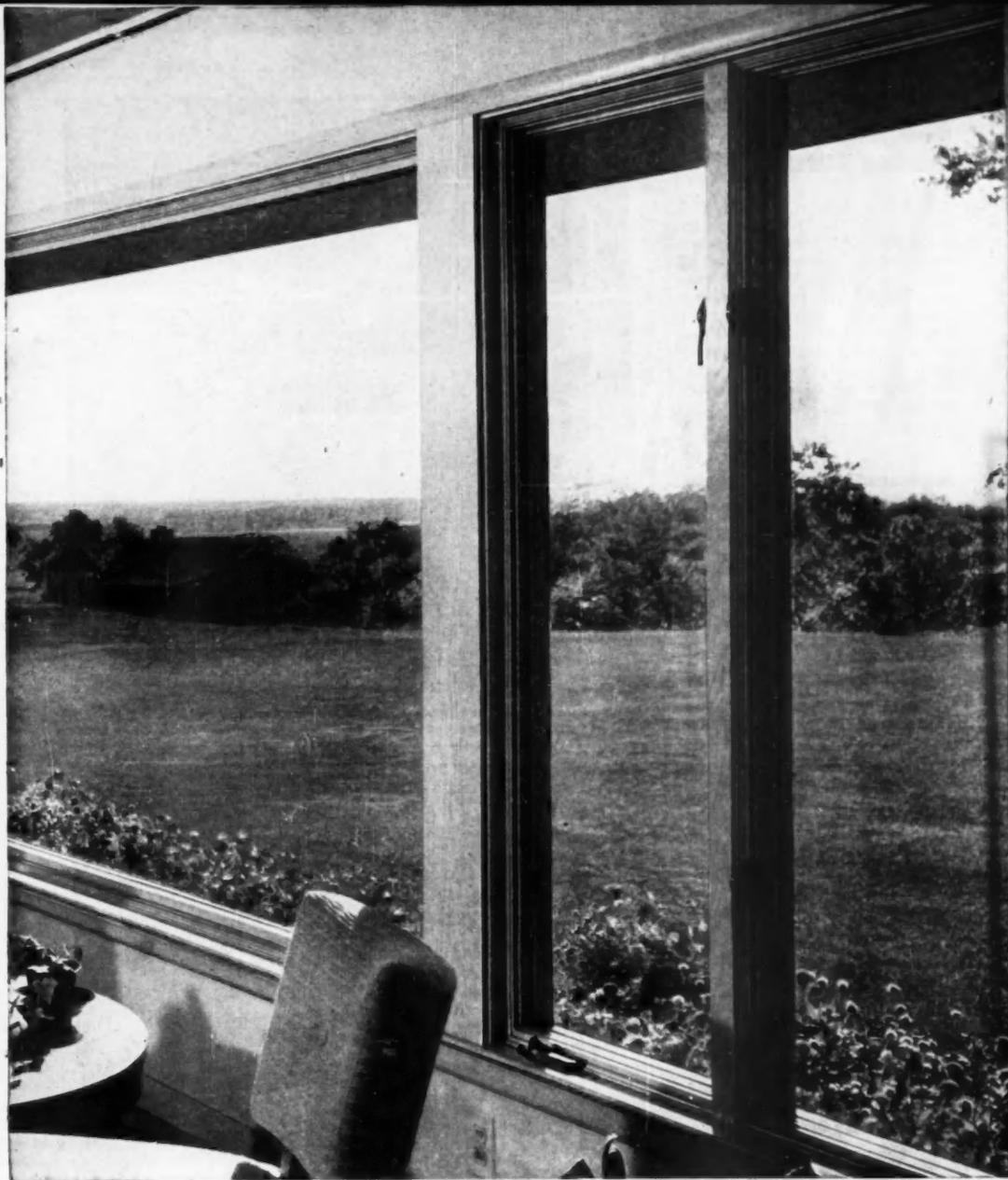
These are proved sales facts you can use to build your business with "Century" Asbestos-Cement Siding Shingles. For further information, ask your Keasbey & Mattison dealer, or write us direct.

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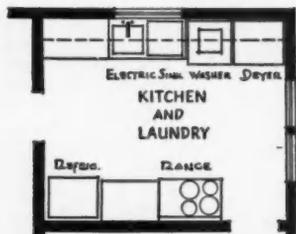
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Andersen Corporation BAYPORT • MINNESOTA

Even Modest Home Can Have Work- Saving Kitchen

A Kansas builder, C. M. Lemon of Wichita, sold 49 completely equipped houses containing kitchen and laundry appliances such as range, refrigerator, dishwasher, garbage disposal unit, automatic clothes washer, dryer, and electric water heaters, all of General Electric Co. manufacture. These units are featured in General Electric's All Electric Kitchen, one of which is seen in an accompanying illustration.



FLOOR plan of the Lemon house shows arrangement of the utility appliances



EACH of the 49 completed houses erected by C. M. Lemon of Wichita, Kansas, are equipped with latest kitchen and laundry appliances. Interior and exterior views above

complete kitchen in 27 1/2"

Complete 48"
Kitchen-With-Oven

L & K 48" KITCHEN... For the first time here's a 48" kitchen complete with oven — made possible by combining any 20" apartment range with General's L & P Kitchen, Model S-550. Has 4 cu. ft. refrigerator, storage drawer, and features a one-piece 12 x 16 inch porcelain sink-back splash-drainboard. 5 yr. guarantee.

MODEL S-550

MODEL R-520

complete kitchen in 27 1/2"

L & K 27 1/2" KITCHEN... Complete 27 1/2" kitchen unit combines 4 cu. ft. refrigerator, sink, drainboard, storage drawer, and 3-burner gas range adjustable to natural, manufactured, or bottled (L.P.) gases. Model R-520 also available with 3 electric burners for 220 v., or 2 electric burners for 110 v. "plug-in" use. 5 year guarantee.

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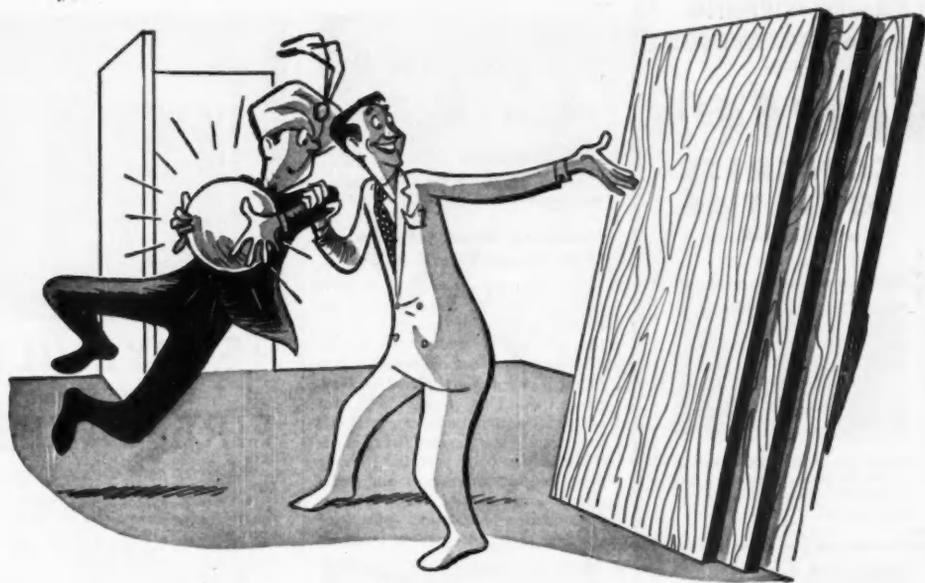
Send Today for Complete Data Files on our full line of L & K line kitchens, general cooking-refrigeration combinations and space-saving refrigerators.



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You don't need a crystal ball

when it comes to buying doors!

You can "see the future" of Weldwood and Mengel Doors by looking at their past performances!

There's *no doubt* about the enduring qualities of these doors. You can recommend either one of them to your customers or prospects with complete assurance.

THE WELDWOOD HONEYCOMB DOOR employs a new construction principle that has been thoroughly tested

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THE MENGEL HOLLOW-CORE DOOR. Hundreds of thousands of satisfied customers give wide testimony to the acceptance given to this popular door. Its low price...high quality...meet every demand for a beau-

tiful, durable flush interior door that provides beauty at budget prices. Especially recommended for residential use.

Both the **WELDWOOD** and **MENGEL** Doors are made in a wide variety of fine decorative hardwood faces, including birch, oak and Korina.

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United States Plywood Corporation carries the most complete line of flush doors on the market including the famous Weldwood Fire Doors, Weldwood Stay-Strate Doors, Weldwood Honeycomb Doors, Mengel Hollow-core Doors, Mengel and Algoma Lumber Core Doors, 1 3/4" and 1 3/8" with a variety of both foreign and domestic face veneers.

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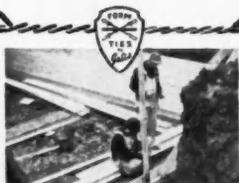
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81 South Galapago
DENVER, COLO.



LEADING the 1952 series is this four-bedroom home in ranch or traditional hip-roof

National Homes Presents 1952 Super-Thrift Units

Proclaimed nationally as a great forward step in helping meet the current need for low priced homes, is the new 1952 series of "Super-Thrift" homes developed by National Homes Corporation, Lafayette, Ind. This firm's new line of prefabricated units emphasizes a lower and smarter roof line, pleasingly proportioned porches, framing decorated exterior doors and wide, overhanging eaves. New also is the exterior decoration and color schemes. Exteriors are of accepted

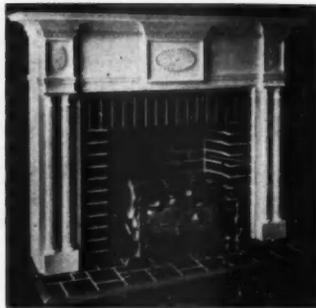


FEATURE of the 1952 series is the lovely Youngstown kitchen which includes steel cabinets, shelves and large double sink

siding or cedar shingle shakes with the two materials used in combination to emphasize the traditional style of architecture. This adds to the rambling appearance of the home which is painted in a two-tone color scheme. The use of plastic marine plywood in the exterior finish gives the appearance of the plaster construction used by the mission builders in their construction.

The use of shutters, flower boxes, paneling, and vertical trim presents exterior designs acceptable to the most discriminating home buyers. To enhance the beauty of the home, sizes of all windows have been increased to provide additional glass area.

Two-bedroom models, available in both ranch and Cape Cod styles, are priced beginning at \$6,180 in Lafayette, lot not included. Three-bedroom models, available in Cape Cod, ranch type, and traditional hip roof, sell in Lafayette, not including lot, at \$7,700. The four-bedroom house, with large, well-designed rooms and pleasant exteriors, sell in Lafayette starting at \$10,100 without lot.



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Adds beauty, cheer and comfort to any home, old or new.

The modern fireplace that fulfills all modern day requirements—used with gas or electricity.

Large variety of attractive models in brick, stone, wood, etc., available.

Furnished complete—ready to be installed by a handy man—shipped anywhere.

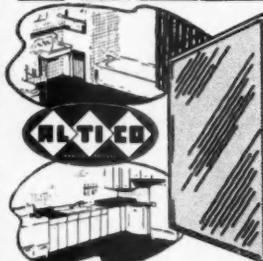
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• Easy installations on any wall . . . old or new. Cutouts, bonds, etc., made with ordinary saws!

• 18 breathtaking colors. Stays lustrous, resists acid, is rustproof, varnish-proof.

• Featherweight wall load. Only 14 oz. per sq. ft., including mastic!

• Economy without sacrifice from start to finish!

Profit—with products of plus-performance at lower cost! ALITCO ALUMINUM TILE is today's — and tomorrow's — best buy in wall facing. Dealers report ever-increasing sales volume wherever ALITCO appears. It will pay you to send for complete details and begin featuring ALITCO in your store.

Prompt Delivery!

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BUILDERS, now is the time to think about **YOUR** future in building! Manpower is increasingly short . . . Skilled labor is at a premium . . . Time is of the essence!

Solve your manpower difficulties with **Gunnison Homes!** You can build twice as many homes, in half the time, without the uncertainties of conventional building! Field erection is simple, standardized, speedy, **requires a minimum of skilled labor!**

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"Gunnison," "Coronado" and "Champion"—T.M. Gunnison Homes, Inc.

NEW! a Power Plane



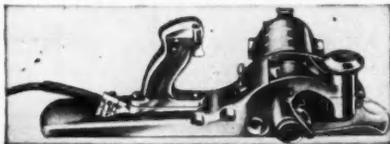
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Sturdily constructed, the J38 weighs only 7½ lbs. Cuts up to 1¾" wide. Adjusts for bevel cuts to 45° outboard and 15° inboard. Powerful ½ h.p. motor meets most planing needs. See the new J38 at your dealer's, or write for descriptive folder. Stanley Electric Tools, 400 Myrtle St., New Britain, Conn.

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HERE'S the Millionth Booster Pump



MILLIONTH booster pump produced by Bell and Gossett Co., Morton Grove, Ill. inspired the ceremony above where C. E. Pullum, vice president in charge of production, presents No. 1,000,000—which has been gold-plated—to E. J. Gossett, president. Participating (from left) are H. A. Lockhart, chief engineer; Ernest Kersten, factory superintendent; Pullum; Gossett; R. E. Moore, vice president in charge of sales; Ralph A. Patterson, general sales manager; and William A. Boone, assistant sales manager. Mark was reached in 1950. (Ed. Note: We regret that when the above item appeared in our May issue, page 170, the photograph was inadvertently omitted.)

American Builder Editor Named 1951 Industry Figure

Edward G. Gavin, editor of the *American Builder*, was chosen as the 1951 industry figure to be inducted into Sigma Lambda Chi, scholastic honorary fraternity in the light construction and lumber merchandising industry. He was initiated at the annual banquet of the founding chapter conducted in the Union Building on the campus of Michigan State College at Lansing, May 2. Jerome Carroll, Chicago, president of Lambda Sigma Chi, presented him with the fraternity pin.

In attendance were a number of industry and college notables, including Professor William B. Lloyd, who heads the industry course at Michigan State; President Hanna of the university; heads of the departments of agriculture and forestry; Hunter M. Gaines, secretary of the Michigan Retail Lumber Dealers Association; Del Bowser, past president of the Michigan Association of Home Builders; the secretary of the Detroit Lumber Dealers Association and other prominent builders and dealers.

Clyde Fulton, president of the National Retail Lumber Dealers Association, was an honored guest. He was the industry figure initiated into Sigma Lambda Chi in 1950. Fulton addressed the meeting and took part in the fraternity initiation ceremonies where, in addition to Gavin, nine students were processed.

A second chapter of Sigma Lambda Chi has been inaugurated at West Virginia, and several others are in the process of formation at other universities.

Your Best Community Promotion
NATIONAL HOME WEEK
September 9 through 16

Typical Nu-Style
installation
in this project.



BILT-WELL NU-STYLE UNIT-KITCHEN CABINETS



Dust-proof corrugated
cartons protect cabinet units
in shipping and handling.



All parts are
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and assembled, as
far as practical,
for carton
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BILT-WELL Nu-Style Kitchens in this project



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Builders . . . protect your investment and your reputation! Use Bilt-Well Woodwork on your jobs.

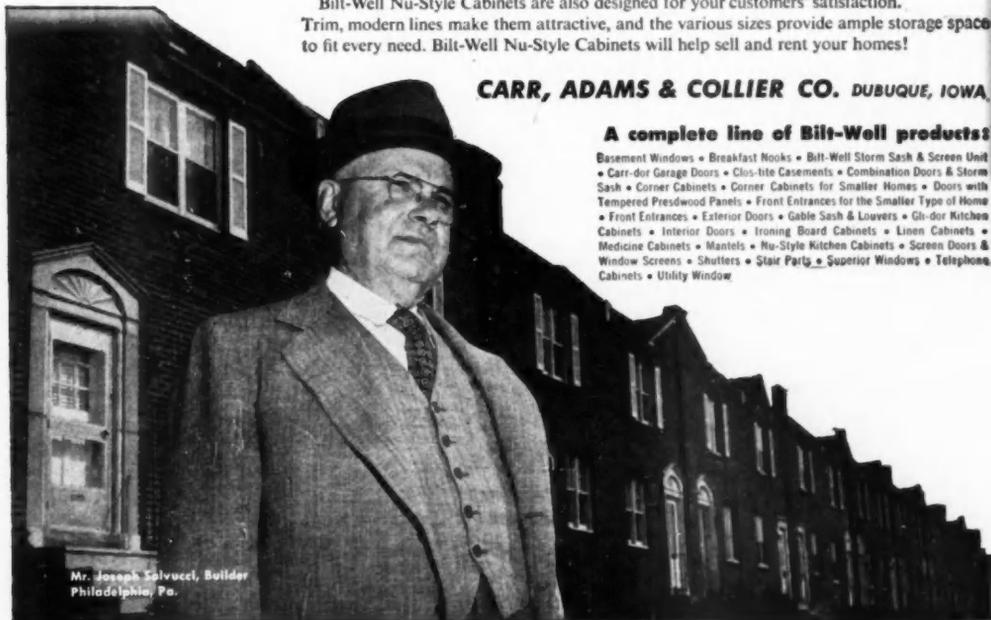
Bilt-Well Nu-Style Cabinets are furnished K.D., semi-assembled, packed in dust-proof cartons. Easy-to-read instructions are included. Use Nu-Style Cabinets . . . they beat making them on the job.

Bilt-Well Nu-Style Cabinets are also designed for your customers' satisfaction. Trim, modern lines make them attractive, and the various sizes provide ample storage space to fit every need. Bilt-Well Nu-Style Cabinets will help sell and rent your homes!

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A complete line of Bilt-Well products:

Basement Windows • Breakfast Nooks • Bilt-Well Storm Sash & Screen Unit
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Cabinets • Utility Window



Mr. Joseph Salvucci, Builder
Philadelphia, Pa.



Beauty

**COSTS LESS
LASTS LONGER
WHEN YOU USE
CABOT'S STAIN!**



Architect Huxon Jackson,
New York City

cabot's

Cabot's Stains give your houses attractive variety at minimum cost. They come in a wide range of colors from clear, brilliant hues to weathering browns and grays. Cost 1/3 as much as good paint—go on quickly and easily—provide lasting beauty and protection.

Cabot's Stains contain 60-90% of refined creosote oil—the best wood preservative known. They penetrate deeply—bring out all the natural beauty of grain and texture.

Write today for Cabot's Creosote Stain Color Card and complete information. Many Cabot colors are unique and available from no other source.

Samuel Cabot, Inc.
731 Oliver Bldg., Boston 9, Mass.

Metal Bridging Exempted In Cleveland Area from Blanket VA Disapproval

As a result of tests made at the University of Akron, Hercules metal bridging, a product of Glover Manufacturing Co., has been exempted from a recent blanket Veterans Administration order disapproving of all metal bridging. Exemption of the Hercules bridging was made by the VA Cleveland regional office and is effective only in the area covered by that office.

The tests were made on a floor frame assembly 6 feet, 8 inches wide by 12 feet long, built in the conventional manner with 2x8 No. 1 common fir joists 12 feet long. Six joists were set on 16-inch centers supported on each end by 2x8 plates to which they were toenailed with four 10d nails.

Across the ends of the joists was a 2x8 bulkhead fastened to each joist with three 16d nails. The bottom of each outside joist was toenailed with a 2x8 plate. A subfloor consisting of 1x8 No. 2 yellow pine was laid at right angles to the joists and nailed to each joist with three 10d nails. Hercules metal bridging was installed between the joists in the usual manner, six feet from the end of the joists.

The entire assembly was supported at the ends by walls made of blocks approximately 2 feet high, leaving a clearance of two feet under the joists. No walls were placed under the outside joists.

Dial indicators were mounted under the joists in such a manner as to measure downward displacement of the joists. Indicators were placed under each end and at the center of the joists. No indicators were placed under the outside pair of joists. The actual deflection of a particular joist due to loading was taken as the total deflection at the center minus the downward movement of the ends of that joist.

Results of the test, as listed by the laboratory:

Total Load (lbs.)	Lbs. per Sq. Ft.	Deflection (inches) of: Center	Pr. Outer
2,400	30	0.133	0.097
5,760	72	0.484	0.307
8,730	109	0.654	0.461

*This pair of joists is the pair next to the outside.

No evidence of failure of the bridging, either by shearing of the hinge, or slipping on the joists at point of contact or imbedding in the joists was observed at any load, the laboratory report said.

Steel for Homes

Only 1.8 per cent of the total steel output is required for 850,000 homes according to NAHB. This, in effect, is a mere drop in the bucket in the national production picture.

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Holds full bag batch of most mixtures.

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INSTALL
**CEDAR
CLOSETS**
AT
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CEDAR-LUX



CEDAR-LUX is powdered cedar wood. You simply add water to desired consistency and apply to the interior of closets with paint brush, trowel or spray in place of plaster, paint or wallpaper. Forms a smooth, hard finish—3 times as hard as plaster—you can drive nails or screws into it without cracking. Provides more protection than actual cedar lumber and the sweet north woods fragrance lasts many times longer. Houses with cedar closets sell faster—bring more money. Build cedar closets into your new homes.

The cost of material for CEDAR-LUX—ING a small closet is only about \$5.00 to Builders and Contractors. Packed in 5 and 10 lb. cans and 50 lb. drums.

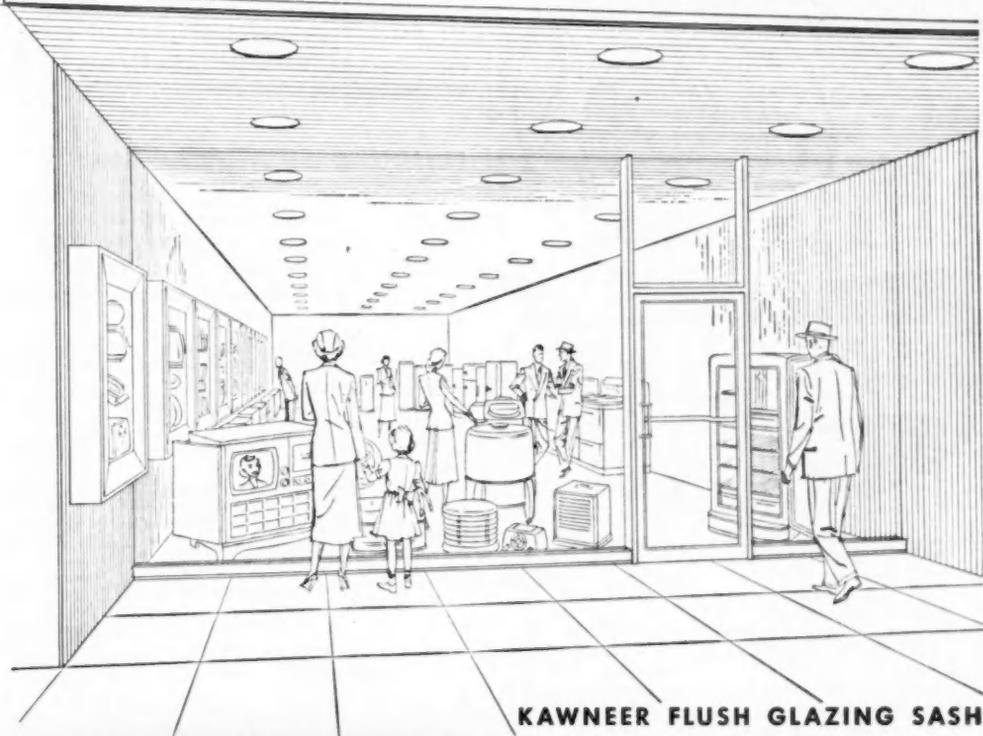
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R.H. MOORE

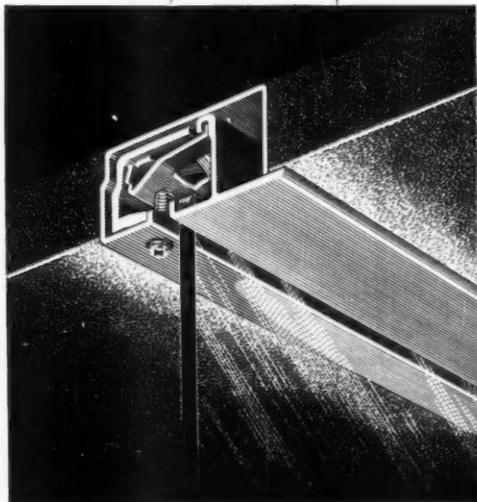
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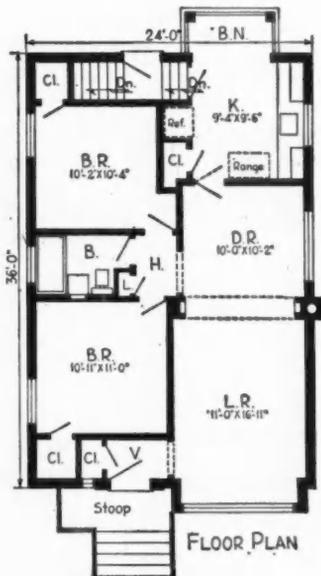
Building on Narrow Lots

Chicago builder appeals to the housewife through kitchens with all the trimmings—finds it hard to keep production up with customer demand

Many builders erecting homes in high cost areas, confronted with narrow lots and conservative financing have been satisfied to deliver the "minimum" house. This is not the case with Meyer Lipson, president of the Elandee Building Corp., which will erect 60 moderate cost homes on Chicago's southwest side, this year, for an ever-present waiting list.

Lipson recognizes the importance of the wife to the consummation of a sale and sells her with his kitchens. Standard equipment includes a pantry, exhaust fan, clock and Youngstown sink and cabinets, replete with bread and cake boxes, cutlery drawer, cutting boards, and revolving

(Continued on page 202)



FOR construction on narrow lots the plan, above, is popular. Exterior view top page

How to Choose Between Top-and Front-Opening Dishwashers

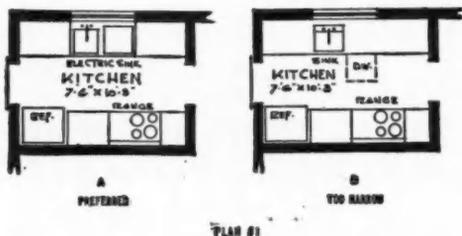
The choice between a top-opening and front-opening dishwasher is not merely a matter of personal preference, according to kitchen planning experts of the General Electric Co. Home Bureau, who point out that each individual kitchen presents its own problems of traffic patterns, work surfaces and storage space and choice of the right model dishwasher can easily affect the efficiency of the whole room.

There's a Choice, But—

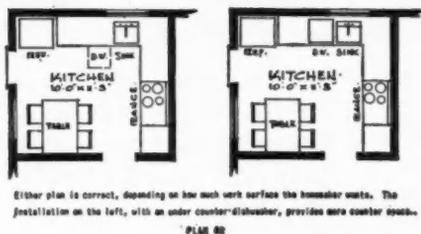
The kitchen planners said that front-opening under-counter dishwashers have been desired for years because kitchens need unbroken counter space, but that the advantages of unbroken counter space are cancelled out if the kitchen is so shaped that an open front-opening model interferes with the normal kitchen traffic or makes storage areas, work surfaces and appliance centers inaccessible.

In summing up, the designers said that while there is a choice between the two types of dishwashers, there are kitchens in which a front-opening model is the perfect answer to planning problems, and others where it won't fit at all. They added that the same held true for top-opening models.

Below are recommended installations in a number of typical layouts:



Plan No. 1 shows a narrow two-wall kitchen, in which walking-around space is at a premium. A top-opening dishwasher is the proper installation for this type of room; a front-opening model in the open position required for loading and unloading dishes would completely block off kitchen traffic and would also hinder work at the range.

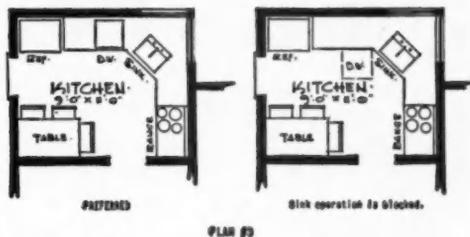


Either plan is correct, depending on how much work surface the homeowner wants. The installation on the left, with an under-counter dishwasher, provides more counter space.

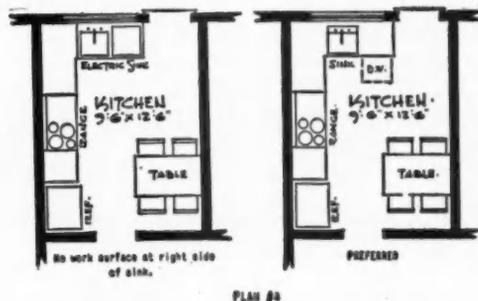
In Plan No. 2 the main problem is that of providing more counter work space. Here the front-opening washer is recommended because it assures a larger unbroken counter space between the sink and refrigerator.

The dishwasher fits under the counter and, when being loaded or unloaded, does not interfere with traffic from

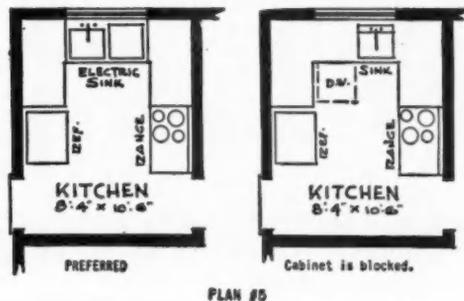
one work center to another. A top-opening model, however, would break up the counter space when open for loading and unloading.



In setting up the proper equipment for a kitchen such as the one diagrammed in Plan No. 3, the architects selected a drop-in-dishwasher of the top-opening type, as shown in the Preferred sketch [illustrated above]. The second sketch indicates that the front-opening model is not a good choice because in an open position it would prevent easy access to the sink.



Plan No. 4 also shows a kitchen in which the greatest need is for counter space, on both left and right sides of the sink. A front-opening washer is the better choice; with a top-opening model there would be no counter space on the important right side of the sink.



In a small U-shaped kitchen, like Plan No. 5, a top-opening model is preferred because the front-opening washer, when open, would completely block off the counter and storage space.



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basement
windows**

**are automatic in our house plans"
says a typical builder**

"... and when we're on a job we always suggest replacing basement sash with a panel of Insulux Glass Block®."

Figure it out for yourself and it's easy to see why! Compare the cost of sash, screen, and in cold climates the storm window, together with maintenance against that of a lifetime panel of maintenance-free Insulux Glass Block.

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DAYLIGHT"**

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INDUSTRY BRIEFS

Appointment of **Harold C. Ellicott** as advertising and publicity director for **M and M Wood Working Co.** has been announced by Eberly Thompson, vice president in charge of public relations. Ellicott was formerly personnel manager of **Willamette National Lumber Co.** at Foster, Ore. He has served as executive secretary of the Honolulu junior chamber of commerce.



Ellicott

Detroit Steel Products Co.'s vice president in charge of labor relations, **H. D. Palmer**, has been named a director to fill the vacancy left by the recent death of Murray W. Sales, the company's board has announced. Palmer joined the firm in 1922, serving in the accounting department. He was made credit manager in 1934 and a vice president in 1947.



Palmer

Richard J. Brown has been appointed advertising and sales promotion manager of the **Delta Power Tool Division** of the **Rockwell Mfg. Co.** with headquarters at Milwaukee. Brown was formerly director of advertising and sales promotion for **Crane Packing Co.**, Chicago, and prior to that was assistant to the advertising manager of **Armstrong Cork Co.'s** building materials division.



Brown

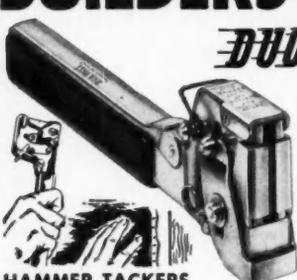
Hugh M. Jones, Miami, has been appointed sales manager of the **Ludman Corp.**, manufacturers of **Auto-Lok Aluminum Awning Windows**. **Max Hoffman**, president has reported. Jones, who succeeds the late **W. S. Shoffstall**, will have charge of sales of all the company's products. **Richard T. Ashbaugh**, former district sales manager, has been named assistant sales manager.



Jones

More Industry Briefs page 204

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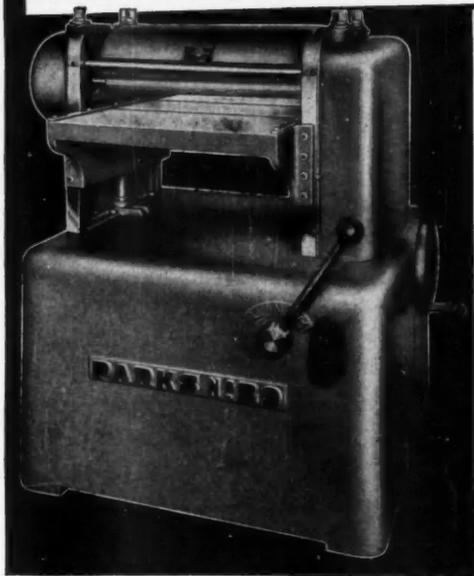
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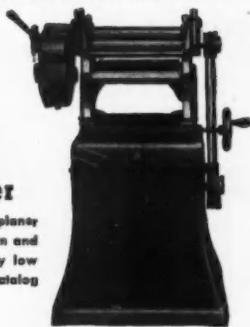
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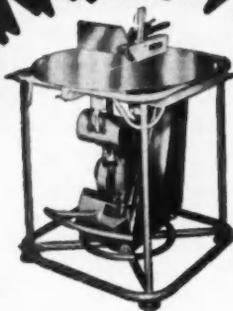
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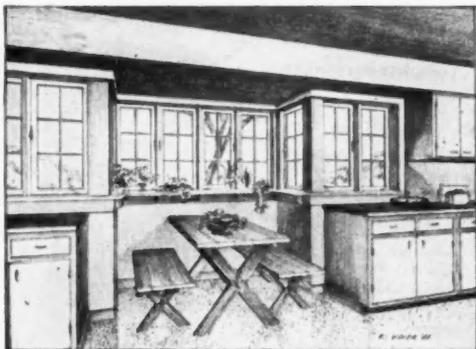
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wood windows

for modern beauty
and modern performance

Building on Narrow Lots

(Continued from page 198)



YOUNGSTOWN kitchens make sales for Chicago builder



FOR an added \$135, builder includes breakfast nook complete with benches and table



OPTIONAL is a dishwasher sink with garbage disposal unit

shelves. What-not-shelves frame the above sink window. Jutting off the kitchen is a small breakfast alcove. The builder, for an additional \$135, will equip this with custom-built breakfast benches, leatherette seats and a Formica top table.

The average Elandee home, which sells in the \$16,000 bracket including site, has separate living and dining rooms, two bedrooms, tile bathroom, and full basement in addition to the featured kitchen.

Floyd Evans is the architect.



MORE BUILDERS, EVERY DAY, FIND IT'S

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TO INSTALL SINK FRAMES -
WITHOUT RABBETING, SCRIBING
OR SPECIAL TOOLS - WHEN THEY
USE THE...

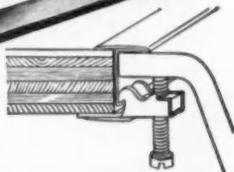


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WHY BUILDERS PREFER HUDEE

1. Patented installation makes completely self-sealing unit.
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6. You confidently guarantee every installation with Hudee.
7. Used with any top-covering — linoleum, rubber, plastic.
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Hudee is the amazing Sink Frame that has earned the enthusiasm of Builders, Architects, Dealers, Cabinet Manufacturers and Home Owners. The eight reasons for Hudee superiority, as listed at the left, justify its acclaim as the "World's Finest Sink Frame."

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- (2) Cut out the hole as marked, using an ordinary keyhole saw.
- (3) Place the bowl and Hudee frame into position.
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INDUSTRY BRIEFS

Paul D. Japp has been named general sales manager of the **Pittsburgh Corning Corp.**, it has been reported by H. B. Higgins, president. Japp has been with the firm since 1939. He was New York district manager until 1944, and general office sales promotion manager until his recent promotion.



Japp

Appointment of **Max Banzhaf** as assistant director of advertising and promotion of the **Armstrong Cork Co.** was recently announced. Banzhaf, manager of the building materials section since 1944, was succeeded in that post by William F. Early, assistant manager.

Nat Lehman, sales manager of the **Steelcraft Mfg. Co.**'s steel building products division, has been named vice president in charge of sales promotion and advertising. In charge of Steelcraft's sales department for eight years, Lehman



Lehman

was formerly with Mutual Life Insurance Co. of New York.

The following changes in the executive staff have been announced by **American Hardware Co.**'s board of directors: William J. Ziegenhein, general sales manager, Russell & Erwin Division, has been promoted to vice president in charge of Russwin Sales. Miss Clara E. Larson, assistant secretary, promoted to assistant treasurer. L. Curtis Booth, former assistant, promoted to general sales manager of the Russell & Erwin Division. Retired from positions of vice president and treasurer, respectively, Isaac Black and Walter J. Bunce.

A. Charles Amann has been appointed general sales manager of the Stamford Division of Yale & Towne Mfg. Co., succeeding Meade Johnson, it has been announced by Milo F. McCammon, general manager. Amann, formerly industrial sales manager, joined the firm in 1949. Prior to that he was a vice president of the Illinois Lock Co.



Amann

The board of directors of **Black and Decker Mfg. Co.** has announced that **Alonso G. Decker**, a co-founder of the company with Duncan S. Black, has been elected president of the company, succeeding Mr. Black, who died April 15.

Decker has been vice president and general manager of the portable electric tool firm since its founding in 1910.

Election of **Edwin B. McConville** as executive vice president of **Skilsaw, Inc.**, has been announced by Bolton Sullivan, president. McConville, associated with Skilsaw since 1942, was made treasurer in 1943 and a vice president in 1949. Other recent company elections are: Paul Watts, general sales manager, as vice president in charge of sales, and Ralph B. Brundett, former comptroller, as treasurer.

Robert Miller has joined **Barclay Manufacturing Co., Inc.**, as director of sales, the firm's president, Harry Feder, has announced. Before taking the Barclay post, Miller was industrial sales manager for the Masonite Corp. A graduate of the Colorado School of Mines, he was formerly in the construction business.



Miller

Brown Co., manufacturer of Bermico sewer pipe, has announced the removal of its general sales offices from 500 Fifth Ave., New York City, to 150 Causeway St., Boston. A regional sales office will be maintained at the New York address.

Robert G. Faverty, managing director of Armstrong Whitworth and Co., Pneumatic Tools, Ltd., Newcastle-on-Tyne, England, was recently elected a vice president of the parent firm, **Independent Pneumatic Tool Co.**, Aurora, Ill. Faverty, who took over direction of the English subsidiary in February, formerly managed the Independent Chicago and Detroit branches.

Masonite Corp.'s Chicago Division manager since 1947, **Elmer R. Graebner**, has been appointed industrial sales manager. He succeeds Robert Miller who resigned to join Barclay Mfg. Co., Inc. Replacing Graebner as Chicago manager is Donald J. Moore, former northwestern division manager.

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LEIGH
ORNAMENTAL SHUTTERS
FOR LOOKS, EASE OF INSTALLATION,
AND LOW COST**

Leigh LOUVER SHUTTERS are of authentic colonial design. They are built of Aluminum for lifetime wear. No worries about rotting or falling apart. Installation is simple — four screws, one on each corner, hold them securely to the wall. A special green prime coat, applied at the factory, makes painting easy. Shutters are available in a wide range of sizes to fit all standard windows.



Leigh PANEL SHUTTERS are made of Double-protected Steel. They have a pleasing pine tree cut-out. Available in a wide range of sizes. Slightly lower in cost than the Louver Type.



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FLEETLITE is a revolutionary new window—a complete year-around unit combining interior and exterior double hung windows and screen in an aluminum frame! FLEETLITE windows are delivered assembled and glazed in corrugated cartons. It is the greatest advance ever in window design and construction . . . the **ONLY COMPLETE** all Aluminum window unit on the market today.

Thousands of FLEETLITE windows have been installed in new homes throughout the United States and Canada. Builders are boasting about the easy installation and the spectacular selling advantage of FLEETLITE equipped homes. Home owners are delighted with the beauty, convenience and ever-lasting construction of FLEETLITE units. Eliminate storm sash. No storage problems, less dirt and dust, warmer winters and cooler summers. FLEETLITE features sell homes for you . . . spell comfort for your customers.

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INDUSTRY BRIEFS

Edward R. Taylor, general sales manager of **Hotpoint, Inc.**, has been elected a vice president. James A. Nance, president, has reported. Taylor joined Hotpoint in 1947 as merchandising manager. was subsequently promoted to manager of market development and sales manager. He will have responsibility for directing all marketing policies.



Taylor

Roy A. Hunt, president of **Aluminum Company of America** since 1928, was named chairman of the executive committee and **I. W. Wilson**, senior vice president, was made company president at a recent directors meeting. The board also elected Leon E. Hickman vice president and general counsel of the company. Hunt, son of the first president and a founder of the company. Capt. Alfred E. Hunt, joined the firm in 1901 as a machinist's helper.

Advancement of **T. E. Heppenstall** to vice president in charge of engineering of the **Long-Bell Lumber Co.** has been announced by J. M. White, president. Heppenstall, a member of the Long-Bell organization for 28 years, has been chief production engineer since 1948. In 1937 he became assistant to the vice president and manager.



Heppenstall

The **Black & Decker Manufacturing Co.** has reported that its one millionth 3/4-inch Home-Utility electric drill came off the production line at Towson, Md., April 6. The drill was first introduced in the spring of 1946.

Election of **E. W. "Pat" Smith** as a vice president of **Owens-Corning Fiberglas Corp.** has been announced by Harold Boeschstein, president. Smith is in charge of merchandising and advertising programs, branch office contacts and training activities in the firm's general sales department, which is headed by Ben S. Wright, vice president and general sales manager.



Smith

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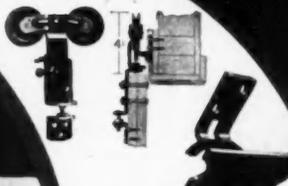
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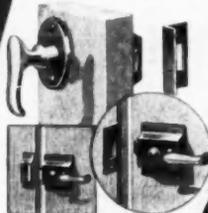
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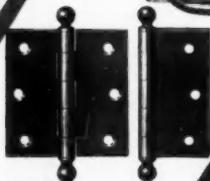
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