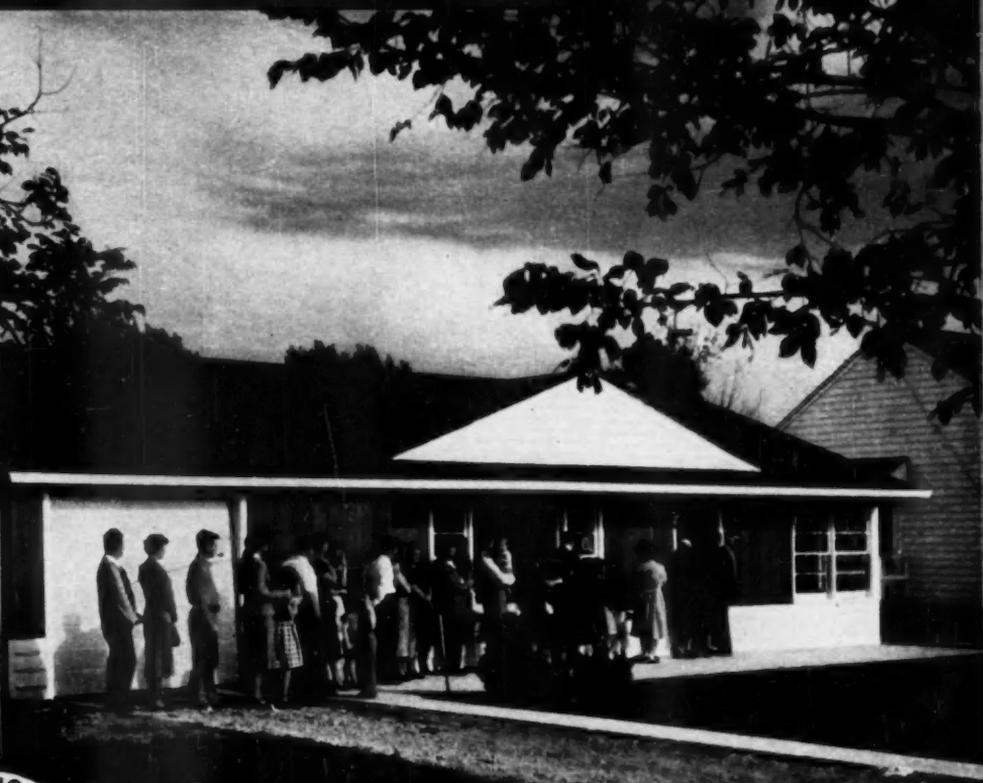


AMERICAN BUILDER



NATIONAL HOME WEEK Contest Winners
BUILDING PRODUCTS ON REVIEW

NAHB CONVENTION and EXPOSITION ISSUE



LOCKING UP

An interesting, informative sound and full color motion picture showing how a modern cylindrical lock is manufactured. Running time: 16 minutes.

SECURELY YOURS

Operations in keying procedures from matsoning to master keying are thoroughly explained in this fascinating sound and color movie. Running time: 19 minutes.

see kwikset on film



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LOCKS, INC.

KWIKSET SALES & SERVICE COMPANY
ANAHEIM, CALIFORNIA

SAVE ON-THE-SITE TIME and MONEY...

New Metal Window Unit installed in 2 simple steps!



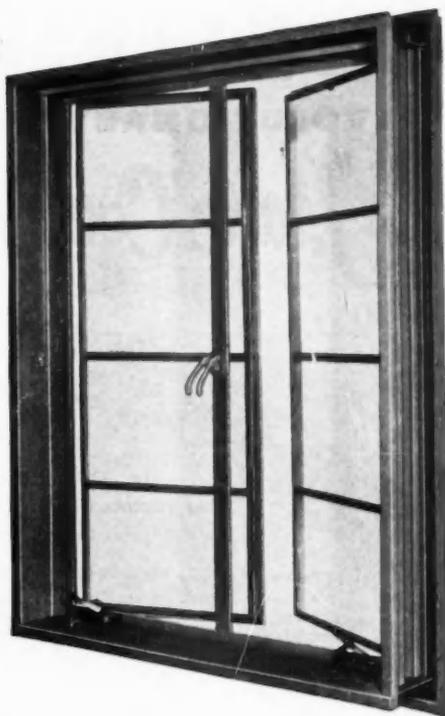
1

Just Nail to Sheathing



2

Nail to Studding



No trimming! It's already completely trimmed inside and out. One man can easily install this new Fenestra* Unit—famous Fenestra Casement complete with Combination Inside/Outside Metal Trim—in a few minutes . . . using only hammer and nails. It's that easy!

Your carpenters make openings the same for frame or brick veneer. They run sheathing right over stud and cripple and saw it off flush. Plaster or dry wall butts against the metal trim inside. Shingles, siding, stucco or brick butt against it outside. No finishing required!

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Call your Fenestra Representative today (he's listed in your Yellow Phone Book).

90

Send for details on both Trimmed Unit and New Hot-Dip Galvanized Steel Windows!



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WINDOWS • DOORS • PANELS

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REVOLUTIONARY NEW

"Magic Cycle" SELF-DEFROSTING Refrigerator!

KEEPS FROZEN FOODS FAR BELOW FREEZING... EVEN DURING DEFROSTING!

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KELVINATOR's new "Magic Cycle"* is a miracle of inventiveness. Defrosts itself automatically, yet keeps frozen foods permanently frozen, even during the defrosting cycle!

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*Patent applied for.



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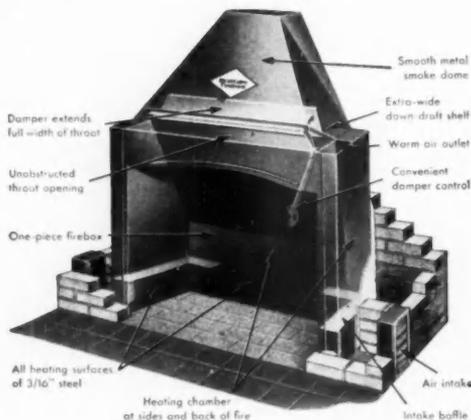
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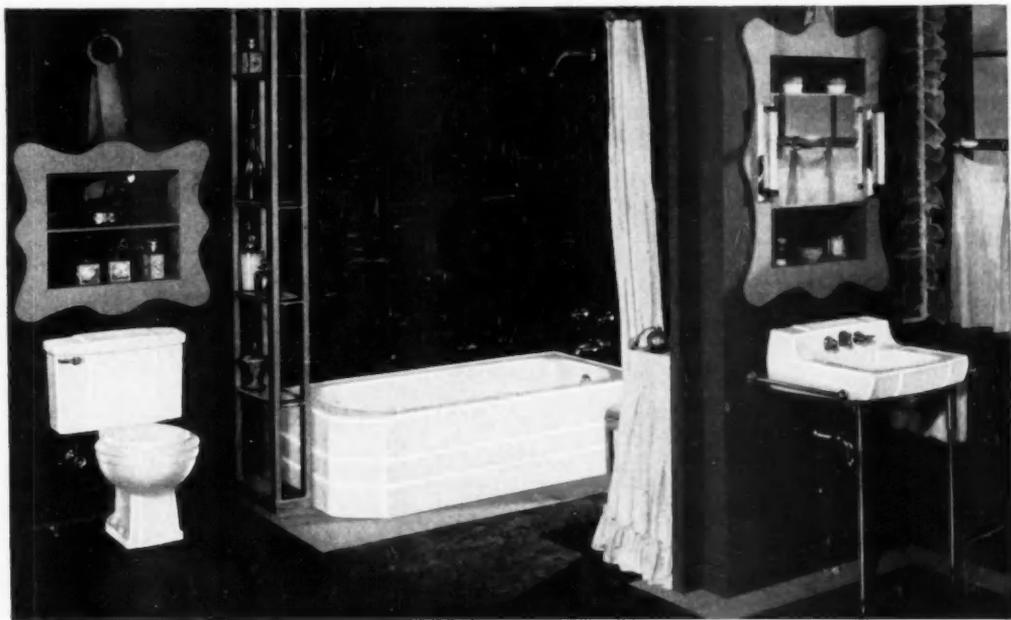
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If you haven't yet had your copy of the new U/R Catalog, write today. Complete line of bathroom and kitchen fixtures, with plans, drawings and specifications, helpful data for the plumber and the builder. (See the U/R line in Sweet's Builders File, too!)

The whitest fixtures are U/R — whiter by actual scientific test, than any other leading make.

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 new in U/R ware.

This is Universal-Rundle . . . the pioneer of many industry "firsts"; colored vitreous china, one-fire tunnel-kiln firing, complete laboratory control of production, and many others.



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Plants in Camden, N. J.; Milwaukee, Wisconsin; New Castle, Pennsylvania; Redlands, California; Hondo and San Antonio, Texas

JANUARY, 1952

7

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INSULITE, BILDRITE AND GRAYLITE ARE REG. U.S. PAT. OFF.



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

Build and insulate with double-duty

per house with



Leonard W. Bisanz



Norbert F. Bisanz

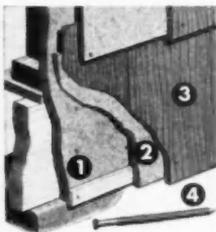


Charles F. Bisanz

"Insulite's new application system gives us durable shingle walls faster and for less money!"

Say Bisanz brothers, St. Paul, Minnesota

With 143 homes planned in their new project, BILDRITE Sheathing and INSULITE's new Shingle-Backer will help the Bisanz Brothers Construction Company save in the neighborhood of \$15,000. What's more, their houses will be *tighter, stronger and better looking.* Here's how it's done!



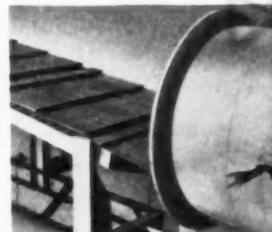
This wall gives you a better job at less cost! (1) BILDRITE Sheathing (2) Shingle-Backer (3) Outer-Course Shingles (4) Annular Grooved Nails. The result: A strong, tight wall that goes up faster, looks better and has more insulation value—almost twice that of conventional double-course shingle applications. Yet it generally costs less to build!

First, you save with Bildrite. Has twice the bracing strength of horizontally-applied wood sheathing, yet total applied cost is less! Eliminates the need for corner bracing. (4-foot BILDRITE is the first insulating sheathing to be accepted by F.H.A. for use without corner bracing.) It's waterproof throughout! Won't warp or buckle... does away with building paper! Easy to cut, easy to fit, no waste!



Shingle-Backer goes up fast, stays put, provides a firm, even under-course for exterior shingles. Saves application time and eliminates waste. Takes just four nails to apply full 48" panel. Made of genuine, weatherproofed 5/16-inch GRAVILITE insulation board. Shingles and Shingle-Backer have approximately twice the insulation value of conventional shingle application.

Resists winds beyond 250 m.p.h. In a wind-tunnel test conducted at the University of Minnesota, this test panel was subjected to air blasts of over 250 miles per hour. Every shingle remained intact! Not one pulled loose from the panel. (Winds over 75-90 M.P.H. are classified as hurricane velocity.)



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Builders Prefer Bruce Hardwood Floors

7 to 1 *over next leading brand*

Nation-wide survey by leading builder magazine shows the tremendous preference for Bruce Hardwood Floors over all the 200 other brands on the market.

What brand of hardwood flooring do you prefer to use when available?



BRUCE HARDWOOD FLOORS

**7 TO 1 FOR
BRUCE OVER NEXT
LEADING BRAND**

What brand of hardwood flooring do you think home buyers prefer to have in their homes?



BRUCE HARDWOOD FLOORS

**9.7 TO 1 FOR
BRUCE OVER NEXT
LEADING BRAND**

Builders say they prefer Bruce Hardwood Floors for these 10 principal reasons:

- | | |
|-------------------|-------------------------|
| Well manufactured | Easy installation |
| Uniform quality | Nationally advertised |
| Good appearance | Variety of types |
| High grades | Factory finish |
| Popular demand | Satisfactory experience |

Bruce
HARDWOOD FLOORS



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FOR COMPLETE DATA ON BRUCE HARDWOOD FLOORS, WRITE E. L. BRUCE CO., MEMPHIS 1, TENN.

Public Housing Marches Again

USING the defense mobilization program as an excuse, the public housing politicians are engaged in a new and unsavory campaign to wreck private home building and force federal housing to the front. This time the chief dragoon is Tighe Woods, and the weapon is rent control. Critical defense areas form the basis for the strategy. In these areas there seems to be no limit to what the forces under Mr. Woods will do to gain complete control over rents. With that control secured, private home building becomes impossible, and the only answer is federal public housing.

A classic example is the plight in which Wichita, Kansas, finds itself. The City of Wichita, acting under the authority of state legislation, has its own rent control board. The board operated efficiently and equitably before the city was declared a critical area, and will continue to so operate if it is left alone. Faced with the need to supply 5,000 new homes to house additional workers in defense plants, builders have announced a program that will meet the requirements in a few months. Knowing that this expansion will create new rent control problems, and that in the past, some owners of rental property have taken unfair advantages, the owners of about 75 per cent of the city's rental units have petitioned the city council for tighter statutes.

There appears to be no question that the home builders and rental property owners have the situation well in hand. In spite of this, however, the government proposes to supercede the authority of the City of Wichita, acting under the laws of the State of Kansas, and impose federal rent controls. If the federal rent schedules are not too low to

be compatible with current building costs in Wichita, there is no reason on earth for them. If they are too low, as it is expected they will be, the move on the part of government can be construed only as an attempt to halt the defense housing program of the builders, and thus create an excuse for a public housing program. Such a program, of course, will take two to three times as long to complete as the program of the private builders, will produce housing that will cost twice as much as it should, and will rent for about half the cost. Either way, it is apparent that the federal rent control bureau is much less concerned with what happens to the small wage earner than it is with forcing public housing programs on communities whether or not they want them or need them.

Then, there is Will County, Illinois, of which industrial Joliet is the seat. Will County is also a critical defense area. Here, government proposes to impose rent control, and to make the schedules apply to postwar rental units, heretofore exempt from rent control. It has been rightfully assumed that since these units were built with the understanding that controls did not apply to them, the controls never would apply. The proposed action of government is a violation of the agreement, and a sure way to halt the construction of private rental properties for good, or at least, until all federal controls are removed.

All of this appears to be another brazen attempt to halt the operations of private home builders, and force public housing on selected communities, even at the cost of violating the authority of local government, or dictatorially forgetting agreements.

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AB Washington News Letter

For the Light Construction Industry

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

Washington, December 21, 1951.

► **WHAT'S AHEAD FOR 1952?** In spite of prospects that CMP controls will continue in force, a vein of optimism keeps cropping out in the talk of industry men in Washington. It's agreed materials will be much more of a problem than mortgage money, but even the materials, short though they be, can be lived with. "B" product manufacturers will probably be hardest hit during the year, and some NPA officials continue to think that "houses without plumbing" may be a real problem by summer.

► **ALLOCATIONS OF COPPER, ALUMINUM AND STEEL** for homebuilding will probably be shaved another 10 per cent in the second quarter of 1952, according to all present indications. However, the disposition to meddle with self-certification has quieted down. One spokesman says it is "very probable" NPA will set out a new list of articles in which copper can't be used. But industry men say they don't expect a reduction in the copper or steel that a builder may self-certify for each unit.

► **COPPER** remains the most critical of the criticals, government men say. They see "nothing but gloom" ahead. DPA has been dickering with OPS and other agencies to try and work out a plan for importing more copper. The catch is copper prices. On the world market they are about double the OPS ceiling in this country. Metals men point out that domestic copper production falls 40 per cent short of U.S. needs, and argue the only way to overcome the gap and get more copper is pay the world market prices. DPA seems inclined to agree.

► **DPA CHIEF MANLY FLEISCHMANN** recently indicated he thinks builders have received pretty liberal treatment so far. When HHFA asked for some extra allotments for the first quarter, he said: "In the light of the generous original program level . . . the appeal was denied."

► **THE MATERIALS PICTURE** for 1952 is confused by many things outside the construction field. For one thing, it's election year. That puts a new element of uncertainty in what Congress will do. A steel strike in January would throw all calculations off. The military situation could change radically. Already, the air force wants 143 air groups, instead of 95, and the army talks about aiming a little higher. NPA spokesmen say strict controls "may" be "necessary" longer than we now think.

► **800,000 TO 850,000 HOUSING STARTS** is still the goal of HHFA Administrator Foley; but if DPA comes through with the second quarter materials cut, as expected, this goal may suffer. It will be recalled that when DPA announced allocations for the first quarter of 1952 the agency said they were on the annual basis of 800,000 starts. Now a further cut would indicate DPA officials have dropped their sights to a lower figure.

► **DEFENSE MOBILIZER WILSON** has created a new post in his top defense agency: Assistant to the Director for Housing and Community Facilities. This assistant will "coordinate and supervise federal activities relating to housing and community facilities in the defense program." HHFA Administrator Foley was appointed to the new post, but will continue to head HHFA as well.

► **RENT STABILIZER TIGHE E. WOODS** helped precipitate Mr. Wilson's action. On two occasions Mr. Woods criticized sharply the "second-echelon moles" which he said were slowing down defense housing. He lashed out at their delay in certifying areas for rent control. He even called for a complete shutdown of residential building in 1952, except in critical areas where, he said, "horrible" housing conditions and rent levels now exist.

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► MR. WILSON rebuked Mr. Woods at a staff meeting a few days later. He said operations of the Advisory Committee on Defense Areas—the "second-echelon moles"—did not merit such criticism. Representatives of other government agencies at the meeting said they thought the committee was operating effectively. Later this same day, Mr. Wilson announced the appointment of Mr. Foley as his new assistant on housing.

► CRITICAL AREAS passed the 100 mark early in December. Housing programmed for these areas by HHFA totaled 41,985 rental units and 18,140 sales units. These figures were for 102 critical areas, up through December 13.

► LOANS FOR PREFABRICATED HOUSING can now be obtained through application to HHFA regional offices. Proceeds from such loans must be used to finance the cost of the house package or the cost of the package and its erection. Manufacturers, operative-builders, or mortgage companies are eligible to apply. Loans to any individual or firm are limited by law to \$500,000, and total commitments by HHFA may not exceed \$15,000,000 at any one time.

► BUILDING MATERIAL DEALERS who have been selling themselves out of inventory of critical materials at last obtained relief from NPA. Order M-89 permits them to replace controlled materials sold to the general public. They may use allotment symbol W-5 to self-certify orders for new supplies. The regulation limits inventories to the average quarterly inventory maintained in 1950.

► TEMPORARY HOUSING costing approximately \$11,500,000, and consisting of 2,815 units, is being provided in 14 critical areas by the Public Housing Administration. Title III of the Defense Housing Act authorizes such housing, and these were the first assignments made.

► THOMAS P. COOGAN of Florida, former president of the National Association of Home Builders, has been appointed director of the Armed Forces Housing Agency. Mr. Coogan will serve without compensation, as an assistant to the Secretary of Defense. His agency will develop policies on family housing for the armed services, but will not engage in building activity. The housing agency was established a few months ago after a Senate committee found fault with housing around military posts.

► NEW HOME STARTS in 1951 passed the million mark in November. The Bureau of Labor Statistics reported 76,000 starts for the month, and at the same time revised upward by 4,100 its estimate for last August. Altogether, the 11-month total was 1,022,600. Home builders were headed for their second highest year on record.

► A PENDING CONGRESSIONAL INVESTIGATION of FHA and VA mortgage-loan policies has moved slowly. Staff members of the House Banking and Currency Committee say hearings will not begin until sometime after Congress gets back January 8. The committee has been allotted \$50,000 to help make the study. Meanwhile, Rep. Teague (D., Tex.) already has been looking into the VA housing set-up in San Diego. He heads a select committee on GI education and the loan guarantee program, and decided to look into the San Diego situation after checking reports from the VA's own investigators. He is understood to be interested in alleged "irregularities" in several other cities.

► THE CONSTRUCTION INDUSTRY ADVISORY COUNCIL, sponsored by the U. S. Chamber of Commerce, will meet February 12 in Washington to review construction prospects for 1952 — "to look the situation over and possibly make recommendations for changes." The council is composed of more than a hundred organizations, and the meeting is being held open to anyone else who wishes to attend.

► THE VA HAS TURNED DOWN a discount proposal aimed at loosening up mortgage money for veteran housing. The plan was designed to give a lender up to 6 per cent on his loan, rather than the present 4 per cent. The veteran would still have paid his 4 per cent, but the builder would have absorbed the balance by accepting a discounted loan as full payment for his house. The VA said there was "no necessity" for the plan because more GI mortgages have been coming in recently. The agency also feared any discount absorbed by builders might ultimately find its way into the price of GI homes.

► MR. WILSON rebuked Mr. Woods at a staff meeting a few days later. He said operations of the Advisory Committee on Defense Areas—the "second-echelon moles"—did not merit such criticism. Representatives of other government agencies at the meeting said they thought the committee was operating effectively. Later this same day, Mr. Wilson announced the appointment of Mr. Foley as his new assistant on housing.

► CRITICAL AREAS passed the 100 mark early in December. Housing programmed for these areas by HHFA totaled 41,985 rental units and 18,140 sales units. These figures were for 102 critical areas, up through December 13.

► LOANS FOR PREFABRICATED HOUSING can now be obtained through application to HHFA regional offices. Proceeds from such loans must be used to finance the cost of the house package or the cost of the package and its erection. Manufacturers, operative-builders, or mortgage companies are eligible to apply. Loans to any individual or firm are limited by law to \$500,000, and total commitments by HHFA may not exceed \$15,000,000 at any one time.

► BUILDING MATERIAL DEALERS who have been selling themselves out of inventory of critical materials at last obtained relief from NPA. Order M-89 permits them to replace controlled materials sold to the general public. They may use allotment symbol W-5 to self-certify orders for new supplies. The regulation limits inventories to the average quarterly inventory maintained in 1950.

► TEMPORARY HOUSING costing approximately \$11,500,000, and consisting of 2,815 units, is being provided in 14 critical areas by the Public Housing Administration. Title III of the Defense Housing Act authorizes such housing, and these were the first assignments made.

► THOMAS P. COOGAN of Florida, former president of the National Association of Home Builders, has been appointed director of the Armed Forces Housing Agency. Mr. Coogan will serve without compensation, as an assistant to the Secretary of Defense. His agency will develop policies on family housing for the armed services, but will not engage in building activity. The housing agency was established a few months ago after a Senate committee found fault with housing around military posts.

► NEW HOME STARTS in 1951 passed the million mark in November. The Bureau of Labor Statistics reported 76,000 starts for the month, and at the same time revised upward by 4,100 its estimate for last August. Altogether, the 11-month total was 1,022,600. Home builders were headed for their second highest year on record.

► A PENDING CONGRESSIONAL INVESTIGATION of FHA and VA mortgage-loan policies has moved slowly. Staff members of the House Banking and Currency Committee say hearings will not begin until sometime after Congress gets back January 8. The committee has been allotted \$50,000 to help make the study. Meanwhile, Rep. Teague (D., Tex.) already has been looking into the VA housing set-up in San Diego. He heads a select committee on GI education and the loan guarantee program, and decided to look into the San Diego situation after checking reports from the VA's own investigators. He is understood to be interested in alleged "irregularities" in several other cities.

► THE CONSTRUCTION INDUSTRY ADVISORY COUNCIL, sponsored by the U. S. Chamber of Commerce, will meet February 12 in Washington to review construction prospects for 1952 — "to look the situation over and possibly make recommendations for changes." The council is composed of more than a hundred organizations, and the meeting is being held open to anyone else who wishes to attend.

► THE VA HAS TURNED DOWN a discount proposal aimed at loosening up mortgage money for veteran housing. The plan was designed to give a lender up to 6 per cent on his loan, rather than the present 4 per cent. The veteran would still have paid his 4 per cent, but the builder would have absorbed the balance by accepting a discounted loan as full payment for his house. The VA said there was "no necessity" for the plan because more GI mortgages have been coming in recently. The agency also feared any discount absorbed by builders might ultimately find its way into the price of GI homes.

Here's the Home Building Picture Across the Nation

American Builder quarterly survey reveals current and future changes

What's happening on the home building scene to change the conditions prevailing three months ago? Are starts still destined to drop sharply—are materials and labor still adequate—and what about future building costs, NPA metal poundage limitations, defense area problems?

Publication last October of the nation-wide telegraphic survey on current problems and the future outlook for home building met with such wide and immediate acceptance that *American Builder* has decided to present this exclusive feature every three months as a service to the industry.

Pertinent questions of the day will be asked of leading active builders in every section of the country. Last-minute replies, reflecting the latest information available, will appear in consensus form in the January, April, July and October issues. The adjoining map indicates the states represented in the regional summaries.

Here is a cross-section of current industry opinion:

Are Materials in Adequate Supply?

Northeast

Lack of copper tubing and other copper products noted in New York and Boston. Otherwise, supply appears satisfactory.

Southeast

Sufficient materials available, except for steel products: pipe, rods and mesh. Expect copper to become "very tight."

Central

Generally adequate. Dearth of copper products reported in Cleveland and Chicago. Copper piping said to be 50 per cent short in Grand Rapids, Mich. Cement crisis in Ohio apparently past, with only Akron listing shortage: plaster and rock lath, off 10 per cent.

Southwest

Area plagued only with a shortage of pipe. Other metal products beginning to tighten.

West

Availability good, except for steel and copper in coast cities.

Is Labor Supply Adequate In All Trades?

Northeast

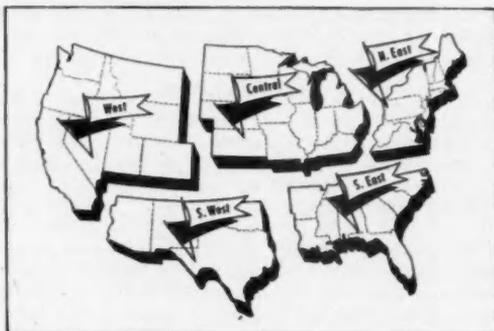
Generally in good supply. Portland, Me., notes signs of tightness. Westchester, N. Y., lists a shortage in mechanical trades: plumbing, heating, electrical, sheet metal.

Southeast

Fairly adequate, except that Birmingham, Ala., could use 50 per cent more brickmasons. It charges public housing with using all masons, paying them over scale.

Central

Supply better than last October. Main complaint: a 10-25 per cent lack of bricklayers in Chicago, Cincinnati, Lincoln, Neb., and Sioux City, Iowa. General shortage Kansas City and Davenport, Iowa, especially electricians (50 per cent), plumbers, finish carpenters and cement finishers, 10-20 per cent.



Southwest

No shortage mentioned.

West

Supply still short in all crafts at Denver; other sections satisfactory.

Are NPA Poundage Limitations On Metals Hindering Completions?

Northeast

No difficulties reported in area, except that New York region finds construction of many homes delayed by utilities due to shortage of wire for electrical connections.

Southeast

Problem avoided so far, as most builders are said to have "backed off" from construction of homes which exceed the self-certification of 1,800 pounds of steel.

Central

Little trouble noticed, as yet, where builders are resourceful, except in Lincoln, Neb. This city requires copper, instead of iron, for under-street water piping to homes. Since such a pipe alone exceeds 35 pounds, builders are requiring owners to furnish and pay for it. Washington is being asked for additional copper to cover these cases. St. Paul, Minn., finds CMP copper tubing water service allotment unsatisfactory.

Southwest

Only problem found to be NPA steel poundage for brick homes—a lack of structural steel for lintels.

West

No large problem at this time reported.

What's the Mortgage Money Situation?

Northeast

Boston reports "plenty of money" for all loans, while Washington, D. C., indicates the market is still very tight. Other centers cite difficulty only for VA loans. These are said to be improving in Northern New Jersey but are non-existent in Philadelphia.

Southeast

Little VA money available, especially in Jackson, Miss., which finds the loan supply "simply terrible" in all fields.

Conventional mortgages with interest at 5 per cent are generally easy to attain.

Central

VA money still practically non-existent, with only Minneapolis and St. Paul, Minn., reporting no trouble in obtaining any type loan. Louisville, Ky., and Dayton, Ohio, look for improved VA outlook. FHA supply considered easing, while conventionals are generally adequate.

Southwest

Mortgage money supply seen as "always uncertain here," with all types available on a day-to-day basis and conventionals always last to dry up. VA and FHA loans, when made, are said to be on a 40/60 per cent basis. Houston reports no VA money at all.

West

Improved activity noted in both conventional and FHA loans. VA money still critical: "no appreciable change."

Home Starts in Next Six Months

Northeast

Average decrease of 20-25 per cent expected. Reports range from no change for Long Island to anticipated 50 per cent cut in New York's Westchester area. Major reversal: Portland, Me., which forecast a 30-35 per cent rise last October, now envisions a fall as great as 40 per cent due to Regulation X.

Southwest

Decline may reach 20 per cent; Alabama, 25-30 per cent.

Central

Area more optimistic than in October when 25 per cent decrease was forecast. No change now expected in Cincinnati and Dayton, Ohio; Louisville, Ky.; Davenport, Iowa, and Lincoln, Neb. Chicago and Cleveland see but a 10 per cent drop in the offing. Kansas City anticipates 20 to 40 per cent reduction. Sioux City, Iowa, pared its downward estimate from 60 to 40 per cent.

Southwest

Drop of 25 to 33 per cent likely in Texas cities. Other centers see little change and Albuquerque, N.M., indicates a slight increase.

West

Little change likely, ranging from Denver and Spokane, Wash., up 10 per cent, to Los Angeles, down a similar amount.

Building Costs—How Much Increase Do You Expect in Next Six Months?

Northeast

New England centers predict costs will increase 5 per cent. New York area divided: Long Island sees no reason for any change, but New York's Westchester area (with new wage scales) and Northern New Jersey see costs upped 10 per cent. Washington expects 10 per cent rise. Philadelphia, 5 per cent.

Southwest

General agreement on 5 per cent increase.

Central

Majority of centers forecast 5 per cent boost. Higher predictions include: Dayton, Ohio, 10 per cent; St. Paul, Minn., 8 per cent; Akron, Ohio, 6 per cent. Grand Rapids, Mich.; Toledo, Ohio, and Lincoln, Neb., see no change.

Southwest

Rise expected to range between 5 and 7 per cent.

West

Rocky Mountain sections anticipate costs will rise 5 per cent. Los Angeles expects little or no change. Spokane estimates a 6 per cent increase.

What's the Story on Sales Resistance?

Northeast

Selling slowdown areawide, attributed to Regulation X, except Long Island, which reports no apparent trouble in any sales bracket. Boston finds resistance noticeable over \$15,000 range.

Southwest

Activity ranges from fair to considerable resistance. Jackson, Miss., notes strong resistance after survey disclosed 1,200 to 1,600 vacant apartments and houses.

Central

Increasing resistance in all brackets noted in Ohio, Michigan and Kentucky. Down payment trouble blamed for slowdown evident in \$10,000 to \$15,000 range at Davenport, Iowa. Resistance starting at \$12,000 in St. Louis and Chicago zones, at \$14,000 in St. Paul, Minn.; \$16,000 in Minneapolis, Minn.; \$20,000 in Sioux City, Iowa. In \$15,000 to \$20,000 group Kansas City reports sales good; Lincoln, Neb., slow.

Southwest

Strong market still present, but demand is expected to ease up, probably in next two months.

West

Sales generally holding up very well, with the only resistance manifest in fringe and outlying areas.

What Is the Most Popular Type of House?

Northeast

One-story, with basement, an over-all favorite. Exceptions are Boston, two-story, and Portland, Me., one and one-half-story. Only Washington prefers basementless.

Southwest

All reporting centers agree one-story, no basement.

Central

Consensus rules for one-story type with basement. Cleveland and Louisville find basementless models prevail. These are gaining at Lincoln, Neb. Exceptions: one and one-half-story at Toledo, Ohio; two-story at St. Paul, Minn.

Southwest

Nearly all new homes are one-story, basementless.

West

One-story, basementless type is unanimous choice.

Are Defense Area Sales and Rent Ceilings Realistic?

Northeast

All cities reporting are in non-defense areas.

Southwest

No statement received from defense areas.

Central

Ceilings found ignoring costs and demand at Davenport, Iowa. Builders, it is said, are not filing under the allotment because they get no aid in financing or materials. Dayton, Ohio, reports rent and sale ceilings can be met if luxury features are stripped.

Southwest

No reports received from defense areas.

West

Defense area sales brisk in Los Angeles area. Builders said to be "doing the job regardless" that sales prices and rent ceilings are not yet realistic as to cost of land and site development.

What's Ahead For Building?

Here's What The Leaders Say About 1952:



**RAYMOND M. FOLEY, Administrator,
Housing and Home Finance Agency**

"With stepping up of the defense program in 1951, the federal government intensified its efforts to conserve materials, prevent inflation, and to help get needed housing built in defense areas. A goal of 800,000-850,000 units started was established, and credit restrictions were used to achieve it. The objective was attained in large part in the latter half of 1951, though the final total was in excess of the target, resulting mainly from the large volume of existing commitments not subject to credit controls. Housing was programmed for defense areas, and credit controls were relaxed to obtain it, but lack of needed legislation requested at the beginning of the year, plus stringency in mortgage funds, hampered progress in construction and financing.



**BEN H. HAZEN, President,
United States Savings and Loan League**

"Let's set the record straight and dispel all misunderstanding about mortgage money supply once and for all. First, there will be as much money for home buying in 1952 as in any other year. Second, the problem so far as lenders are concerned is not availability of funds but how to lend the funds. The problem of home construction is not money, but federal restrictions on materials and terms of lending. Apparently, there is a feeling in some quarters that home construction, unless checked can hamper our rearmament program since it uses 2-3 per cent of our supply of metals. I believe extreme care must be taken regulating use of these materials, or we run the grave risk of preventing persons who have saved the necessary down payments from building the kind of house they want.

"Savings associations expect to have more funds available next year than in 1951. Many thrifty savers want to buy new homes. However, if needs of the thrifty and prosperous are regarded as unpatriotic, and the test of a deserving occupant of a new house is his lack of savings or willingness to live in a house built with limited floor area, from substitute materials, inadequate plumbing, poor wiring and insecure foundations, we may witness a serious disruption in the normal private enterprise home construction field."



**W. P. 'BILL' ATKINSON, President,
National Association of Home Builders**

"The first responsibility of our industry in 1952 is to make certain that adequate housing is built for military and defense personnel. I estimate that somewhere between 20 and 30 per cent of all new homes and apartments started in 1952 will be for either the military or defense workers. Talks with builders from all over this nation and on-the-site inspections in over 50 different cities this year, help me predict that the house of 1952 will be of contemporary style, with simplified roof, enlarged use of glass, open planning, no basement, full of color harmony, and packed with labor-saving devices and built-ins. It is also my belief that the majority of builders will channel their efforts into the \$12,000 and under bracket. Costs generally have not yet leveled off. I cannot see any price decreases, especially if we experience a shortage of workmen, critical materials and other obstacles. Prices may edge up somewhat. I think we will have sufficient steel by August, 1952, and plenty of aluminum by November or December. Copper will be our most serious shortage.

"As soon as special new aids were approved on September 1 in the Defense Housing and Community Facilities and Services Act of 1951, we re-programmed housing in areas that had been classified previously as critical as well as in new communities designated as critical defense housing areas. With the mortgage market showing signs of easing, building of this housing should make faster progress.

"Our best estimate of a safe target for 1952 under present conditions is still that housing can move forward at the rate of 800,000-850,000 homes, a figure that must be kept under review and subject to change if necessary. While much of our efforts will be devoted to obtaining defense housing, we anticipate a considerable volume for civilian needs. Availability of mortgage funds will be one of the keys to the problem of whether home building can be held to the 800,000-850,000 level by credit controls, since the latter must now operate under specific limitations."



**DELMAR R. BEAUMONT, President,
Chicago Mortgage Bankers Association**

"There should be ample funds for mortgage financing in 1952. During the past year there has been some tightening, primarily because the government abandoned the pegged price on bonds and because institutional investors could buy good corporate and other type bonds which gave a better net yield than 4 per cent loans. Mortgages at 4½ per cent or better are readily available now for new and existing construction. Unless the government intervenes and finds it necessary to further change regulations, this condition will remain. Regulation X and the Voluntary Credit Restraint Program have curtailed persons in procuring homes, and the 4 per cent rate on veteran loans has forced many veterans to obtain financing elsewhere at 5 per cent or more interest. It would seem Regulation X should be liberalized, particularly on houses in the more or less lower cost bracket, as buyers could obtain better terms, be able to get homes for their families and cause less inflationary trends. The mortgage industry will cooperate with the government in any necessary program but believes certain changes should be made which would help the general public.

"Institutional investors will continue to be in the market for mortgage loans so that housing can be provided, as they realize that home ownership is important in our democracy."



**WALTER R. KUEHNLE, President,
American Institute of Real Estate Appraisers**

"Since 1940, real estate investment has been a means of avoiding loss of capital from depreciating dollars. Added inflation, since 1950, has been due to war scare, not war effort. Full impact of huge defense production will not be felt until next year when it will absorb 20 per cent of our gross national effort. Continuation of inflationary pressures means real estate for home or investment will continue to be a hedge against inflation. Cost of building will rise with the inflationary spiral. A corresponding rise in market value of any particular property or location will depend on local supply and effective demand. Existing supply may be locally ascertained. If people think prices are going up, they buy. Otherwise, they hang back and save, as they have since early 1951. Next year when the defense program hits its stride, rising wage rates and disposable personal income, coupled with reduced civilian production, are quite apt to reverse existing public attitude to save. This should increase market demand for homes and good investment real estate."



BLAINE S. SMITH, President.
Universal Atlas Cement Co.

"At times in 1951, cement was difficult to obtain in certain localities. In others, there was a surplus and, in an effort to balance the supply with demand, we shipped cement from surplus to deficiency areas. This supports our belief that there was an over-all supply of cement to take care of the demand this year. We expect the demand to be spotty again in 1952 and do not foresee a shortage of cement. Some reduction in demand is not unlikely, but from present indications we think it will probably not be more than 10 per cent below 1951, which would result in industry shipments of 216,000,000 barrels, much less than capacity. It is stated the government expects about 800,000 new non-farm dwelling units in 1952. F. W. Dodge estimates 850,000. These figures may be somewhat conservative. In the absence of more rigid controls, we do not believe the program will be handicapped through lack of cement."



A. NAUGHTON LANE, President.
The Producers' Council, Inc.

"Building products manufacturers whose lines do not contain critical materials, such as lumber, brick, wall boards, etc., should have ample inventories. Output will be dictated by NPA. Manufacturers depending on critical materials probably will have more metal in the fourth quarter than the third, and more in the third than the first half. Conservation measures have been adopted by most producers to turn out the largest possible unit production with the reduced supply. On-site construction will not decline as much as output of 'A' and 'B' products, because builders will call on the ingenuity they display in the past to build the most with the critical materials permitted. For the small manufacturer, there is the question of ability to survive on exceedingly small allocations. Only an early increase in allotments will save many from forced closings."



CLYDE A. FULTON, President.
National Retail Lumber Dealers Assn.

"Housing construction in 1952 will consist very largely of low and medium-priced homes, owing to credit restrictions and construction regulations. Cost of construction should not vary more than a few per cent either way from the 1951 average, although there seems little likelihood of any decrease. If the self-certification plan remains without major change, there should be no difficulty in meeting the target of 850,000 units which Mobilizer Wilson has announced. Supplies of lumber and other non-critical materials will be more than sufficient to meet the housing demand. Residential repair and modernization undoubtedly will continue at a high level. Congress is not expected to take any action which might affect housing production adversely. As the new year opened, dealers' stocks were about normal, and there were no general shortages of any materials needed for light construction."



R. D. SCAMEHORN, President.
National Woodwork Manufacturers Assn.

"Government restrictions and shortage of critical materials are almost certain to adversely affect building in 1952. Some who make annual predictions forecast a decline of approximately 20 per cent in new homes. If these prove accurate, there should be an adequate supply of woodwork for all needs. Probable price trends on woodwork are somewhat clouded by conflicting cost factors. Recent softness in the lumber market has been offset by continued increases in labor rates. Most raw materials and maintenance costs are still mounting. Large inventories throughout distribution pipelines during considerable of the year just ended have been substantially reduced. It is hoped government authorities will give recognition to the woodwork industry's over-all higher costs before projected ceiling prices are established. As inflation mounts, there can be only one direction for prices—upward."



JOHN C. TAYLOR, JR., President.
Prefabricated Home Mfrs. Institute

"Government housing officials and leaders in construction seem to agree that housing for 1952 will be approximately 850,000 units. This represents a substantial decrease from 1951. In view of credit controls and concentration of construction in defense areas, it would seem this represents close to a maximum of what can be expected. Percentage of total non-farm homes built with prefabricated structures has been increasing each year. Our industry during 1951 will supply approximately the same number as during 1950, which means an increase of close to 30 per cent in our total participation. Based on housing planned by dealers, it can be predicted that more homes will be supplied during 1952. Our industry supplied 4½ per cent of the homes built in 1950, slightly less than 6 in 1951, and expectations are for from 8 to 8½ of 1952 total."



JOHN B. VEACH, President.
National Lumber Manufacturers Assn.

"At this point, it is absolutely impossible to predict the number of houses that will be built in the new year. Although the Federal Reserve Board feels that 850,000-1,000,000 new non-farm dwelling units will not constitute a stimulant to the inflationary spiral, they are undoubtedly thinking of factors other than the industry's inventories and capacity to provide needed lumber. I say that the lumber industry is in a position to meet all of the anticipated defense demands and, in addition, will be able to furnish sufficient lumber, at reasonable prices, to build 1,000,000-1,250,000 non-farm dwelling houses. The industry has the productive capacity to do the job. It is highly desirable that our rate of production be maintained during the coming year in order that the industry will be always ready to handle any national war emergency that may arise."

★ **CONSENSUS** ★

Another high-potential building year is indicated for 1952, with starts decided primarily by amounts of needed materials made available, and by government credit restrictions. The 1951 target of 800,000-850,000 homes, which was far surpassed, has been reinstated as the 1952 goal. Some believe this rather conservative. Producers of non-critical building products report more than adequate in-

ventories while those depending on critical materials have resorted to conservation measures to maintain largest possible unit production. Some smaller producers face the threat of forced closing unless their allocations are increased soon. Ample funds for financing are said to be available, but the main problem is how to lend the money. The picture for conventional and FHA mortgages is said to be brightening, but the future of the VA-guaranteed loan remains dark. Build-

ers anticipate that a quarter of their 1952 starts will be earmarked for military personnel and defense workers. Further development of the one-story, basementless house is predicted, with special attention given to the under \$12,000 bracket. Prefabricated home builders expect to increase their output, despite the pending reduction in total home construction. Realty men foresee continued inflationary pressures working to increase the desirability of home ownership.



Nail down building costs with PlyScord® Subflooring

THE REAL STORY of construction costs isn't always shown on the bill of materials. It's the *applied* cost that counts! PlyScord subflooring can be laid in less than half the time required for lumber subflooring. Big, work-speeding panels are light, easy to handle . . . cover large areas quickly . . . fit standard joist spacing without wasteful sawing and fitting . . . require far fewer nails.

PlyScord subflooring means *better* construction, too. Plywood's rigid plate-like action protects against violent racking action of wind or earthquake. Strong, rigid panels provide a solid, squeak-free base for finish flooring . . . protect against drafts from below. PlyScord subfloors won't cup, shrink or swell. Result: finish floors look better, last longer.

Plan now to include PlyScord in your next bill of materials—for better construction, for building economy.



Douglas Fir
Plywood

AMERICA'S BUSIEST BUILDING MATERIAL



® PlyScord is the unsanded construction grade of Interior-type plywood bonded with highly water resistant glues. For subflooring, sheathing, backing, one-use forms. PlyScord is a registered grade-trademark identifying quality plywood manufactured in accord with U. S. Commercial Standards and inspected by Douglas Fir Plywood Association (DFPA).

PANEL DISCUSSION

Plywood Creates Unusual Home

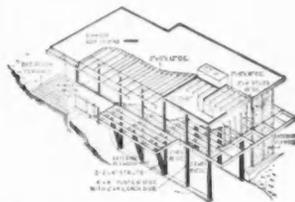
An excellent example of how well Douglas fir plywood lends itself to contemporary design is this award-winning California home by Architect Gordon Drake of Carmel and San Francisco.

"Because plywood is at once a structural material and a finish material, offering both strength and beauty, plywood made possible many building economies in the house," explains Architect Drake. "The material permits new architectural concept which enables the designer to concentrate on essentials without sacrificing beauty, charm or utility."

Plywood imparts needed structural strength and rigidity to the seemingly fragile structure and also serves as attractive exterior siding and interior wall



paneling. The isometric shows elements of post and girder construction which employs plywood as structural diaphragm for floor and roof and as a structural skin for walls.



Shelf-Door Wardrobe

Complete plans and bill of materials for the shelf-door wardrobe which was awarded first prize in the national architectural contest for plywood built-ins may be obtained free of charge from Douglas Fir Plywood Association, Tacoma 2, Wash. Designed by Edward Hanson, Stillwater, Minn., the plywood built-in makes use of shelves and bins on the inner door faces to provide extra storage space. Drawer space is provided both below the main unit and inside the roomy wardrobe section.

AMERICAN BUILDER

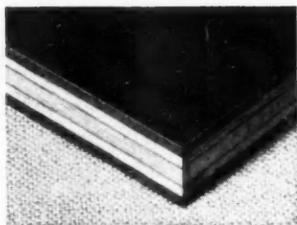
Prefabricator Cuts Costs With Plywood

Douglas fir plywood, which has been synonymous with prefabrication since 1935 when the first "stressed skin" plywood house was built by the U.S. Forest Products Laboratory, today remains the leading material for line production of modern housing.

Evidencing this fact are the comments of H. Arthur Tucker of Southern Mill & Manufacturing Co., Tulsa, Okla. The firm is one of the nation's pioneer prefabricators, having mass-produced houses for over 32 years—largely for petroleum industry housing projects. Says Tucker of plywood: "Plywood wall and roof sheathing and subflooring are, of course, far stronger and more rigid than other materials. But it cuts costs, too. Plywood wall and roof sheathing cost about 85% as much as 1" boards and can be installed in 40% fewer man hours. Considering time, labor and material savings, plywood subfloors cost less, too. Plywood's light weight means an average savings of \$30 to \$50 per house in shipping costs and greatly speeds site assembly."

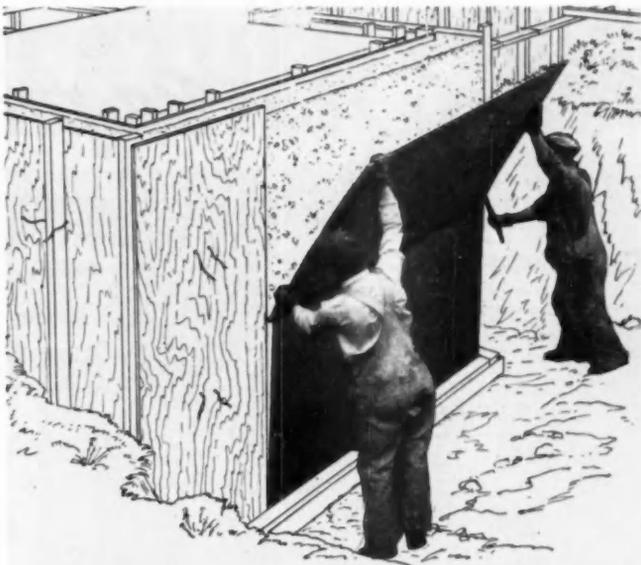
New Panel Material

West Coast plywood manufacturers are now mass-producing a new panel material which combines smooth, hard, wear-resistant hardboard surfaces with a backbone of Douglas fir plywood. Named Plyron, the material has already proved successful for such diverse uses as cabinets, concrete forms and flooring. Faced



with hardboard which provides an ideal base for smooth paint finishes. Plyron relies on plywood inner construction to furnish the "muscle," making it puncture-proof, dimensionally stable and relatively light weight. The material has excellent nail holding properties and retains the easy workability of plywood. Rigid industry quality standards have been established for Plyron, similar to those for Douglas fir plywood.

JANUARY, 1952



Bargain Basements—Easy with Double-Duty PlyScord® Forms

PUT a *two-way* squeeze on building costs by using the PlyScord grade plywood first for concrete formwork, then for sheathing or subfloors. PlyScord saves form-work time and labor costs . . . creates attractive, fin-free concrete surfaces—especially important for inner basement walls, retaining walls and exposed concrete on hillside homes.

After use as form panels, use PlyScord for strong, rigid wall and roof sheathing . . . tight, firm subfloors . . . or backing for thinner, more-expensive wall paneling. PlyScord cuts costs here, too. Big panels speed application of subflooring by 50% . . . wall and roof sheathing by 25%.

The highly water resistant (but *not* waterproof) glues used in PlyScord easily withstand use as one-use forms or other occasional wetting on the job. PlyScord is light, strong, amazingly tough. Won't split or puncture. Big, exact size sheets reduce waste . . . work with ordinary tools.

Douglas Fir

Plywood

AMERICA'S BUSIEST BUILDING MATERIAL



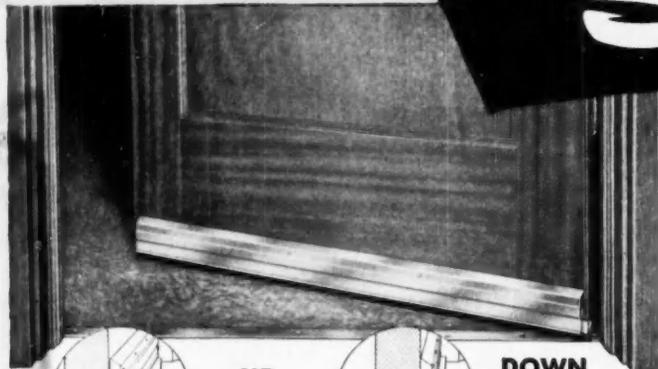
* PlyScord is the unadorned construction grade of interior-type plywood bonded with highly water resistant glues. For subflooring, sheathing, backing, one-use forms. PlyScord is a registered grade-trademark identifying quality plywood manufactured in accord with U. S. Commercial Standards and inspected by Douglas Fir Plywood Association (DFFA).

Mack says...



Be prepared for

Stock



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



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

Nu-GARD Automatic DOOR BOTTOM AND DRAFT ELIMINATOR

Here's the perfect answer for all drafty doors—inside or outside! This completely automatic door bottom solves the old problem of clearing rug or carpet every time door opens. It's beautifully designed with smart, silvery-satin finish and easily installed. All working parts made of high quality Alacrome metal—will not rust or tarnish. Furnished in 28", 32", 36", 42" and 48" lengths. May be shortened approx. 2". Packed in individual cartons.



Nu-Glaze GLAZING COMPOUND Always Stays "Put"

When it comes to glazing you just can't beat Nu-Glaze! It's so easy to use! And it does not dry out, harden, crack or peel! Sell Nu-Glaze instead of putty for all glazing, filling cracks, setting plumbing, etc. Comes in 1/2 pint, pint, quart, 5 lb. cans. Also available in drums—25 lbs., 50 lbs., 100 lbs., 880 lbs.

**A NEW M-D
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Nu-Phalt PLASTIC ASPHALT CEMENT

A new M-D top-quality product for home-owners and builders alike!

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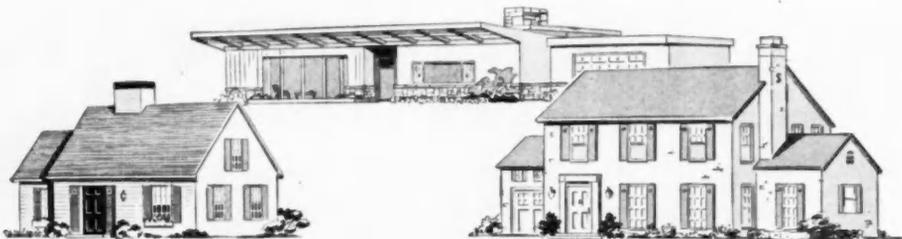
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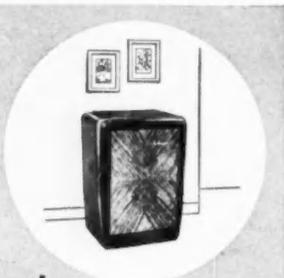
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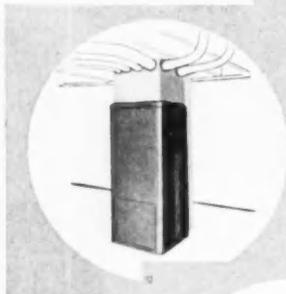
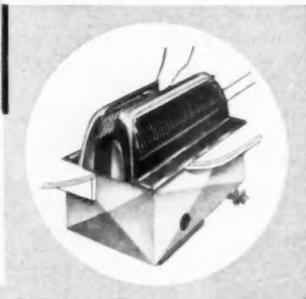
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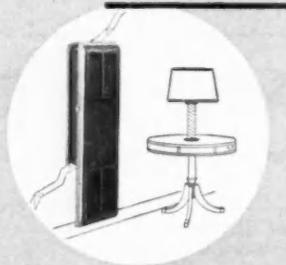


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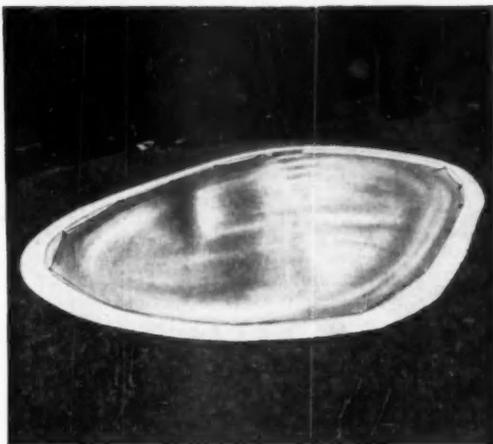
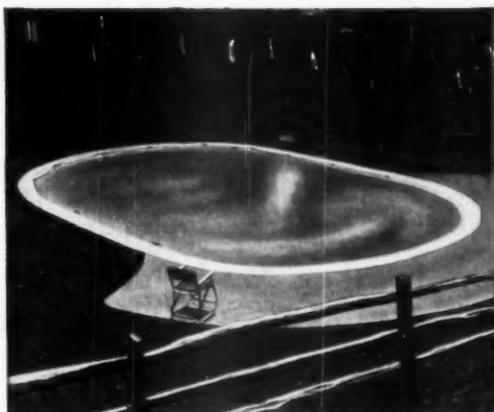
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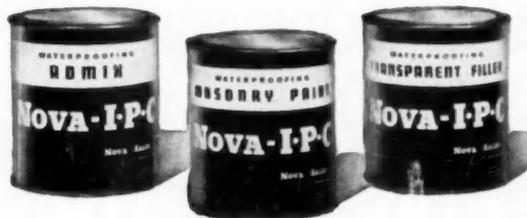


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For years, builders have been seeking a method of building that combines the quality advantages of "on-the-site" building and the economy advantages of pre-fabrication. Now Wadsworth has such a method. And in city after city, builders of Wadsworth Homes are reporting sensational success.

How We Build These Homes

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You, the builder, complete the foundation for a Wadsworth Home. Then all rough-in materials are delivered onto the site by truck. It takes your own crews only 40 man-hours of work to rough-in a standard 28 x 32-foot home. You get time savings like this because each section is complete. Doors and windows are in place. Sheathing is already in place. Roof trusses are assembled and they are accurate. There is no lost time!

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When rough-in is complete, your men can work inside. Think what this means. You can build the year 'round when you build Wadsworth Homes. Your crews can be held together through the winter. You can make more money!

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architectural service to help them plan their Wadsworth Home. You are given consistent advertising help in your local newspaper, direct mailing pieces to follow up leads, the prestige of national advertising and the advantage of a directed publicity campaign.

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To help you train your crews, Wadsworth maintains a large staff of representatives who will come to your city to work with you, either in setting up your training program or helping you close sales.

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In order to maintain our high standards of quality in Wadsworth Homes, we sell them only through local builders who have an established reputation for quality construction. If you are such a builder, it will pay you to investigate a Wadsworth Franchise.

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NATIONAL ASSOCIATION OF HOME BUILDERS
SUITE 1116, 1026 CONNECTICUT AVENUE, N.W.
WASHINGTON 6, D. C.

December 1, 1951

Mr. M. L. Ondo
Manager, Builder Division
Mullins Manufacturing Corp.
Warren, Ohio

Dear Mr. Ondo:

We are looking forward to the 1952 Convention and Exposition of the National Association of Home Builders as one of the best ever staged. Our program is excellent. Exhibition space in the Stevens and in the nearby Congress Hotel is taken by manufacturers of every item of interest to home builders.

It's a pleasure to once again welcome Youngstown Kitchens to the exhibition floor. Your consistent appearance in the show with outstanding displays has been a contributing factor to the great success of this annual event.

Sincerely,

Frank W. Cortright
Frank W. Cortright
Executive Vice President
National Association of
Home Builders

FWC/b



Thank you, Mr. Cortright!

You and all our other N.A.H.B. friends will be our welcome guests at Booth 120-124. We feel sure that a visit will be worth your time.

We know your members are looking forward to your meetings again this year for the profitable ideas they always stimulate. See you all at the Show.



Youngstown Kitchens

MULLINS MANUFACTURING CORPORATION • WARREN, OHIO
Youngstown Kitchens are sold throughout the World

JANUARY, 1952



See also Youngstown Kitchens' beautiful Merchandise Mart display, Room 1119—Phone: SUperior 7-7388

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NO EXTRA COST!

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OPENS UP NEW MARKETS!

The new flame-resistant finish meets Federal Specifications. This makes it easier for you to sell Johns-Manville Panels and Plank . . . makes it possible for you to sell these improved materials in the areas where the use of flame-resistant surfaces are required by existing building codes.



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THE HEART OF YOUR PLUMBING SYSTEM . . . Pipes bring in fresh water and carry the waste away, but for satisfactory service, you want faucets that work smoothly and efficiently . . . without dripping. So, in kitchen, bathroom or laundry, specify Eljer Fittings, quality-built for long, trouble-free service. All wearing parts are easily renewable.

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KEEPS GROWING..
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THE ELJER LEGATION
*Offering advantages
found in no other bathtub*

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ASSOCIATIONS

Their Plans and Activities

SEE "RELATIVELY EVEN KEEL" IN 1952 FOR LUMBER AND MATERIAL DEALERS

The retail lumber and building materials industry has come through the early stages of the emergency in fine shape and should continue on a relatively stable keel in the year ahead. President Clyde A. Fulton of the National Retail Lumber Dealers Association told members at the group's fall directors meeting in the Drake Hotel, Chicago.

Fulton, re-elected to serve in 1952, praised the cooperation the national headquarters has received from officers, directors, committee members and staff, and said that the association has been rendering excellent service in analyzing defense regulations in addition to its regular program.

Also re-elected for another term were C. W. Gamble, vice president; Fred R. Stair, treasurer; H. R. Northup, executive vice president; and Edward H. Libbey, secretary.

Urge Stabilization Program

In addition to adopting a 10-point program of recommended objectives by which the government could "maintain a reasonable economic stability and prevent any further unnecessary drop in construction activities during the mobilization period," the NRLDA directors rejected a proposal to introduce new lumber sizes for use in home building, and approved a gradual preparation of a handbook and training manual for dealers and their employees.

District executive committeemen, analyzing the state of the industry, reported that sales were generally good in 1951, that inventories declined somewhat from the high levels reached earlier in the year, that materials are in fairly good supply, except for some scattered shortages, and that a relatively good volume of business is in prospect for 1952.

A need for keeping Congress and defense officials fully aware of the nation's housing and light construction requirements was cited by H. R. Northup, executive vice president. Controls have not proved too unworkable or unduly burdensome thus far, Northup said, but the atmosphere could change overnight unless the industry and its representatives in Washington remain alert.

NRLDA's legislative counsel, John H. Else, said that, thanks to support from the association's national affairs committee, the legislation passed by the 82nd Congress had been modified in many important respects which affect the retail lumber industry. Congressional leaders, according to Else, do not

expect any really important legislative developments in 1950, an election year, but feel that many bills designed to amend emergency controls would be introduced for political reasons.

Lauds Minute Men Program

Phil Creden, chairman of the public relations committee, characterized the Minute Men program (in which dealers deliver NRLDA releases to local newspapers in their own name) as one of the most successful in the field and expressed the hope that the committee could be expanded from its present 1,150 members to at least 2,000.

A new public relations contest, planned for participation by any dealer, will soon be announced, Creden said.

Public Relations Director Everett B. Wilson described plans for producing

(Continued on page 34)

NAHB Acts to Speed Construction Of Military and Defense Housing

A move to speed up the construction of military and defense housing was one of the highlights of the National Association of Home Builders' fall conference in Atlantic City, N. J.

W. P. "Bill" Atkinson, NAHB president, appointed builders in 41 states to do liaison work on military and defense housing projects in their areas.

"We are making every move possible to assure speedy construction of needed defense and military housing throughout the country," Atkinson said. "Our builder trouble-shooters will keep in touch with all facets of this problem in their sections. If any obstacles arise, we have the machinery set up to meet such situations on sight."

Atkinson said that talks with government and military leaders revealed an estimate that military and defense housing needs for 1952 will total between 200,000 and 250,000 units. Such construction is well under way in many areas, he added.

"Trade Secrets" Continue

The association announced plans to continue its series of "trade secrets" conferences, at which leading builders explain cost-cutting construction ideas and the information is recorded for use by builders in all parts of the country.

The first two of these fall meetings were held in Midwest City, Okla., with builders from midwest and western states attending. The third, in Washington, D.C., drew builders from the east.



Attention, Please —

It was all in fun, but Frank Cortright, executive vice president of the National Association of Home Builders, found his audience particularly attentive when he tried out a hunting rifle, awarded one of the prizes in the fall membership contest of the Minneapolis Home Builders Association. Cortright was guest speaker at Minneapolis during his recent tour of the midwest. Nearly 300 persons attended the meeting.

Final conference of the series is set for the first week in January in Washington, D.C. Members of Congress, government housing officials and industry leaders have been invited.

Atkinson said these "more house for the money" conferences reveal progress made by the industry in design and construction techniques. Data is being compiled in a manual which will be made available to all NAHB members.

Meeting Draws 1,200

The three-day Atlantic City meeting was a combined directors meeting and regional conference, attended by more than 1,200 builders and their wives.

Committee reports indicated a belief that one million house starts for 1951 have proved to be non-inflationary. The industry says there is a need for at least a million new homes each year; builders present felt that another million in 1952 would not add to the inflationary spiral.

The consensus of those at the meeting was that credit controls were not likely to be the major problem during 1952, except for housing costing \$12,000 and up. The prime limiting factor on construction next year, it was felt, would be a shortage of critical metal items and a possible manpower shortage in some areas. Pointing out that the most critical material might be copper, materials experts predicted that a shortage of this metal could easily become a long-range problem unless manufacturers find a satisfactory replacement.



Dealer's Viewpoint

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

Controls Die Hard So We Started Early

Even before the emergency controls over use of critical metals and the regulations governing construction had reached their peak of effectiveness, some groups were beginning to think out loud about the removal of those and related restrictions.

The National Retail Lumber Dealers Association was one of those groups. At its last meeting held in October, NRLDA's Board of Directors adopted a 10-point program which, after calling on the government to continue encouraging expansion of production and to allocate a full and fair share of the supply of critical materials to construction, urged:

1. That restrictions on use of materials in private construction be eliminated as quickly as possible.

2. That credit regulations be relaxed as fast as increased production will permit.

There was nothing premature about taking those positions at so early a date because experience has shown rather clearly that it is much harder to get rid of controls than to place them in effect.

The repeated assurances of defense officials that they personally abhor controls, and want to get rid of them at the earliest possible time, should not lull industry into complacency.

Despite those statements and despite the fact that they may be 100 per cent sincere, there will be many strong pressures to keep controls in force indefinitely. There is every possibility that the officials who now hold those views will have relin-

quished their positions before any decontrol action is taken, and their successors may have different ideas.

Moreover, there are too many people in government and in Congress who have no conception of how free markets work and how controls dislocate business. They would repeal the law of supply and demand outright, if they knew how.

In the face of such pressures, lumber dealers, home builders, and others who really want to get rid of controls at the first opportunity will have to make their views and their arguments known well ahead of time.

The top officials in our defense agencies have stated repeatedly that the peak defense demand for structural steel should be passed by the beginning of the third quarter. They also have said that expanded aluminum production should permit greater allotments for non-defense use by the fourth quarter or earlier.

But those who always want to play safe and who do not find controls and restrictions so repugnant will exert pressure to wait a little longer before easing regulations, and then they will want to wait longer still.

It is up to industry to make its case and to exert its legitimate pressures in the other direction. And it takes a long while for common sense to be recognized and accepted. That is why NRLDA started going on record as early as it did and why we will continue to urge that controls be terminated at the earliest possible date.

Continued Improvement Of Mortgage Market Forecast in Chicago

Consensus of opinion at a recent dinner-clinic of the Chicago Metropolitan Home Builders Association was that the home mortgage money situation is improving and will continue to improve, but interest rates will probably average higher than last year.

Approximately 550 association members attended the meeting where both mortgage finance and availability of materials under CMP regulations were discussed. The approach was from the standpoint of the Chicago builders in 1952.

Speaking of the 850,000 home starts allotted for 1952, Leonard G. Haeger, National Association of Home Builders materials expeditor and guest consultant for the meeting, said that completion of this goal will depend on the availability of materials for "B" products. These manufactured items were allocated percentage-wise by NPA and no one knows if the total supply will match the home starts, he said.

Steel, according to Haeger, is rapidly matching demand, and if no further emergencies are met, the supply will show a marked improvement by the third quarter of 1952. Structural steel is expected to be in better supply at that time.

Haeger said that aluminum production is on the way up and continuing to climb, but that large demands of the aircraft industry will make this metal short until 1954.

Copper is in "very short supply" and indications point to its being scarce for many years. The country is already dipping into the national stockpile and substitutes will have to be found, according to Haeger.

Moderator of the nine-man panel was Joseph E. Merriam, past NAHB and Chicago president. Panel members were Edward L. Johnson, past president, Cook County Council of Insured Savings Associations; Nathan Manilow, NAHB treasurer; Frank C. Wells, president, Chicago Real Estate Board; Delmar R. Beaumont, president, Chicago Mortgage Bankers Association; Edward J. Kelly, district director, FHA; Layard G. Thorpe, Loan guaranty officer, VA; Steward Vanbershot, Continental Assurance Co.; and John R. Womer, director, Chicago Mortgage Bankers Association.

The attendance of more than 500 made this one of the largest meetings of its type ever held by the Chicago group.

Perlite Group Plans Research

Several fire and sound transmission tests were mapped by the Perlite Institute at its second annual meeting in New York City last fall. Research is also planned at five independent laboratories. It was announced that the group has added five new members, bringing the total to 45.

Membership Tops 10,000, Hoo-Hoo Reports

The Concatenated Order of Hoo-Hoo now has an all-time high of 10,216 members in 95 active clubs, it was reported at the lumber fraternity's recent 60th annual meeting at Miami Beach. More than 400 persons from all parts of the United States and Canada registered for the convention.

Robert J. Stalker of Quincy, Mass., a member of the Supreme Nine for the past two years, was elected Snark of the Universe, top Hoo-Hoo post. Three new men were elected to the Supreme Nine: George Soltis, Supreme Junior Hoo-Hoo; Ernst Hammerschmidt, Supreme Bojum; and Carl Gavotto, Supreme Hoo-Hoo.

Members retained on the board are Arthur H. Geiger, Supreme Gurdon; Harry B. Weiss, Supreme Senior Hoo-

Hoo; Martin McDonald, Supreme Arca-nopier; Clifford Schorling, Supreme Jabberwock; John B. Egan, Supreme Scrivenoter; and John H. Dolcater, Supreme Custocation.

Reports on major Hoo-Hoo projects of 1951, education and promotion of forest products, were delivered at the meeting. The organization is cooperating in promoting the 30-day lumbermen's short course, the Dealer Product Data Book program, the Lumberman's Book Shelf and the Keep Our Forest Green movement. Continuing Hoo-Hoo progress in Canada was also reported.

Entertainment included a steak dinner, aquatic show, boat trips, golf, and the annual banquet and dance. Host club was the Greater Miami Hoo-Hoo Club No. 42.

Attendance Passes 2,000 at Oklahoma Dealer Meeting; Exhibit Space Sold Out

The fifth annual convention of the Oklahoma Lumbermen's Association, held last fall at the Oklahoma City municipal auditorium, was a record-breaker in all departments, association officers report. For the first time, attendance passed the 2,000 mark; and the exhibition hall was a complete sell-out, 145 exhibitors filling 170 booths.



HEAD MEN of the Oklahoma Lumbermen's Association for 1952 are (from left) Dale Carter, Tulsa, vice president; R. A. "Bob" Parker, Ponca City, president; and Alfred L. Leonhardt, Oklahoma City, treasurer

Another first was marked up when lumber dealers got the opportunity to see an actual demonstration of farm buildings, in their completed form, on a tour of the Oklahoma A. and M. model farm on the city's outskirts. The farm is one of the association's major projects.

Delegates heard several well-known speakers. William Gill, past president of the American Title Association, spoke on "Why Take Any Title Chances?" Joseph F. Leopold of the National Tax Equality Association discussed a "one-sided tax picture," and G. F. Hoppe, Insulite Division, Minnesota and Ontario Paper Co., detailed sales opportunities for lumber dealers.

The convention was officially opened with a "kick-off" luncheon which featured a business quiz forum. The panel consisted of more than 20 persons in all phases of the lumber and building industry. Kermit Ingram, Stillwater, Okla., served as moderator.

R. A. "Bob" Parker, Ponca City, was elected president, succeeding Paul K. Leonhardt, Oklahoma City. Dale Carter, Tulsa, was named vice president and Alfred L. Leonhardt, Oklahoma City, was re-elected treasurer for the fifth year. W. M. "Bill" Morgan is executive secretary.

Charity Gets Dance Profits

All profits of the annual dance of the Home Builders Association of Maryland went to the Baltimore League for Crippled Children, Charles Mohr, association president, reports. The dance was held at the Sheraton-Belvedere Hotel, Baltimore, in November.

JANUARY, 1952

Cortright's Column

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



Britain's Private Builders Make Substantial Gain

Britain's Conservative government has moved to allow private builders there to erect one-half of the country's new homes and apartments instead of one-fifth! This is a direct result, of course, of the recent victory of the Conservative Party over the Socialist Labor Party.

By cutting some of the stiff controls which have bound home builders in Britain for so many years, the new Conservative British government hopes to up production at least 50 per cent during 1952.

New private enterprise homes will be for sale or rent to families on existing waiting lists and to other applicants urgently needing housing.

This action by the Conservative Party does not in any sense of the word free the private builders in England from all controls. They are still shackled by such obstacles as:

1. All homes must be built under license.
2. Size, sale, and resale price or rent are controlled.
3. Present ratio of one privately built house in five, is raised to a top limit of five in ten, at the discretion of local authorities.

Prime Minister Atlee's socialist members of Parliament have vigorously attacked this move to increase housing production by stimulating construction by the private builder.

Socialist members have denounced the plan as "terrible" and predicted that a cut in government-built houses would hit poor families hardest. Ex-Prime Minister Atlee called for a debate and has been assured that his request would be "considered."

Under the Tory program, private builders will be free to construct more houses than at any time since the end of the war. The Conservative government is pledged to provide 300,000 houses a year, compared with the 200,000 annually built during the Socialist government's period of office.

The total number of permanent and temporary houses completed under the postwar housing program is now 1,118,630.

The one-in-five ratio was applied in 1946 and continued until private building was banned completely in 1947. It was restored in 1948 but the following year was reduced to one-tenth. The one-in-five ratio was again revived in May, 1950, and has remained in operation since then.

This good news coming from Britain will be of interest to the many U. S. builders who toured Europe last summer and inspected housing conditions very thoroughly. Their report on Great Britain was discouraging to say the least. Their observations made them believe that the future of private home ownership in England was in grave doubt and that private building for rent period would be gone forever.

This was due to the fact that home building was so completely controlled, restricted and harassed by the Labor government that all incentive for the production of decent housing was virtually stifled.

It is a credit to the organized home builders of Great Britain that the Conservative Party has made this drastic change in the housing picture. Our British counterparts in the building industry struggle mightily to reverse this dangerous trend of too many controls. Private builders with whom I have corresponded in England admitted freely that they had been tragically inarticulate and inept in fighting the trend of Socialism which, they estimate got under way thirty years ago.

As in other parts of the world, the realities of socialized housing too often are masked by plans for the creation of a Utopia. As U. S. builders well know, government planning and control are the basic factors in attempting to build up a Socialist State in which the law of supply and demand is not permitted to operate.

Heartiest congratulations from America's Free Enterprise building industry to the home builders of Great Britain in reversing this dangerous trend. At the same time, let's redouble our efforts to avoid the British pattern!

"Even Keel" in 1952 . . .

(Continued from page 31)

over a period of years, a handbook and training manual for retail lumber dealers. He said it would be dealer-written, would form the basis for any training programs the industry might undertake and, in addition, would strengthen the industry's public relations.

A proposal which would require manufacturers to produce, and dealers to stock, special sizes of construction lumber as a means of conserving materials and labor in home building during the emergency was rejected, after review by A. L. Boisfontaine, chairman of the standards committee of the National Lumber Manufacturers Association, and Northrup.

Northrup said that the desired savings could be achieved by much less costly methods, if there was a sincere desire to accomplish it, without requiring dealers to expand their inventories and, therefore, increase their cost of doing business.

10 Points of Policy

Objectives proposed to the Federal government in NRLDA's 10-point stabilization program:

- (1) Eliminate all unnecessary non-defense expenditures in order to control inflation and reduce the tax burden.
- (2) Distribute the tax burden equally over all branches of business and industry.
- (3) Restore the basing point system as a means of promoting a free and even flow of goods.
- (4) Continue to expand the production of critical materials as rapidly as possible.
- (5) Allocate to the construction industry a fair and reasonable share of the available supply of critical materials.
- (6) Eliminate restrictions on use of materials in private construction as fast as the supply situation will permit.
- (7) Maintain a Federal fiscal policy which will make available an ample supply of mortgage money.
- (8) Relax credit restrictions as fast as increased production will permit.
- (9) Retain the principle of flexible pricing at the retail level which permits traditional mark-ups over landed cost of goods.
- (10) Apply wage controls equitably to all branches of industry.

Caudill Heads Hartford Builders for 2nd Year

Dean A. Caudill was re-elected president of the Home Builders Association of Hartford County (Conn.) at the group's recent annual meeting to name officers for the new year. Completing the officer slate are Samuel A. Walters and Howard L. Menzel, first and second vice presidents respectively; Luther Barstow, secretary; and Carl Larson, treasurer.

Nearly 100 members were on hand for the annual affair. Now rated as the largest home builder group in New England and the 20th in size in the nation, the Hartford leaders are planning a new membership drive with a goal of 300.

Worcester Show Has Varied Program



MASTER HOME BUILDERS Association of Worcester, Mass., booth at recent Worcester home show is manned by (from left) Robert H. Wood, executive secretary; Alfred E. Renker, treasurer; and John A. Olson, home show chairman and NAHB director. A baking contest was held every afternoon at the show, with 26 churches participating. Grand prize was \$300. Other highlights of the week-long event included performances by nationally-known entertainers and the appearance of Mrs. Penny Duncan of New York City, "Mrs. America of 1952"

Clinton Schattgen Heads St. Louis Builders

Clinton R. Schattgen has been installed as 1952 president of the Home Builders Association of Greater St. Louis, succeeding Joseph H. Vatterott.

Schattgen, who served as an Army pilot in World War II, came to the home building industry from the bank-



Clinton R. Schattgen

ing business. Prior to being named association president, he served as chairman of the mortgage and finance committee. He is also a member of the board of directors of the National Association of Home Builders and of the NAHB mortgage and finance committee.

Material Distributors Meet

Wholesalers from all parts of the country were in Chicago December 12-13 for the meeting of the National Building Material Distributors Association in the La Salle Hotel.

On the program were forum discussions and a round table.

John P. Ashton, Des Moines, Iowa, is president of the distributor group, and Arthur Lundgren, Tacoma, Wash., is vice president.

C. F. Tefft Re-elected Clay Products President

C. Forest Tefft of Columbus, Ohio, was re-elected president of the Structural Clay Products Institute during the brick and tile manufacturing group's annual convention in White Sulphur Springs, W. Va., in November. Tefft is president of the Claycraft Co., Columbus.

Also re-elected to SCPI offices were L. S. Meyer, St. Louis, vice president; George Gammie, Chicago, treasurer; and Joseph J. Cermak, Washington, D.C., secretary.

Chief discussion topic at the meeting was the future of the industry under government regulations. Speakers included prominent representatives of government, management and labor.

New Field Man Named By Detroit Builders

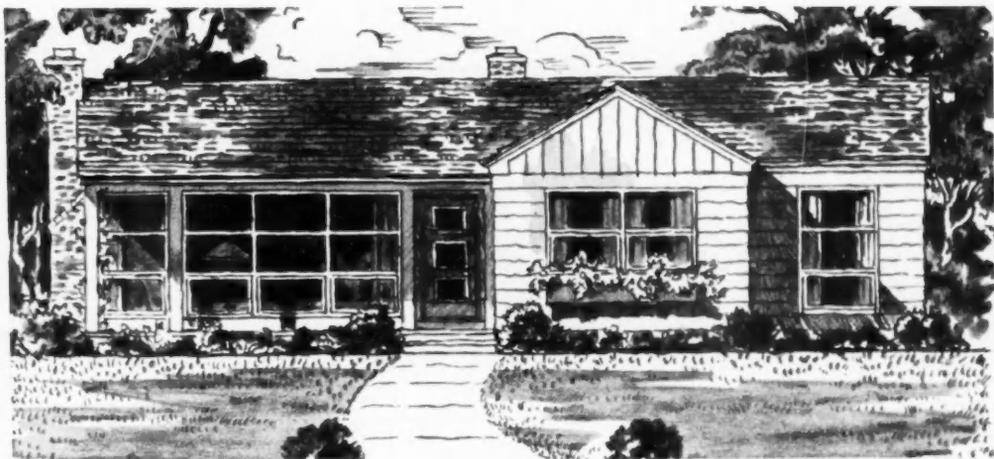
Walter E. Scott has been named field representative of the Builders Association of Metropolitan Detroit, association president Frederic W. Gerhardt has announced.

Scott will be primarily concerned with the *Bildor*, official Detroit publication, and related public relations activities, according to Allen R. Narmore, *Bildor* managing editor.

Prior to his association job, Scott was sales representative for a Detroit business machine firm. A graduate of Wayne University, Detroit, he is also a former high school assistant principal.

Cedar Shingle Bureau Meets

The annual meeting of the Red Cedar Shingle Bureau was held December 7 at the Olympic Hotel in Seattle. It was the group's 35th.



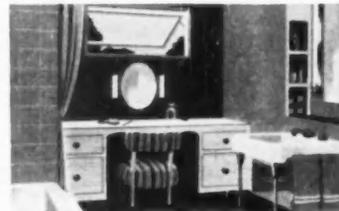
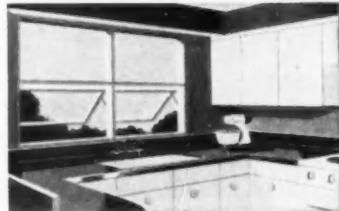
Low-cost way to use *Thermopane* in every window of the house

The panel window system cuts material costs and labor costs to rock bottom. The secret lies in standardization. The window framing is simply rabbeted 2 x 6's, joined into a frame. It's so simple that a carpenter can nail together a 9-light window wall in 20 minutes. The frame is exactly sized for standard units of *Thermopane** insulating glass. In some parts of the country you can buy the frames from prefabricators, shipped to the site as a bundle, ready for quick assembly. Or you or your millwork supplier can cut and rabbet the members.

Many builders are glazing entire houses with panel windows.

Units can be had from 1 to 3 lights high and from 1 to 3 lights wide. Thus, a number of combinations can be used to achieve the desired window for every purpose. The entire house takes only two glass sizes— $45\frac{1}{2}'' \times 25\frac{1}{2}''$ for fixed lights and $42\frac{1}{2}'' \times 22\frac{1}{2}''$ for screened ventilators which fit into the standard openings. These are standard sizes of low-cost *Thermopane* of DSA window glass.

The panel window system is being used more and more in individual houses and in huge developments. Leading builders report that panel windows with *Thermopane* stand out as a terrific sales feature in these homes.



WANT TO KNOW MORE ABOUT IT?...MAIL THE COUPON

FREE DETAILS... We will send you free, detail sheets showing how to make and install panel windows.



Libbey-Owens-Ford Glass Company
312 Nicholas Building, Toledo 3, Ohio
Please send me complete information on installation methods for low-cost window walls of *Thermopane*

Name _____ (Please Print)

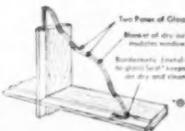
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City _____ Zone _____ State _____



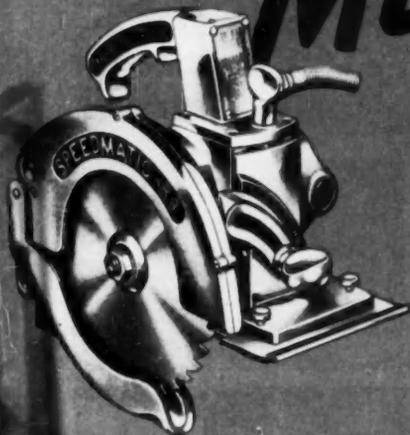
Thermopane

LOOK FOR THE NAME ON THE SEAL BETWEEN THE PANES



To Hold Your Profit
in 1952...

MECHANIZE!



**Famous Speedmatic
ONE-HAND 8" SAW**

Basic cost-cutting equipment in the building trade. Balanced for easy handling. Handle directly on top makes it easier to lift, hold and guide. Blade on right means no fiddle at end of cut-off—saw stays on main piece. Extra-broad base gives steady rest. Other balance-built Speedmatics in 7 1/2", 10 1/2" and 12" sizes.

N-89 SPECIFICATIONS

• Saw Blade, 8" (1/4" hole). Depth of Cut @ 90°, 2 1/2". Depth of Cut @ 45°, 2". Net Weight, 17 lbs. Smooth helical gear drive. Thumb screw depth adjustment. Accurate angle adjustment. **\$140.00**

SPEEDMATIC and GUILD Electric Tools help to offset rise in construction costs

Inflated costs, material shortages and an increasingly critical labor supply will give builders plenty of problems for 1952. All pointing to that final question: will purchasers balk at higher prices for new homes?

What to do? The answer: **Mechanize!**

Mechanize the time-consuming manual jobs that prolong the working schedule. Mechanize the costly hand operations that can be done 5 to 10 times faster. Mechanize to improve the skill and output of inexperienced help.

Yes, mechanize—and you won't have to pare profits to entice buyers!

Speedmatic and Guild Electric Tools slash construction time and costs. They greatly speed up operations—promote higher production per hour—keep expenses down, profits up!



Model 106
\$49.50

New Guild ORBITAL SANDER

Sands with, against, and across the grain—without gouge or pattern! Sands wood, plastic, composition, metal. An indispensable tool for built-ins, trim work. Blends glued, butt, miter joints without marring. Won't chip or strip plywood when edging. Sands in corners, recesses, right up to molding. Levels plaster patches—smooths dry-wall joints.

106 SPECIFICATIONS

• Pad Size, 3 1/2" x 7 1/2". Pad Speed, 4,000 RPM—travels in 1/4" overlapping orbits. Sandpaper Size, 3 1/2" x 9" (1/3 of standard 9" x 11" sheet). Net Weight, 6 lbs. Powerful Universal motor, **WON'T VIBRATE**. Gearless drive, no maintenance. Ruggedly built for heavy production.



See Speedmatic and Guild Electric Tools at your Porter-Cable distributor's. Ask to be shown their many cost-cutting features... get a convincing on-the-site demonstration that will prove their profit-saving advantages.

PORTER-



3" BELT SANDER

Model A-3

(Two other models: 3" x 27" and 4" x 27" belts, both with dust bags.)

10 times faster than hand-sanding • Belt Size 3" x 24" • Belt Speed, 1,600 SFPM • Size Overall, 5 1/2" x 16" x 7 1/4" • Net Weight, 14 lbs. • Patented belt tensioning device. Belt tracking control centers belt perfectly.



FINISHING SANDER

Model 1000

Orbital-motion gives velvet-smooth surface • Non-Stalling motor • Flat Speed, 3,000 RPM • 3/16" dia. orbit • Flat Size, 3 1/2" x 9" (takes 4 x 27" standard abrasive sheet) • Size Overall, 1 1/2" x 8" x 4 1/4" • Net Weight, 2 lbs. • Synchroized Transmission cancels vibration. Sponge rubber push (extra) for sanding curved surfaces.



ELECTRIC PLANE

Model UP

Blades keep sharp 3 times longer • Width of Cut, 2 7/16" • Depth of Cut, 3/32", adjustable while plane is in use • Net Weight, 2 1/2 lbs. • Reversible and removable double-edged steel blades. Scraping, oil-treatment (included) sharpens blades in 3 minutes. Apron adjustable for bevel cuts.



BUILDER'S ROUTER

Model UB

(Heavy Duty Model UC also available.)

Saves hours in woodwork ing (over-cut) • Motor, powerful Universal type • Speed, 18,000 RPM • Chuck, 5/16" capacity; hardened and ground adapters available down to 1/16" • Overall Size, 9 1/4" x 3" x 6" • Net Weight, 8 1/2 lbs. • Micrometer depth adjustment • Rintec interchangeable motor also powers Speedmatic Planes.

FLOOR SANDER

"Contractor Special" Model 504

(Two other models: 8" and 12" drums.)

• Balanced, no veering, skipping or gouging • Motor, 2 HP 115/230 volt, 60 cycle • Drum, 8" wide • Surface speed 3140 and 3925 SFPM • Weight Frame, 121 lbs. • Weight Motor, 114 lbs. • Net Weight, 235 lbs. • Drum cover interchangeable in 3 minutes. 97% efficient vacuum system. Heavy-duty motor easily portable.



FLOOR EDGER

Model BE-7

(Two other models)

High Speed disc won't scratch or scar • Disc Size, 7" dia. • Disc Speed, 3,200 RPM • Weight, 13 1/2 lbs. • Net Weight, 23 lbs. • Abrasive discs changed in less than 1 minute. Shielded headlight illuminates working area. Sands flush with baseboards, quarter-rounds.



Speedmatic



POWERFUL 6" SAW

Model A-6

(Two other models: 8", and 4 1/2" blades) Unmatched speed and power • Saw Blade 6 1/4" 1 1/8" hole • Depth of Cut @ 90°—2" • Depth of Cut @ 45°—1 1/2" • Net Weight, 12 lbs. • Calibrated quadrant sets blade for any bevel cut. Knob-locks depth adjustment of any point from zero to 2".



2" SURFACING SANDER

Model A-2

Easy to use in any position • Belt Size, 2" x 21" • Belt Speed, 600 SFPM • Size Overall, 4" x 12" x 6" • Net Weight, 9 lbs. • Rests solidly on the work—stands flat and true. Grinds, removes paint, levels, polishes any material.



HANDY ROUTER

Model 100

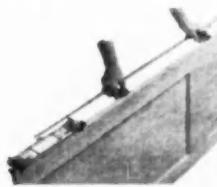
Makes decorative cuts quickly and accurately • Speed, 20,000 RPM • Chuck, 1/4" capacity, adapters available down to 1/16" • Overall Size, 7" high x 5 1/2" base dia. • Net Weight, 5 1/2 lbs. • Depth adjustment from 1/64" to 1". Exclusive True-Spin chuck. Interchangeable motor also powers Guild Plane and Shaper.



POWER PLANE

Model 101

Zooms through wood at 20,000 RPM • Width of Cut, 11 1/16" • Depth of Cut, zero to 3/32" • Net Weight, 8 lbs. • Front and rear shoes are ground parallel. Bevels up to 25°. Quickly converted into jointer or moulding plane.



HINGE BUTT TEMPLET

Model 5005

Mortises for a hinge butt every 1 1/2 min.! Cuts butts for 2 1/2" to 5 1/2" hinges. Assures accurate alignment and exact fitting of any door and jamb up to 7" high. No rule needed to locate mortises, numbered notch rod sets proper measurements. Made of extruded aluminum. Used with Guild Router; also with other routers by means of suitable guides.



COMBO TOOL

Model D-6

Sands, Grinds, Buffs, Polishes, Drills • Disc Size, 6" dia. • Speed under normal load, 2,000 RPM • Net Weight, 5 lbs. 13 oz. • Helical gear drive. Nearly double the power of similar tools, allows 53% more working surface. Has bench stand and power take-off (extra).

-CABLE

MACHINE CO., 7101 N. Salina St., Syracuse 8, N. Y.
Manufacturers of SPEEDMATIC and GUILD Electric Tools

In Canada write: Strongridge, Ltd., St. Catharines, Ont.

THE NEW
Crawford MARVEL-LIFT

Riviera

America's most beautiful
GARAGE DOOR

The new Riviera is the most brilliant and versatile door design created in our 21 years of door specialization.

It has the gift of looking ultra-modern on a long, low rambling modern house and quietly dignified on a formal colonial.

It creates the effect of having been custom-built for any house you put it in but the price-tag says otherwise.

See the new Riviera at Booth 64 NAHB Exposition, Stevens Hotel, Chicago, January 20-24.

CRAWFORD DOOR COMPANY

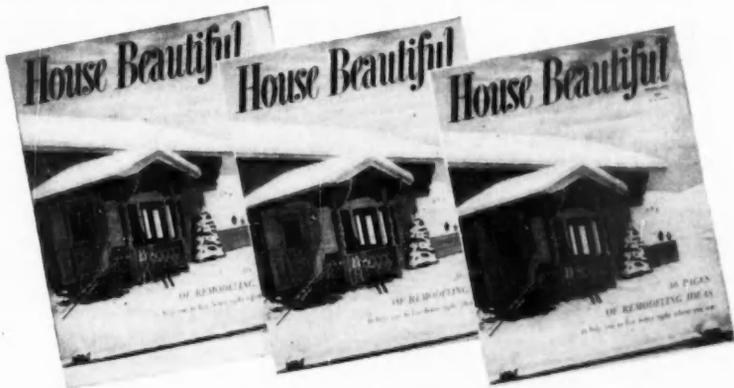
Main Plant: 89-401 St. Jean Ave., Detroit 14, Michigan

EXCLUSIVE NEW MAGI-COTE PROTECTIVE TREATMENT

Every Crawford door is protected by the new Magi-Cote Process—a three minute immersion in clear Magi-Cote liquid which seals all wood surfaces against moisture, termites, fungi, dry-rot, etc.—exclusive in Crawford-built doors (east of the Rockies).



ON NEWSSTANDS JANUARY 18TH



A special "REMODELING ISSUE"!

UNPRECEDENTED PROFIT OPPORTUNITIES FOR YOUR BUSINESS IN FORTHCOMING FEBRUARY HOUSE BEAUTIFUL!

Creating profitable business for builders and building supply dealers is a habit of *House Beautiful's*! Stimulating strong desire for better design and better materials among ready-to-build home-planners. Pre-selling quality brand names to able-to-buy home enthusiasts. Every month, more and more of your best prospects are making a practice of "checking *House Beautiful* first"!

But every now and then an issue comes along that's of such particular importance to the building industry it has "special" stamped all over it. That's what's now on its way!

February *House Beautiful* devotes thirty-six pages to remodeling ideas . . . to introducing "modern ideas" to an "old" house . . . to putting idle space to work without major structural changes . . . to adding the new "garden room". It features a complete series of practical editorial presentations that will prove the strongest kind of support for builders' 1952 sales programs!

It will be an unprecedented profit opportunity for *your* business, if you plan your "tie-ins" now!



The change in exterior appearance of this "modernized" old house, made by cutting large windows, is slight compared with the resulting transformation inside. It's featured in detail in "Don't Change Yourself to the Past", one of House Beautiful's forthcoming "remodeling" presentations. Architecture and interiors were by Benjamin Baldwin and William Machado.

JANUARY, 1952

MORE ▶ ▶ ▶

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Why don't you make

House Beautiful is making a February issue of a universally important subject . . . at a strategic time of the year. It's taking what-to-do-about-it ideas to your best prospects to crystallize their planning. It's pre-selling brands you carry to families who want the best.

Why don't *you* make an issue of it, too . . . by spot-lighting it, both editorially and advertising-wise, in your displays and local advertising?



"No house is too old for additions," says House Beautiful's February remodeling issue. Pictured here is one of the examples used to demonstrate this thesis. The new wing reflects the spirit of the 1820 field-stone farmhouse without trying to imitate its form. It also reflects our new way of life. W. Danforth Compton was the designer.

Here is a good example of the "garden room", as featured in February House Beautiful. With three walls of glass, it gives the family who added it to their house the pleasant feeling of dining, relaxing or entertaining outdoors . . . of enjoying their garden regardless of weather. Firestone and Cassidy were the architects.



Don't forget...

pre-selling quality brand names to best-customer families is second nature to *House Beautiful*. Better plan now to push those brands. Better plan timely promotions, for example, of the names in the February issue . . . names like the typical best-sellers whose informative trade messages appear below:

NU-HUE CUSTOM COLOR PAINTS are precision mixed in any one of almost 2,000 tones, shades and tints, in flat, semi-gloss and high gloss as well as tinted sealer. Custom Color Paints are now available in 181 exterior colors. The colors are keyed to nature colors. All are prescription-mixed. Available in even gallons or quarts—ready to use.

Now everyone can afford the luxury of all-sponge rubber rug cushions. **SPONGEX RIPPLE** captures thousands of air cushions within sponge rubber arches is priced down there with ordinary fiber-combination padding. Eliminating needless bulk and weight, slashes cost, yet a twelve ton road roller cannot break it down.

an issue of it?

ANDERSEN WINDOWWALLS—These are complete wood window units, engineered and manufactured by Andersen Corporation, Bayport, Minnesota. Easy to sell. A lasting source of window beauty and satisfaction for the home owner.

Now, even though there is still snow on your lawn, now is the time to apply **VIGORO**. Melting snow and early spring rain will soak it into the soil feeding the awakening grass roots to give your lawn a fine early start.

Every month in *House Beautiful* **WEBSTER** advertising tells your prospects about Webster **BASEBOARD HEATING**—true perimeter heating with forced hot water. Descriptive literature on request to Warren Webster and Company, Dept. HAB-1, Camden, New Jersey.

**BRAND NAMES
BUILDING SUPPLIES**

as currently seen in
House Beautiful



Don't forget...

House Beautiful's prestige is a highly effective selling power in your displays and local advertising. Better plan now to use it prominently. Send today for free "Right from *House Beautiful*" counter cards . . . for free tie-in newspaper mats.



For display cards, mounted with advertisements you want to feature, check any or all on the February issue listing below that are preceded by a number. For a mat, in which brand names can easily be inserted, check the square indicated. Fill in your name and mailing address, mail to: Merchandising Division, *House Beautiful* Magazine, 572 Madison Avenue, New York 22, N. Y.

- | | | |
|--|--|---|
| <ul style="list-style-type: none"> 9. AMERICAN-STANDARD SINK AND CABINET 10. ANDERSEN WINDOWWALLS 11. BELL & GOSSETT HYDRO FLO HEATING 12. BRUCE HARDWOOD FLOORS 13. BURNHAM BASE RAY RADIANT BASEBOARD 14. CARRIER WEATHERMAKER AIR CONDITIONER 15. CASEMENT HARDWARE WIN DOR JALOUSIES 16. CLAY TILE FIREPLACE 17. CONGOLEUM-NAIRN FASHION FLOORS 18. CRANE GARAGE DOOR OPENER 19. CURTIS WOODWORK 20. DOUGLAS FIR PLYWOOD 21. DOWFLAKE 22. DUBOIS FENCES 23. ELJER PLUMBING FIXTURES * GRAVELLY MOTOR PLOW 24. HEATILATOR FIREPLACE 25. HERCULES WALL VAULT 26. HOUGH RA-TOX FOLDING DOORS 27. JOHNS MANVILLE ASBESTOS ROOF 28. KENTILE KENCORK * LLOYD ENGLISH WALLPAPER | <ul style="list-style-type: none"> 29. MARTIN SENOUR NU-HUE PAINT 30. MINNEAPOLIS HONEYWELL THERMOSTATS 31. MYERS WATER SYSTEM BOOK 32. NATIONAL GUARD SCREEN DOOR GRILLE 33. NEW CASTLE MODERNFOLD DOORS 34. ORLYT GREENHOUSE 35. OZITE CARPET CUSHION * PEASE FABRICATED HOUSES 36. PITTSBURGH CORNING GLASS BLOCKS 37. PITTSBURGH PLATE GLASS 38. PORTLAND CEMENT CONCRETE HOUSES 39. PRESTELINE BUILT-IN ELECTRIC RANGE 40. ROLSCREEN WINDOW SCREENS 41. RUSTICRAFT WOVEN PICKET FENCE 42. SEDGWICK ELEVATOR AND STAIR TRAVELOR | <ul style="list-style-type: none"> 43. SCOTTS LAWN CARE 44. SHEPARD ESCALIFT 45. SOSS INVISIBLE HINGES 46. SPONGEX RIPPLE RUG CUSHION 47. STERLING SLIDING DOOR HARDWARE 48. SURFACE COMBUSTION JANITROL SAVE WAY AIR SYSTEM 49. VIGORO PLANT FOOD 50. VITROLITE GLASS PANELING * WARNER HARDING LEAF WALLPAPER * WEBSTER BASEBOARD HEATING 52. WESTERN PINE WOODS 53. WIERTON STEEL STORM DOOR 54. WILLIAMS OIL O MATIC 55. YOUNG LOW LEVEL CONVECTOR RADIATOR 56. CLARKE LAWNMOWER |
|--|--|---|
- * No Counter Card Available.
 "Seen in *House Beautiful*" Mat.
- NAME _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____

IF you are not a subscriber

THIS COUPON IS MEANT FOR YOU

AMERICAN BUILDER SUBSCRIPTION ORDER

AMERICAN BUILDER, EMMETT STREET, BRISTOL, CONNECTICUT

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
3. City Postal 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
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.

DISTRIBUTORS:

- 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 1-52

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"



MENGEL

Flush DOORS

give you the advantages of this
fine cabinet-maker's construction!



Every Mengel Flush Door—Hollow-Core or Solid-Core—has dove-tail wedged-locked joints at all four corners! This fine, exclusive, cabinet-maker's construction is found only in Mengel Flush Doors—requires more lumber, extra machining and labor, but you get *stronger and more stable doors*.

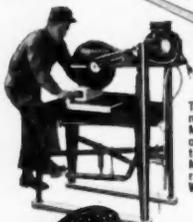
Mengel Flush Doors also provide many other advantages. They are designed and built to the highest standards of quality for *extra* durability, *extra* eye-appeal. Get all the facts. Write today for our new full-color descriptive A.I.A. catalog, including specifications.

Plywood Division, THE MENGEL COMPANY, Louisville 1, Kentucky

How to CUT Blade Costs in Masonry Cutting! EVEREADY BRIKSAW FREE BOOKLET

Tells How
Cut any Masonry
Material in
4 to 21
Seconds

WET and
DRY
CUTTING



The fastest,
most modern
Masonry Saw
on the market
today! Cuts any
Masonry material,
or Stone—
WET or DRY.

EVEREADY

**Abrasive and
Diamond Blades**

Fit every make and model
of Masonry Saw. An
exactly right EVEREADY
Blade for every cutting
operation.



TILE BRICK CONCRETE PIPE
Zip in seconds through any Masonry material
or stone—No matter how hard—No matter
how complicated the cut.

Exclusive EVEREADY FEATURES



"ADJUST-A-HEIGHT"



"TOOL-MATIC"



PORTABLE



PRESSURE EQUALIZER

These exclusive Patented features make
BRIKSAW the most efficient, most accurate,
most easily portable Saw money
can buy.

WRITE FOR NAME
OF NEAREST
DEALER

There's an
EVEREADY
DISTRIBUTOR
IN YOUR
LOCALITY



EVEREADY BRIKSAW COMPANY

1503 S. Michigan Blvd., Chicago 5, Ill.

Send without obligation of any kind FREE
Booklet on "HOW TO CUT BLADE COSTS
IN MASONRY CUTTING"

NAME _____

ADDRESS _____

CITY _____

STATE _____

LETTERS

Carport

Sir: I want to add a carport to my home. Please tell me where I can obtain booklets and other information relating to this.

Mrs. Homer G. Smith,
Kensington, Md.

▶ We are sending to you a copy of the August 1950 issue of the *American Builder*. This issue features garages and carports. It gives dimensions, different types of elevations, and other pertinent information in connection with this type of structure.—The Editor

Who is the Architect?

Sir: Is there published the name of the architect, general contractor, and subcontractors, building the new Chrysler Building at Third Avenue and 42nd Street, New York City. Where can I obtain this information?

James J. Nicholson,
New York 17, N.Y.

▶ The architect for the new Chrysler building are Reinhard, Hofmeister, and Walquist of New York City. The consulting engineer is Guy B. Panero. Edwards and Hjorth are the structural engineers and the Turner Construction Company of N.Y.C. is the general contractor.—The Editor

Can You Justify

Sir: In your August issue you published "40 Ways to Plan a Bathroom." I write to ask your justification in placing a bathtub across a window, seven of which appeared in your layouts. I think that there should be some justification for the suggestions of installing the tub across the window. If you cannot justify them why publish it?

Then, too, I make inquiry as to the difference between a cellar and a basement. On page 107 of the same number . . . you published a basement which to my teaching is a cellar.

W. G. Stephens,
Phoebus, Va.

▶ This is the first time the question has been raised as to why some bathroom plans shown in the *American Builder* show the tub placed across the window. In houses in all sections of the country tubs are usually placed in whatever location seems to be

most convenient, whether this is across a window or in some other part of the room makes no difference.

You also raised the question concerning the difference between the cellar and basement. The difference is purely local terminology. Along the East Coast and in some rural areas the reference is usually to the cellar. In the rest of the country, and particularly in the middle western areas, it is called a basement. There is no difference. It is simply a matter of what people have become accustomed to calling it.—The Editor

Error Claimed

Sir: A careful reading of the article (Housing Activities of the Federal Government) indicates that it repeats general information available at Agencies of the Housing and Home Finance Agency. I was, nevertheless, much interested in the article as you presented it, as well as other departments of the magazine, and through our usual channels I am requesting an annual subscription for this office beginning with the September issue.

In your article on "Housing Activities of the Federal Government" we found one error of fact on page S-18. Where you say, "With the onset of the Korean crisis, the President limited the number of dwellings that could be started during the remainder of the year to 50,000," the correct figure should have been written 30,000.

John A. Kervick,
Director, New York Field Office
Public Housing Administration

▶ The figure of 50,000 used here was checked and OK'd by the HHFA staff in Washington.—The Editor

Want Information

Sir: Mr. Hersey has requested that I write to you relative to securing prepared material, outlines, and text references which may be in your files. The subject is, "Cost of Extras and Changes in Plans During Construction." As a builder-developer, he is the first to cite these extras as being uneconomic and usually unnecessary; at the same time, there is no concrete data over and beyond his

(Continued on page 46)

ALL FLUSH DOORS ARE NOT ALIKE!

There is only one . . .

THOMASON FLUSH DOOR

(ALL-WOOD THROUGHOUT)

This flush door, with its unique all-wood core construction, has been specified by architects and contractors for new homes, churches, schools, hospitals, apartments, hotels and public buildings in all sections of the country.

Go to your THOMASON distributor and ask him to show you a cut-away of the THOMASON Flush Door. See for yourself how expertly it is made . . . see how extra strong it is, yet light in weight. Don't be satisfied with anything less than the best when the best doesn't cost any more than the ordinary.

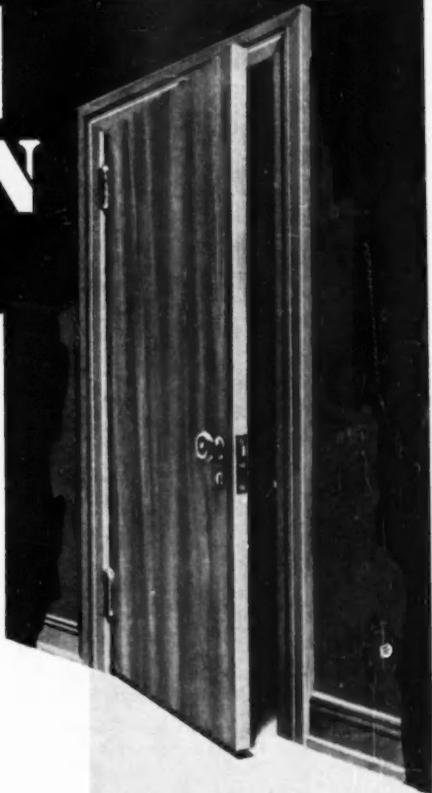
AVAILABLE WITH THESE FACE VENEERS

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No other roofing material offers so much to architects, builders, and home owners. Ideally suited for flat or low pitch roofs, Follansbee Terne Metal is beautifully adapted to any architectural style . . . permits unusual variability in design. Moreover, it provides permanent, lifetime roofing protection—as proved by thousands of roofs in service after half a century and more.

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Pittsburgh, Pa. Rochester, N. Y. Fairfield, Conn.

Letters . . .

(Continued from page 44)

own unrecorded case histories. Perhaps you have carried articles on this subject in the *American Builder* or have built up some cost studies on the subject. Your help is solicited as a contributor.

Maurice A. Bond,
Sumner D. Hersey, Inc.,
Natick, Mass.

▶ As far as we can recall, we have never prepared an article on the subject that you refer to, namely "Cost of Extras and Changes in Plans During Construction." We do not have anything in our files that would have a bearing on a subject of this type.

We assume that the matter of plan changes would apply primarily to custom designed and built houses or in the case where a builder or architect was dealing directly with the owner. This situation does not as a rule exist with the large scale developer because, in that case, he would have direct control of the plan and design. We have found that plans completed by the architect usually represent the ideal arrangement wanted and the thing that the prospective owner desires. However, in many cases, after bids are obtained it is sometimes found that the ideal is beyond reach financially and consequently there is a need to cut back in order to stay within a limited budget. This, of course, necessitates changes and many extras when items that were drastically curtailed are again being considered. The suggestions are a matter of personal record and experiences. The files of the magazine do not contain the material you desire.

One other thought: Architects often request builders to set up unit prices in their proposal on the work in the various trades. In this manner any deductions or additions would be calculated on the basis of the established unit price. — The Editor

Blueprint House

Sir: One of the best features of your magazine is the Blueprint House with its quantity list of materials. This enables me to give a prospective customer a very accurate and quick estimate of costs of this or similar homes.

S. R. White,
Lake Delton, Wis.

(Continued on page 48)

AMERICAN BUILDER



BRIXMENT

is more economical!

ASIDE from the brick, the most expensive item in masonry work is the *bricklayer's time*. Therefore the most economical mortar you can use is the one that enables the bricklayer to lay the most brick per day. Brixment mortar saves bricklayers' time because it is more plastic and stays plastic longer:

- (1) Requires less chopping and retempering on the board.
- (2) Works faster and easier.
- (3) Sticks to the brick—saves unnecessary stooping to the board for more mortar.
- (4) Easier to tool.
- (5) Doesn't gum up the trowel—makes a neater job that costs less to clean down.



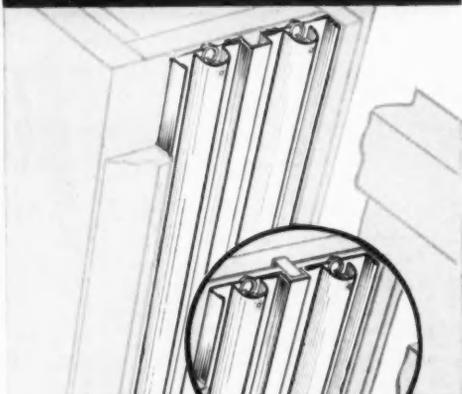
LOUISVILLE CEMENT COMPANY, Incorporated, LOUISVILLE, KENTUCKY

JANUARY, 1952

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insist on

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Your double hung window assembly will be as modern as tomorrow if equipped with the Double Duty ALLWEATHER Balance Strip.

Double Duty because it provides dependable tongue and groove weatherstrip with maximum area of contact, plus positive counter balance of sash. Lifting springs are concealed without the use of sleeves or covers.

Two types of parting bead are available. Illustrated is the Metal Hat Type Parting Bead which provides a completely metal covered sash runway. No wood parting bead is required.

The inset view shows a Metal Parting Bead Cover to be used with conventional wood parting bead. Both eliminate the need for painting.

The ALLWEATHER Balance Strip is covered by U. S. Patents . . . Nos. 2,284,436-2,284,438 . . . other patents pending.

THESE FEATURES MAKE ALLWEATHER BALANCE STRIP OUTSTANDING



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CROSS METAL EQUIPMENT "AC"



CROSS METAL EQUIPMENT "IB"



CROSS METAL EQUIPMENT "FH"



Letters . . .

(Continued from page 46)

Metal Restrictions

Sir: I would like to see the critical materials distributed according to the intent of the regulation and not to a favored few. I would not like black market distribution. On the other hand there will be wholesale waste of these materials in other places, especially on cost plus jobs.

W. E. Dodds,
Branson, Mo.

Thanks

Sir: I wish to thank you for your prompt and courteous reply to my quest of instructions for a two-way fireplace. With your kind assistance, I am sure I will be able to construct said fireplace without any trouble.

R. R. Gareau,
Oak Park, Ill.

Pace Setting Publication

Sir: Sounds like your January Convention issue will be a big "hit." Your editorial feature idea is, we think, a great one. . . . So here is our photograph and 100 words—naturally, we hope you can use them.

If we can clarify the copy or supply any additional information, please let us know. In the meantime, keep up the good work with your pace setting publication.

Joseph R. Frank,
Reflectal Corp.
New York, N.Y.

Enjoy Receiving

Sir: We do enjoy receiving and reading the many brochures and pamphlets that are sent to us through your office. They keep one posted in an up-to-date manner on the latest developments in the building field.

Thos. Hutchinson,
Construction Department,
State Agricultural and
Technical Institute,
Delhi, N.Y.

Information from our Research Department is sent to many industry and school officials. Thank you for telling us how valuable you find it.—The Editor.

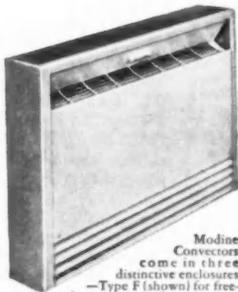
• Letters to the Editor should be sent to 79 W. Monroe St., Chicago 3, Ill. Your comments are invited.

Cleveland's Shaker Towers chooses MODINE

780 Modine Convectors provide individual room comfort for 92 suites. Architect: Joseph Ceruti. General Contractor: Roediger Construction Co. Heating Contractor: Spohn Heating & Ventilating Co.



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use America's finest convectors*



Modine
Convectors
come in three
distinctive enclosures
—Type F (shown) for free-
standing or recessed installation,
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Today, superior heating performance must be teamed with subtle styling and long-life construction. On all counts, Modine Convectors meet the most exacting professional standards. That's why more and more Modine Convectors are being specified by leading architects and engineers. For full information on heating at its finest, call your Modine representative. You'll find him listed in your classified phone book. Or write Modine Mfg. Co., 1501 DeKoven Avenue, Racine, Wisconsin.

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ON and OFF the Record

W. P. ATKINSON—When this dynamic president of the National Association of Home Builders took office last January, he had already crystallized a determination to use the Association's resources to develop new time and labor saving techniques for small home building.

CURRENT MEETINGS—Because of the press of other duties which always engulf a new president, it was not until October that he was able to put into operation a program which he had conceived and carefully planned months earlier. In October and November, his Midwest City headquarters in Oklahoma were the scene of two of the most constructive meetings of home builders ever held. The meetings provided forums for the discussion of new and untried ideas, and for the exchange of numerous proved economies. More meetings of the same kind were scheduled for the balance of the year.

RESULTS—There were many. And they will show up in the coming year in the form of better houses for less money—particularly in the low income field.

LLOYD CUTLER—He's chairman of the board of Miracle Adhesives, and does not subscribe to much of the gloomy thinking that prevails in many of the government agency offices in Washington.



At a meeting held recently in New York Mr. Cutler took sharp issue with a publication entitled "Occupation Outlook Handbook," issued by the Department of Labor and the Veterans' Administration.

THE BOOKLET—In a section devoted to marble, tile and terrazzo, the book states, "... During the early fifties . . . employment of tile setters will decline . . . the outlook for tile setters is uncertain because of the active competition of other materials. There is serious doubt . . . that it (tile) will continue to be used as extensively as in the past in view of the active development of competing materials."

TYPICAL—That's typical of a lot of government bureau thinking. It as-

sumes that there is never room for competition, and that any established practice or material must necessarily perish in the face of new competition. It is this failure to understand that vigorous, free competition always improves the old, enlarges markets, adds new comforts and conveniences, and decreases prices that points up the deadening hand of government control of business.

FACTS—Said Mr. Cutler, the facts are that tile manufacturers in this country produced more tile in 1950 and 1951 than in any other years in our history, and twice as much could have been sold if it could have been produced. It is also true, he said, that more tile was imported from Italy, England and Japan than at any time in history. And still the demand could not be satisfied.

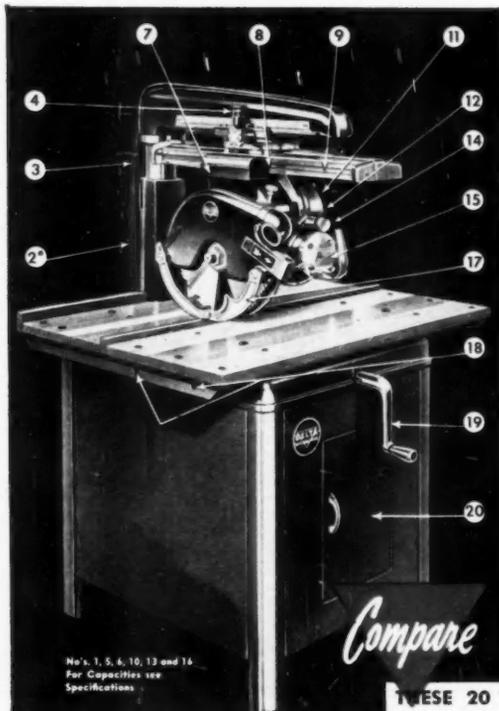
STUPID AND UNFAIR—With the enormous building market ahead for the next half century, Mr. Cutler said, it is stupid and unfair to young people to mislead them about the potentials of the tile setting field. To that we subscribe, not because tile is the subject—and we believe that tile is here to stay—but because we applaud Mr. Cutler as a vocal business man who does not believe that this country or any part of its industrial fabric is going to die simply because there is competition. The country and its industries will die only if the defeatist attitude in Washington is allowed to prevail.

DEFENSE AREAS—Are they good, and do they solve the problem of defense housing?

GENE KLEIN—He is the mayor of Amarillo, Texas, and among other business interests, he operates the Star Lumber Co. in his city. Recently he wrote the following letter to Gene Ebersole, executive vice president of the Lumbermen's Association of Texas: "I note with interest Wichita Falls and Kingsville being designated defense housing areas. I am sure that all persons in any way connected with the lumber and building industries are appalled by regulations that govern such a designation.

"I would like to call your attention to the Southwest edition of the Wall Street Journal, dated October 24,

(Continued on page 52)



No's. 1, 5, 6, 10, 13 and 16
For Capacities see
Specifications

These 20 "Perfect" Saw Features

OFFERED BY THE DELTA 40-B

ARE UNMATCHED BY ANY OTHER RADIAL SAW

ONLY DELTA PROVIDES ALL TWENTY

Compare this Delta 40-B saw with other radial saws before you buy—a cold-blooded, point-for-point comparison of features, of what you get for what you pay.

Remember, there are no "extra charges" for the 20 outstanding features offered by this saw. Everything is included in one price!

While you are comparing features, compare the benefits they deliver—

- a much wider range of saw uses
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The Delta 40-B Radial Saw is furnished as a cabinet model for in-the-shop pre-cutting—and as a portable machine for on-the-job mass production operations. Ask your Delta Dealer to show you how its exclusive features will cut your building costs. He's listed in your Classified Phone Directory under "Tools."

Send this coupon for a free copy of the helpful new Delta Radial Saw Cost-cutting Idea Book, and cost comparison data between this and other radial saws.

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9 Adjustable Nitralloy Lifetime Trackways	Yes ✓	No	No
10 Saw-arm Swings Full 360° Above Work Table	Yes ✓	No	No
11 Motor has "Built-in" 115 to 230 Voltage Changer	Yes ✓	Yes ✓	Yes ✓
12 Voltage Relay Start, 1 Phase Totally Enclosed Motor	Yes ✓	Yes ✓	No
13 Motor Tilts 360° Inside Yoke	Yes ✓	No	Yes ✓
14 Quick-Set Bevel Stops 30"—45"—60"—90"	Yes ✓	Only 45"—90"	Only 45"—90"
15 Finger-Tip "Start-Stop" Motor Switch	Yes ✓	No	Yes ✓
16 Full Cut-off Capacity of Any Angle 0 to 90°	Yes ✓	No	No
17 Safety Guard Fully Encloses Saw Blade	Yes ✓	↑	↑
18 Means Provided to Attach Extension Tables	Yes ✓	Yes ✓	Yes ✓
19 Columns Elevating Handle at Front	Yes ✓	↑	Yes ✓
20 Big 9 cu. ft. Tool Storage Cabinet Base	Yes ✓	↑	↑
	20 Yes	5 Yes	8 Yes

*DD—Direct Drive Motor

†Optional at extra cost

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Paine Spring Wing Toggle Bolts provide a secure and permanent fastening in hollow walls and ceilings, where it is impossible to reach the other side. Reduce installation time and accent the quality of your work with Paine Spring Wing Toggle Bolts.

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Special Hanging and
Fastening Devices

On and Off the Record

(Continued from page 50)

which carried an article concerning the conditions in San Diego, Calif. This city was designated last May and 6,000 dwelling units were authorized for construction, and of a recent date, six months after designation, there were exactly seven single family units under construction.

"I hope that all cities in Texas will take the attitude that they can do the job. This is the attitude in Amarillo, and with full cooperation of the lumber dealers and the home builders, we expect to forestall such a critical designation by producing the necessary 900 to 1,000 living units for the military and defense workers that are soon to be with us.

"This problem can be solved in this manner, and it should be solved by our industry if we expect to forestall government controls in our cities."

WALL STREET JOURNAL—

The article to which Mayor Klein refers states that one contractor in San Diego says, "The government may tell you that your housing problems will be solved, but you'll probably find that they'll be aggravated."

THE RUB—

In the "For Sale" group the HHFA, according to San Diego builders, set price ceilings which were too low—\$8,500 for two bedroom houses, and \$9,500 for three bedroom—but said that was all defense workers could afford to pay. In the rental group HHFA established rents of \$55 for one bedroom; \$65 for two bedrooms, and \$75 for three bedrooms.

RESULT—Six months after designation, the Journal reports, not a hammer has been swung on the programmed 4,000 rental units, one builder is putting up a single "For Sale" unit, and another is building six.

ADVANTAGES?—The defense area community is extended materials priorities, but there is no noticeable shortage of materials in San Diego. FNMA is authorized to buy mortgages as soon as they are issued instead of waiting two months. It can also agree to buy up to 50 per cent of the mortgages in advance of the start of a project, but to use this set-up, construction must be started and it can't be under the price ceilings.

(Continued on page 51)

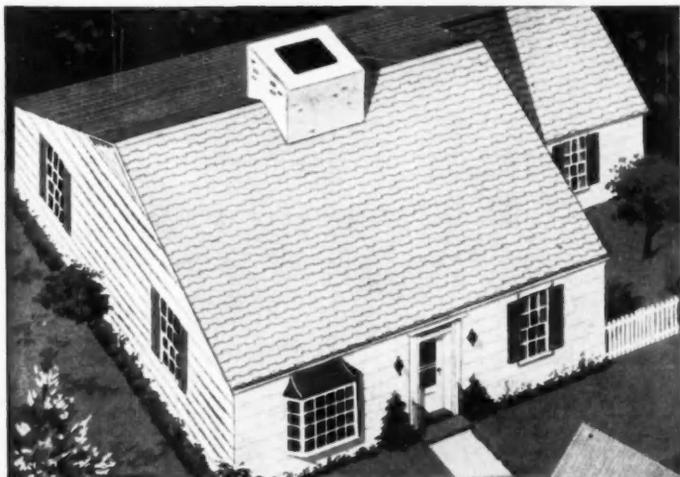
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ROOFING SHINGLES

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Check these Features of
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For homes, stores, offices—For interior partitioning and exterior finishes... easy to install... fireproof... can be painted for color effects. Ideally suited for all types of farm buildings. Available in both "Flexible" and "Utility" grades.

Asbestone also manufactures the famous Corrugated Asbestone Roofing and Siding in two weights—Corrugated Standard "400" and Economy "250"



Dutch Lap

Early American Strip

Hexagonal

AND IN ADDITION—COLORS, DESIGNS, TEXTURES THAT SELL ON SIGHT!

Early American Strip—in the distinguished, traditional shingle design—in wood texture finish—Available in Five Popular colors.

Dutch Lap—For a straight-line effect—in a distinctive deep wood-grain finish

Hexagonal—Popular diamond pattern—in a smooth finish

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**BETTER
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This concavity is important!

It's equipped with Dura-seal . . . the combination metal weatherstrip and sash balance! It provides the best weather protection and the easiest window operation!

● Dura-seal's jamb member is made in one piece and its concave back surface provides a flexibility which maintains a constant air seal and smooth window operation even when the sash expands or contracts due to changeable atmospheric conditions. (Springs are completely covered—photograph shows cover down on lower sash to illustrate spring.)

● Full jamb weatherstripping provides better weather protection, eliminates paint-stuck windows and improves window appearance.

● Because Dura-seal is self-adjusting, it assures trouble-free operation with no replacement or maintenance costs.

BUILDERS! Ask your lumber dealer about Dura-seal or see Sweet's File, Builders, Section 3g.

Ze

ARCHITECTS! See Sweet's File, Architectural, Section 19b.

Ze

ZIGERS
Dura-seal
COMBINATION
METAL WEATHERSTRIP
SASH BALANCE

Manufactured by
ZIGERS INCORPORATED
2094 South Chicago Avenue
Chicago 17, Ill.

Dura-seal is cut exactly to the pitch of the sill—another feature that helps make a more attractive and efficient window.

On and Off the Record

(Continued from page 52)

HOUSING AUTHORITY PROJECTS—Elizabeth Wood, head of the Chicago Housing Projects, stated recently that the excess income families are under notice to move. "But they don't move," complained I. Hemmes, a Chicago taxpayer and home owner. "I know of one tenant at one of the swankier public housing projects who had notice to move for over five years, and is still living there. He drove a \$3,000 car when cars were scarce and had the finest television set. We are buying our own home, and our expenses and taxes are so high we cannot afford the luxuries the public housing tenants can afford."

PETE PETRULLO—P. J. "Pete"



Pete Petruccio

Petruccio, a G. I. who received the degree of Master of Science in Wood Utilization at Michigan State College last June, and taught in that field as a graduate student, has been appointed head of the Davis Plywood Technical Service. This would hardly be news of national interest except for the fact that Pete is probably the first graduate of the four year course in Light Construction and Lumber Merchandising, instituted several years ago in about 20 universities and colleges, who has received a graduate degree. Also, in addition to his excellent scholastic record, he compiled an equally brilliant record in campus activities and is an accomplished master of ceremonies. He is a member of Sigma Lambda Chi, national honorary fraternity, and has had prewar experience in the construction business.

HOUSING RESEARCH—Building Research Advisory Board (BRAB) reports that key facts on more than 1,000 housing research projects have been gathered in HHFA's survey of housing research.

THE SURVEY—It was instituted to learn as much as possible about what is being done in research outside the government, who is doing it, where the research results can be obtained and what facilities are available for further work in this field. The survey will be ready for publication in the near future.

Floor Sanders



Floor Edgers



Floor Maintenance



Floor Finishes



Portable Electric Saw



Belt Sanders



Scintz Saw



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AMERICAN
FLOOR MACHINES • PORTABLE TOOLS



**"Sold 125 G-E houses—each with
G-E Kitchen-Laundry!"**

Here's Mr. Arthur Oman of Weymouth Heights, Mass. who sold 125 houses within 10 days. He says: "I'm sold on the G-E Kitchen-Laundry in new homes just as Mrs. Duffy is!" Mrs. Duffy (also above) says: "All my friends wish they had a G-E Kitchen-Laundry for just that extra \$3.50 a month!"



**His General Electric equipped projects
won an N.A.H.B. award!**

Mr. Herbert Tandy (above) and his associates, Messrs. Norman Tandy and Alan D. Allen, are builders of the Saddle-Wood Hills Development in Hillsdale, New Jersey. N.A.H.B. stated: "The projects presented were a great credit; sound planning, ingenuity, and market-appeal were *all* in evidence."

Again in 1952, successful builders will

**pre-sell houses by featuring
the G-E Kitchen-Laundry!**

Your houses will sell much faster when women see all the wonderful, timesaving equipment and learn that it adds as little as \$3.50 a month extra to regular monthly mortgage payments!

Here you see photographs of six successful builders from various sections of the country calling back on women who purchased houses from them months previously.

"Call-backs" convinced these builders—*more than ever*—that it pays to feature the G-E Kitchen-Laundry in the houses they build.

Isn't it time you, too, took a good look at these facts? We sincerely believe that if you do something about them, you will sell your houses faster.

1. You know that most women want—and expect—convenient, timesaving kitchen and laundry appliances in their new homes.

2. When these appliances bear the General Electric

nameplate, prospects become *more quickly* sold on the house because they're well-acquainted with General Electric products. They know they are the very finest appliances available. They associate the *quality* of the appliances with the entire construction of your houses.

3. Even families with \$50-a-week income are enjoying the comfort of a G-E equipped Kitchen-Laundry! That's because . . .

4. The buyer pays as little as \$3.50 a month more on his regular monthly mortgage payments.

Whether you sell 10 or 1000 houses . . .

. . . you can sell them faster if they're equipped with *matched* General Electric Appliances.

Why not start selling your houses faster, just as the builders on these pages are?

See your local G-E distributor, or write to the Home Bureau, General Electric Co., Louisville 2, Kentucky.



"G-E equipment gives us a distinct advantage over competition!"

Here's Mr. Clarence M. Lemon, builder of Wichita, Kansas homes who says: "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."



"It's the clincher that helped us close 156 contracts!"

Mr. Edwin I. Abbott of Lyons, Illinois says: "The complete G-E Kitchen-Laundry in our 'House of Charm' homes was the clincher that helped us close 156 contracts in one week end. A woman is really sold when she sees General Electric Appliances included as a part of the complete house package."



"Sold 100 G-E houses—mostly to people with \$50 to \$70 incomes!"

Here's Carl B. Anderson of Virginia, Minn. who sold 100 houses with G-E Kitchen-Laundry during the past three years. He says: "It was the kitchen-planning service offered by the local G-E distributor that first interested me in including the G-E Kitchen-Laundry in my houses."

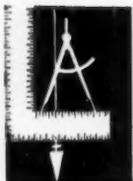


"57 sold the first day ... rest sold themselves!"

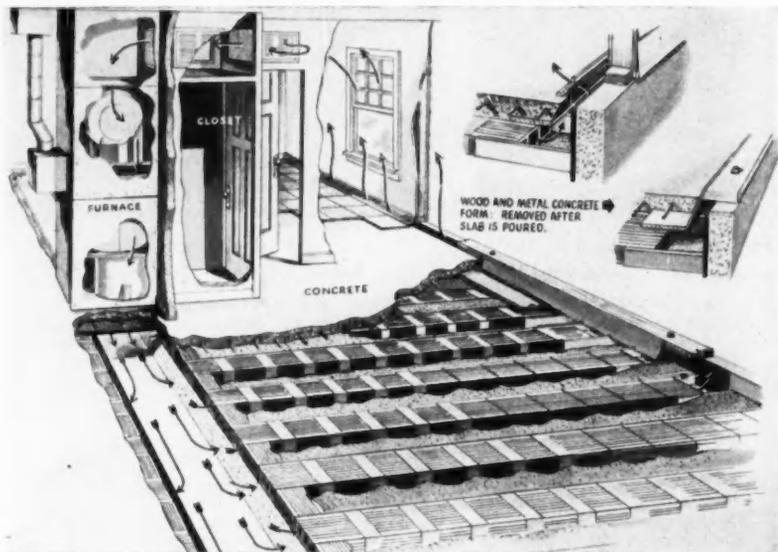
Here's Mr. Chas. A. Mohr, president of the Builders Assn. of Maryland. He says: "No matter what the price range may be, women *do* expect to see General Electric equipment in the kitchen, or else they're not keenly interested. It's no secret: G-E Kitchens sell my houses!"

Be sure to drop by G-E Booths 114 and 115 at the N. A. H. B. Convention!

GENERAL  **ELECTRIC**



TECHNICAL GUIDE for Builders and Craftsmen



SECTIONAL drawing through typical floor construction showing position of downflow furnace in conjunction with center supply duct. Note free flow of return air in grilles over doors

Perimeter Lateral Warm Air Heating System

Features tile ducts under slab and grille baseboards

A NEW idea in counterflow heating used in a Muncie, Indiana, homebuilding project by the Bar-Tel Building Co., is claimed to be 60 per cent cheaper but just as efficient as the conventional up-flow system. It is designed for standard rectangular-shaped two- and three-bedroom houses.

The system is a variation of warm air perimeter heating for the slab-floor house, and has become identified as a perimeter lateral system.

In this arrangement a central trunk runs the length of the house. This is in the form of a concrete duct which is first poured on the fill against a removable wood form. The bottom of the central duct slopes up and out from the center toward the edges.

The furnace is placed over the central duct-trench. Laterals extend at right angles from the central duct to both sides of the house. These laterals are constructed of standard 4x12x12-inch hollow clay tile. A course of this tile with open ends butted makes a flat duct.

The lateral tile ducts are spaced one foot apart on a fill of pea gravel which is covered with a good vapor barrier. A layer of loose vermiculite insulates the mat from the fill to minimize downward heat loss.

The tiles are laid in place and bedded in the vermiculite with the setter standing on each tile as it is laid. Joints

between the tiles are sealed with strips of vapor barrier material of sufficient length to cover the openings. The loose ends of the strips are temporarily held in place by a handful of fill material until the concrete mat is poured.

The leading tile of each lateral course rests on the upper lip of the trunk duct. These laterals are spaced 12 inches apart. Space between the laterals is filled with pea gravel and levelled with the top of the lateral courses of tile. A broken section of tile set sideways in each space between courses serves to establish the proper space width, and also to prevent fill material from falling into the main trunk. Once the tile is laid the center trench is covered with sheets of asphalt impregnated fibre board insulation placed on steel reinforcing rods. Strips of fibre board are placed at the side and over the top of the outlet ends of the branch ducts on the outside wall to keep open ends clear of concrete when poured.

A two-piece form of wood and steel plate is bolted to the foundation wall anchor studs. The steel strip angles downward from the top of the foundation wall to the top of the tile duct. When the mat is poured against the steel strip the slab edge becomes an angular baffle throwing the warm air up and out as it comes from the duct.

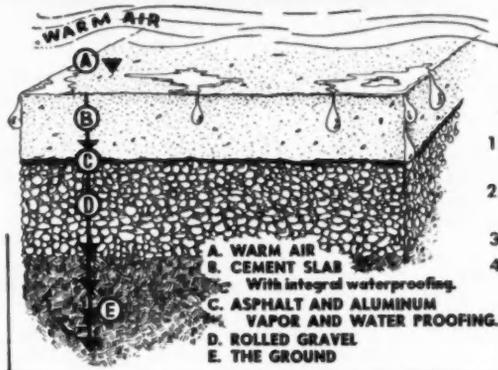
Mesh reinforcing is laid over the entire system before

(Continued on page 60)

No waterproofing will prevent wet concrete floors

"Dampness on concrete floors is more often due to moisture from the air than from the ground. No amount of waterproofing beneath the slab will prevent this trouble."

From a "Progressive Architecture" Research Report, "Insulation for Concrete Floor Slabs on Grade."



1. The air (A) in immediate contact loses heat by conduction to the concrete (B).
2. The concrete (B) conducts heat through the layer of asphalt AND aluminum (C) to the gravel (D).
3. The gravel (D) conducts heat to the ground (E).
4. As the contacting air (A) loses heat, its capacity to retain water vapor is diminished. The excess condenses on the upper surface of the concrete floor.

THE EXPLANATION:

- (1) Cold air can support little vapor. The excess falls out as water, or condensation, dew, etc.
- (2) By direct conduction through and between solids, heat flows through the concrete floor into the earth, the flow in conduction being from warm to cold.
- (3) Similarly, by conduction, heat flows out of the air in immediate contact with the colder concrete. That layer of air can no longer support all the vapor in it, so the excess condenses.
- (4) The process of extracting heat out of the air at the upper surface of the concrete is continuous, and so is the formation of condensation.

Multiple sheets of accordion aluminum, *underneath* the floor, reflect back 97% of RADIATION. The air spaces permit only about 5% heat flow by CONDUCTION. There is of course no CONVECTION downward. Therefore with practically no heat loss, the concrete tends to follow air temperatures, and remains above the dew point. Ordinary insulations, being dense, are better conductors of heat. They are made more dense, still better conductors of heat, by the crushing weight of concrete, by inner condensation formation, and by ground dampness.

The commercial forms of multiple sheets of accordion aluminum are Infra Insulation Type 6, Type 4 and Type 4 Jr. (The built-in reflective air spaces are permanent.)

For new and inexpensive techniques in insulating floors and concrete slabs against heat flow loss, and condensation, as well as ceilings and walls, obtain FREE the revised 1951 edition of "Simplified Physics of Vapor and Thermal Insulation." Use coupon below.

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Type 6 C.044 R22.72 equals 9" DRY Rockwool
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Please send FREE "Simplified Physics of Vapor and Thermal Insulation."

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Perimeter Warm Air Heating

(Continued from page 58)



TECHNICAL GUIDE for Builders and Craftsmen



THE LAYOUT of heating system begins with the formation of central trunk duct. Concrete and curb is trowelled in against form for walls of duct. Bottom of duct slopes up and out from center toward edges. Fill is pea gravel



A VAPOR BARRIER is placed over the leveled off fill and is covered with a layer of loose vermiculite. Lateral ducts are laid on this material at right angles to the main trunk duct. Laterals are standard 4x12x12 inch wall tile



LATERAL DUCTS are laid from main duct to discharge trench along outside wall. Weight of tile-setter standing on block when placed in position serves to bed tile in vermiculite. Broken tiles between laterals prevent fill from spilling into main trunk



JOINTS ARE SEALED against wet concrete with strips of vapor barrier material. Strips are obtained by cutting roll of material in desired width. A spadeful of gravel on each end holds material while space between courses is filled with gravel



TWO-PIECE FORM of wood and steel plate is bolted to the foundation wall anchor studs. The steel strip angles downward and when mat is poured the slab edge becomes an angular baffle to throw the warm air upward as it comes out of the duct

the mat is poured. The mat covers everything including the central duct.

The final operation is to remove the forms from the slabs which run along the outside walls. These slabs must be well cleaned to insure free flow of the air. The hole in the central duct over which the counterflow furnace will be installed must also be cut.

In operation the warm air from the furnace is blown



WITH TILE and fill in place, central duct is covered. Note concrete bottom, sloping up and out, is poured after side forms are removed. Steel reinforcing rods over trench support sheets of impregnated fibre board insulation

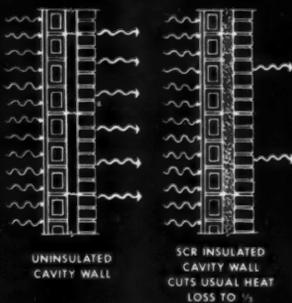
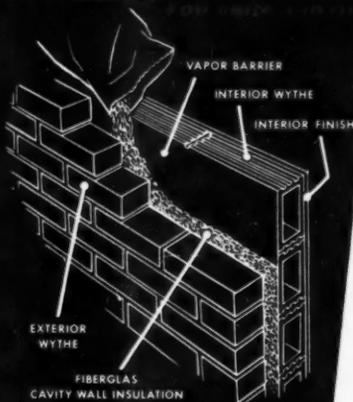
down into the central duct-trench from which it is distributed to the laterals. These in turn discharge the warm air at the two long slots established at the slab borders. These slots are about six inches wide and run the full length of both of the long walls of the rectangular houses.

A continuous metal baseboard register is placed over the shallow slots at an angle between floor and wall. This

(Continued on page 62)

For **NEW**

Insulated Cavity Wall Construction!



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FIBERGLAS
FOR INS. BY THE WAY

CAVITY WALL INSULATION

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Pour in place... do not tamp

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FIBERGLAS CAVITY WALL INSULATION—Pouring Type is especially designed to meet the particular requirements of SCR Insulated Cavity Wall. It is approved by Structural Clay Products Institute as the only material that performs satisfactorily.

EASY TO POUR—MOISTURE SHEDDING—This new Fiberglas Insulation, in the form of tufted nodules, has the low density and uniformity required for easy, satisfactory pour into the cavity. Made of resilient fibers of glass, it's also non-settling and low in moisture absorption.

LATEST DEVELOPMENT IN MASONRY CONSTRUCTION For the first time, SCR Insulated Cavity Wall provides a masonry wall with full insulation and adequate resistance to moisture penetration—needs no furring or lathing—can be plastered directly or left with the interior surface exposed.

MORE BUILDING VALUE AT LESS COST—A "U" value of .12, or less than one-half that of conventional uninsulated cavity walls is readily attainable when Fiberglas

Cavity Wall Insulation is used with this construction. Yet, it costs less because of elimination of furring and lathing PLUS the ease of installation and low cost of Fiberglas Cavity Wall Insulation.

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COMPLETE ADAPTABILITY

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Costs NO MORE than an ordinary range!

More and more home-buyers and home-builders today are demanding the advantages of built-in cooking units.

Presteline meets this demand with a new built-in electric range that offers every luxury feature at a moderate price. Low in initial cost, Presteline ranges are also easy and inexpensive to install... skillfully designed to fit standard

cabinetry... so compact and space-saving that surface cooking elements can be installed even on a 15" counter with only 4" depth clearance required. Presteline Built-in Units offer new ease and flexibility in kitchen planning.

They create new kitchen beauty through exclusive decorator colors and new non-tarnish metal finishes.

Here's what makes Presteline DIFFERENT

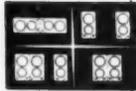


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Largest on the market for standard 24" cabinets.

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Fit standard cabinet units 15" and larger. Versatile—adaptable to any kitchen plan.



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AB-1



TECHNICAL GUIDE for Builders and Craftsmen

Perimeter Warm Air Heating

(Continued from page 60)



WITH FORMS in place, reinforcing mesh is placed over entire slab. Approximately 300 to 350 tile are required for the average two or three bedroom house. The system can be installed in about 60 man hours including furnace and slotted baseboards



CLOSER VIEW of two-part form used to protect warm air discharge trench. In completed system a slotted baseboard runs full length of trench at an angle between the wall and floor. Wood and sheet metal forms are removed after slab has set



THE FINISHED slab shows the warm air discharge trench and duct openings at one end. As a final operation the trench is cleaned up to aid easy flow and proper distribution of warm air all along the wall

arrangement distributes warm air evenly over the whole of the two largest outside wall surfaces. A continuous strip of slotted baseboard is divided into sections, each of which has its own individual control shutter. Each section may be shut off independently.

Return air from all rooms travels to a central hall

(Continued on page 66)

AMERICAN BUILDER

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



POWERFUL UNIVERSAL
MOTOR BUILT BY BLACK &
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TOUGH POWER SAWING.



MAKING MAXIMUM
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Talk about **ABUNDANT POWER** ... Look what **LECTRO-SAW** gives you!

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for a convincing demonstration of
Electro-Saws, Lectro-Blades and handy,
new Protector. Learn how they pay for
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FREE CATALOG.**

Does Far More... *than ordinary*



"Tug of War" Test Proves Greater Bracing Strength

On the left, Celotex Insulating Sheathing.* On the right, ordinary sheathing. The test panels, nailed to 2" x 4" framing, were bolted to a common sill and connected by a turnbuckle.

As the turnbuckle was tightened, note how the Celotex Insulating Sheathing panel remained plumb—while the panel of ordinary sheathing was distorted. Now you see why Celotex Insulating Sheathing gives you a better, stronger wall—at lower cost!

There's more "sell" in the name **CELOTEX**

You'll find your homes are easier to sell, when you tell prospects they're built with genuine Celotex Products. That's because over a quarter century of consistent, resultful national advertising has created unsurpassed *consumer acceptance* for the brand name Celotex.

And this preference is growing constantly—thanks to impressive Celotex ads reaching millions of readers month after month in THE SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME, FARM JOURNAL and other popular national magazines!

Yet Costs No More *sheathing, applied!*

CELOTEX INSULATING SHEATHING does many jobs at one low cost

Applied (that's the only way to figure *true* cost), Celotex Insulating Sheathing COSTS NO MORE than ordinary sheathing. Yet it gives you far more!

1. INSULATES and weatherproofs as it builds. All at *one* low cost. Saves materials, labor!
2. GREATER BRACING STRENGTH, approximately 30% greater than ordinary sheathing. *No corner bracing* needed to meet FHA requirements!*
3. GOES UP 30% FASTER. Easier to cut and fit. Up to 15% less waste. Shingles can be applied direct . . . easily, quickly . . . without furring.
4. DOUBLE-WATERPROOFED. Stack it in the open, moisture won't hurt it! Lets you resume work quicker after rain, cutting costly delays.
5. IT'S THE ONLY sheathing made of tougher, stronger long Louisiana cane fibres — and protected by the patented Ferox® Process from attack by termites and dry rot.

Count up the savings, and you'll agree. Celotex Insulating Sheathing is the key to more comfortable, more durable, *more salable* homes . . . at lower cost. That's why builders all over the country have made it their *first choice!* Mail coupon for free booklet giving full data.

Double-Waterproofed Yet Vapor Permeable

Independent laboratory tests prove Celotex Insulating Sheathing—even with cut edges—has almost *nine times* the moisture resistance required by Federal specifications.

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*Using 4" wide, 20½" thick
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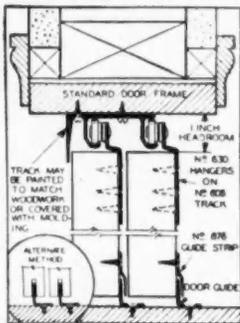


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No. 876 Guide Strips eliminate grooving bottom of door. Save installation time and trouble.



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TECHNICAL GUIDE
for Builders and Craftsmen

Perimeter Warm Air Heating

(Continued from page 62)



CONTINUOUS STRIP OUTLET GRILLES are placed over the shallow slots at an angle between the floor and wall. The strip of slotted baseboard is divided into sections, each of which has its own individual control shutter.



IN PORTION OF KITCHEN where cabinets are placed, ducts do not extend to wall; instead they discharge through grille in front of sink and cupboards.



TYPICAL LATERAL-HEATED HOMES in Muncie, Ind., built by the Bar-Tel Co. Price for two-bedroom house, \$6500; three bedroom house, \$7500.

through grilles above the doors. A chamber is formed by furring down ceiling in the area close to furnace. Some fresh air should be added through an intake into the attic.

A temperature graph made in a typical home during 15 degree weather showed a gradual temperature differential of only three degrees during a 24 hour period. The measured floor to ceiling differential was only two degrees. The floor temperature runs between 70 and 78 degrees.

AMERICAN BUILDER

New STEELCRAFT SPACEMAKER SLIDING STEEL CLOSET DOORS

REVOLUTIONIZE CLOSET CONSTRUCTION



**End Swinging Door Nuisances
Increase Room and Closet Space
Yet Actually Cost Less to Install**

**Doors and Frame Comprise a Pack-
aged Unit Ready for Installation.
Doors May Be Purchased Separately.**

No wonder housewives everywhere choose Steelcraft's new SPACEMAKER Steel Doors in preference to the old swinging, space-hogging kind. Just look at the diagrams—see how you have to claw and fumble to get at anything stored in the dead ends of old-style closets. Spacemakers open right up to whatever you want. Besides, Spacemakers permit full use of the room space in front of closets which must be kept free for ordinary doors to swing in.

Nevertheless, Spacemakers actually sell for less than comparable wood doors and hardware. They save on construction costs, too—eliminate extra studs, lath and plaster—cut building time, too because they're so quickly and easily installed. Once installed, they assure smooth, quiet operation—and trouble free service for years to come. Send now for complete details. Just mail the coupon below.



**STEELCRAFT ONE-PIECE
STEEL DOOR FRAMES Cut
Building Costs Still More.**

Perfect team mates for Steelcraft SPACEMAKERS, these sturdy steel frames are also ideal for conventional swinging doors of wood or metal. Use this up-to-date, improved product at a substantial reduction in installation costs. One-piece welded construction . . . won't crack, shrink, swell or warp. Reinforced, mitred corners won't open. Hinges are spotwelded to frame. Completely enclosed dust box welded to frame; adjustable brass strike plate furnished. Mail coupon at right for full information.



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- PRACTICAL . . .**
Easy to operate—Save space.
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No field cutting for hinges or hardware.
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Won't stick, crack, warp or sag.

- SILENT . . .**
Glide on ball-bearing rollers.
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Sturdy all-steel protection.
- ATTRACTIVE . . .**
Satin Smooth surface takes any desired finish or color.

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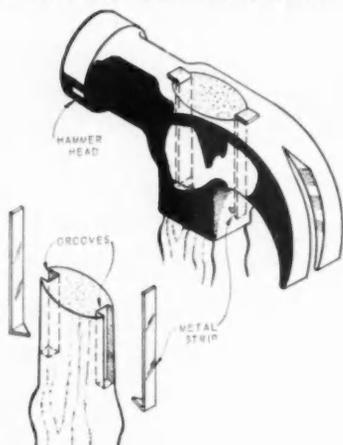
R. G. Coffman Co.
 INC.

ORLANDO, FLORIDA.

How would YOU do it?
Ideas for the man on the job

How to Fasten Handle Securely to Hammer Head

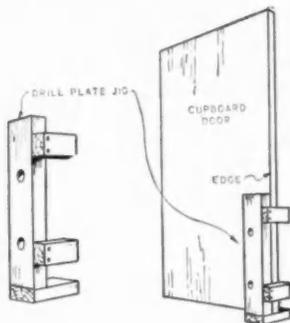
Here is a simple and easy way to fasten a handle to hammer head so it will never come off. Shape the end of handle to fit snugly in the hole of hammer. Cut two shallow grooves into handle as shown, each $\frac{1}{4}$ -inch wide and $\frac{3}{4}$ -inch long. Cut two strips of thin sheet metal and sharpen the ends as shown. Strips to be the same width as grooves, and $2\frac{1}{4}$ inches long. The pointed ends are bent at right angle and the strips fastened to the handle by forcing prongs into the wood. Handle is forced over head and metal strips bent.—Herbert E. Fey, New Braunfels, Texas.



Simplifying Installation of Handles on Cabinet Doors

This is a method of saving time and doing a good job of installing door handles on kitchen cabinets.

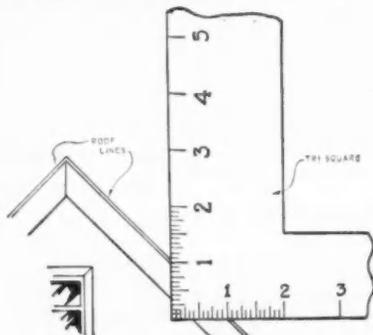
A template is made of one inch material. Holes are drilled to conform with those in the handles. Small blocks placed at side and bottom of template hold template tight against bottom or top of door as the case may be, depending on the position of the handles. This can be used for right or left doors.—Frederick Dittmar, Minneapolis, Minn.



Determining Pitch of Roof from Ground

Here is a practical way for roofers or carpenters to find the pitch or rise per foot of a roof from the ground.

Use the twelfth scale on the framing square with 1" equals 1'0". Level or plumb the square and place the one inch mark on square against the pitch of roof. Each twelfth equals one inch rise. Pitch can be determined by standing any distance from building.—Angeli Costello, Swoyersville, Pa.





TWINDOW[®] *has the edge!*

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

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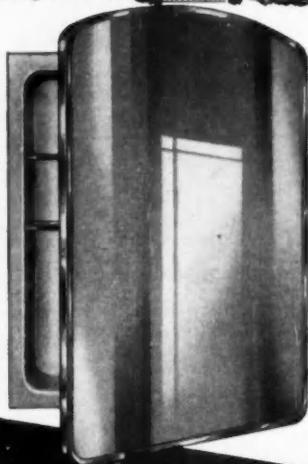
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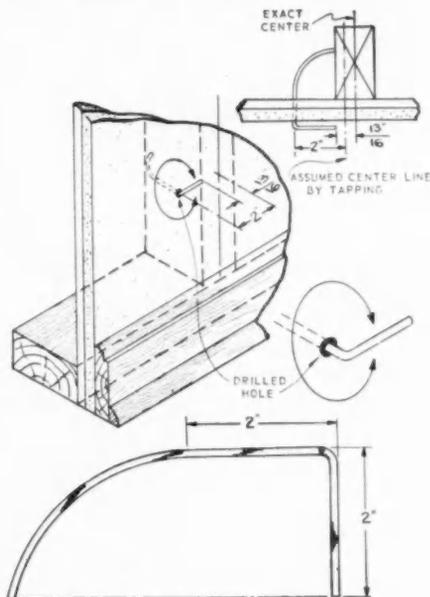
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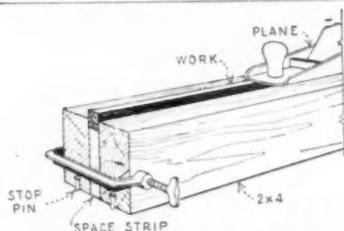
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—Andrew Murcho, Garfield, New Jersey.



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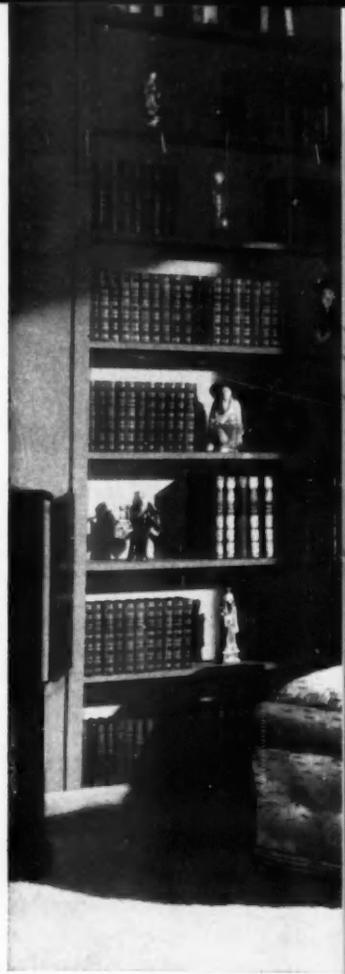
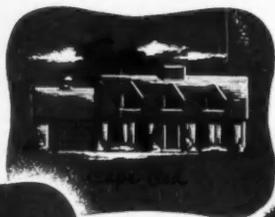
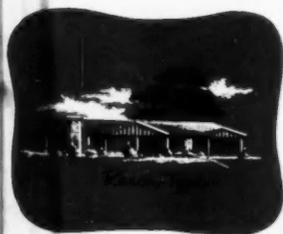
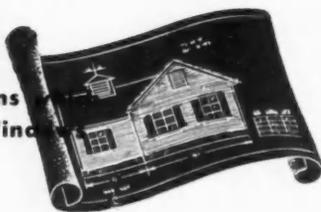
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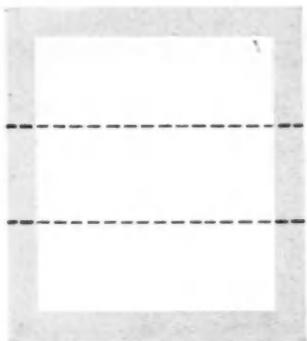
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Aluminum Window Manufacturers Association

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2

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ANDERSEN GLIDING WINDOW UNITS: Sash glide from side to side in plastic sill tracks. Sash can be removed. Fully weather-stripped. Single light or horizontal glazing. Equipped with screen and double glazing.

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Packed in cartons, completely set up for quick installation. Includes screen. Storm sash optional. Modular sizes.



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

Repairing Cracked Saws

I have been sharpening my own power saw blades and have had them crack. I then drill a hole at the end of the crack and use the blade. Is this practice all right?

E. J. B., Detroit, Mich.

Improper sharpening has made the blade crack. However it is common practice to drill a hole to prevent the crack from extending.

The practice of using the blade is frowned upon by most saw blade manufacturers as a safety precaution. The blade runs at a speed of 10,000 to 15,000 feet rim motion per minute and an excess side pressure on the blade might make it fly to pieces. If this should occur the operator, or the equipment, or both, might be injured. For sake of safety, do not use a cracked blade.

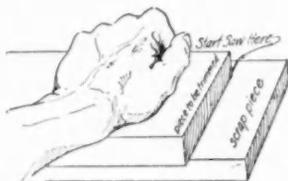
When sharpening the blade keep the teeth gullets well rounded. If the saw is kept sharp, with the proper set and the right amount of tension for the speed, the chances are one in 100 that the blade will not crack.

Clean Cut

Many times in trim work a board is just a little too long. I have been trying to get a good clean cut and have been butchering the end. I spend a lot of time planing it smooth. Do you know of some method where you can make cuts of less than 1/4 inch that are clean?

A. N. C., Chicago, Ill.

One method of trimming a piece of lumber a trifle too long is to lay a piece of scrap lumber under the board to be cut. Have the scrap extend about a half inch on the side to be cut. Mark both the lumber and the scrap. The scrap piece will guide



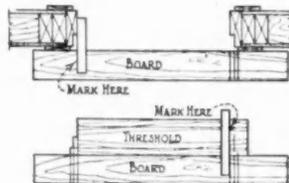
the saw through the lumber and a clean cut will result. Clamping is not necessary; hand pressure will hold both pieces.

Fitting a Threshold

Could you give me an accurate method of fitting a threshold. Many times the ones I fit are a little off and I would like to do a better job. I have been using a combination square and cannot understand why they don't fit.

A. R. C., Cleveland, Ohio.

A method of fitting a threshold is to take a board about a foot longer than the door opening and lay it on the floor against the casing. Take a straight edge and lay it across the face of the door jamb. Scribe this mark on the board. Then lay the



straight edge against the rabbet and the casing in turn, and scribe on the board.

The next step is to mark the other side without moving the board. Transfer these marks to the

threshold. Then measure the depth of the rabbet from the edge of the frame. Mark both sides and slightly undercut. Split pieces off with a chisel and it is ready to put into place.

Why Edge Insulation?

What is the reason for edge insulation in concrete slab construction, and when should it be waterproofed? Also, should floors over basements be insulated?

R. S. T., Dayton, Ohio

Insulation of concrete slabs laid on the ground is of limited value because the heat transfer into the ground is comparatively low, due primarily to the relatively small temperature differences between the ground and the air above the floor. Edge insulation should, however, be used around the concrete slab between the foundation walls and the edge of the floor slab to isolate the slab from them. This edge insulation should be a 1-inch thick continuous waterproofed rigid insulation strip.

Recent studies by the National Bureau of Standards have indicated that this edge insulation is highly important. The granular fill and membrane dampproofing under the floor slab act as an insulating material, and in most cases have sufficiently reduced the heat loss to the subgrade.

Floors over basements need not be insulated, except in unusual circumstances, such as where the basement is subjected to temperatures approaching outside temperatures or where the basement is exceptionally warm due to heat from a furnace or other source. Floors over unheated spaces should be insulated.

Portland Cement Association

Double Sash Fogging

When two panes of glass are put into the same sash, leaving an air space between, what are the essentials necessary to insure avoiding moisture on the inner surface of the outside pane?

I have done several on my own home, always drilling holes to connect the air space with the outside. Some remain dry within, some do not, so that obviously I am violating a vital precaution.

W. J. F., Toronto, Ontario

Double glazing for insulation of window areas requires a dry airtight

space between panes of glass. I believe that the moisture on the inner surface of the outside pane is due to the hole that you drilled. Moist air is able to enter there.

First, be certain the panes are very tight so that air cannot enter around them. Then, a moisture absorber can be placed between the panes to greatly reduce the fogging. Be certain to fill the holes that you drilled.

Hip Roof Ventilation

I have a ranch house with hip roof on all sides, and would like to know the proper way to secure ventilation.

S. T. D., Richmond, Va.



If the roof has large overhangs ventilation can be secured by cutting holes into the underside of the soffit. These will need screening to keep insects from entering the house. Small, metal louvers of 3-inch diameter are manufactured for this purpose and are easy to install. If the roof does not have any overhang then a roof type ventilator can be installed.

Cleaning Brick

We have a brick service building, the exterior of which is dark red brick. The soot from the chimney (fired by coal stoker heat) is discoloring the top six or seven feet of the chimney and adjacent parts of the wall of the building. Can you tell me how to go about (1) the job of cleaning the face of the chimney, (2) preventing a recurrence of this happening again?

W. A. R.,
University of Wisconsin

Muriatic acid (hydrochloric) of a 5 per cent solution is usually the

strength used in cleaning brick. First the brick is thoroughly soaked with clean water. Then the acid is applied and finally washed off with water. It is recommended that a small section be tried first as the brick might be stained by the acid.

The brick can then have a transparent waterproof coating applied. This will stop the soot formations or make it easy to wash soot off.

Waterproof Cellar Wall

What advice can you give me about waterproofing a cellar wall from the inside.

The wall is concrete block. The floor is concrete. My plan is to clean the wall and floor thoroughly and cover with a waterproofing compound. Then build a form of plywood four inches from the wall and slush concrete into the form. Floor has one leak in coal bin. After applying waterproofing, two inches of concrete will be laid over the floor.

Cellar floor was never troweled smooth. Should I give this floor after cleaning a coat of cement, lime, and sand, troweled smooth? Will it stick to the old floor?

H. H. H., Pottstown, Pa.

If you apply a waterproof compound to the wall surface you will not get a bond between the two coatings. You might be able to use an iron oxide waterproof coating on the wall without the four inches of cement.

If waterproofing compound is applied to the floor, the new cement coating will not bond and cracking can result. First, clean the floor and rough it up. Apply a rich cement and water paste. Then concrete can be poured on the floor. The floor must have at least two inches of concrete. Waterproof materials can be added to the floor mix.

Condensation Problems

I am wondering if you can offer any suggestions regarding condensation and how to correct same, as I have recently completed a new home and we find excessive condensation forms inside the windows.

J. L. F., Berwick, N. S.

Condensation forms because the humidity in the house falls below its dewpoint when it passes over the cold glass. Many causes can lead to excessive humidity in a house.

(1) Plaster not dry. (2) Clothes washing and drying equipment not properly ventilated. (3) Cooking

steam not ventilated. (4) Bathroom shower.

All the above add moisture to the air inside a home and when that air passes across a cold window it condenses. First, try to eliminate the excess moisture. Storm windows will reduce condensation and also protect your sash and sills.

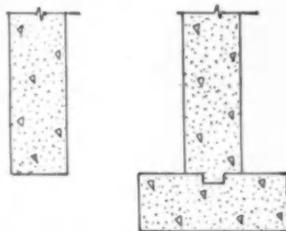
Plaster Cracking

I am having plaster cracking trouble in some houses that I am building. There are about 25 houses in this subdivision and six are mine. All 25 houses have cracks. All are on gypsum lath. Aggregate made no difference. Can you recommend proper framing to prevent cracks.

F. C. D. Jr., Smyrna, Ga.

If all 25 houses have developed plaster cracks I don't think the trouble is in framing methods. Many things can lead to the type of trouble that you are encountering.

1. Green or insufficiently dried lumber can cause shrinkage that will crack the plaster.



WRONG

RIGHT

2. House settlement can be the cause, in fact this seems more likely as all houses of the subdivision are having the same trouble. You did not specify what type of foundation and footings you are using, or the type soil the houses are built upon. Why don't you have the soil tested to find out what size footings are needed. Check the footings and lumber and that will probably solve your problem.

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How American building experts forced the secrets of the sumptuous lost capital of Colonial Virginia. only \$2.50

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The fascinating life story of the great contemporary architect. Includes many handsome illustrations. \$4.00

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Here are special requirements you ought to know about before you build nursery schools or kindergartens. \$6.50

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36 Church Street, New York 7, N. Y.

Enclosed find _____ for which please send me the book(s) checked below. If I do not find the book(s) entirely satisfactory I will mail them back within five days of receipt and you will refund my money.

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_____ Design of Insulated Buildings, etc.	5.50
_____ School Planning Data Book	8.00
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_____ Planning and Building the Modern Church ..	8.50
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AB152

AMERICAN BUILDER



Install the doors that never BOOMERANG!

Beware of doors that can come back to hit you where it hurts... *right in your pocketbook.*

Install Weldwood and Mengel doors... the doors you *know* you can safely recommend.

Both of these famous doors represent highest quality at rock-bottom prices.

Both come in a wide variety of fine decorative hardwood faces, including birch, oak and Korina®.

Both provide long... trouble-free service life.

The *Weldwood Staved Lumber Core Door* gives you a quality product that combines convenience and easy working with versatile, durable, trouble-free beauty.

It can be hung from either side and is especially adaptable to custom-made lights and louvers. Hardware goes on quickly, easily, permanently.

All bonding is done with 100% waterproof phenolic glue, so that you can safely install the Weldwood Staved Lumber Core Door for either exterior or interior use—residential, commercial, institutional.

The door is finished with faces of richly figured veneers in all popular species... in a wide variety of sizes.

The *Mengel Hollow Core Door* uses a time-tested structural principle. It has given complete satisfaction to literally hundreds of thousands of customers. It meets every demand for a beautiful, durable flush interior door—and is even priced to meet trim budgets. Recommend it for residential use.

Yes, play safe—with Weldwood and Mengel doors. You know *they'll* never boomerang on your reputation and profits!

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, 1½" and 1¾" with a variety of both foreign and domestic face veneers.

WELDWOOD® FLUSH DOORS

Manufactured and distributed by

UNITED STATES PLYWOOD CORPORATION

Largest Plywood Organization in the World

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

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NEW LOW-COST IDEAS FOR HEATING AND COOLING \$12,000 HOMES

General Electric offers the Air-Wall* Heating System which gives forced warm air plus radiant wall heating—a perimeter system at its best; and develops three other cost-cutting products to help builders and architects build comfort into their homes.



Over 800 families in a new housing project near San Francisco enjoy G-E Air-Wall heating. It can be easily installed in existing homes, too.

The Air-Wall registers are placed on the outer walls where the heat loss takes place. Warm air is introduced in a fan-like pattern up over these walls. The walls are thus warmed and radiate heat. This eliminates cold down-drafts and keeps floors comfortable.

Flexibility is another reason why there are thousands of Air-Wall installations. The slender 4-inch ducts can be put in the slab of a basementless house, hung in a crawl space, or used in a basement for a neater looking job with more headroom.

Home-owners like Air-Wall because they get satisfying comfort even in rooms with large areas of glass. Drapes are no problem. No carpet cutting is necessary. There is complete freedom of

THE G-E Air-Wall Heating System does more than provide low-cost duct work which makes installations faster and easier. It is the *only* perimeter system which gives forced warm air *and* radiant wall heat as well!

The Air-Wall registers



Standard G-E Air-Wall Register blankets cold outside walls with warm air.

You can put your confidence in—

GENERAL ELECTRIC

furniture placement...no hot blasts even if a chair is directly in front of the Air-Wall register.

Builders and architects add to these advantages the fact that they now have in G-E Air-Wall a budget-priced system backed by the prestige and customer acceptance of the General Electric name—this means *faster home sales*.

MORE NEW G-E PRODUCTS

Other new G-E developments include (1) the G-E Counterflow Gas Furnace, (2) the G-E Horizontal Gas Furnace and (3) the G-E Year 'Round Air Conditioning system. All of these new products can be installed in houses selling for \$12,000 to \$70,000—in old homes as well as new.



Automatic G-E Air-Wall Register has built-in thermostatic damper which admits just the required quantity of warm air to each room. Ideal for automatically "taking the heat off" problem rooms affected by sun, fireplace, or cooking.

AN INVITATION

You are cordially invited to visit General Electric Booths Nos. 116-117 at the Home Builders Show—Hotel Conrad Hilton (Stevens), Chicago—and see the new units and the G-E Air-Wall System pictured on these pages.

In most communities throughout the country there is a General Electric dealer listed in the Classified Telephone Directory under "Furnaces." General Electric Company, Air Conditioning Division, Bloomfield, New Jersey.

*Reg. U. S. Pat. Off.



SPACE-SAVING new G-E Counterflow Gas Furnace—designed for basementless houses. Can be located in alcove. Forces warm air through G-E Air-Wall ducts in concrete slab or under crawl space.



TUCK AWAY this new G-E Horizontal Gas Furnace in the attic, hang it in the basement, or put it in a crawl space. As in all G-E gas-fired furnaces this new one has rugged cast-iron pin-point heat transfer for quick heat...completely G-E built and tested.



THIS NEW G-E PACKAGED AIR CONDITIONER (Type FE), left, with G-E Oil Furnace (right) offers year 'round comfort to the homeowner. It can be installed in homes in the \$12,000 price range.



THE AIR-WALL "PACKAGE." Compact kits contain all necessary warm-air duct work registers and fittings for homes, large and small. Pre-fabricated parts assembled by contractors make possible faster installations. Used with G-E warm air furnace either gas- or oil-fired.

G-E AIR-WALL HEATING IS A COMPLETE SYSTEM. Illustration above—with details such as floor beams purposely omitted, shows a G-E Air-Wall Heating System; G-E warm air furnace, Air-Wall ducts and registers and G-E controls.

1. G-E warm air furnace (gas- or oil-fired) heats, filters, humidifies, circulates air.
2. Air distribution chamber with convenient knock-out holes permits easy and fast installation of round ducts which supply each room with warm air.
3. Adjustable dampers, one for each duct, control amount of warm air sent to rooms.
4. Air-Wall ducts, a slim 4" in diameter, are easily placed in walls, or under floors or in attic space.
5. Elbows are easily adjustable and sim-

ply installation of the system.

6. Attractive, inconspicuous Air-Wall registers blanket outer wall with warm air similar to defroster principle in your car.
7. G-E clock thermostat controls furnace operation and maintains comfortable day temperatures with automatic cutback at night.
8. Warm air takes a fan-like pattern as it leaves Air-Wall registers. Cold downdrafts are counteracted.
9. Radiant heat, actually given off by walls which are warmed by up-flow of air, banishes sensation of cold and uncomfortable air movement.
10. Return-air grilles on inner walls admit room air to be returned to furnace for filtering, reheating and recirculating.

FREE

Please send me free literature on the products I have checked: G-E Heating ; G-E Counter-flow Gas Furnace ; G-E Horizontal Gas Furnace ; G-E Year 'Round Air Conditioning .

General Electric Co.,
Air Conditioning
Division, Dept. AB,
Bloomfield, N. J.

NAME

ADDRESS

CITY

STATE

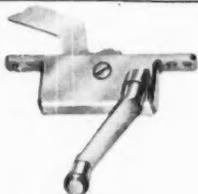
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combined



Getty Operator 4703 AF for intermediate metal casements. Its internal gear is an exclusive Getty feature.



Getty Operator 4706 for light metal casements. It is an externally geared, angle-drive operator.



Getty Operator 4706H is the only replacement operator for metal casements made. Its specially drilled holes accommodate nearly all metal casements, regardless of the type of operator being replaced.



Getty Operator 4703 W for intermediate wood casements. It features the exclusive internal gear.



Getty Operator 4715 for wood casements. Ideal for new installations, casements without any hardware, or ones with stay bars or other obsolete hardware.



Getty Operator 4700 Heavy Duty (reversible) for wood casements. It is a horizontal worm-and-gear operator—not handed.

H. S.

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& CO., Inc.

PHILADELPHIA 40, PA.

Canadian representative: A. N. Ormsby Co., 23 Scott St., Toronto

Hollow Core or Solid Core

**ATLAS OFFERS
EXCLUSIVE FEATURES
IN
FLUSH DOOR CONSTRUCTION**



In the *Atlas Hollow Core Flush Door*, kiln-dried hardwood struts—running both laterally and perpendicularly—interlock to form a grid. Wherever two struts interlock, the outer corners are beveled to permit free air circulation. The carefully machined frames are of kiln-dried Poplar, Basswood or White Pine. Lock blocks on each side permit hanging from either right or left. Before the surface panels are bonded to core and frame, the interior surfaces have been completely sized, to counterbalance the pull of the final exterior finish.

The core material of the *Atlas Solid Core Flush Door* is Balsa Wood—inert, proof against stress and warpage. With the same K factor as cork, Balsa has important sound-deadening qualities. Its low thermal conductivity means efficient insulation. Its light weight means light weight for the finished door. The core blocks are positioned within a frame of kiln-dried hardwood. Lock blocks on both sides permit the door to be hung from either right or left.

The beauty of an Atlas Flush Door rests upon the simplicity of its lines and the quality of its surface panels. The choice of woods is wide—from the famous Northern Hardwoods to Southern Gum to Western Fir, Birch, Gum, White Pine and Oak lead in popularity. To your specifications—you have the choice of every suitable, exotic wood available anywhere in the world—such as Mahogany, Limba, Chen Chen, Avodire and Prima Vera.

Less expensive paint grade veneers are available when the door is to be painted. Stains on Gum offer a choice of Mahogany, Walnut and other "furniture" finishes. There is an Atlas Flush Door to match every architectural scheme.

From standing tree to finished product, every Atlas Door is produced under one ownership, one standard of control, one responsibility . . . Let us send you literature to file on both Atlas Doors and Atlas Panels. We'd like to get acquainted. Kindly address your inquiry to Dept. 34.

Visit our displays: Cleveland—Building Materials and Equipment Exposition—January 22-24; New York—Northeastern Building Materials Exhibit—January 28-31; Chicago—Illinois Lumber and Material Dealers Exhibit—February 12-14.

ATLAS DOORS • ATLAS PANELS



18 MANUFACTURING PLANTS

Anderson, Cal.	Gladstone, Mich.
Crescent City, Cal.	Huntsing, Mich.
Laurel, Del.	Goldsboro, N. C. (2)
Brunswick, Ga.	Plymouth, N. C.
Houlton, Me.	Klamath Falls, Ore. (2)
Greenville, Me.	Portland, Ore.
Patten, Me.	Williamsport, Pa.
Castile, Mich.	Newport, Vt.

PANEL AND DOOR DIVISION

ATLAS
PLYWOOD CORPORATION

STATLER BUILDING, BOSTON 16, MASS.
TELEPHONE: HANCOCK 6-0016 TELETYPE: BS-644

34 SALES OFFICES AND WAREHOUSES

Boston, Mass.	New York, N. Y.
Los Angeles, Cal. (2)	Goldsboro, N. C.
Oakland, Cal.	Cleveland, Ohio
Sacramento, Cal.	Dayton, Ohio
San Francisco, Cal.	Oklahoma City, Okla.
Denver, Colo.	Tulsa, Okla.
Chicago, Ill.	Portland, Ore.
Evansville, Ind.	Pittsburgh, Pa.
Detroit, Mich.	Corpus Christi, Tex.
Gladstone, Mich.	Houston, Tex.
Grand Rapids, Mich.	San Antonio, Tex.
	Tacoma, Wash.



JUDGES AT WORK selecting winners in *American Builder* National Home Week participation contest. Left to right: Paul Fulton, manager of retail advertising for the Chicago Tribune; Roy Winters, president, National Plan Service, Chicago; Paul S. Van Auken, NAHB Convention and Exposition director, Chicago; B. H. Wambolt, executive editor, *American Builder*; Philip Creden, chairman of public relations committee for National Retail Lumber Dealers Association; Norman P. Mason, lumber dealer, North Chelmsford, Mass.

National Home Week Winners

AMERICAN BUILDER'S National Home Week Contest, staged in cooperation with the National Association of Home Builders, drew more than 50 entries from all sections of the United States. The competition, which was announced in the September issue, was inaugurated to stimulate further interest in National Home Week by offering awards to NAHB chapters and retail building material dealers for out-standing participation in the annual observance.

The fact there were so many entries, most of which reported unprecedented community-wide interest and participation in NHW, not only produced visible evidence that the Week is firmly established as an annual event, but made the work of selecting winners in the various classes particularly difficult for the board of judges. Early in the judging, it became evident that National Home Week, which was conceived by *American Builder* Editor Ed Gavin, in 1947, has become the greatest public relations and sales stimulation tool the home building industry has ever had. Community after community reported capacity crowds at model homes open during the week, and where figures were available, sales directly traceable to the NHW observance create an impressive picture of actual results achieved.

The competition for chapters of NAHB was divided into four groups based on chapter membership. Group No. I included chapters with more than 250 members as of January 1, 1951. Group No. II—100 to 249 members; Group No. III—50 to 99 members and Group IV—less than 50 members.

The highly unusual program of the Long Island Home Builders Institute prompted the judges to set up a fifth

award, which is unclassified. In a special message announcing this unclassified award for Long Island, the judges made it clear that the award was not without competition but that

NAHB CHAPTERS WHICH WON AWARDS

- FIRST PRIZE—GROUP NO. I:**
Minneapolis Home Builders Assn.
- HONORABLE MENTION—GROUP NO. I:**
Home Builders Association of Metropolitan Washington
- Milwaukee Builders Association
Chicago Metropolitan Home Builders Association
- FIRST PRIZE—GROUP NO. II:**
Home Builders Association of Des Moines
- HONORABLE MENTION—GROUP NO. II:**
Marion County Residential Builders, Inc. (Indianapolis)
- Home Builders Institute (Los Angeles)
Home Builders Association of Spokane
Home Builders Association of Hartford County, Inc. (Hartford, Conn.)
- FIRST PRIZE—GROUP NO. III:**
Wichita Association of Home Builders (Wichita, Kas.)
- HONORABLE MENTION—GROUP NO. III:**
Tacoma Master Builders Association
Texas Panhandle Home Builders Association (Amarillo)
- FIRST PRIZE—GROUP NO. IV:**
Grand Rapids Home Builders Association (Michigan)
- HONORABLE MENTION—GROUP NO. IV:**
Home Builders Association of Greater New Haven
- UNCLASSIFIED AWARD:**
Long Island Home Builders Institute, Inc.
- LUMBER DEALER AWARDS**
- FIRST PRIZE—GROUP NO. I:**
Coman Lumber Co., Durham, N. C.
- FIRST PRIZE—GROUP NO. II:**
N. H. Troup Lumber Co., Kankakee, Ill.
- FIRST PRIZE—GROUP NO. III:**
El Monte Lumber and Fuel Co., Elma, Wash.
- FIRST PRIZE—GROUP NO. IV:**
New Athens Lumber Co., New Athens, Ill.

it was in competition with the entire field; that this method of handling the Long Island entry was not to be interpreted as a decision on the part of the judges that it was necessarily chosen over all of the entries in all of the classes.

On the following pages summaries are presented of entries which received first awards in each group for both NAHB chapters, and local lumber dealers. Two hand-lettered scrolls

mounted and handsomely framed will be awarded to all winners. One of the scrolls will be presented to the executive officer of the winning NAHB chapter, and the other to the chapter's National Home Week chairman. For retail lumber dealers, the local owner or manager of each winning yard will receive a scroll with the second scroll going to a person designated by the dealer—either a civic leader who assisted in the dealer's observance of NHW or to another member of the dealer's organization.

The scrolls for the NAHB prize winners will be awarded during their annual Convention and Exposition in Chicago at the general session Thursday morning, January 24. Dealer winners will receive their scrolls at the 1952 convention of their regional or state associations.

Reports of National Home Week participation and promotion by those NAHB chapters which received honorable mention in the National Home Week Contest, will be carried in future issues of *American Builder*. The Chicago Metropolitan Home Builders Association, which received honorable mention in Group I, will be featured in the February issue.

The competition for retail lumber dealers was also divided into four groups, based on the population of the city where the participating yard was located. Group No. I included dealers in towns with populations of 35,000 or more; Group No. II—population between 10,000 and 35,000; Group No. III—population between 2,500 and 10,000; Group No. IV—population less than 2,500. There were no honorable mention awards made in the dealer competition. Only those retail lumber dealers in towns where there were no local NAHB chapters were eligible to enter this competition.

PRODUCTS ON REVIEW

A pictorial parade of new and improved building materials and equipment

New materials and equipment developed by ingenious manufacturers usually spearhead innovations and revisions in both the design and the functional characteristics of buildings. The host of new materials and equipment created and produced by manufacturers in the past few years, plus refinements in many already in use, has changed materially the exterior architectural lines as well as the interior layout of homes.

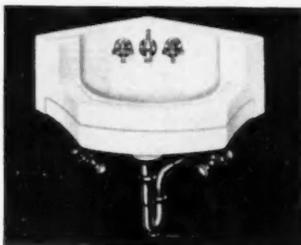
New and improved tools and equipment for builders have contributed in no small manner to the increased efficiency of construction operations and the minimization of cost factors.

On this and following pages, *American Builder* presents a large number of these products with a photograph and a brief description of each item. Obviously, in the limited space available, it is impossible to show all the products of all manufacturers or even to list all the merits and outstanding features of those which do appear. Some supplementary information will be found in the advertising pages of this and other issues of *American Builder*.

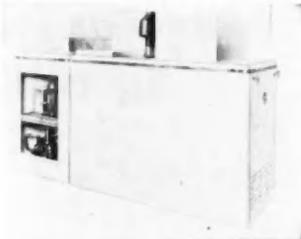
Many of the products illustrated will be on display at the National Association of Home Builders Annual Convention and Exposition in Chicago, January 20-24, at the Stevens and Congress Hotels. To help you locate the Exhibit Booths we have given the booth number and the hotel in which it is located, where this information was available prior to going to press.

FOR MORE INFORMATION

... about products and equipment shown on this and following pages, use the convenient coupon on page 180. Each item has an index number which is to be used in filling out the coupon along with your name and address. Mail the coupon to Readers' Service Department, *American Builder*, 79 West Monroe, Chicago 3, Ill.



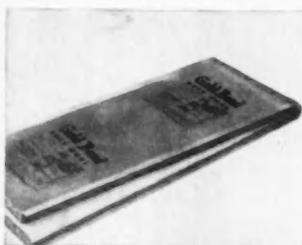
AB1291—CORNER LAVATORY—Eljer Co., Dept. AB, Ford City, Pa. Eljer Cornette vitreous china lavatory is especially adaptable to spaces where door must swing inward. It is 17x17 inches on the sides and projects 20 inches from the corner. The Cornette is furnished with a combination supply and pop-up waste. Faucet parts are all easily renewable and incorporate exclusive Eljer swivel disc. Overflow is hidden under the front anti-splash rim, giving a smooth appearance to back wall. Generous ledge shelf with soap depressions. Booths 41, 42, 43, Stevens.



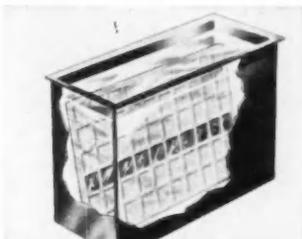
AB12312—REFRIGERATING AIR CONDITIONER—The Meyer Furnace Co., Dept. AB, Peoria, Ill. Shown above is the Weir-Meyer "Marvellaire" Summer Air Conditioner connected behind a Weir-Meyer Gas-Fired Winter Air Conditioner. It is designed for use with warm air furnaces and has the same type and size casing as the Weir-Meyer furnaces. The fact that the same owner uses the same fan and ducts as the warm air furnace affects quite a saving. These air conditioners are available in 2, 3, 5, 6, 8, and 10 ton sizes.



AB1212—GLASS BLOCK—American Structural Products Company, Dept. AB, Toledo 1, Ohio. Glass block can add a distinctive appearance to a kitchen. In the photograph two sizes of block are used to give the patterned effect. The non-critical material eliminates the need for sash, screen, and storm windows. Yet the kitchen is flooded with light. The blocks make a sound, weather-tight, insulated panel that's extremely hard to break. Only ordinary mason's tools are needed to install it. The insulating units upkeep factor is negligible. Booth 145, Stevens.



AB1283—BATT AND BLANKET INSULATION—National Gypsum Co., Dept. AB, Buffalo 2, N. Y. In new line of Gold Bond Rock Wool has wool adhering to all four sides of the casing, increasing durability and stiffness. Wool does not slip or sag inside the casing; application is said to be faster with less taping and patching, and there is less handling damage both on-job and in transit. Manufactured in Mat Standard and Jumbo-Thick blankets and Semi- and Full-Thick batts. Meet FHA and building code requirements. Booths 205, 206, Stevens.



AB1294—UPWARD-ACTING GARAGE DOOR—Crawford Door Co., Dept. AB, 401 St. Jean Ave., Detroit 14, Mich. Crawford Marvel-Lift Garage Doors, delivered east of the Rockies and also the Fleetwood, Doormaster and Stylist models, are now protected by Crawford Magi-Cote, a new liquid dip in which each door section is immersed for three minutes. Magi-Cote is toxic to fungi; which attack wood in certain climates, also forms a barrier to moisture; protects entire door, including edges and joints which often are left unpainted. Booth 54, Stevens.



AB12108—TILE LAVATORY COUNTER—Tile Council of America, Dept. AB, 10 E. 40th St., New York 16, N. Y. In this bathroom, clay tile is used on the walls and floors with a matching tile counter top built in around the wash basin. Advantage of clay tile counters, cited by the Tile Council of America, are that the material is not damaged by spilled perfumes, nail polish, etc. Another use of the tile is in the home laundry walls at rear of the washer, dryer and ironer, where its colorfast surface facilitates cleaning. Booth 210, Stevens.



J. E. Boran
President
Minneapolis Home
Builders



Harold R. Rosendahl
Chairman
National Home
Week Committee

Industry-Wide Participation Key to Minneapolis Success

This is how the Minneapolis association summed up the secret of its prize-winning National Home Week Observance:

"Much of the success of this year's promotion is attributed to a program based on industry-wide participation, including policy-making and actual planning. Through community-wide cooperative effort, the promotion became better planned, made important gains in the use of public information channels, got increased builder activity, and gained greater prestige for all branches of the industry."

Although the builder association was prime promoter and maintained majority control of the program (through its general chairman, secretary and other important committee posts) participation among allied groups—lenders, suppliers, distributors and others—was more widespread than for any previous observance.

An equally vital part of the "success secret," the association said, was early planning—meaning organization of committees and actually getting to work. In April 1951—five months before NHW—the group named its committee heads: Harold Rosendahl, general chairman; Emil Fronk, vice chairman; J. E. Boran, miniature model home contest; and Ezra Osterhus, display homes.

Rosendahl is NAHB regional vice president, a Minneapolis director and past president; Fronk is a past NAHB director and a past local president; Boran, current association head; and Osterhus an association director.

At this point, in April, plans were broadened to include representatives of retail lumber dealers, realtors, savings and loan firms, mortgage bankers, appliance dealers, millwork operators, utility companies, concrete contractors, plumbers, electrical industries, Federal Housing Administration, Veterans Administration and metropolitan newspapers.

Shortly afterward, the industry-wide committee met for the first time as guests of the home builders. Committee members agreed with builder leaders that the program was more than an exhibit and sale of homes, was in reality an all-industry public relations and public information project designed to "sell" home ownership.

They were willing to relinquish the general chairmanship, the builders said, if the committee felt that someone else was better qualified for the post. The result of this offer was a vote of confidence in the home builders' choice of leaders.

Subsequent meetings were held at about two-week intervals, except for

the final weeks, when they were held weekly for a closer review of progress. Subcommittees met separately when specific actions were required.

First subcommittee to go into action was the display homes group, responsible for the houses to be open for public inspection. An invitation to take part was extended to all builder members; within a short time 24 had joined the program, six later dropping out.

Meeting every two weeks, the exhibitors agreed (1) that each home was to be completely sodded; (2) that floodlights were to be installed for night inspection; and (3) that uniform signs would be used to identify the NHW houses. Furnishing was optional with the builder.

Also planned early in the program was a broad publicity and advertising campaign. The general committee and the builder-exhibitors approved the following advertising program:

Eight advance newspaper "teaser" ads, two-column by five inches, morning and evening, leading up to the special NHW section.

Double page in Sunday special NHW section with pictures of all homes and tie-in association messages.

Eight quarter-page ads, morning and evening, during the week.

CONVENTION HIGHLIGHTS TENTATIVE PROGRAM

Annual NAHB Convention
Chicago, Illinois
January 20-24, 1952

Sunday, January 20

- 9:00 A.M. Ladies Headquarters opens
- 9:00 A.M. Speakers Reception Room opens
- 9:30 A.M. Custom Builders Council Meeting
- 9:30 A.M. Joint NAHB-Productors Council Meeting
- 10:00 A.M. Conference on European Housing Tour
Chairman: Floyd Kimbrough
- 12:00 M. Executive Officers luncheon and Conference
- 1:00 P.M. Opening of Exhibits at Congress and Stevens
- 5:00 P.M. Resolutions Committee (open meeting)
- 5:00 P.M. Nominating Committee (open meeting)
- 9:00 P.M.

Monday, January 21

- 9:30 A.M. 1951 Board of Directors Meeting
Nominating Committee (open meeting)
- 9:30 A.M. to 11:30 A.M.
- 10:00 A.M. Conference on European Housing Tour
Chairman: Floyd Kimbrough
- 10:00 A.M. Builders Shop Talk Session
Moderator: Earl Smith
- 9:30 A.M. General Business Session
Presiding: W. P. "Bill" Atkinson
- Introduction and Remarks by Convention Chairman Moverstick
- Introduction of Past Presidents Executive Committee and Advisory Council by President Atkinson
- Introduction of Executive Vice President Cortright
- Introduction and Remarks by Staff
- Report of Treasurer Manlaw
- Secretary Hughes' Report and Introduction of Regional Vice Presidents
- 1:00 P.M. Membership Contest Awards
- 1:00 P.M. First Inspection Tour of Chicago Housing
- 2:00 P.M. General Session
Speaker: James C. Downs
"Your Product and Your Market in the Year Ahead"
- 2:30 P.M. Operation Trade Secrets
Moderator: W. P. "Bill" Atkinson
- 4:45 P.M. Speaker: Farmer Governor Hoffman, New Jersey
- 2:30 P.M. Nominating Committee (open meeting)
- 6:00 P.M. Reception and Dinner for Press
- 9:00 P.M. Convention and Exhibitors Dance

Tuesday, January 22

- 9:45 A.M. Joe Schulte New Products Show
- 10:00 A.M. Conference on European Housing Tour
Chairman: Floyd Kimbrough
- 10:00 A.M. "See Your Houses in a New Light" Presentation by General Electric (Three presentations: 10 AM, 2 PM, 4 PM, both Tuesday and Wednesday)
- 10:00 A.M. Discussion Groups
"How to Do a Better Job of Organizing Your Loan Application"
- Discussion Leader: Francis J. Brennan, "Asst. Vice-Pres. First Federal Savings & Loan Assn., of New Haven"
- "Record Keeping for Small Volume Building"
University of Michigan Presentation
Discussion Leader: Joseph Entress
- "Opportunities for Merchant Home Builders Through Prefabricated Housing"
Discussion Leader: Name not available
- Tax Clinic
Discussion Leader: Sylvanus Felix
Defense and Military Housing (not definite)
- 10:15 A.M. Parents Magazine Awards
Presiding: Maxine Livingston

(Continued on page 93)

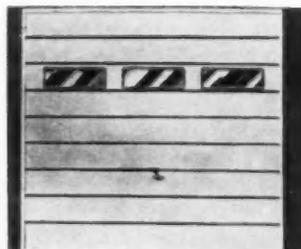
BUILDING PRODUCTS ON REVIEW BUILDING PRODUCTS ON REVIEW



AB1296—FIBRE HEATING DUCT—Sonarco Products Co., Dept. AB, Hartsville, S.C. This new product, Sonarduct, is a fibre duct which 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. Has high crushing strength. Sonarduct is available in lengths up to 25 feet and in any inside diameter from two-inch up to and including 24-inch. Metal bends, elbows and other accessories are recommended; these will readily fit a duct of the same diameter. Booth 174, Stevens.



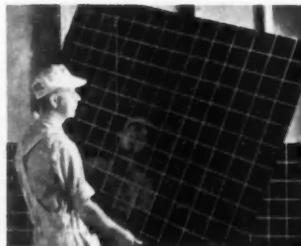
AB1213 — FACTORY-BUILT HOUSE — Best Homes, W. G. Best Factory Built Homes, Inc. Dept. AB, Peoria, Ill. New home designs announced by the manufacturer for its 1952 line are two and three bedroom models with attached garages. The houses are available from dealer erectors with or without basements. The units are priced to sell without land from approximately \$9,000 to \$12,000. Various elevations are available. The unit comes complete with storm door and tension screens. The interiors can be finished in either dry wall or plaster. Booth 178, Stevens.



AB1295—CANOPY-TYPE GARAGE DOOR —Aluminum Products Corp., Dept. AB, 359 S. Jessie St., Pontiac, Mich. New canopy type door swings out and up from the opening. Has simple, dependable hardware—open-type, not enclosed. Made in 8x7 foot or 9x7 foot sizes. Window lights are features of all doors. The door is factory installed, using weathertight extruded rubber moulding of the type popular in the automotive industry. The firm also announces a completely re-engineered 16x7 foot door which comes in two sections. Booths 132, 133, Stevens.



AB1297—SLIDING DOOR DISPLAY—Grant Pulley and Hardware Co., Dept. AB, 31-85 White-stone Pkwy., Flushing, L.I., N.Y. Measuring 3x2 1/2 feet, this animated display has two miniature sliding doors, on one of which is printed the product's salient features, while the other slides back and forth, motor-driven. A sectional view of the hardware, doors and floor guide, as well as of the mounting itself, provides a clear picture of the installation. The sturdy display is finished in three colors. Can be used for window or counter. Booth 211, Stevens.



AB1299—PLASTIC HARDBOARD FINISH—Armstrong Cork Co., Dept. AB, Lancaster, Pa. A new plastic finish, called M-67, has been developed for Armstrong's Monowall, predecorated hardboard wall and ceiling panels. M-67 is hardened by a special manufacturing process for luster and durability. High ratings were cited in laboratory tests in which almost every condition of normal and abnormal use was simulated to determine gloss, fading, resistance to solvents, moisture, stains, abrasion, temperature changes, sunlight and impact. Booths 31, 32, Stevens.



AB1279—PERIMETER INSULATION—Owens Corning Fiberglas Corp., Dept. AB, Toledo 1, Ohio. Used for insulating around floor slabs in basementless homes, Fiberglas perimeter insulation serves to cut heat loss from slab edges. It also serves as an expansion joint. There are three types: AE-6 has an insulating core of Fiberglas PF insulation enclosed in an asphalt sheath; PF-615 is a low-cost inorganic fibrous board; Fiberglas roof insulation, although designed primarily for flat roof decks, is adaptable for perimeters. Booths 46, 47, Stevens.



OPENING SUNDAY was a rainy day, but traffic was still heavy. Homes are by **Boran Builders Inc.** (left) and **Fritz Brothers**

A 1000-word ad on the closing Sunday reminding the public of the last chance to visit the homes.

National Home Week was featured on 10 telecasts, on which nine builders and one architect appeared. Radio spot announcements were widely used.

The committee used special stationery with a NHW motif for all correspondence in connection with the program.

The local power company got permission to tie-in "Adequate Wiring" and "Light Conditioning" programs with the display homes. Sub-contractors and material suppliers worked directly with contractors.

The over-all expenses were broken down in these items:

Advertising	
Newspaper	\$6,000
TV and Radio	1,050
Counter Cards, Decals .	500
Administration	
Stationery, Postage	100
Contest and Prizes	600
Special Events.....	500
Total	\$8,750

For the display home newspaper advertising, the 18 exhibiting builders paid \$250 each, the association adding \$500 to bring that share to \$5,000.

A representative of each of the industry groups was named to contact his members by letter asking for financial assistance. Contribution cards were enclosed with letters.

The different groups were requested to donate in these amounts:

Minneapolis Home Builders	\$5,500
Retail Lumber Dealers ..	1,000
Realtors	750
Mortgage Bankers	400
Savings and Loan Groups	400
Millwork Groups	500
Other	200

Total \$8,750

In past years, the association said, financing NHW posed a problem:

INDUSTRY-WIDE REPRESENTATION ON NHW COMMITTEE

With a nucleus of builder members, the Minneapolis National Home Week Committee included representatives from the following 17 organizations:

- Savings and Loan League of Minnesota
- Minneapolis Board of Realtors
- North Central Electrical Industries
- Minneapolis Mortgage Bankers Association
- Minneapolis Appliance Dealers Association
- Northern States Power Company
- Minneapolis Gas Company
- Independent Retail Lumber Dealers Association
- Northwestern Lumbermen's Association
- Minneapolis House Furnishings Company
- Twin City Millwork Operators
- Concrete Contractors Association
- Master Plumbers Association
- Federal Housing Administration
- Veterans Administration
- The Minneapolis Morning Tribune
- The Minneapolis Star

donations were usually solicited and received too late to permit proper program planning. This time, how-

ever, the finance committee got off to an early start. Result: a healthy surplus after the event was over.

The "Parade of Homes," the 18 model homes, covered six major suburban areas as well as the city with a wide range of design, size and price. Prices were from \$10,800 to \$55,000.

In spite of a heavy rain on the opening Sunday, more than 15,000 persons were checked through the builder association homes. An estimated 50,000 visited these homes during the Week.

While heaviest interest was in the Parade of Homes, it is estimated that 200 additional houses were open for inspection during the eight-day period. The Minneapolis Board of Realtors sponsored 50, featured them in a two-page ad in the special newspaper section.

The miniature model home contest for high school students, sponsored for the second year, attracted considerable interest, with winning entries being displayed in a prominent downtown building.

Promotion of the special NHW section in the Minneapolis Sunday Tribune was begun in May with a series of conferences with newspaper officials. An advertising brochure was circulated shortly afterward.

Newspapers in general were generous with editorial space for the NHW articles.

As of September 1, 1951, the Minneapolis Home Builders Association had a membership of 474. The population of Minneapolis is 517,277.



NEW SUBDIVISIONS which attracted many visitors were those of **Bruce Construction Co.** (left) and **Gilman Construction Co.**

CONVENTION HIGHLIGHTS

(Continued from page 91)

- 10:30 A.M.** Designing A Better House for Today's Market
Presiding: Albert Balch
Introduction of Glen Stanton, President, AIA
Panel Discussion
Moderator: John Highland, Jr.
Participants: Messrs. Wishart, Stanton, Lons, Balch
- 11:30 A.M.** Program Features:
"How We Designed, Built and Sold 1200 Houses"—W. Hamilton Crawford
- 1:00 P.M.** Second Inspection Tour of Chicago Housing
- 2:00 P.M.** General Session
Presiding: Name not available.
The Housing Job in 1952—Its Size, Financing and Character
Panel Discussion
Moderator: Name not available.
- 5:00 P.M.** Election of National Officers
- 8:00 P.M.** Land Planning Panel
- Wednesday, January 23**
- 9:30 A.M.** 1952 Board of Directors Meeting
- 9:30 A.M.** Community Builders' Council Seminar on Site Plans
- 10:00 A.M.** Southwest Research Institute Presentation
Moderator: C. W. Smith
NABIB Ladies Auxiliary Conference
Speaker: Edward R. Carr
Builders Shop Talk Session
Moderator: Earl Smith
Conferences on European Housing Tour
Chairman: Floyd Kimbrough
- 10:00 A.M.** Discussion Groups
Tax Clinic
Discussion Leader: Sylvanus Felie
FHA-VA-FRB Questions and Answers
Discussion Leader: Name not available
Accounting Procedures for Home Builders
University of Michigan Presentation
Discussion Leader: R. L. Brummett, University of Michigan, School of Business Administration
Small Volume Building Council—Self Certification
IA discussion of services that can be rendered to a small volume builder by his local and national associations. Review of CMP self certification.
Discussion Leader: Joseph Entress
General Electric Presentation (also 2 PM and 4 PM)
1:00 P.M. Third Inspection Tour of Chicago Housing
- 2:00 P.M.** General Session
U. S. Gypsum Award
"What the Consumer Wants and Can Afford in 1952"
Edith Evans, Editor, Living for Young Home Makers
NFA Controlled Materials Panel
Moderator: Rodney M. Lockwood
Speaker: Manly Fleischmann
- 6:45 P.M.** Annual Banquet
- Thursday, January 24**
- 9:45 A.M.** General Session
Presiding: Name not available.
Film: "Merchandising Methods That Sell Houses"
Practical Builder Merchandising Contest Awards
Presentation by: James M. Lange
Speaker: Arthur "Red" Motley, Publisher, Parade Magazine
American Builder National Home Week Awards
Presentation by: Edward G. Gavin, Editor
Remarks: Perry Prentice, Publisher, Magazine of Building
Speaker: Estes Kefauver*
1:00 P.M. Final Inspection Tour of Chicago Housing

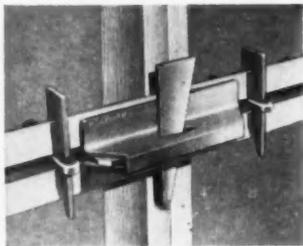
*Invited but not accepted at press time.

JANUARY, 1952

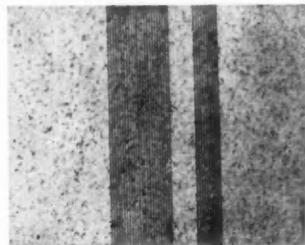
BUILDING PRODUCTS ON REVIEW BUILDING PRODUCTS ON REVIEW



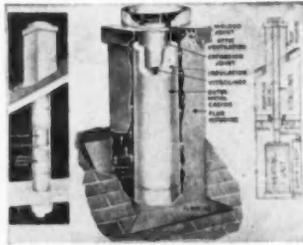
AB1267—BACKSET LOCK—Schlage Lock Co., Dept. AB, Bayshore Blvd., San Francisco, Calif. The "Long Backset" lock is set off by a five-inch backset and supplemented by the harmonizing 5 1/2-inch Riviera escutcheon plate. The "long backset" is obtained by the use of a mechanical link which transmits knob or key action from the lock to the latchbolt. It permits the use of large, escutcheons and also allows for easier door opening, particularly doors with deep jambs. Made for five-, seven- and 10-inch and center-door installations. Booth 129, Stevens.



AB1277—FORMING PACKAGE—Reform Corp., Dept. AB, 15160 W. Eight Mile Rd., Detroit 35, Mich. This is a complete package for forming concrete walls of one story houses and light commercial structures. Reform tie rods carry working load of 7200 pounds, automatically giving desired wall thickness. Aluminum walers are set flush with each forming panel. Forming walls are quickly spread and tied together in one operation when tie rod pins are inserted into rod and waler lip. Basement forms can be set up in two to three hours. Booth 30, Congress.



AB1298—ACOUSTICAL TILE—Armstrong Cork Co., Dept. AB, Lancaster, Pa. Embossed Travertone has been added to the Armstrong Travertone line of acoustical ceiling tiles. The new product contains two finely scored, parallel bands of different widths across the surface of the tile. Easily adaptable for border treatments, the tile also may be used to form interesting patterns in ceiling design. Made from mineral wool fiber, rated as incombustible material by U.S. Bureau of Standards. One size—12x12x1 1/16 inch with square edges. Booths 31, 32, Stevens.



AB1276—PREFABRICATED CHIMNEY—Condensation Engineering Corp., Dept. AB, 3511 W. Potomac Ave., Chicago 51, Ill. Lightweight, packaged Prefabricated Vitrainer Chimney is designed for one- or two-story homes using all fuels. Installed wherever desired in ranch homes, in two-story homes with basement, flue is "boxed in" a corner of closet or bathroom and supported at floor level directly over heating plant. Airtic ventilation is provided and special rain cap and baffle gives flue protection and prevents back draft. Booth 103, Stevens.



AB1285—PRE-FINISHED WALL PANELS—Marsh Wall Products, Inc., Dept. AB, Dover, Ohio. Marlite Velwood has baked plastic finish in four wood grain patterns—blond mahogany, red mahogany, silver walnut and brown walnut in standard panels 5 1/2 inch thick, 48-inch maximum width and 96-inch maximum length. The wood grain runs in the direction of the long dimension. Easily cut with carpenter's tools. Other Marlite products include plain, horizontal-line, tile and marble patterns and five standard wood patterns. Booth 154, Stevens.



AB1286—ALUMINUM FOIL INSULATION—Lockport Cotton Bocking Co., Dept. AB, Lockport, N.Y. Aluminum foil is used with Lo-K cotton wool blanket insulation to produce an effective blanket. The foil material, when properly applied with an spacer, is said to stop as high as 90 per cent heat loss by radiation. The aluminum foil is available as a backing paper on open foil blanket, as an enclosed type where foil is used on the back with a perforated Kraft paper on the breather side, or with foil on both sides. Booth 103, Stevens.



Des Moines Wins in Group II

This campaign, organized on three fronts, aroused the public, business leaders, and Association members alike to the possibilities of the Home Week adventure



Don't miss Des Moines

during

NATIONAL HOME WEEK

SEPTEMBER 9-16

Plan your time wisely for it includes:

- "Open Houses" of 50 individual exhibit homes and projects
- Demonstration of home improvements by dealers in building sites and in stores
- Permitting of Exhibit Homes by Furniture and Appliance Dealers
- Exhibit Homes open every evening and during afternoons. Free Admission

See also: Radio Program, Music and Entertainment, Special Exhibits, and more.

Nov. 211 Home Building, Radio in the Market

Welcome to Des Moines

WINNER in Group II (associations with 100 to 249 members), the Home Builders Association of Des Moines was outstanding for its clear-cut understanding that any successful Home Week program has to go forward boldly on three fronts at the same time. First the members of the association must be aroused with enthusiasm for the Week and its possibilities; the town's business leaders should be drawn in; and finally, no doubt must be left in the public's mind as to what is going on.

The five-man steering committee appointed by the 188-member Des Moines Association handled this three-ring venture with the skill of a veteran ringmaster. Chairman was William C. Leachman, and the other members were Charles R. Falconer, O. G. Powell, Robert L. Maddox, and John R. Buckley, Jr. Wesley Powell was information director. Their campaign was top-notch for its thoroughness, timing and ingenuity.

For the Public

Des Moines' first press release came as early as June 24, a full month before the first announcement covering general details was sent to Association members. Full cooperation was secured from the Des Moines Sunday Register, which carried most of the newspaper promotion. The committee worked out a careful series of publicity stories which led up to a special National Home Week Section in the Sunday Register of September 9, the opening day of Home Week. The schedule of Sunday newspaper stories included one in July, four in August, a banner-head feature on September 2, as well as an illustrated ad run that day by the newspaper.

On September 9 appeared the National Home Week Section (circulation 525,000). This covered 18 pages of colorful copy, jam-packed with ads of all kinds relating to homes and building. The section carried a dramatic headline, "600 New Homes on

(Continued on page 96)

THE NATIONAL HOME WEEK section of the Sunday Register of September 9 had 18 lively pages, a circulation of 525,000. The lower ad was run cooperatively on September 2 by almost 150 firms in the city

**DIRECTORY
OF NAHB CONVENTION
EXHIBITORS**

Booth Numbers . . . Personnel

A-1 PLASTIC MOLDERS, INC.

Congress—Booths 19-20

(Personnel not available)

AIR CONTROL PRODUCTS, INC.

Congress—Booths 28-29

R. L. Leigh, K. L. Babcock, W. Clark, C. Denton, D. Stoll, R. Hackenbruch

AKRON PRODUCTS CO., THE

Congress—Booth 6

C. R. Marshall, P. Lichty, C. J. Giegel, C. B. Housewirth, L. I. Lounsbury

ALLIANCEWARE, INC.

Stevens—Booths 186-87

W. H. Brett, W. H. Rodgers, A. A. Haudenschild, K. E. Ewing, J. C. McIntosh, Y. C. Smith, C. B. Schmitz, Roy Mangum, W. H. Propst, L. D. Gray

ALUMINUM PRODUCTS CORPORATION

Stevens—Booths 132-33

G. Berry, D. Kenealy, J. Stein, R. Brown, H. Hopp, J. Piechowiak, L. Hopp, J. Wilson, G. Ilse, A. Winfree

ALUMINUM WINDOW CORPORATION

Stevens—Booths 232-33-34-35

V. C. Petersen, L. McBarren, R. C. Lischer, T. F. Harkins, B. I. McGowan, R. L. Braun, A. F. Meyers, D. F. Shifflette, T. Van Dam, W. W. Gaw, C. R. Worden, J. Cochran, P. S. Schey

AMERICAN BUILDER

Stevens—Booth 85

R. H. Morris, C. J. Wapeman, E. G. Gavin, F. A. Clark, C. A. Zehner, F. Mahnke, Mrs. Tess Van Derworn, W. S. Gaskill, C. A. Simonson, B. A. Sparks, W. L. Taylor, A. W. Steckdale, J. Sanders, L. B. Conaway, C. L. Conley, D. Whittington and Editorial Staff

AMERICAN BRASS COMPANY

Stevens—Booths 147-48

Henry Voegeli, Harold Dowd, Carl E. Woodward, S. F. Cook, Floyd E. Hill

AMERICAN CABINET HARDWARE CORP.

Stevens—Booth 157

(Personnel not available)

AMERICAN CENTRAL DIV.—AVCO MFG.

Stevens—Booth 2

F. F. Duggan, A. M. Bruninga, S. E. Smalings, W. K. Grumbine, K. Cook, T. Stoop, W. Perin, M. Johns, J. E. Guertin

AMERICAN GAS ASSOCIATION

Congress—Booths 10-11-12-13-14-15-

23-24-25-26-31-32-33-34-35-36-37

38

N. D. Jennings, H. V. Potter, C. E. Hall, Dolores Jensen

AMERICAN HOUSES, INC.

Congress—Booth 39

J. C. Taylor, Jr., T. G. Barber, J. M. Da'gor, M. E. Talbert, G. E. Sheridan, E. E. Faroe, R. T. Trace, L. A. Hausman, R. P. Kavanagh, J. C. Jones

**AMERICAN RADIATOR & STANDARD
SANITARY CORP.**

Stevens—Booths 89-90-91-92-99-100-101-102

D. D. Couch, H. F. Beglen, K. MacKenzie, J. J. Cambal, J. Sar'omano, D. J. Quina, H. M. Carahan, R. W. Lear, W. R. Burnhart

AMERICAN STOVE COMPANY

Congress—Booth 12

W. T. Trueblood, Jr., T. Gibbons

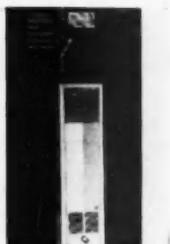
(Continued on page 97)

BUILDING PRODUCTS ON REVIEW BUILDING PRODUCTS ON REVIEW



AB12101 — GAS KITCHEN

— American Gas Association, Dept. AB, 420 Lexington Ave., New York 17, N. Y. 'Triple Duty Kitchen' is an original New Freedom Gas Kitchen and Laundry Design, one of three being exhibited by the association in cooperation with member manufacturers. Booths 10-15, 23-26 and 31-38, all inclusive, Congress.



AB1239 — RECESSED GAS HEATER

— Narrawall, Holly Manufacturing Co., Dept. AB, 875 S. Arroyo Parkway, Pasadena 2, Calif. A new 55,000 Btu unit has been added to the Narrawall line. The gas heater fits into a standard 2x4-inch wall. A secondary heat exchanger increases the unit's efficiency. Booth 181, Stevens.



AB121 — RUBBER TILE

— Fremont Rubber Company, Dept. AB, Fremont, Ohio, announces the introduction of a new standard grade rubber tile at prices competitive with less expensive grade floor coverings. Selling for 22 cents a square foot it is available for prompt shipment F.O.B. from the manufacturer. Booth 180, Stevens.



AB1240 — ADJUSTABLE SHOWER HEAD

— Adjusto, Milwaukee Flush Valve Co., Dept. AB, 301 E. Reservoir Ave., Milwaukee, Wis. A shower head on a swinging arm also fills the tub. The unit is easily installed on the outside wall. It can be used in new or remodeling work. Design of the fixture saves metal. Booth 18, Congress.



AB122 — WATER CLOSET

— Universal Rundle, Dept. AB, New Castle, Pa. A one piece water closet is especially engineered for its quiet, unobtrusive flushing action. It is available in white and four colors, azure blue, desert tan, verdant green, and sunlit ivory. The name of the new unit is the Comco. Booth 195-196, Stevens.



AB1246 — FOLDING STAIRWAY

— Precision Parts Corporation, Dept. AB, Nashville, Tenn. An improvement to their line of folding stairways is a lifetime roller bearing. The unit is actuated by counter weights which operate on the bearings. It comes in two sizes for 8 feet 9 inch and 9 feet 9 inch ceiling heights. Booth 9, Congress.



AB1247 — DOOR TEMPLE

— The Porter Cable Machine Co., Dept. AB, Syracuse, N. Y. Designed for use with their router is the Model 5006 door temple. Each butt can be mortised in 1 1/2 minutes. It is adjustable for 2 1/2 to 5 1/2 inches. Errors are reduced, no measurements need be taken, for doors and jambs. Booth 20, Stevens.



AB1214 — SERVING BAR

— American Kitchens, Avco Manufacturing Co., Dept. AB, Connersville, Ind. The newest addition to the companies line is the Break-Bar. The unit is six feet long, 21 inches wide and 34 1/2 inches high. It is easily installed and includes six storage and what-not shelves. Displayed in Booth 2, Stevens.



AB129 — HEATING UNITS

— The Coleman Company, Inc., Dept. AB, Wichita, Kansas. Three new gas fired and two new oil-burning forced warm air furnaces for use with Blend-Air or conventional duct systems are announced. The oil units are gun-type burners designed for quiet, safety and economy. Booth 8-9, Stevens.

PROCLAMATION

WHEREAS, The ownership of a good home is one of the most worthy ambitions and achievements of the average American family; and

WHEREAS, In war or peace, home owners in is a bulwark of American freedom and our way of life; a protection against inflation within our country and a defense against foreign ideologies from abroad; and

WHEREAS, Through initiative and resourcefulness in meeting the continuing high demand for new and better homes, the home building industry has become an outstanding example of the benefits of American free enterprise and free labor, and has become the second largest industry in our country; and

WHEREAS, the home builders and allied suppliers of materials and services are now preparing to display for public inspection the improved design and increased number of new dwellings now available to the average family;

NOW, THEREFORE, I, A. B. Chambers, Mayor of the City of Des Moines, Iowa, do hereby designate the week of September 9 to 16, 1951 as

"NATIONAL HOME WEEK"

And to bring about a broader understanding of the benefits of home ownership and the progress in home construction, I further urge our people to visit the new homes which will be open for their inspection during this observance.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Des Moines to be duly affixed.

Done in the City of Des Moines, on this Fourth Day of September, in the year of our Lord, One Thousand Nine Hundred and Fifty One.


A. B. CHAMBERS MAYOR



MAYOR A. B. CHAMBERS issued a National Home Week proclamation on September 4. The thoughtful, persuasive tone speaks for itself

Display for 8 Days." Des Moines got the big total by lumping all dwelling units involved in the Week's presentation of 28 individually-built model homes plus 17 large housing projects totaling many hundreds of new homes, many still under construction. During Home Week itself, the press carried stories almost every day, with one big story in the Sunday Register on the last day.

Merchant cooperation was a big point in the Des Moines plan. Not content with a simple window or lobby-display idea, the Association plugged for a big cooperative ad to appear September 2. It did appear, took almost a full page, listed the 148 cooperating firms in small type along one side, grouped according to their products or businesses.

The Association arranged feature radio programs on September 6, 7, and 13, and also provided for dozens of spot announcements in commercial programs. Material for this was sent to Association members, as were mats for use in classified ads. The Association worked up a "Your Home

Hour" for televising on September 4 over station WOI-TV in nearby Ames, Iowa. There were also daily TV announcements for two weeks, including Home Week itself.

Mayor A. B. Chambers was induced to issue a proclamation in grand style on September 4, urging citizens to visit Home Week homes.

THREE FEATURE radio programs, dozens of spot announcements in commercial radio and TV programs, and a feature television program were arranged for by the Home Builders Association

About this time there also appeared in press and television the attractive figure of Miss Evelyn Wray modeling a "National Home Week Dress." This original creation was painted by artist Charles Latshaw with a decorative series showing the evolution of American housing from log cabin to modern ranch-type Rambler.

For Members

Direct mail promotion among the members was short but snappy. It consisted of three bulletins. The first, issued on July 25, contained general details and urged (1) builder members to schedule open houses, (2) suppliers to arrange on-site demonstration of products, and (3) all to reserve space in the Register's National Home Week Section.

Bulletin 2 went out on August 9-10 and was in two parts, one for active builder members and the other for sales or advertising managers. The builders got a punchy letter along the theme of "Don't let 'em sit! Sell those houses." They were told about deadline (August 24) details. The sales and admen were advised on how best to co-ordinate with Home Week plans. Return postcards went with both mailings, with blanks to fill in, which would apprise the Association of members' plans.

Bulletin 3, on August 16, was a last call on open house commitments, and also included a report on the publicity program. A form was enclosed calling for full details on model homes and projects being entered for presentation.

Results

As the fruit of their labors, Des Moines committeemen could point to 28 exhibit houses and 17 housing projects on view to a lively public of about 60,000 visitors. Some 30 of these lookers could not resist any longer, signed up for new homes during the Week.



CONVENTION EXHIBITORS

(Continued from page 95)

AMERICAN STRUCTURAL PRODUCTS CO.

Stevens—Booth 145
W. E. McWhorter, J. J. Sattler, E. P. Lockart,
H. C. Fowler, J. J. Scheerens

AMERICAN TEL. & TEL. CO.

Stevens—Booth 55
(Personnel not available)

AMERICAN WELDING & MFG. CO.

Stevens—Booths 197-98
L. V. Kachel, H. L. Gustafson, T. Z. Herr, W.
Schaff, Jr., S. K. Cartwright, C. D. Mills, G. J.
Sechler, D. W. Dawson, J. A. Messchoert,
W. J. Sampson, Jr.

V. E. ANDERSON MFG. CO. INC.

Stevens—Booths 230-31
W. Murphy, A. E. Berry, R. Riggs, H. J. Hoff-
man, M. W. Sheehans

ARKETEX CERAMIC CORPORATION

Stevens—Booth 60
J. A. Stelle, L. W. Van Ertien, F. N. Gormley,
R. D. Prehm, M. B. Finley, G. L. Hughes

ARMSTRONG CORK CO.

Stevens—Booths 31-32
H. A. Jensen, G. F. Johnston, F. H. Simpson,
L. H. Everhart, E. Sypher, C. W. Robinson,
H. D. Griffmer, B. A. Hollebush, D. D. Wood-
ward, F. C. Gruver

BARBER-COLMAN CO.

Stevens—Booths 207-08
D. Utley, T. Collins, R. C. Nethercut, R. L. Day,
R. F. Miller, H. V. Kelton, P. G. Crisp, C. E.
Haub, J. E. Parlee, E. A. Rehwald

BENDIX HOME APPLIANCES

Stevens—Booth 15
Grant Loyng, S. Coali, E. Sala, T. Kiley, T.
Boyne, W. C. Jones, F. Ryan, P. H. Erickson,
Shelia Jackson, H. Bull

BETTER HOMES & GARDENS

Stevens—Booth 170
D. J. Davidson, F. C. Eastman, J. P. Eves, R. C.
Ferguson, J. T. Heigson, F. H. Kouba, D. M.
Merrill, Wm. Miller, W. C. Olendorf, K. P.
Zosel, Kayrl Van, E. L. Sullivan, D. D. Tucker,
R. J. Tierman, W. G. Pitzer, G. J. Brown, J.
L. Meester, J. R. DuVall

W. C. BEST FACTORY-BUILT HOMES, INC.

Stevens—Booth 178
J. W. Harper, W. V. Blackard, B. W. Enslin,
F. T. Jass

BRAINARD STEEL CO.

Congress—Booth 27
T. J. Moore, W. J. Keegan, R. K. McCreery, E.
W. Foehl, E. G. Biela, J. J. Koptur, C. Meyer

BRIGGS MFG. COMPANY

Stevens—Booth 104-05-06
W. O. Briggs, Jr., R. F. Anthony, A. W. France,
E. O. Brady, T. B. Zeder, W. L. Morris, W. B.
Hess, H. J. Temple

E. L. BRUCE COMPANY

Stevens—Booths 68-69
W. J. Wood, R. K. Rogers, A. W. Crowe, L.
Smith, J. M. Tedford, H. C. Rush, H. Creech,
J. Fleming, J. Cox, W. Cook

BRYANT HEATER DIV. A.G.E. INC.

Stevens—Booths 86-87
H. A. Kennedy, R. E. Duncan, W. H. Wise, J. H.
Crawford, P. V. Cheli, P. Landgrin, D. Dorpe,
R. Fairhead, H. Fountain, W. J. Trogeser, D.
R. Weimer, M. J. Fortier, M. C. Eck, K. T.
Davis

BUNDY TUBING CO.

Stevens—Booths 227-228
(Personnel not available)

(Continued on page 99)

BUILDING PRODUCTS ON REVIEW BUILDING PRODUCTS ON REVIEW



AB1245 — FOLDING STAIRWAY—EZ Way Sales, Inc., Dept. AB, Box 300-A, St. Paul, Minn. A wooden folding stairway converts wasted attic and garage space into living, working, or storage space. The stair is designed for seven- to 10-foot ceiling height. Safety factors include handrail non-slip step. Booth 169, Stevens



AB1241 — INCINERATOR—The Majestic Corporation, Dept. AB, Huntington, Ind. An incinerator designed for an in-door installation will safely and sanitariously dispose of garbage. The unit saves the housewife trips to an outside garbage can in bad weather. It has been engineered for safety. Booth 5, Congress.



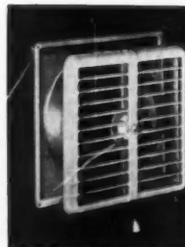
AB12444 — PULLMAN STEEL KITCHEN—Tracy Manufacturing Co., Dept. AB, P. O. Box 1137, Pittsburgh 30, Pa. A kitchen unit, 60 inches wide, including range, sink, overhead cabinets and refrigerator is designed for cramped-quarter installation. Sink and work surfaces are stainless steel. Booth 134, Stevens



AB1282 — GYPSUM LATH PARTITION—National Gypsum Co., Dept. AB, Buffalo 2, N. Y. Cold Bond partition can be used without studs in any type of building where non-load-bearing partitions not exceeding 12 feet in height are specified. Plastered on both sides to two-inch thickness. Has metal attachments. Booths 205, 206, Stevens.



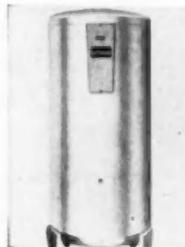
AB1253—SLIDING DOOR HARDWARE—Sterling Hardware Manufacturing Co., Dept. AB, 2345 W. Nelson St., Chicago 18, Ill. Door guides and strips make an invisible installation that improves the operation and looks of sliding doors. The company also manufactures a complete line of hangers and tracks. Booth 193-194, Stevens



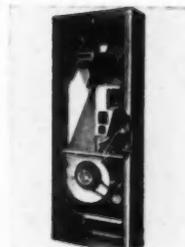
AB1243 — ELECTRIC VENTILATOR—ILG Electric Ventilator Co., Dept. AB, 2850 Crawford Ave., Chicago 41, Ill. A kitchen ventilator has a sleeve so that it may be adjusted for wall thickness. The unit is pull-chain operated and is easily cleaned and installed. The motor has permanently oiled bearings. Booth 223, Stevens.



AB12104 — ALUMINUM SCREEN—Rudiger-Lang Co., Dept. AB, Berkeley, Calif. Tension - lite all - aluminum screens are made in sizes to fit any double hung wood window. Exclusive guide bar serves as template for placing the five screws. Installation is done from inside. Use not restricted by NPA M-4A. Booth 245, Stevens.



AB1244 — ELECTRIC WATER HEATER—Frigidaire Division, General Motors Corp., Dept. AB, Dayton 1, Ohio. Offered in the line of electric hot water heaters are models from 32 to 80 gallons round up-right units. Two table-top models of 30 and 40 gallons are also available. Water is heated by immersed units. Booth 82-84, Stevens.



AB1242 — GAS FIRED HIGHBOY—Ingersoll Products Division, Borg Warner Corp., Dept. AB, 760 E. Vine St., Kalamazoo, Mich. A heating unit that requires three square feet of floor space can be used as a wall heater, space heater, or a utility furnace. Installation clearances: naught sides and rear; 1 inch top. Booth 135-136, Stevens.

This Winner's Age Was Just Five Months



A new organization, the Wichita Association of Home Builders, gets a late start, has six days of rain, and is still "astounded" at public interest in National Home Week

A NOTABLE sidelight of the prize-winning Wichita observance is the fact that the association was not organized until April of last year and, therefore, was unable to start National Home Week preparations until the last week in July.

This left only about six weeks to get ready, but the association found that most persons concerned were eager to cooperate. A bad feature of the late start was that many firms (particularly chain stores) which would have supported the Week through advertising could not because their quotas were already committed.

To further aggravate matters, it rained intermittently every day except two during the Week. In view of this, the builders were little short of astounded at the public's interest and willingness to brave the mud for an inspection of the model homes.

The crowds were good, although far short of what they would have been in good weather, the association said; and everyone who showed homes was well pleased with the result.

Both of Wichita's newspapers, the Beacon and the Eagle, worked closely with the home builders, publishing advance news items and assigning several of their promotion men to work on the Week. Both had special NHW sections in their September 9 editions.

Radio stations were equally helpful, KHW using special programs, spot announcements and advertising throughout the observance. KANS offered free publicity but lack of preparation time prevented full use of its facilities.

Furniture dealers who furnished some of the homes reported many sales as a result of the tie-in, as well as a number of good future prospects. There were some "package" sales of both home and furniture.

Homes were floodlighted for night display by the Kansas Gas and Electric Co.

An interesting NHW innovation was participation of the Boy Scouts, who both helped in and benefited from the program. The boys were stationed at all exhibit houses where, besides selling tickets, they did a good job of guiding visitors' tours. Proceeds of the ticket sale (a 50 cent admission was good for all the homes) were donated to the local Scout Council.

Price range of the demonstration homes was \$9,750 to \$46,500. Practically all were sold during the Week and there were additional sales from the models.

Mrs. Elizabeth M. Anderson of the Wichita Building Material Company Inc., headed the builder association Home Week committee. Serving with her were association president Ken Stowell, J. C. Wilson, S. L. Mobley, Tony Casado and Francis Harvey.



Ken Stowell
President
The Wichita Assn.
of Home Builders



Mrs. E. Anderson
Chairman
National Home
Week Committee



NEWSPAPER PUBLICITY spotlighted the demonstration homes

CONVENTION EXHIBITORS

(Continued from page 97)

PHILIP CAREY MFG. CO. Stevens—Booths 24-25

L. C. Underwood, W. H. Skinner, J. C. Rector,
J. O. McFalls, F. W. Owens, Jr., W. E. Hess,
R. W. Galloway, H. F. Schindler

CECO STEEL PRODUCTS CORP. Stevens—Booths 109-110

(Personnel not available)

THE CELOTEX CORPORATION Stevens—Booth 4

I. L. Birner, J. J. Schmitt, J. L. Stewart, G.
Ferguson, J. A. Hush, E. Emerson, M. Green-
wood, H. W. Collins, E. E. Dierking, J. E.
Varlie, E. S. Cripe, E. C. Rautenberg, D. F.
Johnson, B. A. Savage, Dale Johnson

CERTAIN-TEED PRODUCTS CORP. Stevens—Booth 179

(Personnel not available)

CHAMBERS CORPORATION Congress—Booth 34

A. H. Scheffer, C. E. Parson, H. Reed, F. M.
Hall, E. F. Mullen, R. Gardner, M. A. Comp-
ton, Jr., C. W. Zemer, F. Flato, J. Pirman

CHASE BRASS AND COPPER CO. INC. Stevens—Booths 143-144

W. E. Evans, B. A. Dear, R. L. Maher, W. M.
Mulholland, E. J. Malvey, G. T. Underhill,
W. L. Brown, W. C. Gram, C. E. Gibson, A. R.
Armstrong

CHICOPEE MFG. CORP. (LUMITE DIV.) Stevens—Booth 45

M. Volk, J. W. Veeder, R. Simpson, Marian
Mulder

CHIMNEY SALES CO. Stevens—Booth 212

(Personnel not available)

CHRYSLER CORP.—AIRTEMP. DIV. Stevens—Booths 107-108

W. B. Magill, C. Buchholzer, J. F. Knoeff, A. J.
Schiffmann, R. L. King, A. N. Mansbact, J.
A. McCauley, C. A. Palmer, D. E. Parke, F. J.
Laughna

COLEMAN COMPANY, INC., THE Stevens—Booths 8-9

H. W. Morton, J. R. MacDevell, W. W. Boyce,
S. Harrington, J. Kice, P. Ruble, L. M. Marks,
F. W. Richards, C. L. Burrows, A. O. Kelly

CONCO ENGINEERING WORKS Stevens—Booth 19

R. W. Conkey, W. G. Van Etten, J. W. Burch,
F. C. Lenihan, J. T. Wells, J. Hewart, L. A.
Page, V. C. Page, A. B. Carlson, Al Friebus,
G. Hosmer, Mrs. R. W. Conkey

CONDENSATION ENGINEERING CORP. Stevens—Booth 103

B. A. Johnson, W. L. Lambert, T. Jones, W.
Aschliman, H. Allen, B. Teeters, G. Anderson

CRANE COMPANY

Stevens—Booths 72-73-75

C. T. Pollock, V. P. Heating Dept.—P. W. Van-
denburg, W. G. Kehm, W. D. Howard. Plum-
bing Dept.—W. O. Brown, R. B. Crane, F. J.
MacKenzie, L. R. Kopp, A. W. Michael.
Kitchen Sales Section—F. P. Uphues. Plum-
bing and Heating—R. A. Papp. Chicago
Branch—E. P. Becker, H. H. Stiff, G. G.
Lindholm, W. A. Burbine.

CRAWFORD DOOR CO. Stevens—Booth 64

R. A. Hackathorn, D. C. Crawford, W. Messer,
L. W. Robinson, E. N. Jefferson, F. M. Howe,
W. L. Woodcock

(Continued on page 101)

BUILDING PRODUCTS ON REVIEW BUILDING PRODUCTS ON REVIEW



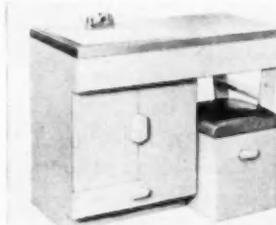
AB1227 — LAMINATED WOOD PANELS—Novaply, United States Plywood Corp., Dept. AB, 55 W. 44th St., New York, N. Y. A light-weight laminated wood product known as Novaply has 3 laminations. The core is fused wood chips and faces are fused wood flakes. It is resin coated and fused under heat and pressure. Booth 78-80, Stevens.



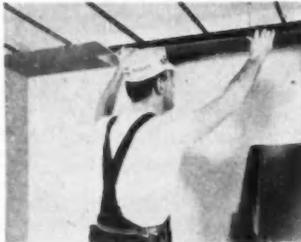
AB1230 — ALUMINUM STORM SASH—The Steelcraft Manufacturing Co., Dept. AB, 9017 Blue Ash Road, Ross-mayne, Ohio. A storm sash designed for steel casement windows in a price bracket comparable to other units. Has an aluminum frame with an insulating strip. It is installed in place of a screen. Booth 38, Stevens.



AB1223—CARBIDE BITS—Porter Cable Machine Com-
pany, Dept. AB, Syracuse 8,
N. Y. Carbide bits stay sharp
longer when cutting hard
building materials such as
hardboard, laminated plastic,
aluminum, plywood and veneers.
Resists abrasion from the
materials and glue when
working on these hard prod-
ucts. Booth 20, Stevens.



AB123—LAVATORY—Universal-Rundle, Dept. AB, New Castle, Pa. The "Vanitee" is a new vitreous china lavatory set flush in a dressing-table top of colorful Micarta, supported by a smoothly finished cabinet. Twelve color combinations blend lavatory top and the cabinet. The unit is 42 inches over-all with a 24 inch cabinet and 18 inches of drawer space and leg room. The pull-out drawer on the bottom can be used as a step to raise children to the basin height. A plastic covered hamper seat comes with the unit. Booth 195-199 Stevens.



AB1281—LATH CLIP—National Gypsum Co., Dept. AB, Buffalo 2, N. Y. By Gold Bond Clip-Lok system, gypsum lath may be applied to any ceiling suspension of 1/4-inch cold-rolled channels not over 16 inches O. C. Completed lathing is rigid, providing a sturdy base for application of 1/2-inch-thick two-coat plaster work. Gold Bond clips are also produced for sound-rated and crack-resistant wood-framed partitions. System permits jobs that might otherwise be held up for lack of critical materials, the manufacturers say. Booths 205-206, Stevens.



AB1221—PREFABRICATED CHIMNEY—The Taulman Chimney, Chimney Sales Co., Dept. AB, National Bank Bldg., Fredericksburg, Va. A chimney unit, complete in one package, has a zero clearance for wood framing. It has been approved by Underwriters' Laboratories. No special tools are needed in the installation. Booth 212, Stevens.



AB1224 — ALUMINUM AWNING WINDOWS—Ludman Corp., Dept. AB, Miami, Fla. Awning-type windows that are completely weather-stopped are the tightest ever made according to the manufacturer. The rot-adjuster lacks the window sash to any desired opening. The tight closing is the window's outstanding feature. Booth 4, Congress.



AB1231 — COMBINATION PLYWOOD—Plyron, Douglas Fir Plywood Association, Dept. AB, Tacoma 2, Wash. Plyron is a new product that has hardboard laminated to plywood. The material can be used in cabinets, shelving, flooring, table tops, and concrete forms. It has the paintability of hardboard and is lightweight. Booth 184-185, Stevens.

Week of Activities Makes Grand Rapids "Home Minded"



Harold Albert,
President
Grand Rapids Home
Builders Assn.



Donald Cederlund,
Chairman
National Home
Week Committee

HOME WEEK sponsors in Grand Rapids not only held the customary open house but added a few new devices for making the city "home conscious."

In its program, the Allied Construction and Real Estate Council displayed NHW pennants on the streets, staged auction sales of building materials, a "building blunder" contest, and a three-hour house raising."

The council is comprised of nine local groups interested in home building which joined forces in the Home Week promotion. The first four (see list) contributed \$300 each, the others \$25 each. The home builders association is one of the most active members, Donald E. Cederlund, who served as council general chairman

for the Week, is a builder association director.

Both Grand Rapids newspapers, the Press and the Herald, published special NHW sections and carried considerable advance publicity. Other items and pictures were used during the observance to sustain interest. In all, the two newspapers published 58 news items and 22 pictures directly related to the Week.

Thirty-five builders and realtors exhibited 87 houses in various parts of the metropolitan area during the eight-day observance. The "open house" theme was also carried out by participating business firms.

In the auction sale, the public had an opportunity to enter bids on a number of advertised items, ranging in size from small appliances to a complete garage built on the owner's lot. Among the items which went to the highest bidder were oil burners, metal closets, insulation and its installation, storm sash, and bathroom cabinets.

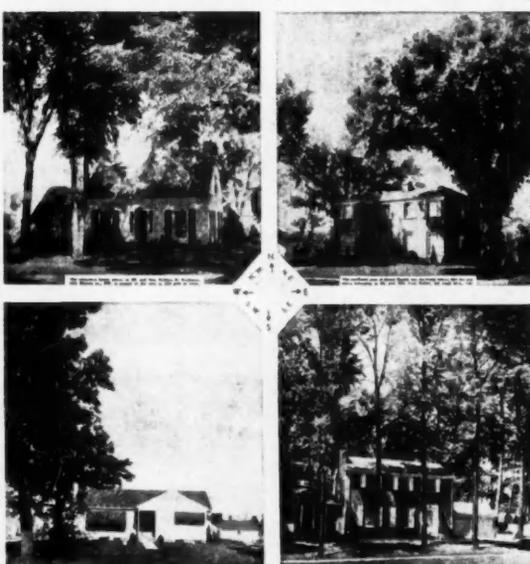
More than 150 women took part in the "building blunder" competition. Housewives and brides-elect picked flaws in a published floor plan for prizes of \$100, \$50 and \$25 savings bonds.

A lot of interest was shown in the erection of a three-bedroom house by eight workmen in less than three hours. The construction was scheduled to begin by daylight and be completed under lights. At the site was a public address system to give viewers a running account of what was taking place.

Other builder association members who worked on the NHW committee with general chairman Cederlund were Jim Bronkema, D. H. Gus Elerle, C. J. Steketee, Tom Newhof, Ed Dykstra, Al Rodenhouse and Harold Albert.

The Grand Rapids Press

*National Home Week Sunday Through Sept. 16
Finds Local Owner-Occupied Houses Increasing*



This Special Section Contains, Among Other Articles, Stories and Pictures of Local Houses, Subdivisions, House Furnishings, Appliances, Home Decorating and Various Activities in the Week-Long Event

OPENING PAGE of one of special sections "kicking off" the Week

**ALLIED CONSTRUCTION and
REAL ESTATE COUNCIL**

Grand Rapids Home Builders Assn.
The Builders and Traders Exchange
Grand Rapids Real Estate Board
Grand Rapids Retail Lumber Dealers
Assn.
Grand Rapids Building Material
Dealers Assn.
Grand Rapids Heating and Air Con-
ditioning Club
Grand Rapids Plumbing and Heating
Contractors Assn.
Kent County Concrete Products Assn.
Painting and Decorating Contractors
Assn.

CONVENTION EXHIBITORS

(Continued from page 99)

CRIBBEN AND SEXTON COMPANY Congress—Booth 23 1

F. Goetz, J. Furey, P. Jackson, D. Friesa, Betty M. Ulie, J. Brandt, B. M. Kewin, H. E. Jalass

CROSLLEY DIV., AVCO MFG. CORP.

Stevens—Booths 160-61-62-63-C-4
C. L. Staub, W. A. Meyer, Davis Piper, F. G. Stoyles, W. E. Maelscher, D. W. Fast, E. E. Bentley, P. A. Ryan, E. J. Beimforde

CUMMINS-CHICAGO CORP.

Stevens—Booths 227-228
Paul Jones, M. A. Kopland, R. E. Mitchell, S. McParlin

DELTA POWER TOOL DIV., ROCKWELL MFG. CO.

Stevens—Booth 13

J. Stolarz, R. J. Brown, B. Eldridge, W. E. Barte, O. Schmidt, G. Groya, H. L. Gegenhuber

DETROIT STEEL PRODUCTS CO.

Stevens—Booths 22, 74

E. C. Hodges, D. J. Carroll, R. Kirkman, G. R. Heinzman, H. Tackabery, W. McLoughlin, G. S. Dillon, Jr., C. H. Gens, R. E. Tackabery, F. Sullivan, M. J. Connolly, R. Brown

DE WALT INC.

Stevens—Booth 39

Paul Gardner, Don H. Reynolds, W. Ross Stevens, H. M. Smith, Truman Jones, E. D. Jones

F. W. DODGE CORPORATION

Stevens—Booths 172-73

R. H. Ray, T. O. Morgan, S. C. Page, J. Payne, R. Marshall, G. Stratton, W. Sheraton, R. F. Reynolds, H. L. Mooney

DOUGLAS CRESTLYN INTERNATIONAL INC.

Stevens—Booth 212

D. Douglas, A. Dresner, F. Falkentine, H. Davis, E. Douglas

DOUGLAS FIR PLYWOOD ASSN.

Stevens—Booths 184-85

(Personnel not available)

ELJER COMPANY

Stevens—Booths 41-42-43

A. E. Thiesfeldt, C. R. Caldwell, D. J. Crane, L. H. Bonnetti, J. Rardin, J. Latimer, A. W. Carey, M. Hart, R. A. Brown, R. E. Dever, L. Probst, J. R. Barker, J. V. Cannon, J. Greer, R. R. Crane

EZ-WAY SALES, INC.

Stevens—Booth 169

W. Bjorklund, M. W. Axelrod, J. E. Hansen, P. Halsey, L. P. Laundergan, Mrs. M. W. Axelrod, Mrs. J. E. Hansen

FORMICA COMPANY, THE

Stevens—Booth 191

F. C. Walter, J. A. Healy, M. Block, E. D. Brown, Jr.

FREMONT RUBBER CO.

Stevens—Booth 180

R. P. Johnson, Mrs. R. P. Johnson, W. C. Gilbertson, C. A. Maher, V. Jason

FRIGIDAIRE DIV., GENERAL MOTORS CORP.

Stevens—Booths 82-83-84

(Personnel not available)

GATE CITY SASH & DOOR CO.

Stevens—Booth 58

M. D. Ebert, E. P. Jones, J. H. Fanciulli, H. H. Chcaney, S. E. Whittatch

GATES & SONS, INC.

Congress—Booth 16

Dale G. Hill, H. Gordon Gates, Robert C. Gates, J. I. Berkowitz, Harold Loomis

JANUARY, 1952

BUILDING PRODUCTS ON REVIEW — BUILDING PRODUCTS ON REVIEW



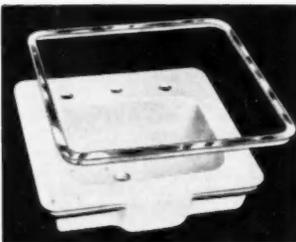
AB1228—FIREPROOF VAPOR BARRIER — Phillip Carey Manufacturing Co., Dept. AB, Cincinnati 15, Ohio. A patent has been awarded to the Carey organization for its fireproof vapor barrier. As proved by Underwriter's Laboratories, Inc., tests show it will stop as much heat as a five foot brick wall. Booth 24 25, Stevens.



AB 1229 — JALOUSIE WINDOW—Union Aluminum Company, Inc., Dept. AB, Sheffield, Ala. According to the manufacturer the aluminum window has been manufactured to such close tolerances it eliminates the need for weather stripping. They are made in standard and special sizes. Jalousie doors are available. Booth 1, Congress.



AB1226—VENEER PANELING — Plankwell Panels, United States Plywood Corp., Dept. AB, 55 W. 44th St., New York 18, N. Y. A new plywood veneer panel, guaranteed for the life of the building has an invisible clip that conceals the nails. Panels are packed 10 to a carton and grooved to form a continuous wall. Booth 78-80, Stevens.



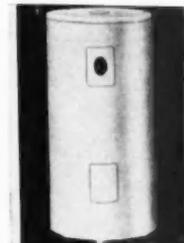
AB1292—COUNTER LAVATORY—Eljer Co., Dept. AB, Ford City, Pa. The Eljer Priscilla Lavatory is complete with polished metal frame and special lugs for accurate fit and easy installation. Size is 20x18 inches. Designed for both or powder room counter use, its features include front anti-splash rim, hidden front overflow and one-piece polished metal frame. Model E-3304 comes in white, colonial yellow, pastel green, twilight blue and coral blush. Model E-3300 (shown in photograph) in white only. Booths 41, 42, 43, Stevens.



AB1278—CAVITY WALL INSULATION—Owens-Corning Fiberglas Corp., Dept. AB, Toledo 1, Ohio. Pouring type Fiberglas insulation for use in the Structural Clay Research insulated cavity wall has been found effective in this type of construction because it has good thermal resistance, supports its own weight without settling, and resists moisture. Made of inorganic nodules of fibrous glass, the material resists rot, termites and fire. Material was tested by the Structural Clay Products Research Foundation. Booths 46-47, Stevens.



AB1232—NEW GAS BOILER—Hydra-therm, Hook and Ackerman, Inc., Dept. AB, 18 E. 41st St., New York 17, N. Y. A bottled gas storage assures heat when the temperature drops and the gas demand is so great that not enough regular fuel is available. An automatic change to bottle gas is made by an outside thermometer. Booth 6, Congress.



AB12103—ELECTRIC WATER HEATER—Sepco Corp., Dept. AB, 860 Cross St., Pottstown, Pa. Sepco De Luxe heats directly through the center of tank from top to bottom. Water heats constantly as it rises from the inlet at the bottom to the hot water pipe outlet at the top. Capacities of 30, 52, 66 and 80 gallons. Booth 222, Stevens.



AB124—PERIMETER HEATING — Mor-Sun Furnace Division of Morrison Steel Products, Inc. Dept. AB, Buffalo, N. Y. A condensed manual and worksheet (Bulletin 51-7-A) contains design procedure and construction details for radiant warm air heat—perimeter or spider systems for one story houses, slab foundations. Booth 219, Stevens.

Unclassified Award

Goes to Long Island for Spectacular Program



Walter G. Stackler, Chairman,
National Home Week Committee
Frederick E. Gibson, President,
Long Island Home Builders Institute



THE DIME SAVINGS BANK of Brooklyn played a major role in Long Island's National Home Week. During the Week, 6,500 persons visited the bank to see an exhibit of the work of members of the Long Island Home Builders Institute

IN A CLASS by itself was the National Home Week program staged by the Long Island Home Builders Institute, Inc. Several unusual conditions gave this high-powered program a unique character and placed it outside the area of fair judging on the basis of reasonably comparable conditions.

Not the least of these special circumstances was the tie-in which the Long Island Institute has with The Dime Savings Bank of Brooklyn, where a permanent Library of Homes and New Home Buyers' Exhibition is maintained jointly by the Institute and the bank. This year the bank ran some \$2,100 worth of display advertising in all the New York City and Long Island daily newspapers, calling attention to National Home Week and the exhibit at the bank. The bank also functioned as the central agency for the distribution of a 14-page brochure which the Institute published listing the 76 projects open for inspection on Long Island during Home Week. The bank

distributed 2,500 copies of this brochure, and 840 went out on requests received at the Institute office.

Another unique side to Long Island's program were the publicity developments. Sample: on the last night of the Week (September 16), at a gathering of 32,500 persons at Belmont Race Track, the Long Island Industry Fund presented a Night of Stars show. The Institute, working with this Fund group, had during Home Week raised over \$21,000 toward the hospital expansion program on Long Island, out of a total raised of \$87,000. At the stroke of midnight signifying the end both of National Home Week and the Industry Fund drive, Perry Como of radio and television fame sang "Bless This House." It was a dramatic ending to a National Home Week program which had sold 600 homes, increasing sales of Institute builders 300 per cent over the previous week. It had also increased the numbers of visitors to housing developments in the region four to five times over normal.



A PERMANENT FEATURE in the bank is this library of Homes and New Home Buyers' Exhibition

CONVENTION EXHIBITORS

(Continued from page 101)

GENERAL CHROME

Stevens—Booth 176

M. J. Grady, F. Grady, H. E. Gergens

GENERAL ELECTRIC CO.

Stevens—Booths 112-13-14-15-16-17 and 3

Major Appliance Div.—A. C. Alto'e'lis, T. C. Cioslak, J. W. Hopkins, W. H. Leahy, J. hn Taylor, G. D. Kobick, E. J. Nyhan, G. Warren, E. Pugsley, G. Macari, E. E. Springer, R. H. Trafton, T. R. Davis. Air Conditioning Div.—R. H. Stearns, W. L. Snelties, M. W. Obye, H. J. Coleman, W. J. Ward, J. A. Shoemaker, A. C. Kretschmar, L. M. Larkin, L. E. Thompson. Chemical Div. W.—W. White, R. G. Baulter, P. E. Yergens, J. G. Ogilvie, J. G. Upton. Trumbull Electric Dept.—G. T. Myers, A. A. Watson, E. C. Thorsen, J. Amirkanian, R. C. Wilton.

GENEVA MODERN KITCHENS, INC.

Stevens—Booth 214

(Personnel not available)

GEORGIA-PACIFIC PLYWOOD CO.

Stevens—Booth 246

S. W. White, H. K. Wilson, G. Rohrer

GRANT PULLEY & HARDWARE CO.

Stevens—Booth 211

N. A. Gussack, K. Klopstock, B. Cooper, W. Gibson, J. Elling

GUNNISON HOMES, INC.

Stevens—Booth 236

General J. J. O'Brien, W. B. Eagles, W. K. Markwell, J. M. Gable, C. B. Brewer, C. Landers, Jr.

HACHMEISTER, INC.

Stevens—Booth 247

A. G. Kennedy, E. F. Chamberlain, J. Rihs

C. HAGER & SONS HINGE MFG. CO.

Stevens—Booth 233

C. M. Jones, A. W. Hager, C. C. Hager, W. B. Kennedy

HAMILTON MFG. COMPANY

Congress—Booth 3

C. H. Rippe, W. G. Bauster, A. J. Anderson

HARDWICK STOVE COMPANY

Congress—Booth 31-32

G. Luehrman, W. J. O'Connell

HARNISCHFEGER CORPORATION

(Houses Div.)

Stevens—Booth 14

R. E. Ott, R. Brent, W. F. Oesterreich, Jr., L. B. Price, A. M. Treis, A. H. Hanscom, R. Albers, W. P. Smith, O. Miller, Jr., K. Dawson, E. Hwass, H. Fosbender, W. H. Atkinson

HASKELITE MFG. CORP.

Stevens—Booth 237

E. W. Stoner, R. D. Burkhead, C. W. Yung, J. A. Knappen

HOLCOMB & HOKE MFG. CO. INC.

Congress—Booth 17

S. J. McCarthy, E. J. Wolf, R. Reynolds, J. Rynearson, N. F. Sickels, B. Bruckman, H. Gebel, W. M. Hutchison, L. T. Sogard

HOLLY MFG. COMPANY

Stevens—Booth 181

J. S. Johnson, F. C. Farmer, J. Droge, J. Rice, R. Leubach

HOMASOTE COMPANY

Stevens—Booth 128

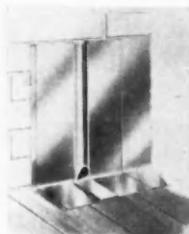
F. Vaux Wilson, Jr., A. N. Harvey, M. J. Bliss, R. Petter, G. Drury, G. Ringwald, J. Sennett, J. Keefe, G. McKee, N. Ottavi, E. Chappel, W. J. Kerfin, T. H. Hammer, P. J. Wilkin

(Continued on page 105)

BUILDING PRODUCTS ON REVIEW BUILDING PRODUCTS ON REVIEW



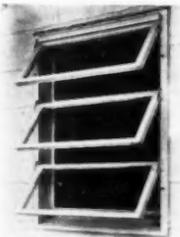
AB1217—YEAR AROUND CONDITIONING—Air Conditioning Dept., General Electric Co., Dept. AB, Bloomfield, N. J. An air conditioning unit connected in parallel with an oil-fired warm air furnace is the new GE year round conditioner. The unit heats, cools, humidifies, dehumidifies, ventilates and circulates. Booth 112-113, Stevens.



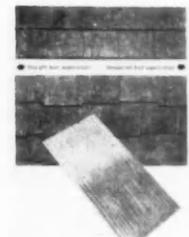
AB1220 — EXPANSION JOINT — Chase Brass and Copper Co., Dept. AB, Waterbury, Conn. An expansion joint for use with copper flashing at the base of the parapet wall has been developed. The new joint makes the flashing more effective and should be installed every 24 feet. The unit is prefabricated. Booth 143-144, Stevens.



AB1234 — TOILET FIXTURE — Sanistand, American Standard, Dept. AB, P. O. Box 1226, Pittsburgh 30, Pa. The new wall unit has been designed for women's rest rooms. The unit has gained public acceptance as it is not touched in use. The wall hung unit is easier to install and maintain, stated the manufacturer. Booth 89-102, Stevens.



AB1215—AWNING WINDOW—Gate City Sash and Door Co., Dept. AB, P. O. Box 901, Ft. Lauderdale, Fla. The all wood awning sash is toxic treated. Hardware is rustproof. The operating handle is located below the stool and does not interfere with the blinds, drapes, etc. It opens to a 70 degree position. Booth 58, Stevens.



AB12111 — ASBESTOS SHINGLE — Johns-Manville, Dept. AB, 22 E. 40th St., New York 16, N. Y. Salem Asbestos Shingles, latest addition to Johns-Manville line of roofing materials, are of the individual type, designed for American method application. Pre-punched holes for either straight or staggered bolt application. Booth 16, Stevens.



AB12105—RADIAL SAW —Delta Power Tool Division, Rockwell Mfg. Co., Dept. AB, Milwaukee 1, Wis. Three HP Delta Radial Saw cuts 3 1/4 inches thick and has a 19 inch saw travel. Exclusive 360 degree radial action design allows performance of any angle cut. Controls are located in front for easy reach. Booth 13, Stevens.



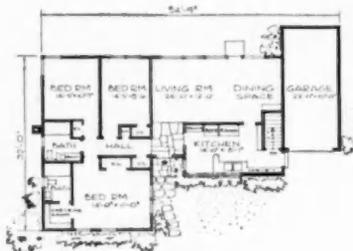
AB1216—PLASTIC FACED PLYWOOD—GPX, Georgia-Pacific Plywood Co., Dept. AB, 1257 Southern Finance Bldg., Augusta, Ga. Paint grade plastic faced plywood was used in these cabinets. Labor savings of 50 per cent and material savings of 5 cents a foot are claimed by the manufacturer. Less paint is required. Booth 246, Stevens.



AB1233 — WEATHER STRIPPING — Dura-seal, Zegers, Inc., Dept. AB, 8090 S. Chicago Ave., Chicago 17, Ill. A combination weather stripping and sash balancer provides a smooth surface for the sash to operate. The spring cover fits into a special rubber cut into the window. Both springs are covered. Booth 11, Stevens.



AB1237—SLIDING CLOSET DOORS—American Welding and Manufacturing Co., Dept. AB, Warren, Ohio. Sliding closet doors offer easier access to the closet interior and more bedroom floor area. The manufacturer recommends the steel units as savings in initial construction. Available are steel doors and jambs. Booth 197-198, Stevens.



TYPICAL HOUSE at \$16,250 is this home presented during National Home Week at Bethpage, Long Island, by Irving Sokolov. Matern and York were the architects

The Long Island program was engineered by the Institute's 18-man public relations committee, headed by Walter G. Stackler. This was a hard-working committee which held meetings almost every week from mid-June to mid-September. On July 18, the committee staged a National Home Week luncheon which was attended by every one of the twelve real estate editors from New York City and Long Island daily newspapers, together with real estate advertising men from each publication. Two weeks later the committee tackled the top personnel of local utility companies and leading department stores for cooperation.

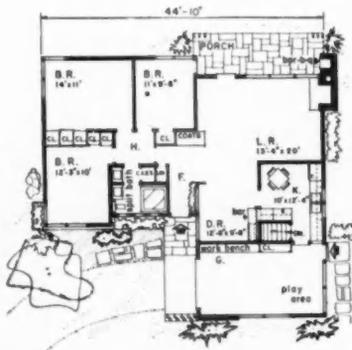
Meanwhile a subcommittee on radio and television made contacts with broadcasting stations and stars, and completed arrangements for Institute

representatives to appear on various local and network programs. Television was used this year for the first time in National Home Week promotion in this area. Without cost to the Institute, four television shows were produced during the Week, 21 TV breaks were provided, and numerous reports and other information about Long Island home building were given on radio.

The committee prepared nine articles for the newspapers. Four of these were released at weekly intervals before Home Week opened, while the other five were released to the special Home Week sections prepared by nearly all the newspapers for September 9. In the weeks leading up to the opening of Home Week, the daily and Sunday press had printed some 25 stories on the Week.

In addition to enlarging the exhibit in The Dime Savings Bank, the Institute set up another display in Franklin National Bank in Franklin Square, L.I. This display featured 22 prize-winning architectural designs from contestants in Long Island and New York City.

Several newspapers, financial institutions and a public utility firm used radio, television and newspaper advertising space on Home Week. Individual builders increased their normal advertising appropriations, and their publicity men arranged for special articles. All of this additional promotion naturally increased the main stream of the campaign until Long Island was inundated with the spirit of National Home Week in every one of its four counties.



AT FOREST CITY, Wantagh, Long Island, builders Bernard Krinsky and Ernest Beck displayed this 3-bedroom model at \$14,990. It was designed by Matern and York. Seventy-six housing projects were on view during National Home Week

CONVENTION EXHIBITORS

(Continued from page 103)

HOOK & ACKERMAN

Congress—Booth 6
(Personnel not available)

HOTPOINT INC.

Stevens—Booths 137-38
E. J. Sorensen, E. K. Whitford, J. H. Hetzel,
M. J. Duffy, R. C. Cameron, F. M. Slator, D.
C. Marble, L. I. Sweetland, D. J. Irvine, T.
Beekman, C. W. Head

HOUGH SHADE CORP.

Congress—Booth 2
J. Hough, R. Mergener, V. Franzen, L. Hatfield,
D. Tobin, H. Cronin

HUNTER DOUGLAS CORP.

Stevens—Booth 177
R. Sheldon, R. Smallwood, Helen Braun, J.
Filoc, H. Johnson

HUNTER FAN AND VENTILATING CO.

Stevens—Booths 202-203
P. T. Finch, G. R. Richmond, T. V. Murphy,
W. Huyler, M. A. Dreyfus, F. S. Brady

HYDRAULIC MFG. CO.

Stevens—Booth 229
D. Van Slicker, E. Holmes

ILG ELECTRIC VENTILATING CO.

Stevens—Booth 223
J. M. Frank, W. H. Rietz, C. W. Dexter, E. L.
Casey, A. C. Desmet, K. W. Sahn, J. P. Mertz,
W. H. Hollstein, P. A. Charter

INGERSOLL PRODUCTS DIV. BORG WARNER CORP.

Stevens—Booths 135-36
K. Junker, J. Bauer, W. Johnson, P. Fetzak,
C. Baker, K. Flint, F. Nugent, G. Huston, J.
Neill, A. Bechtel, R. Loebell, F. Oakes, R. A.
Anderson, A. Mrozak, R. F. Schutz

IN-SINK-ERATOR MFG. CO.

Stevens—Booth 10
J. W. Hammes, E. J. Hammes, Q. A. Hammes,
R. M. Cox, R. J. Hammes, C. R. Osberger,
R. J. Christopher

INSULITE DIV.—MINN. & ONTARIO PAPER CO.

Stevens—Booths 118-19
M. C. Fairfield, G. F. Hoppo, R. L. Anderson,
G. H. Alarick, W. G. Reker, W. M. Macy, J. A.
Rush, J. F. Quinn, J. C. Stimson, W. J. Berg

INTERNATIONAL MOLDED PLASTICS

Stevens—Booth 167
Richard J. Gaulder, John Banks, M. H. Zabor,
Wayne Logrbrinck, B. Howard

INTERNATIONAL OIL BURNER CO.

Stevens—Booths 56-57
S. J. Heiman, L. Heiman, J. L. Heiman, T. L.
Brown, R. Northwood, B. K. Heiman, C.
Brown, Wm. Younger, A. Dunlap

I-XL FURNITURE CO., INC.

Stevens—Booths 224-225
E. McCally, Albert F. Death, Doan Henry, Robert
H. Rule, D. W. Doherty, E. O. Feagans

JOHNS-MANVILLE CORP.

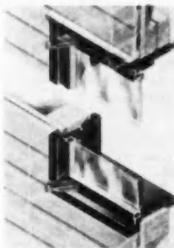
Stevens—Booth 16
G. E. Cary, R. D. Diedrich, R. J. Kuehn, J. E.
Kindregan, A. R. Block, A. L. Fowler, J. L.
McCullough, W. C. Williams, R. D. Hardy,
W. F. Keem, W. R. Triggs, F. F. Veith, J. W.
Watson, R. N. Downing, W. G. McKillip,
E. E. Carl, G. L. Moore, C. R. Rydell, R. L.
McGonagill, E. F. Boyle, A. W. Bergman,
C. L. Wiley

KEWANEE MANUFACTURING CO.

Stevens—Booth 216
J. Hayward, S. L. Becker, W. E. Klang, C.
Kelly, H. Otto

(Continued on page 106)

BUILDING PRODUCTS ON REVIEW BUILDING PRODUCTS ON REVIEW



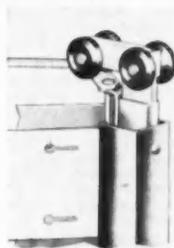
AB1219—TRIMMED WINDOW UNIT—Fenestra Window, Detroit Steel Products Co., Dept. AB, 3101 Griffin St., Detroit 17, Mich. A ready trimmed window unit is quickly installed by nailing to the sheathing. The unit is hot dipped galvanized and bonded, and ready to paint. Also for masonry construction. Booth 22-74, Stevens.



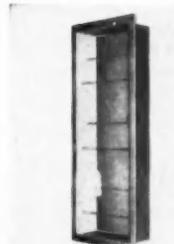
AB1236 — AIR CONDITIONING — Bryant Heater Div., Dept. AB, Cleveland, Ohio. Two sizes are available in room air-conditioners. The 1/2 and 3/4 ton cooling capacities feature quiet operation, greater refrigeration, simplified installation, single knob, vent and exhaust control. The unit is hermetically sealed. Booth 86-87, Stevens.



AB1222 — LOUVERED WINDOWS—Ludman Corp., Dept. AB, Miami, Fla. Jalousie windows offer modernism in design. The units have a half-inch overlap. Screens and storm sash are installed from the inside. The units open to give 100 per cent ventilation. Hurricane condition tests show little air infiltration. Booth 4, Congress.



AB128—NYLON WHEELS—Foldoor, Holcomb and Hoke Manufacturing Co., Dept. AB, Indianapolis, Ind. Nylon is the replacement for metal in the wheels which roll in the overhead track of Foldoor. After extensive testing the solid nylon rollers prove to be tough, resistant to friction, and show little wear. Booth 17, Congress



AB1238—SHOE RACK—Leigh Building Products Division, Air Control Products, Inc. Dept. AB, Coopersville, Mich. Installed into the closet wall is a shoe rack designed to keep shoes off the floor. The unit fits into an opening 14 1/2 inches wide, 36 1/2 inches high, and 3 1/2 inches deep. It is a flush installation. Booth 28-29, Stevens.



AB1235—WEATHER CONDITIONING—AllWeather, Bryant Heater Div., Dept. AB, Cleveland, Ohio. A 5 ton cooling unit is now available for year 'round use. The larger size unit is in addition to the 1 1/2 and 3-ton units. The furnace is gas fired and has a 100,000, 150,000 and 200,000 Btu rating. Unit can be seen Booth 86-87, Stevens.



AB1218 — HEAT PUMP—Air Conditioning Dept., General Electric Co., Dept. AB, Bloomfield, N. J. A heat pump makes possible complete year 'round service. It warms in winter and cools in summer. The pump is completely automatic; has low operating, maintenance and initial cost, stated the company. Booth 112-7, Stevens.



AB12102—CORNER BASE CABINET—Mullins Mfg. Corp., Dept. AB, Warren, Ohio. Youngstown Kitchens rotary corner base cabinet is designed to avoid wastage of kitchen corner space. Has large rotating shelves capable of holding many storage items. The shelves revolve on a ball bearing and turn with the finger. Booth 120-124, Stevens.



AB1210 — TEMPERED GLASS DOOR—Libbey Owens-Ford Glass Co., Dept. AB, Toledo, Ohio. A tempered glass door made of Blue Ridge patterned glass has been designed to withstand hard usage. The unit comes complete with hinges and lock. Three sizes are available. Installed in wood or metal jambs. Booth 70, Stevens.

KITCHEN MAID CORP., THE
Congress—Booths 13 and 33
J. J. Barnhisel, J. W. O'Harrow, R. E. Cox,
R. N. Porter, R. P. Powers, B. P. Bruckman

KOHLER CO.
Stevens—Booths 35-35-37
A. G. Zibell, R. C. Angsbeck, A. T. Wesener,
F. C. Haaker, R. McCabe, J. H. Eigenberger,
R. C. Allison, F. Cook, H. C. Schrader, E. W.
Correll, H. K. Degen, E. F. Schmagel, G. A.
Harris, R. W. Ryszt, D. J. Kalf

KWIKSEY LOCKS, INC.
Stevens—Booths 217-18
W. T. Thomas, B. D. Cirina, S. Gilbert, C. Eames,
N. Schieber, E. Hoesue, G. Swanson, E.
Vickery

LIBBEY-OWENS-FORD GLASS CO.
Stevens—Booth 70
J. J. Long Paul F. Stein, Roland C. Dal-
rymple, Ward Culver, Jr., Richard J. Gratton

LOCKPORT COTTON BATTING CO.
Stevens—Booth 103
L. S. Cochran, W. Pribbanow, W. Fidler, W.
Schlee, C. Richardson

LUDMAN CORP.
Congress—Booth 4
(Personnel not available)

LUMBER ENGINEERING CO.
Congress—Booth 21
R. J. Lytle, G. D. Lytle, A. Guiringer, D. Eddy,
C. Nute, P. Hendon

LUMBER FABRICATORS, INC.
Stevens—Booth 221
James R. Webb, W. L. Mainland, M. O. Groat,
W. G. Hiatt, Archie Browne, Robert Nan-
carrow

LYON METAL PRODUCTS, INC.
Congress—Booths 10-11
H. G. Knuth, L. B. Rhodes, D. K. Powelson,
W. Dick, J. M. Olesen, J. O'Connor, E. T.
Meidell

MAJESTIC CO., THE
Congress—Booth 5
R. D. Hall, T. Kelley, B. Kirchoff, C. Kirchoff,
H. Kirsch

MARSH WALL PRODUCTS INC.
Stevens—Booth 154
E. P. McCarthy, R. F. Arpan, J. F. Venesh,
F. A. Madsen, W. J. Richard

MASONITE CORPORATION
Stevens—Booth 82
E. W. Hadland, D. J. Moore, J. R. Edwards,
D. R. Smith, R. J. Mack, G. D. Robinson,
M. B. Anderson

MASTRO PRODUCTS CORP.
Stevens—Booth 243
M. MacCafferri, F. G. Pohl, W. K. Hank ns

McKENNA, INC., JAY G.
Stevens—Booth 96
E. C. Cortas, P. L. Fishbaugh, J. G. McKenna,
R. J. Kepore, R. Fora, J. Carder, Jr.

MINGEL CO., THE
Stevens—Booths 139-40-41-42
A. L. Entwistle, W. B. Tyrrell, R. F. Kulmer,
P. R. Cheatham, D. C. Simpson, E. M.
Cracken, R. Haber, J. H. Kirby, W. M. Cal-
fay, W. C. McBride, B. O. Harris, J. L.
Creske, O. E. Scott, R. Gray, H. L. Blevens

MILWAUKEE FLUSH VALVE CO.
Congress—Booth 18
G. L. Hartmann, H. F. Leonard, Mrs. H. F.
Leonard, A. C. Heid, A. Jaffe, J. Jaffe

MORRISON STEEL PRODUCTS INC.
Stevens—Booth 219
S. Morrison, M. J. Kohnstamm, M. Morrison,
R. H. Roehm, M. Roizen, A. Ennis, B. Lomax,
E. Morrison, E. Roizen, R. Kohnstamm

MUELLER BRASS CO.
Stevens—Booths 189-90
Tyler Riggins, R. L. Gibbs, E. A. Fairchild, E. M.
Fitzgerald, Robert Pressprich, C. A. Dickson,
Ray Talty, O. R. Payton, E. Hamilton

MUELLER FURNACE CO., L. J.
Stevens—Booths 26-27-28
H. P. Mueller, Sr., C. L. Hewitt, Jr., F. J. Nun-
list, Jr., H. P. Mueller, Jr., R. F. Hume, E.
Scheck, H. B. McKee, O. J. Ress, G. Mc-
Donough, N. E. Hill, R. W. Weekes, J.
Reack, N. Cummings, H. Banks, D. G. Spahr

MULLINS MFG. CORPORATION
Stevens—Booths 120-21-22-23-24
C. D. Alderman, D. F. Rucks, Jr., M. L. Onda, J.
A. Rishel, Jr., J. W. Purvis, M. D. Durham,
D. F. Sembach, H. F. Howell, W. L. Barnett,
R. J. Whitlock, H. E. Counselman, C. W.
DeVoe, J. C. King, A. L. Reeves, H. M.
Heckathorn, Jr., M. Kroske, H. H. Schryver,
F. T. McDonald, C. Ferguson, C. A. Mar-
war, Jr., T. E. Kelly, G. D. Carns, Jr., D. R. Bonham,
Jr., A. Race, L. S. Putman, R. W. Hague,
R. J. Julian, C. T. Fullerman, H. Armbright,
R. C. Midecker, W. H. Powell, E. T. Butler,
Marshall Adams

MUTSCHLER BROTHERS CO.
Congress—Booths 35-36-37
R. C. Chapman, C. Acker, J. B. Lauer, H.
Peacock, H. Eberhart, D. G. Manover, Jr.,
L. O. Burns, C. F. Manover, C. A. Mutschler,
H. Young, M. Fairchild

NASH-KELVINATOR CORP.
Stevens—Booth 1
(Personnel not available)

NATIONAL ELECTRIC PRODUCTS CORP.
Stevens—Booth 67
G. W. Hartner, D. W. Rice, Pearl Waldschmidt,
J. Windt, L. W. Black

NATIONAL GYPSUM COMPANY
Stevens—Booths 205-06
W. W. Hildinger, J. C. Calhoun, K. H. Peters,
B. C. Masters, T. D. Fallon, C. W. Albright,
H. Jacobsen, J. W. Brown

NATIONAL HOMES CORP.
Stevens—Booths 94-95
J. G. Smuts, H. M. Bondhus, A. M. McDams,
J. R. Crosby, R. E. Larimer, W. R. King, C.
Crowden, J. Gripe, D. L. Peterson, R. G.
Maginnis, H. O. Ramsey, D. McMurry, J. R.
Price, G. E. Price, W. A. Shearer

NATIONAL STEEL CABINET CO.
Stevens—Booth 215
B. Berger, C. Berger, M. Rifkin, M. Volkmann,
J. Woner

NEW CASTLE PRODUCTS CO.
Stevens—Booths 97-98
R. M. McConville, D. C. Danielson, J. N. West-
rich, W. Krusch, B. G. Mahin, P. C. Jolly,
L. O. Hayes, J. F. Quinn, J. E. Dean, E.
Burke, P. Streicher, J. L. Casey, R. W. Wit-
tenbraker

NEW YORK WIRE CLOTH CO.
Stevens—Booth 71
H. A. Nusbaum, R. J. Wall, W. H. Niebling, F.
J. Quinlan, H. O. West

NORDAHL CO.
Stevens—Booth 171
H. T. Rudrud, David Millerburg, Andrew Nor-
dahl

OHIO RUBBER CO., THE
Stevens—Booth 244
K. N. Carter, A. A. Welsheimer, J. H. Win-
chester, H. E. Stockfisch, W. Hegman

ONE-DER FRAME CORP.
Stevens—Booth 48
J. M. Rutledge, L. B. Bailey, L. G. McKeehan,
Jr., S. E. Russell

OVERHEAD DOOR CORP.
Stevens—Booth 131
W. B. Rosenbaum, R. Myers, J. Greager, R. M.
Beall, T. Biggs, D. Kasler, D. Grandall

OWENS-CORNING FIBERGLAS CORP.
Stevens—Booths 46-47
(Personnel not available)

PARENTS' MAGAZINE
Stevens—Booth 88
Mrs. Maximo Livingston, M. Michels, G. Had-
lock, E. Fryk, J. Hahn, R. Lockridge

PEASE WOODWORK CO. INC.
Congress—Booth 2
(Personnel not available)

PORTER-CABLE MACHINE CO.
Stevens—Booth 20
L. M. Harvey, J. A. Proven, R. A. Hummert,
O. W. Johnson, John Kotlarz, Henry
Schwagerick, William Isgar, J. D. Romanow,
C. F. Wheeler, Jack Costa, Neil Rowe

PRACTICAL BUILDER
Stevens—Booth 66
R. H. Lash, M. P. Driscoll, R. E. Linder, H. F.
Wilson, M. P. Trimble, H. G. Mumm, J. F.
Koeflich, E. R. Novak, L. H. Campbell, M.
G. Luth, M. J. Lyon

PRATT & LAMBERT, INC.
Stevens—Booth 65
W. W. Schroeder, H. Struck, W. Tamm, A.
Koeber, J. Bowling, F. A. Bauer, G. M.
Brining

PRECISION PARTS CORP.
Congress—Booth 9
Paul V. Harmon, Paul V. Harmon, Jr., Wm. T.
Goodwin

PRIMA PRODUCTS
Stevens—Booth 59
M. Michaels, R. Michaels, S. S. Schulman, G.
T. McAllister

PRYNE & CO.
Stevens—Booth 153
(Personnel not available)

REMINGTON RAND INC.
Stevens—Booths 158-59
W. L. Raymond, M. M. Harris, H. S. Bechert

REYNOLDS METALS CO.
Stevens—Booths 213-14
(Personnel not available)

RICHMOND BUILDERS, INC.
Stevens—Booth 242
J. H. Harding, G. C. Druley, J. F. Lugasse

ROCFORM CORPORATION
Congress—Booth 30
A. Arrighini, J. T. Carano, G. H. Cole, N. Leo,
G. Van Sickle

RODDIS COMPANY
Congress—Booths 7-8
R. J. Clarke, J. E. Crocker, R. Frankenberg, N.
A. Ley, F. T. Rockwood, E. M. Spiro, C. J.
Magee, Jr., H. T. Jordan, E. Picklesimer, M.
W. Day

ROLSCREEN COMPANY

Stevens—Booths 17-18

P. M. Kuyper, S. Kuyper, P. Farver, W. Kilpatrick, M. Hedrick, R. Triplett, R. Vander Wael, W. Gosselink, R. Wilkinson, J. Stravers, R. Van Zante, A. B. Caribay, O. L. Henninger

R. O. W. SALES CO.

Stevens—Booth 81

G. Love, C. Pellizzari, H. Joseph, J. Beirnes, D. C. Vaughn, A. Mainieri

ROYAL HEATERS

Stevens—Booth 152

R. T. Lawrie, J. H. Scruton, N. M. Landicho, L. Glascock, R. Smith

RUDIGER-LANG CO.

Stevens—Booth 245

M. Levin, R. Cross

F. C. RUSSELL CO.

Stevens—Booth 182

C. R. Raquet, D. N. Martin, Jr., K. D. Shoudy, E. R. Sharkey, J. F. Hoover, Jr.

SCHLAGE LOCK COMPANY

Stevens—Booth 129

M. Kendrick, L. J. Dufresne, B. M. Levinger, J. E. Hubka, P. B. Walker, R. A. Kuehn, C. D. Jennings

SEPCO CORPORATION

Stevens—Booth 222

G. M. Cheston, B. King, W. Nagel

SISALKRAFT CO., THE

Stevens—Booth 192

R. H. Anderson, B. K. Fitzgerald, B. P. McDonald, G. Gallivan, T. E. Kearney, J. M. Cummings

SKILSAW INC.

Stevens—Booth 29-30

P. Watts, J. Carlsen, C. D. McWade, W. Ferry, R. J. McGee

SMALL HOMES GUIDE, INC.

Stevens—Booth 168

R. W. Harvey, C. H. Hunt, F. Miller, F. A. Kelley, S. C. Warden, D. Allen, Jr.

SONOCO PRODUCTS CO.

Stevens—Booth 174

J. A. Reagan, Jr., J. C. Fort, O. D. Duckett

SPLIT-ROCK PRODUCTS

Stevens—Booth 241

E. Leopold, E. Beckmann, G. Wordell, R. Stibor

STAMPING PRODUCTS & MFG. CO.

Stevens—Booth 111

F. DeMascio, J. Colombini, A. Hollander, R. Bradley, D. Ghazal

STANDARD DRY WALL PRODUCTS

Stevens—Booths 155-56

E. H. Canon, W. A. Seddon, P. C. Donnelly, C. F. Bentley, D. L. Morse, R. C. Saunders, R. G. Hoppe, L. D. Thompson, J. T. Wame-link, H. E. Steinecker

STEELCRAFT MFG. CO., THE

Stevens—Booth 38

R. Levinson, N. L. Lehman, H. Michelson, D. Liebman, R. Scallon, W. Leiser

STERLING HARDWARE MFG. CO.

Stevens—Booths 193-94

J. G. Sterling, J. Lloyd, C. Lenzion, L. LaPola

STEWART LUMBER CORP.

Stevens—Booth 40

(Personnel not available)

SUN SASH CO.

Stevens—Booth 226

McAlbury Tunnel, Alfred Marigny

SWIVELIER COMPANY, INC.

Stevens—Booth 175

H. C. Brandman, W. C. Foss, Ed. Tremblay

SYMONS CLAMP & MFG. COMPANY

Stevens—Booth 12

J. G. Symons, J. Imantelli, C. Rudolph, V. Schimmel, G. Origer, P. Sikora

THORN COMPANY, J. S.

Stevens—Booth 93

A. B. Soeks, C. B. Pester, J. Alinson, E. A. Reinhardt

THYER MANUFACTURING CORP.

Stevens—Booth 236

C. H. Renner, E. E. Kurtz, G. Campbell, H. Leggett, W. Shipman, E. L. Niles, D. E. Cloude, L. M. Walters, R. Hilts, W. C. Pol-lard, E. W. Swanson, W. Reier

TILE COUNCIL OF AMERICA

Stevens—Booth 210

E. Williams, R. White, J. D'Earth, C. James, A. Frantz, W. Neibocher

TIMBER ENGINEERING CO.

Stevens—Booths 33-34

A. K. Smith, J. C. Garrison, Jr., W. R. Gansor, Jr., C. F. Martin, A. C. Duval, C. Wilcox, I. P. Keith

TINKEN SILENT AUTOMATIC DIV.

Stevens—Booths 149-50-51

G. W. Schultz, W. J. Chappell, F. H. Huber, E. M. Cahill, K. O. Balphs, C. E. Watres, T. A. Crawford, R. M. Marberry, C. A. Cooper, E. H. Haugen, H. R. Cook, A. E. Jones

TOLEDO DESK & FIXTURE CO., THE

Stevens—Booth 220

C. Beckwith, F. Crook, L. E. Diamond, B. King

TRACY MFG. CO.

Stevens—Booth 134

D. S. Bell, B. T. Roe, A. Johns, W. J. Blasgen, T. R. Miller, H. H. Solof

TROY SUNSHADE COMPANY, THE

Stevens—Booth 240

S. Thompson, C. Lundquist

TRUSCON STEEL COMPANY

Stevens—Booths 5-6-7

R. R. Sartor, A. L. Munsell, J. P. Curley, W. V. Peters, C. B. McGehee, C. L. Spatthold, S. C. McKee, W. Frerk, R. L. Bimm, P. L. Callahan

UNION ALUMINUM COMPANY, INC.

Congress—Booth 1

E. H. Darby, J. W. Boasley, E. P. Stephenson, J. C. Darby, J. E. Moody, III, Q. E. Musick

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Stevens—Booth 130

(Personnel not available)

UNITED STATES PLYWOOD CORP.

Stevens—Booths 78-79-80

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UNITED STATES SLIDING DOOR CORP.

Stevens—Booth 166

A. Shectman, H. Jarisch, E. Eisen, A. Goldman

UNIVERSAL-RUNDLE CORPORATION

Stevens—Booths 195-96

C. M. Whittaker, S. S. Backner, W. B. Korher, I. A. Eubanks, F. Alexander, H. J. Held, F. A. Clary, F. Rippchen, G. Braver, M. A. Dantzier, E. G. Frost

UPSON COMPANY, THE

Stevens—Booth 21

H. R. Shedd, J. J. Upton, A. E. Calver, R. G. Morgan, L. E. Koster, R. D. Eastridge, G. A. Engel, H. O. Parry, A. C. Snyder, F. I. Cannon, Jr., H. A. Snyder

VAN-PACKER CORPORATION

Stevens—Booths 126-127

P. Brown, R. F. Van Alostyne, K. Mayer, W.

Bradfield, K. Hall, H. Pettit, B. Covert, R. McFarland, Z. D. Cutter, H. Schneider

WADSWORTH HOMES

Congress—Booth 38

John Goughan

WARREN WEBSTER & CO.

Stevens—Booth 44

D. F. Bennett, J. J. Rubser, P. W. Stickney, L. P. Lang, R. G. Gobalet

WASHINGTON STEEL PRODUCTS, INC.

Stevens—Booth 170

Will C. Carleton, Robert A. Jorgenson, David M. Johnson, David L. Ellis

WEATHER-SEAL INC.

Stevens—Booth 125

V. W. Malloy, R. H. Cesna, F. Jora, E. B. Devor

WESTINGHOUSE ELECTRIC CORP.

Stevens—Booths 49-50-51-52-53-54

C. Bradahl, A. W. Jones, W. Kline, W. R. Arbuckle

WOODALL INDUSTRIES, INC.

Stevens—Booth 209

M. D. Bridges, R. M. York, W. Schnell, W. C. Glew

WORLD STEEL PRODUCTS CORP.

Stevens—Booth 239

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YALE & TOWNE MFG. COMPANY

Stevens—Booths 74-77

A. C. Amann, R. H. Watkins, C. M. Lyng, Jr., L. Lee, M. Ochsner, M. B. Zerwick, K. M. Layton, T. E. Davidson, G. F. Cannon, W. F. Schmidt, S. R. Antonille

ZEGERS, INC.

Stevens—Booth 11

H. J. Zegers, Jr., E. A. Zegers, R. V. Zegers, Joe Memmesheimer, Jack Connolly, Geri McGuan

Coming in April

**AMERICAN BUILDER'S
Builder-Dealer
CATALOG
DIRECTORY**

for the
Light Construction Industry
featuring
5 Special Directory Sections
26 Product Reference Sections

"HOW TO USE IT" is theme of
26 Product Reference Sections.
Here you can find specific product
information. Here, too, are solu-
tions to every type of building
problem.

ITS A BUYER'S GUIDE—furn-
ishing, in one handy, easy-to-use
volume, over 30,000 product list-
ings, several thousand brand and
trade names, plus names and ad-
dresses of hundreds of manufac-
turers.

Don't Miss It!

Outstanding Home Week Demonstrations . . .

Staged by lumber dealers in cities where there were no NAHB chapters

THREE lumber yards whose National Home Week observances in 1950 were considered outstanding models for the industry were given top awards in this year's contest when the judges decided that contest entries in these groups did not come up to 1950 standards. Completing the quartet of first prize winners was a 1951 Group III entry, the El Monte Lumber and Fuel Company of Elma, Washington.

Picked for the top award in Group I was the Coman Lumber Co., Durham, North Carolina. (Featured in *American Builder*, June 1951). The Coman observance was centered on a \$22,000 model home which incorporated a number of "extras" to heighten interest. Durham's population is 70,307.

More than 12,000 persons visited the home the first two days of the Week; it was sold the first day, and within 60 days deals were closed on materials for 30 new houses.

Support of the local newspapers was enthusiastic: there were several advance articles about the demonstration house and National Home Week; and more news during the observance about the home, its furnishings and equipment. In the editions announcing the opening was an excellent series of advertisements by local stores and manufacturers.



MORE THAN 12,000 persons inspected this Coman Lumber Co. house in Durham, North Carolina, the first two days of Home Week

Kankakee Tops Group II

The Group II winner, H. H. Troup Lumber Company, Kankakee, Illinois, (*American Builder*, January 1951), spearheaded National Home Week in that city of 25,873. Two completely



William H. Troup, Kankakee, Illinois

Although the city has no permanent organization of builders, dealers or realtors, Troup found first-rate collaborators in the county real estate board and the Kankakee Daily Journal. The board helped promote the Week with extensive newspaper and radio advertising. Among the outstanding publicity results were more than 20 pages about home building in eight issues of the Journal. Other cooperators included the American Legion post, the Chamber of Commerce, and furniture and appliance dealers.

In Group III, the judges' first place selection of the El Monte Lumber and Fuel Company was based on a strong promotional program which attracted large crowds from all over the trade area to the completely furnished model home. The firm's headquarters is in Elma (population, 1,538) and it has another yard in nearby Montesano (2,324).

Large advertisements highlighting the home and its furnishings were run by El Monte in four area newspapers—Elma, Montesano, McCleary and Aberdeen. There was also newspaper advertising by subcontractors for the model home; and the papers ran considerable free home building

publicity in advance of and during the week.

2,500 See House in Town of 1,400

The headline, "2,500 People Visit National Home Week House in Town of 1,400," (July 1951 *American Builder*) neatly summarizes the results which earned the Group IV award for the New Athens Lumber Company, New Athens, Illinois.

Louis Lauerman, head of the firm, selected a Weyerhaeuser plan for the demonstration home; his wife supervised the interior decoration; and a furniture firm cooperated to furnish the house completely.

OPEN HOUSE ads ran in four Elma-Montesano, Washington, area newspapers

Newspaper and radio advertising and publicity were the principal media for attracting the 2,500 persons. The week before the open house, Lauerman ran a quarter-page ad in the local weekly and inserted the same ad for two days in a daily in neighboring Belleville, Illinois. Smaller ads were used during the Week. The furniture dealer also bought space.

Thirteen spot announcements were used on the Belleville radio station with the theme, "Would You Like to See a Dream Home?" Another advertising idea was the display of color posters in stores and other public buildings several weeks prior to National Home Week.

QUARTER-PAGE ads in two newspapers sparked New Athens, Illinois promotion

Complements of the House

Rō-Way OVERHEAD
TYPE DOORS



Whatever the style of architecture, every Ro-Way overhead type garage door complements—and compliments—the house itself. See how gracefully those clean, simple Ro-Way lines blend with the lines of the house, accent its beauty, and complete its design.

NEW TAPER-TITE TRACK—NEW SEAL-A-MATIC HINGES

Good looks, of course, are only part of the Ro-Way story. New features mean even better performance, smoother operation. The new Ro-Way Taper-Tite Track and exclusive new Seal-A-Matic Hinges* work together to hold the door snugly against side and head jambs for weather-tight protection—yet readily permit smooth, easy up-and-down operation.

Complement *your* houses—win *compliments* for yourself—with Ro-Way doors for residential installations.



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



**Taper-Tite track and Seal-A-Matic hinges are available on most residential Ro-Way doors, and on some models of commercial and industrial doors.*

ROWE MANUFACTURING CO., 794 HOLTON ST., GALESBURG, ILL.

there's a Ro-Way for every Doorway!

SEE the WINNER!

See NATIONAL HOMES' exciting new display at the Home Builders Show. See a preview of our thrilling color movie, "Homes Unlimited." See how National Homes has won and held the leadership in home production through finer quality, styling, variety, value!



SPACES 94-95

NAHB Exposition
CONRAD HILTON (Stevens)
HOTEL — CHICAGO
JAN. 20 - 24, 1952

SELL the WINNER!

Today there are TWO big opportunities for builders:
1—the wage-earner demand for lower priced homes;
2—the continuing demand for de luxe homes—with as many as four bedrooms and two baths—without extravagant cost.

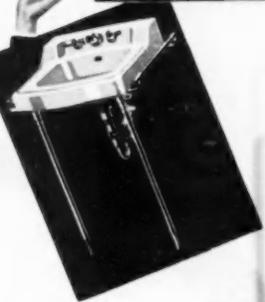
Only NATIONAL enables you to cultivate this "dual market." National wins in both fields, with the greatest variety of designs and sizes offered by any producer of homes. In 1952, sell **SUCCESS**—sell **NATIONAL**.



National Homes prefabricated panels and structural parts are commended by Parents' Magazine as advertised therein.



NEW DESIGNS! NEW FEATURES! NEW BEAUTY!



Here is the
BRILLIANT NEW LINE

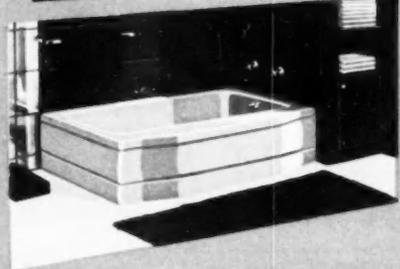
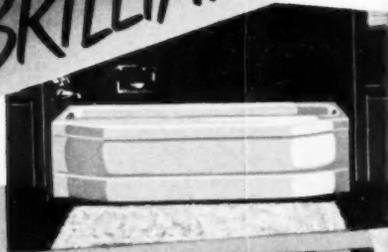
of

BRIGGS

Beautyware



**FORMED STEEL
BATHTUBS
and LAVATORIES!**

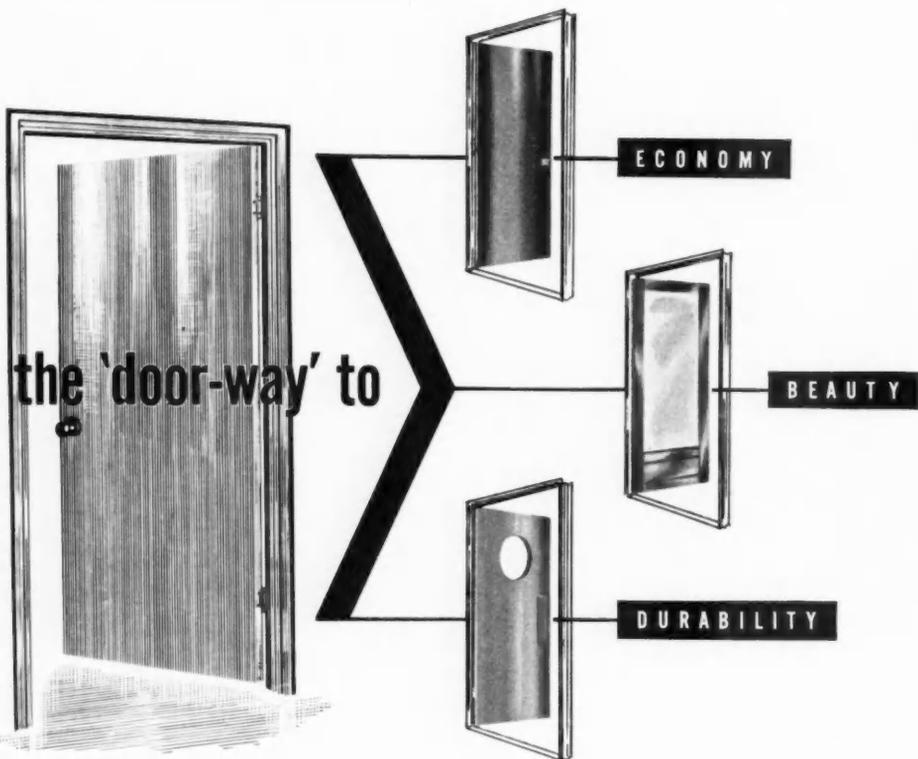


Briggs announces a complete new line of porcelain enameled formed steel bathtubs and lavatories—new in design, new in styling, new in *many* important ways! Sweeping new contours of the spacious Briggs Beautyware tubs taper off at the ends of the front panel to a vertical edge, eliminating any need to cut and fit adjoining wall tile. For added comfort, tubs are built with a sloping back rest. Such famous features as the Safety Bottom and integral lip flange are, of course, retained.

Reflecting quality in every detail, the new lavatories have been deepened for greater water capacity, beautified with a wider front apron, and provided with increased shelf space for toiletries. Like all Briggs Beautyware, the new fixtures are produced only in the finest stain-proof, acid-resistant grade—the perfect complement to Briggs' famous line of vitreous china ware. Colors include Sandstone, Sea Green, Sky Blue, Ivory and White.

TRULINE

aluminum doors and frames



- ✓ STRENGTH
- ✓ DURABILITY
- ✓ SOUND-PROOFING
- ✓ LIFETIME ECONOMY
- ✓ FREEDOM FROM WARP
- ✓ EASE OF INSTALLATION
- ✓ FIRE-RESISTANCE

Point by point, TRULINE doors are so far superior to ordinary interior residence doors that they are fast becoming a "must" in all new home construction. Don't buy any door until you have the complete TRULINE story. Designed and developed to enhance the livability—and sale-ability—of any house. Also available for commercial and industrial building.

Now in volume production—deliveries guaranteed.

Truline DEVELOPMENTS
Modern Building Elements

9155 SUNSET BOULEVARD
WEST HOLLYWOOD 46, CALIFORNIA



PATENTS APPLIED FOR

Department Store Cafeteria

INSTALLS

Miracle Walls by **TYLAC**
for Beauty, Permanence and Economy



Three views of newly remodeled McCurdy's Department Store Cafeteria, Syracuse, N. Y. Note effective treatment of Tylac's Muralac design, set horizontally. Upper circle: Part of kitchen. Lower circle: Service counter.

MORE SATISFACTION FOR USERS— PROFITS FOR JOBBERS and DEALERS

Yes, Miracle Walls by TYLAC are the most wanted panels for home wall decorating, but—don't let your sales stop there. You'll find a practically unlimited sales field in retail stores, hotels, hospitals, theatres, offices—wherever there's a need for new and modern interior wall and ceiling decorating—Miracle Walls by TYLAC will cover those walls Beautifully, Permanently and Economically.

Miracle Walls by TYLAC are Hi-baked—under high temperatures, resulting in smooth, lustrous surfaces that will not crack, craze or peel—that retain their color charm—keep their original newness by wiping with a damp cloth.

Profit wise dealers, everywhere, are switching to Miracle Walls by TYLAC—there's greater satisfaction in every TYLAC sale—which builds greater profits for you. Why not join the ranks of satisfied TYLAC Dealers.

Contact your TYLAC Jobber or write us for our liberal sales plan and many advertising and dealer helps.

TYLAC COMPANY MONTICELLO, ILLINOIS
PIONEERS IN THE PREFINISHED WALL PANEL INDUSTRY

UNI-FORMS... "TOPS" in CONCRETE FORMING



BUILT WITH UNI-FORMS

**FIREPROOF
STORM PROOF
VERMIN PROOF
and PERMANENT!**



UNI-FORMS . . . the concrete forming system . . . can help you profit from the growing trend to all-concrete construction of residences, apartment buildings and industrial structures. UNI-FORMS give you forming speed—economy—production line efficiency—maximum utility and **BIG** savings in time, labor and lumber on **ANY** concrete forming job.

Universal's Engineering Department can help you plan, estimate and build concrete structures of any type. Your inquiry is invited. There is no obligation. Write for the UNI-FORM Catalog today.

Universal **FORM CLAMP CO.** *Concrete Form Specialists Since 1912*

General Offices and Factory • 1236-38 NORTH KOSTNER • CHICAGO 51, ILLINOIS • CAPITOL 7-1600
Branch Offices and Warehouses:

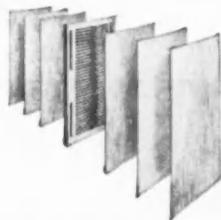
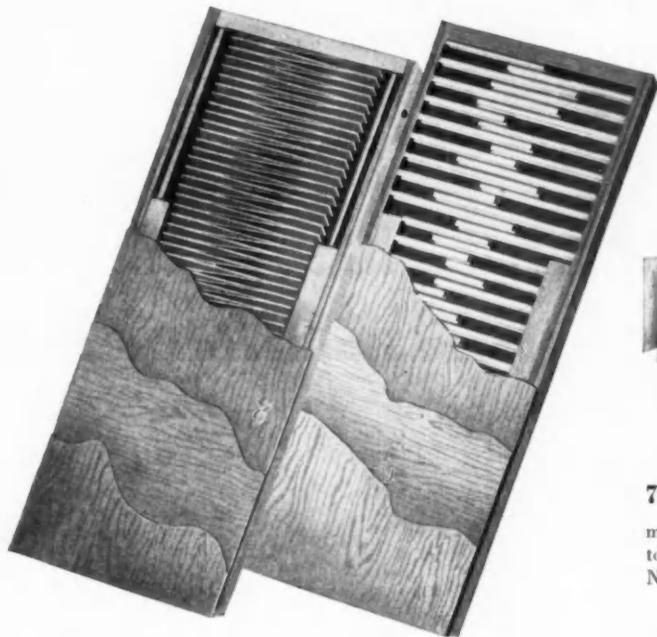
- SAN LEANDRO, CAL., 2051-9 Williams St.
- DALLAS, TEXAS, 3310 Ramsey St.
- HOUSTON, TEXAS, 2314 Preston Ave.

- EUCLID, OHIO, 24901 Lakeland Blvd.
- NEW YORK, N. Y., 51 E. 42nd St.

- BALTIMORE, MD., 661 S. Monroe St.
- SWAMPSCOTT, MASS., 51 Barnstable St.
- HATO REY, PUERTO RICO, Ave. Munoz Rivera 84—Stop 27½

Service Wherever You Build...Coast-to-Coast

It costs money to install door openings



7-ply construction
means—Greater resistance
to warping and twisting.
No core pattern "ghosts."

Protect your investment by using good doors... Roddiscraft Housemart 7-Ply Flush Veneered Doors



It's false economy to put good materials and costly labor into framing an opening — then close it with an inferior door. For satisfaction that lasts get Roddiscraft Housemart Doors—the 7-ply hollow core flush veneered door.

7 ply gives the full strength of plywood construction. Your investment in openings will be insured by a door that stays

straight and true — that will not stick once properly trimmed and fitted. Roddiscraft Housemart Doors will save you the cost and trouble of refitting and hanging.

For quality at modest cost — order Roddiscraft Housemart Doors from your dealer or millwork house — look for the solid color dowel.

NATIONWIDE Roddiscraft WAREHOUSE SERVICE

Cambridge 39, Mass. . . 229 Vassar St.
Charlotte 6, N. C. . . . 123 E. 27th St.
Chicago 31, Ill. . . . 3865 W. 41st St.
Cincinnati 2, Ohio . . . 836 Depot St.
Dallas 10, Texas . . . 2800 Medill St.
Detroit 14, Mich. . . 1185 E. Jefferson St.
Houston 10, Texas . . 2403 Sabine St.
Kansas City 3, Kan. . . 35 Southwest Blvd.
Los Angeles 58, Cal. . 2620 E. Vernon Ave.
Louisville 10, Ky. . . 1201-S S. 15th St.

Marshfield, Wis. . . . 115 S. Palmetto St.
Milwaukee 9, Wis. . . 4601 W. State St.
New Hyde Park, L. I., N. Y.
Plaza Ave. & S. 18th St.
New York 55, N. Y. . . 920 E. 149th St.
Port Newark 5, N. J. . . 103 Marsh St.
Philadelphia 34, Pa. . . Richmond & Tioga Sts.
St. Louis 16, Mo. . . 3344 Morganford Road
San Antonio 6, Texas . . 727 N. Cherry St.
San Francisco 24, Cal. . 345 Williams Ave.

Roddiscraft

RODDIS PLYWOOD CORPORATION

Marshfield, Wisconsin



ANDY PLACE, South Bend, Indiana, builder shows conference a new triangular soffit



NAHB PRESIDENT W. P. "Bill" Atkinson starts conferences with a plea for builders to tell all

Culled for the American Builder reader here is important savings information on various phases of home building. Discussions by the 24 builders present at the two meetings developed much valuable information. Many new and improved conventional building methods were explained by experienced builders. All those present at the two meetings gave freely of their time and technical knowledge to make the conferences a huge success. This was a pioneering move by NAHB President W. P. "Bill" Atkinson in an effort to help builders cope with current problems of shortages of critical materials and rising costs

Home Builders Exchange

UNPRECEDENTED in the building industry was the series of "Trade Secret" meetings called by NAHB President W. P. "Bill" Atkinson in October and November.

Builders from the south, west, and central U.S. met on two occasions at Atkinson's ranch in Midwest City, Oklahoma. Results of the third meeting held in Washington, D.C., were too late to be included in this article. Developments there will be discussed in the February issue.

MARKET ANALYSIS . . . was pointed-up by R. G. Hughes, Pampa, Texas. He said that before a builder invests heavily he ought to know if the land and house have a market; savings can result if the builder stays under the softening point of the market. Hughes uses all available informative methods to gain market analysis information.

LAND ACQUISITION . . . program of Earl Smith, Berkeley, California, offers protection for the builder. For instance, Smith will agree to purchase 400 acres and take possession of 100 acre tracts every three months. He will pay for the land as he receives it, paying more for the first two tracts and less percentage-wise for the last two. If market conditions take an adverse turn he isn't caught. Both buyer and seller approve of this method. Seller likes the income tax savings.

LAND PLANNING . . . Super-size blocks, where less road and curb

construction are necessary can mean savings. New dimensions for lots was one of the recommendations of Dave Slipher's of the Fritz Burns Organization, Los Angeles. The modern ranch-style house needs more land width-wise but not depth-wise. It was felt that a 100-foot depth was sufficient.

CARE IN DESIGN . . . can present one of the greatest savings factors, according to O. J. Olsson, Phoenix, Arizona. Builder and architect develop designs for use with standard sized materials. Al LaPierre, of Seattle, Washington also related the value of careful house planning. His carpenters follow the plans. Deviation costs him money.

DESIGN . . . must include more than a difference in elevations, according to Albert Balch, Seattle builder. Balch uses many architects so that his projects have vast architectural treatment. To make sales: many people must become dissatisfied with their old house, believed many builders. Extras such as bird houses, trellises, etc., were not included. This elimination saved money. Both Frank Burns of Denver, Colorado, and Al LaPierre believed in eliminating the "Apple Crappel." (LaPierre's term for bird houses, etc.)

FRAMING . . . costs were reduced by the use of jigs, site fabrication, prefabrication, or tilt-up construction.



JIM BURKE, San Antonio, Texas, builder tells first "Trade Secret" at conference

Trade Secrets

FOUNDATION . . . was simplified by using an 8-inch trencher and pouring the concrete into the trench. Labor and material were saved in the forming expense. Rodney Lockwood, Detroit builder, had the trencher designed for this use. A floating slab that used less steel was advocated by C. W. Smith of Southwest Research Institute.

ROOF CONSTRUCTION . . . low pitched roofs seem to be in public demand. This type of roof also saves labor and materials. A new triangular soffit used by Andy Place of South Bend, Indiana saves both material and labor. (See picture above) Conventional roof framing methods are used for the added storage facilities they offer. E. J. Burke of San Antonio, Texas found that six men could sheath a roof cheaper than two men.

INTERIORS . . . that cost more, sell houses faster. Built-ins, larger kitchen areas, good circulation between rooms, greater storage areas, larger mirror surfaces in the bath, and breakfast nooks are requirements of the housewife. Alan Brockbank, Salt Lake City, thought the trend was toward open beam ceilings.

HEATING . . . costs were reduced and considerable savings in metal were accomplished by Rodney Lockwood, Detroit builder. Lockwood uses a crawl space plenum system. He builds with an insulated

crawl space of 18 inches. A counter flow heating unit forces warm air into the under floor area. Heat enters the house through floor registers. Care must be exercised in keeping the crawl space dry.

ELECTRICAL . . . savings of critical copper can be realized with the use of low voltage wiring.

PLUMBING . . . savings result from backed-up plumbing fixtures. Pipe lengths are held to a minimum. Place of South Bend had a special stack manufactured so that 1½ baths and kitchen can use the same unit.

LANDSCAPING . . . seems to be a trend that keeps building projects looking new. Most builders felt that it was good public relations for the builder. Good looking older projects help sell new ones. Large quantity buying of shrubs reduced landscaping costs. Tom Poore, Midwest City, Oklahoma builder will sell ½ acre house and lot. Lot will include planted orchard and diagram for garden. Poore will have soil tested and instructions printed for farming the ½ acre.

EXTRAS . . . sold by the builder pointed up a fair share of extra revenue. The Crawford Corporation building in New Orleans, Louisiana, sold a good percentage of garages, carports, porches, tiling, wood floors, snack bars, kitchen exhaust hoods, and appliances.

FINANCING . . . must be found by the builder. It was felt more

BUILDERS PRESENT AT THE MIDWEST CITY CONFERENCES

Al LaPierre, Seattle, Wash.
E. J. Burke, San Antonio, Texas.
Ned Cole, Austin, Texas.
Mr. and Mrs. Wallace Johnson, Memphis, Tenn.
R. G. Hughes, Pompa, Texas.
Thomas E. Poore, Midwest City, Okla.
Albert Balch, Seattle, Wash.
Vernon S. Smith, Dallas, Texas.
Franklin Burns, Denver, Colo.
Dave Sliabner representing Fritz Burns, Los Angeles, Calif.
C. W. Smith, Southwest Research Inst., San Antonio, Texas.
T. A. Hutcheson, Denver, Colo.
J. J. Cary, Denver, Colo.
Andrew Place, South Bend, Ind.
Alan E. Brockbank, Salt Lake City, Utah
O. J. Olsson, Phoenix, Ariz.
Earl Smith, Berkeley, Calif.
Herbert V. Pennington and Henry D. Krug Jr., representing the J. C. Nichols Co., Kansas City, Mo.
George Goldman and Bud Henson representing Nate Manilow, Chicago, Ill.
James Devereaux and Joseph M. Valtervolt, St. Louis, Mo.
Marky Bogue, Denver, Colo.
Ray Toups representing the Crawford Corp., Baton Rouge, La.
J. E. Merriam, Chicago, Ill.

Others present
Len Hoeger, NAMB, Washington, D. C.
Carl Linn, NAMB, Washington, D. C.
Conrad P. Harross, NAMB, Washington, D. C.
Joseph Orendorff, HWFA, Washington, D. C.

mortgage money would be available in 1952. G.I. loans however, would still be scarce. Al LaPierre, Seattle builder, thought that houses should be tailored to the mortgage pattern. Frank Burns of Denver believed there should be better relations between the builder and the mortgage banker. He also felt the builder should send a copy of his yearly financial report to the banker.

POWER MACHINERY . . . was used by most builders to reduce costs. Cary and Hutcheson of Denver, Al Balch of Seattle, Vernon Smith of Dallas, J. C. Nichols Co. of Kansas City, Alan Brockbank of Salt Lake City, and Joe Valtervolt of St. Louis are a few of the builders that owned large power machinery.

OVERHEAD . . . expense can be cut by methods used by Mark Bogue of Denver. Bogue uses a house in the project for an office and another for storage. These he sells when the project is completed.

CLOSING . . . methods of Fritz Burns of Los Angeles include an arbitrator who ushers the buyer into his new home. The arbitrator, with the buyer, inspects the house and obtains signature if things are all right or with certain exceptions that the builder will take care of. If the bathtub develops a chip in the next two weeks the builder does not have to replace it. The arbitrator and the new owner checked the tub and found it in perfect condition.



PART 5 A report covering architects' comments on Modular Coordination and some recent modular projects, by the American Builder's Modular Reporter, Lee Frankl.

Modular Coordination is the basic means by which all segments of the building industry can work together to assure successful economical building. Modular design, teamed with modular materials and modular construction results in a better building at lower cost.

The manufacturer who changes to modular dimensions on existing material, or develops new modular material, must be sure that his product relates economically to the entire building and to modular planning.

The contractor needs accurate modular details to build economically. Plans for small homes often lack details. The contractor then 'engineers' the design. Too often his engineering is questioned by the architect and or the owner. This often means costly changes which can be avoided by good detailing and the use of modular controlled construction methods.

Recently, a few architects were asked for comments on modular design. Excerpts from some of their answers follow.

" . . . I feel that the correct use of modular design: 1. Simplifies the layout and production of working drawings. 2. Simplifies the layout of construction. 3. Coordinates the plan with elevations and vice versa. 4. Organizes and simplifies plans and elevations. 5. Effects economies because of savings in material and labor."

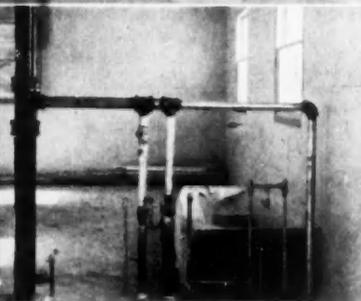
"I like the system very much . . . for the eccentric designer, it teaches him orderliness . . . for the open-minded designer, it is very appealing . . . modular adherence tends to bring out simpler or more orderly planning. The system produces better framing, constructionwise and lookwise."

"A modular system permits much closer ordering of material on the part of the contractor."

"We really feel that there could be greater economies with the modular system in small house work."

For the past two years William Demarest, Jr., Modular Coordination Secretary for the AIA, has talked at AIA chapter meetings throughout the country. He has influenced many architects to evaluate, and then to use the modular system. No drafting room that has given the system an adequate trial has gone back to the nonmodular system.

Among the many modular jobs



From top to bottom:

One exterior wall in place; others being assembled on subfloor. Roof trusses ready for installation.

Finished floor being laid and protected prior to erecting partitions.

Plumbing lines and bathtub installed. Sandwich partition installed later.

Raising interior partition, gypsum on one side only.

Photographs, courtesy of Small Homes Council.

completed recently are the new hangars at the New York International Airport; 30 modular frame houses designed by the Small Homes Council of the University of Illinois for its faculty members; and the new National Biscuit Bakery in Houston, Texas.

Sargent, Webster, Crenshaw & Folley, architects for Salt City Homes, a state housing project in Syracuse, New York, wanted proof as to comparative costs of modular and nonmodular construction. Two sets of blueprints, one modular and one nonmodular, were sent to each bidder. In each case a lower bid was submitted for the modular design. The successful bidder's estimate was \$8,000 higher for the non-modular job.

Lawrence and Dykes, architects, have designed several modular school buildings. Mr. Dykes said, "I am convinced it (Modular Coordination) saves time and, therefore, money. It is impossible for Modular Coordination to add any cost to a job, because it merely involves using standard-size units." The masonry superintendent of the Wells School said he would rather work on a modular job than any other.

William A. Johnson, architect of Everett, Washington, in a letter to William Demarest, wrote, "The value of Modular Coordination seems pretty obvious to us, particularly from the standpoint of economy. . . . As we see it, Modular Coordination is something that benefits everyone, right from the working drawings to the completed building. . . . By coordination with standardized and stock units, it obviously permits quicker and more economical assemblies than nonmodular units where wasteful cutting and fitting is required. Modular Coordination has worked very well for us. We have cut building costs considerably."



Air view of new Nabisco Bakery, Houston, Texas.

Salt City Homes, a New York State Housing Project, Syracuse, N.Y. Sargent, Webster, Crenshaw & Folley, Architects, AIA.

New York International Airport, from NEWS plan, by Gordon Ryders.



UNIT PLAN HOUSE

In the next issue we will discuss one architect's experiences in modular design and field supervision of modular construction.

Standardization of construction and flexibility of design have been achieved in this house through the system of Unit Planning developed by the Small Homes Council of the University of Illinois. The units have been selected from "Contem-

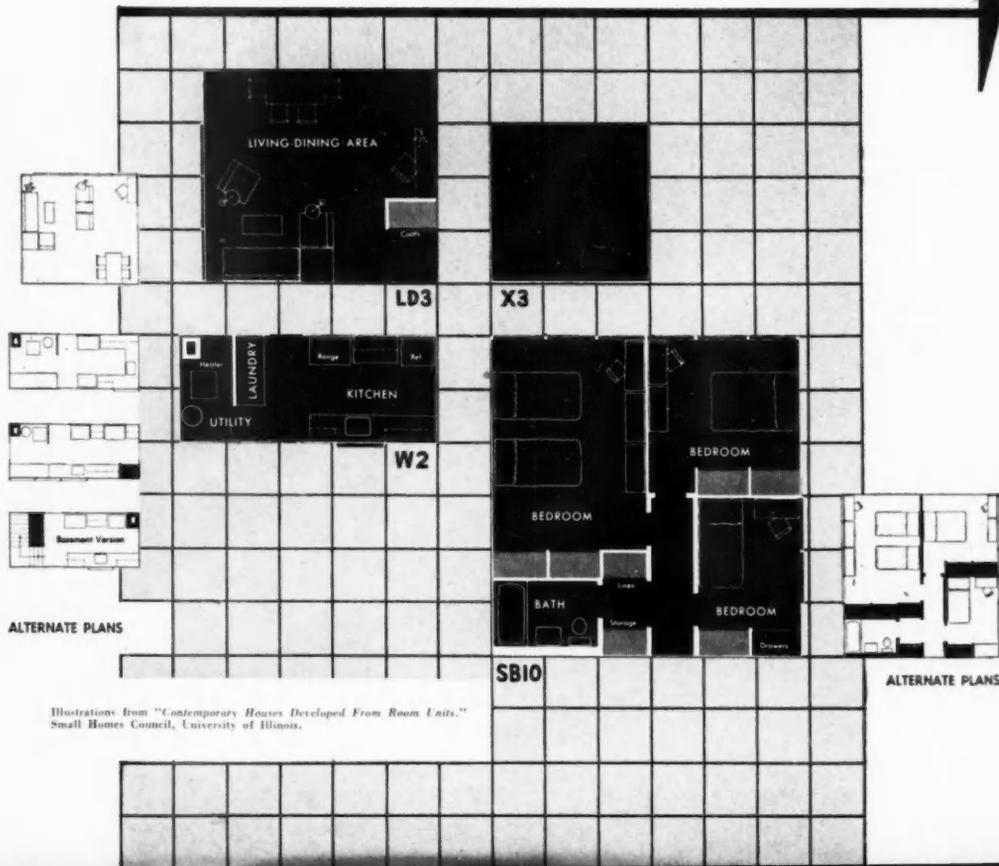
porary Houses Developed From Room Units," a Small Homes Council publication.

Plans for 45 units were designed, each with an alternate plan, to meet the various needs of the homeowner. They fall into the following categories: living-dining, bedroom-bath, bedroom, extra rooms, work areas, expansion units, and garages.

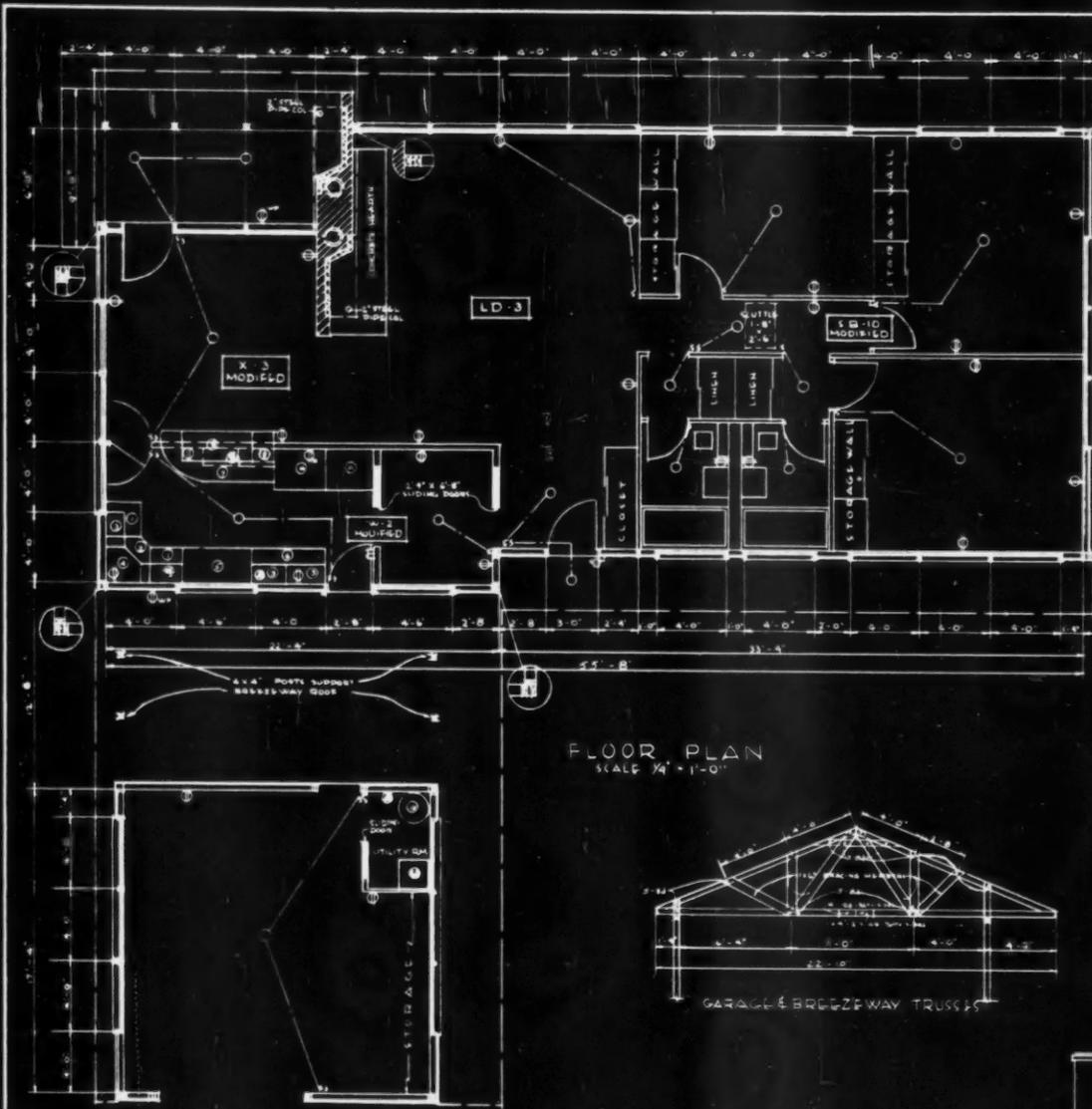
In this house, living-dining unit

LD3, extra room unit X3, work area unit W2, bedroom-bath unit SB10 were combined under a trussed roof. The length was increased 2'-8" by adding 1'-4" to units SB 10, X3 and W2.

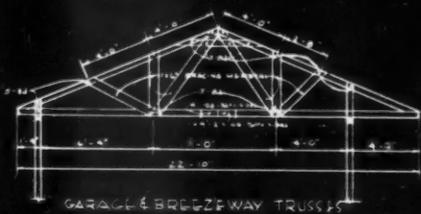
The total house area is 1278 square feet; garage area 296 square feet; screened porch area 152 square feet.



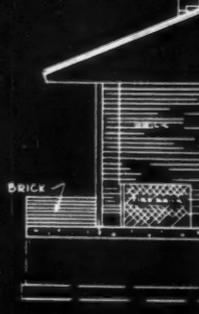
Illustrations from "Contemporary Houses Developed From Room Units," Small Homes Council, University of Illinois.

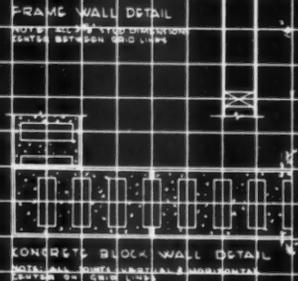
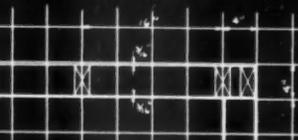
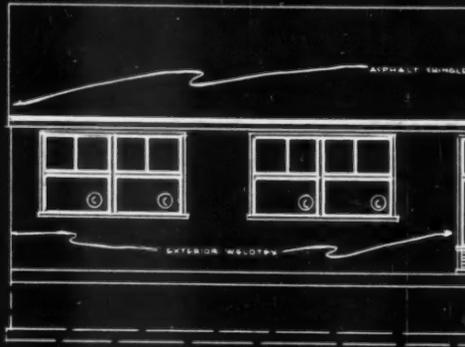
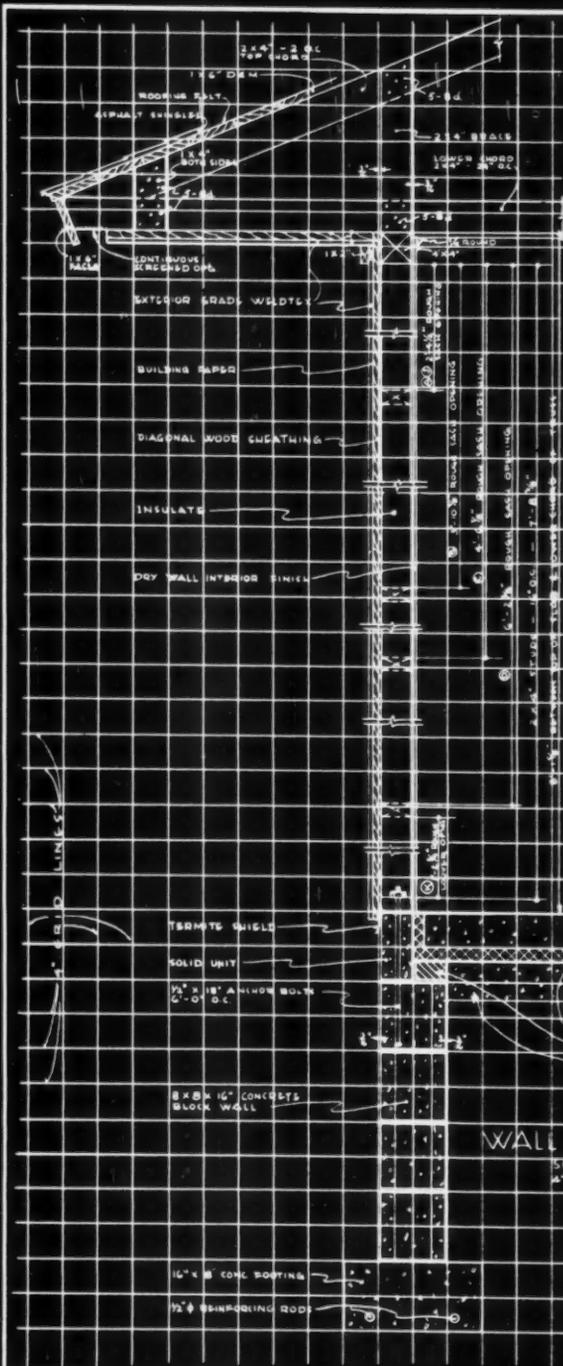


FLOOR PLAN
SCALE 1/4" = 1'-0"



KITCHEN & UTILITY SCHEDULE			WIRING SYMBOLS		
SYM.	DESCRIPTION	QTY	SYM.	DESCRIPTION	QTY
1	WALL CABINET 24"	8	⊞	PUSH BUTTON	2
2	CORNER W/BACK CABINET 31"	1	⊞	BUZZER	1
3	WALL CABINET 24"	3	⊞	BELL	1
4	WALL-CORNER CABINET 24"	1	⊞	SPECIAL PURPOSE OUTLET	3
5	SINK + DISHWASHER 48"	1	⊞	DURLEX CONVENTIONAL OUTLET	20
6	LAUNDRY - ELECTR.	1	⊞	TRANSFORMER	1
7	DWELL ROOM - WATER HEAT. TO	1	⊞	CEILING OUTLET	17
8	DW. RM. - KITCH. 2-WAY CAB.	1	S	SINGLE SWITCH	4
9	WALL CABINET 20"	1	⊞	THREE-WAY SWITCH	6
10	ELECTR. RANGE	1	⊞	RANGE OUTLET	1
11	WASH. REFRIGERATOR	1	⊞	WEATHER PROOF CONY. OUT.	2
12	WARM AIR FURNACE	1	⊞	FLOOR OUTLET	1
13	WATER HEATER	1			





WALL SECTION - 24'-0" SPAN
SCALE 1/2" = 1'-0"
2" GRID LINES

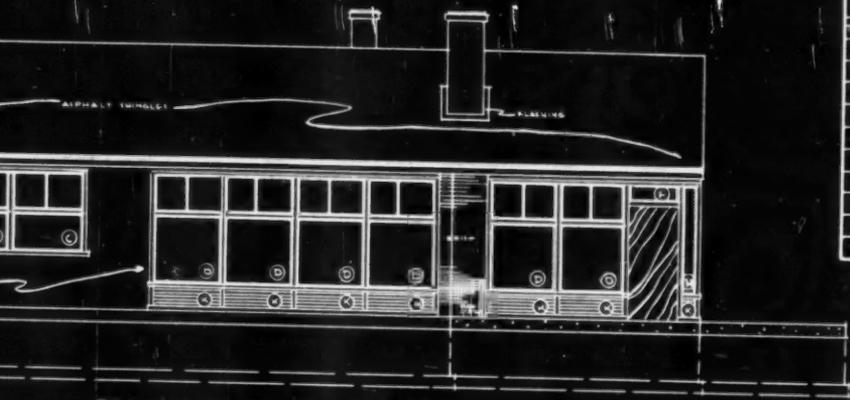
DESIGN NO. A-9 175

AMERICAN BUILDER BLUE PRINT SERIES

BASED ON A DESIGN DEVELOPED BY THE SMALL HOME COUNCIL,
OF THE UNIVERSITY OF ILLINOIS AS PART OF A RESEARCH PROJECT,
SPONSORED BY THE LUMBER DEALERS RESEARCH COUNCIL.

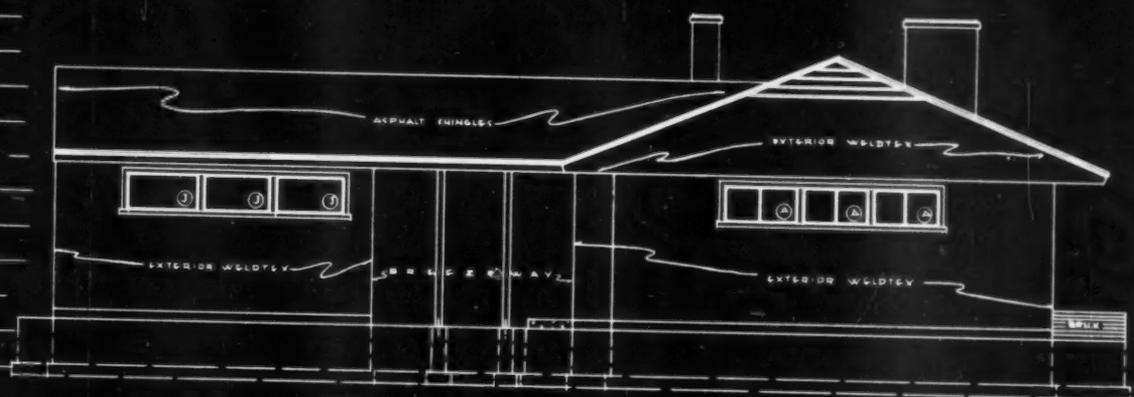
DRAWN BY LEE FRANKEL

SIMMONS BOARDMAN PUB CORP 79 W. MONROE ST CHICAGO 3 ILL

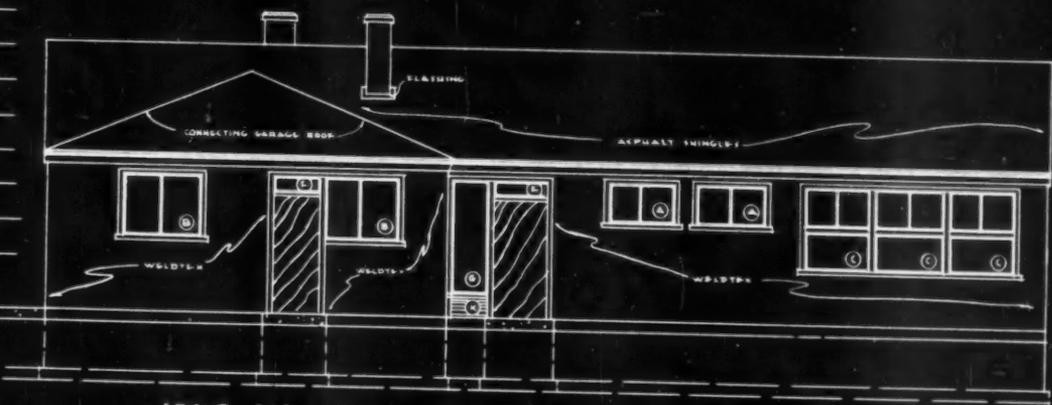


REAR ELEVATION SCALE 1/8" = 1'-0"

SASH SCHEDULE				
TYPE	REMARKS	NO. OF SASH	WIDTH	HEIGHT
A	SLIDING SASH	5	3'-9 1/2"	2'-1 1/2"
B	SLIDING SASH	2	4'-6"	3'-8"
C	SLIDING SASH FIXED GLASS	9	3'-0 1/2"	2'-7 1/2"
D	SLIDING SASH FIXED GLASS	6	3'-0 1/2"	3'-4 1/2"
E	FIXED GLASS	2	2'-8"	1'-0"
F	FIXED GLASS	2	3'-0"	1'-0"
G	FIXED GLASS	1	2'-8"	4'-6"
H	FIXED GLASS	1	1'-0"	4'-6"
J	FIXED GLASS GARAGE	6	3'-10"	2'-2"
K	LOUVER	8		SEE DETAILS



RIGHT SIDE ELEVATION SCALE 1/8" = 1'-0"



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

Quantity List of Materials

For American Builder Blueprint House No. AB 175

University of Illinois

General Information

House — Type	Frame
Area	1,230 sq. ft.
Cube	16,000 cu. ft.
Height taken for cube was 13 feet	
Garage — Area	340 sq. ft.
Cube	4,080 cu. ft.
Height taken for cube was 12 feet	
Porch — Area	96 sq. ft.

Excavating

Trench for foundation	120 lin. ft.
Chimney and Column Footings	150 cu. ft.
Excavation for Basement	No basement

Cement Work

Foundations	600 cu. ft.
Concrete Work	896 ft. walls plus 1200 sq. ft. 4 in. floor slab and 90 sq. ft. stoop 4 in. thick
Thickness	8 in. walls — 4 in. floor
Anchor Bolts	39 — ½" x 12"
Miscellaneous	4 — 8" x 8" x 4' piers in breezeway 440 L.F. of ½" reinf. rods

Masonry

Type	Brick
Chimney Wall	280 cu. ft.
Flue Lining	54 L.F. 10" round
Cap	stone
Fireplace	2
Throat and damper	2
Lintels	2
Miscellaneous	2 — 2" dia. steel col. 2-½ ft. long for fireplace

Millwork

Windows — Type	Horizontal-sliding
Windows glazed including trim	See list on plan
Exterior Doors	
Type: Slab	2 — 2' 6" x 6' 8" 2 — 2' 10" x 6' 8"
Garage Door	1 — 8' x 7'
Exterior Millwork	8 rectangular louvers 2 peak louvers
Interior Doors including jambs and trim	
Sliding doors	2 — 2' 4" x 6' 8" 1 — 2' 2" x 6' 8"

Hinged doors	3 — 2' 6" x 6' 8" 2 — 2' 4" x 6' 8"
Miscellaneous Millwork	4 wardrobe cases, kitchen cases and kitchen bar linen cases

Carpentry

Foundation Plates	250 lin. ft. of 2x4
Studding and Plates	250 lin. ft. of 4" x 4" plate 250 pcs. 2" — 4" x 8"
Roof Trusses	
29 Trusses — 24 ft. Span	19 — 2x4 — 18' 19 — 2x4 — 16' 750 lin. ft. 1" x 6" 100 lin. ft. 2" x 4"
Garage and Breezeway	
1 Roof — 15 Trusses — 23 ft. Span	76 lin. ft. 1x4 30 — 2x4 — 14' 240 lin. ft. 1" x 6" 80 lin. ft. 1" x 4"
Subfloor	Stone fill for slab
Roof Sheathing	2,780 sq. ft.
Side Wall Sheathing	1,700 sq. ft. "sheathing exterior"
Side Wall Materials	1,700 sq. ft. of ¼ in. exterior plywood
Exterior Material	
Soffits	L.F. 30" wide x ¼" thick exterior plywood
Gables	260 sq. ft. ¼" ext. grd. plywood
Porches	100 sq. ft. ¼" ext. grd. plywood
Insulation	3000 sq. ft. regd.

Rain Conduction

Fashing	At chimney
Miscellaneous	Termite shield

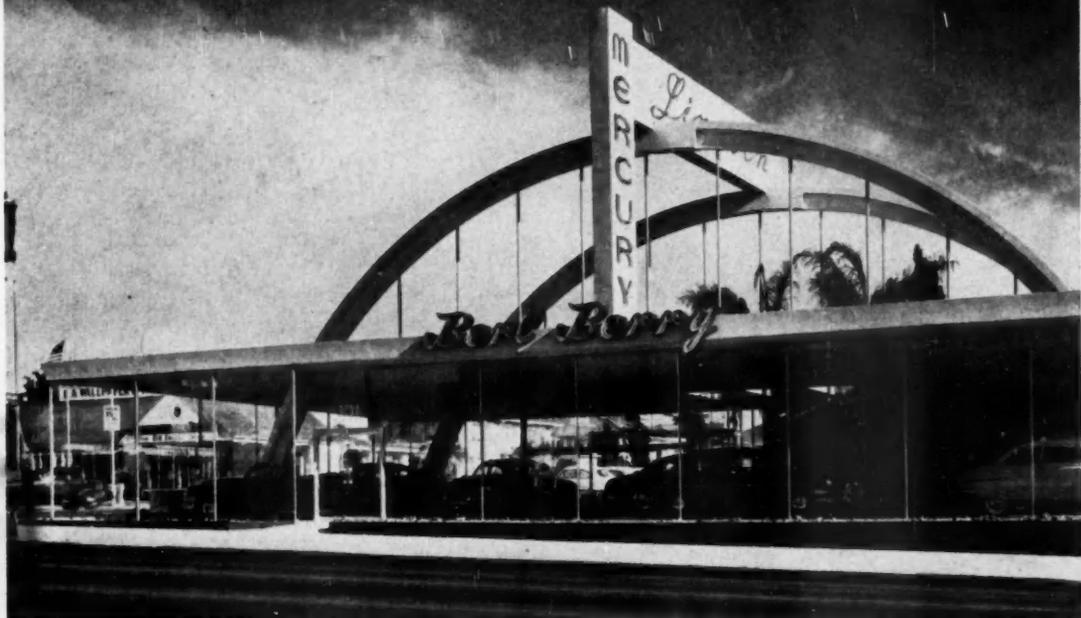
Roofing

Type: Asphalt shingles	Area: 28 squares
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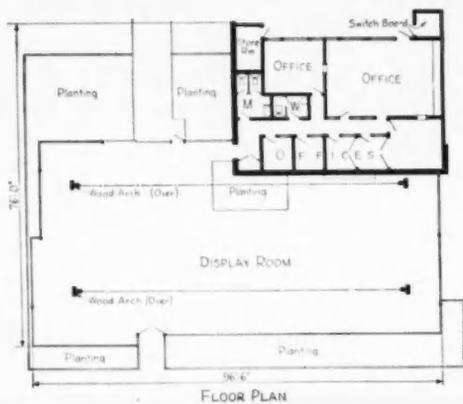
Interior Walls

Area to be covered	4,200 sq. ft.
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● 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.



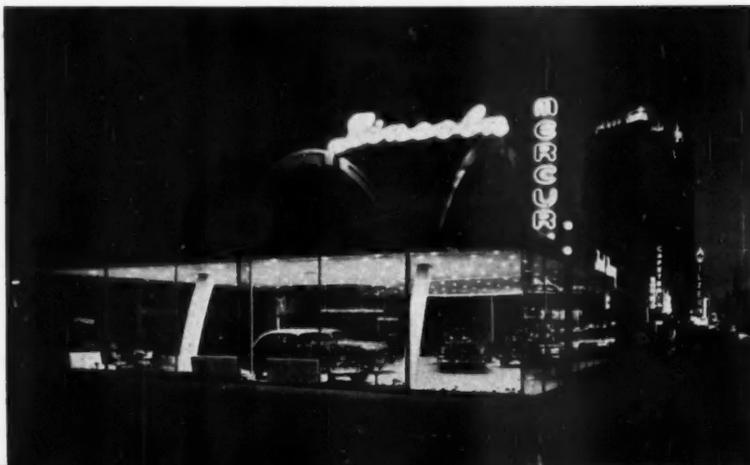
STRIKINGLY DESIGNED automobile showroom, located at busy street intersection, is patterned to capture the attention of passing motorists



This Auto Showroom Commands Attention

Builder
Clark Smith, Los Angeles, Calif.
Architect
Lewis E. Wilson, Los Angeles,
Calif.

PLAN shows an open effect on four sides of showroom with stone veneer facing for office area. Night view (right) shows brilliantly lighted ceiling effect supplemented with spotlights





AN ELEMENT of showmanship, as well as good taste and refinement, is reflected in the design of a new Lincoln-Mercury automobile showroom recently completed in Los Angeles, Calif. Located at the intersection of two important thoroughfares, the building was designed to capture the attention of passing motorists.

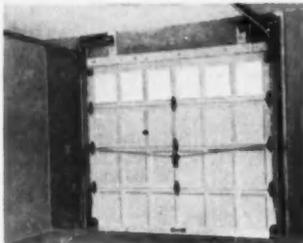
The outstanding structural and design features are two immense laminated wood trusses that start at floor line and extend through the roof to form a perfect arch above. Metal hanger rods spaced approximately 5 feet 10 inches apart are suspended from trusses to form a pattern of steel rafters at the roof line. On top of each steel rafter are bolted 3 x 6-inch wood nailer blocks which receive the 2-inch-thick diagonal roof sheathing. In this manner the showroom is left clear of all supporting members except for the lower portion of the trusses.

Lateral support for the upper portion of the trusses is provided by horizontal steel bracing. This bracing is enclosed to form the "Lincoln" portion of the Lincoln-Mercury neon sign.

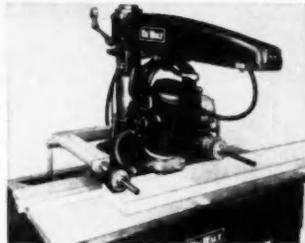
The method of roof framing employed permits the unobstructed use of floor to ceiling glass areas. Glass is divided into equal panels by narrow vertical mullions, except for an occasional pipe column at glass line for added rigidity. This open effect is



AB12396—PREFABRICATED HOMES—Harnischfeger Corp., Dept. AB, 75 Spring St., Port Washington, Wis. The 1952 Harnischfeger line includes four sizes of prefabricated homes, with or without basements. All exterior designs are reversible and there are two end-placement models for narrow lots. Designer is John Normile, A.I.A. This 3-bedroom model features dining areas in both living room and kitchen, 4-foot closets with sliding doors, Rusco metal windows with self-storing storm sash and Lumite plastic screens. Booth 14, Stevens



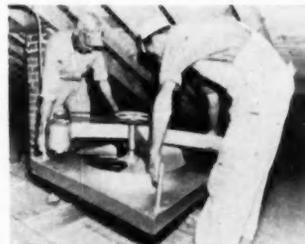
AB12388—OVERDOOR—Barber-Colman Co., Dept. AB, Rockford, Ill. Model 50 Barcol Overdoor has a special cam action which gives the door a free-running, yet snug and rattleproof fit. Rapid approach to and release from the jamb makes possible weather-tight closing without sticking or binding. Track rollers are ball bearing and winding drums run on roller bearings. Counter-balancing springs and sturdy wood sections help to make this a door which performs with minimum service. Booth 207-08, Stevens



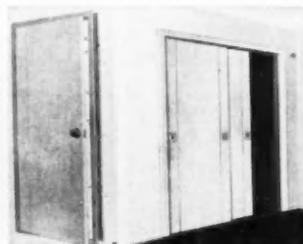
AB12398—POWER FEED MACHINES—DeWalt, Inc., Dept. AB, Lancaster, Pa. The DeWalt safety power feed machines are available in sizes ranging from 2 h.p. to 7½ h.p. and can be used for any rip-type operation. An attachment can be lowered into position for rip-type operations and moved out of the way for other operations normal to a radial saw arm, such as grooving, shaping, moulding, planing, rabbeting and bevel ripping. Safety is another feature, since these machines practically eliminate kick-back. Booth 39, Stevens



AB12397—PICTURE WINDOWS—Ceco Steel Products Corp., Dept. AB, 5601 W. 26th St., Chicago 50, Ill. Ceco picture windows are available for both standard double strength glass and for insulating glass. Shown here is the type flanked with ventilating casements, with muntins removed. The Ceco windows allow for a number of muntin variations depending on taste. These windows come in six sizes for standard glazing, and in four sizes for double insulating glass. All ventilators swing out. Booth 109-110, Stevens



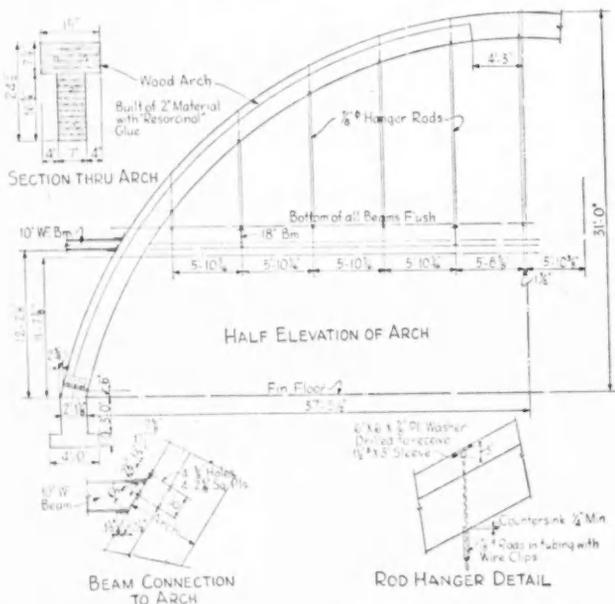
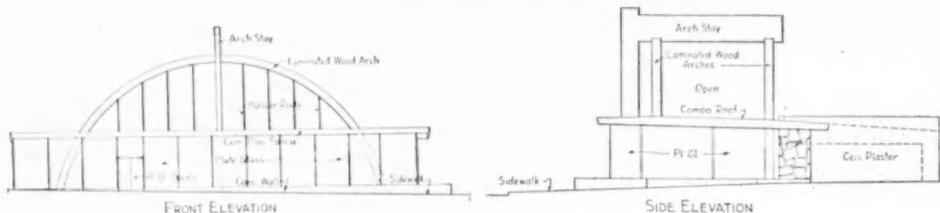
AB12390—ATTIC FAN—Hunter Fan and Ventilating Co., Dept. AB, 400 S. Front St., Memphis, Tenn. This vertical discharge unit with built-in suction box measures around 3 feet square and projects only 17½ inches above the attic floor. Ideal for use over narrow hallways and in low attics. Installations can also be made over the kitchen or other rooms. In new construction, this fan can be installed in less than an hour. No screws or bolts are required to hold it in place. Available in 4750 and 6800 CFM capacities. Booth 202-03, Stevens



AB12348—STEEL DOORS FOR HOMES—Truscon Steel Company, Dept. AB, Youngstown 1, Ohio. Series 50 (left) is designed to meet interior requirements for all types of residential structures. Doors are 1½ inches thick and complete in cost with doors of other material. Series 51B (right) are sliding closet doors, equipped with knocked-down door frames. Wood bucks and trim is eliminated in this type of installation, as with Series 50. Each door has two ball bearing rollers, dense felt top guides. Booth 5-6-7, Stevens



SHOWROOM has glass enclosed planting area adjoining stone wall of office. Wood truss is in foreground. Below: Outline elevations of north and west walls

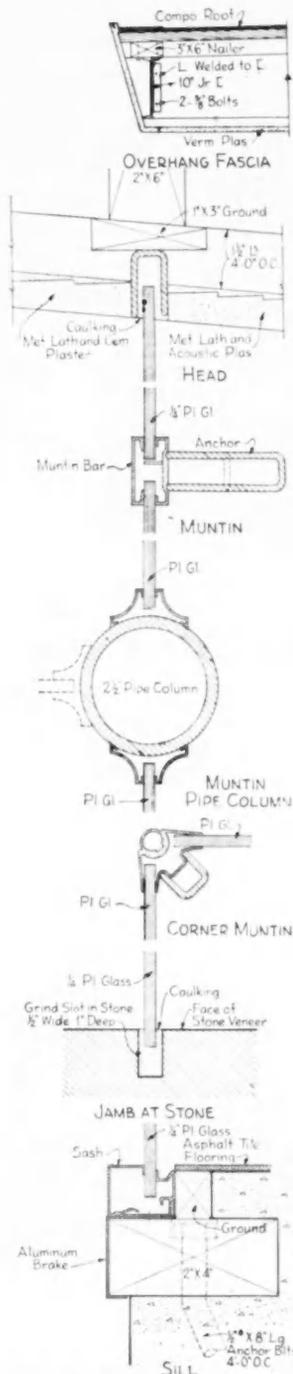


DETAIL DRAWINGS of wood laminated truss, connections and hanger rods

further enhanced by the plaster roof soffit and fascia which are literally a continuation of the inside plaster ceiling, and the stone veneered walls enclosing two sides of the office portion of building.

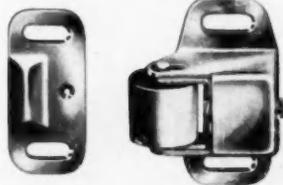
Planting areas are used extensively around the exterior walls and the interior of the showroom. The exterior planting areas extend along both street fronts and the adjoining courtyard in depths ranging from three to 20 feet.

A planting area is provided alongside the entire length of one stone veneered wall which encloses the office portion. This is made by having the concrete floor formed in an irregular wavy line at varying depths away from the face of wall. Shrubs are placed in ground which is level with concrete floor. A portion of this planting area at intersection of stone veneered walls is enclosed in glass from floor to ceiling, but open to sky above. Palm trees and shrubs are planted here. A large number of recessed electric outlets forming a regular pattern across the ceiling surface, plus spotlights on walls and floor, make the display at night even more attractive than during the day.

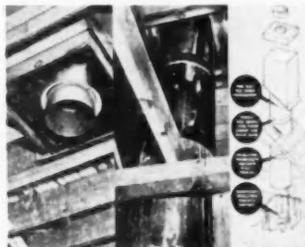


SECTIONAL DETAILS OF windows. Refer to elevations for location of sections

JANUARY, 1952



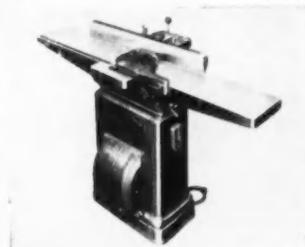
AB127—DOOR CATCH—Ameock, American Cabinet Hardware Corporation, Dept. AB, Rockford, Ill. A rubber roller spring catch with a shock absorber coil spring action has been developed for interior doors, closet doors, extra large cabinet doors etc. No nailing or boring is required. The unit is supplied in both a bright brass finish and a bright chromium finish. The catch is enveloped packaged with strikes, screws, and instruction sheet, etc. Twelve dozen in a carton weigh 2 1/4 pounds. Booth 157, Stevens.



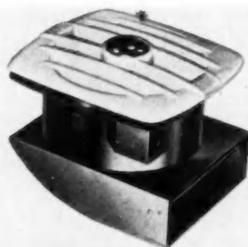
AB1288 — PACKAGED CHIMNEY — Van-Packer Corp., Dept. AB, 209 S. LaSalle St., Chicago 4, Ill. Packaged masonry chimney can be built in three hours or less by one man. Has fireclay lining and three-inch vermiculite concrete wall which is acid-proof and capable of withstanding 2000 degrees F. Insulating efficiency is equal to 24-inch brick chimney construction. Underwriters' Laboratories states that no clearance to wood members is needed at the roof, ceiling or floor of the house. Can be used for all fuels. Booths 126, 127, Stevens.



AB12112 — INSULATING SIDING — Johns-Manville, Dept. AB, 22 E. 40th St., New York 16, N. Y. New processed wood material, called Insulating Siding, has base of J-M Insulating Board, comes in a brick design and two shingle designs. There are different colors in each design. Size of units is 48x15-inch. Board is impregnated with bituminous compounds, then saturated with weather-resistant asphalt. Exposed surface then receives second coating of asphalt into which mineral granules are firmly imbedded. Booth 16, Stevens.



AB12106—POWER JOINTER—Delta Power Tool Division, Rockwell Mfg. Co., Dept. AB, Milwaukee 1, Wis. One HP eight-inch Delta jointer cuts and rabbets eight inches wide by 1/2-inch deep and makes 16,400 cuts per minute at 4100 RPM. The 30-inch-long front table and 30-inch-long rear table have a width of 9 1/2 inches. Precision fence tilts 45 degrees right and left for quick adjustment. Safety cutter head is equipped with four knives and is capable of a three-inch cutting circle. Swing-out safety guard covers blade at all times. Booth 13, Stevens.



AB1293—ELECTRIC CEILING VENTILATOR—Pryne and Co., Dept. AB, 142 South Towne Ave., Panama, Calif. Aerofan exhaust ventilator is suitable for installation in restricted soffit conditions. Discharges vertically through the roof or horizontally through soffit or between ceiling joists to the nearest outside wall. Model 225-R is designed for vertical discharge, fits into 8-inch round pipe. Model 225-E (illustrated) consists of basic motor section plus 'elbow' which discharges into standard 3 1/2x10-inch duct. Booth 153, Stevens.



AB12351—FLEXIBLE DOOR—Hough Shade Corp., Dept. AB, Janesville, Wis. The Ra-Tax flexible doors and room dividers are hung as a standard door. No door trim is needed. They can also be hung from the ceiling. The slot fabric construction lets air pass through. These doors come with all hanging hardware supplied. There is a choice of colors or natural wood finish. Used as clothes closet doors, installation can be from wall to wall, eliminating cost of closet wall construction. Booth 22, Congress



BROAD FORECOURT provides easy access to garage which has a prominent position in relation to design of house

Much Attention Given to Detail in This House

Builders

Fett and Gillett, Los Angeles, Calif.

Designers

McDonald Drafting Service, Los Angeles, Calif.

IN the design and building of this house, a great deal of stress is laid upon the assembly of a group of individual details that add character and appeal to the exterior appearance. Details include window blinds, sunshade, diamond pattern window muntins, curved wall and post brackets, wall brackets and shelves for plant pots, garage roof vent and weather vane, splayed roof projection for gable ends, octagon window, bird house mail box and rails.

Interior details include an 8x8-inch recess on two sides of living room ceiling for drape rods, African mahogany planting box with five lengths of ribbed glass extending from box to ceiling. Tops of closets are vented for circulation; shelves in all closets have edges finished with a half round mould for better appearance. Lights in all closets. All door stops are cut off at an angle two inches above floor to eliminate dirt pockets. All linen closets have pull-out boards. Master bedroom has cedar closet and full mirror on door. Den has plank and pegged floors with African mahogany wainscot. "Clipped" ceilings are used in den, rear bedroom, front porch and garage to give the house a low appearance.

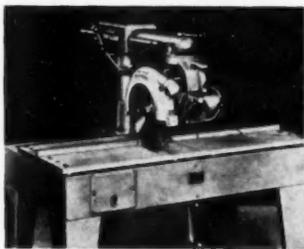
This is the twelfth house of this type that the firm Fett & Gillett have erected in the Los Angeles area. It is listed for sale at \$22,000.



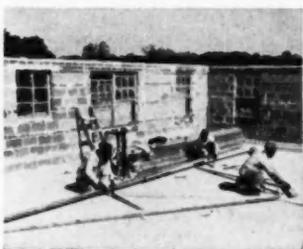
FIVE ROOM HOUSE features a den or double duty room

BRAND NAME PRODUCTS USED

Ace venetian blinds	House of Hospitality bath unit
American Standard fixtures	Kwikset locks
Armstrong linoleum	Mercury switches
Bauer electric heater	Minneapolis-Maneywell heating controls
Dele gate latches	Mission water heater
Durasteel dryer rack	No Tone electric fan
Durasteel metal shoe racks	Primrose incinerators
Magna Ash-A-Way in fireplace	Utility forced air furnace
Hall Muck accessories	Waste King Pulverator



AB12393—RADIAL SAW—Skilsaw, Inc., Dept. AB, 5033 Elston Ave., Chicago 30, Ill. A new special-feature radial saw, Model 450, which is a complete wood-working shop incorporated in one performance-proved unit. The most difficult cuts can be made easily and accurately. The saw is available with either manual or magnetic controls, and is made in a variety of voltage, horsepower, and motor cycle specifications with either 14-inch or 16-inch blades. Requires floor space of 4½ by 6 feet and weighs 475 pounds. Booth 29-30, Stevens



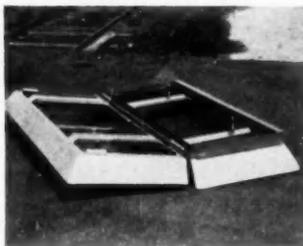
AB12349—TRUSSED RAFTERS—Timber Engineering Company, Dept. AB, 1319 Eighteenth Street, N.W., Washington 6, D.C. Workmen in the photograph demonstrate the ease of assembly of clear span trussed rafters with Teco split ring connectors. Utilizing the advantages of lapped joints, spans up to 32 feet are designed with 2x6's and 2x4's, spaced 24 inches on center, requiring only four pairs of basic pieces. Provide clear spans not only in residential construction, but also in public buildings. Booth 33-34, Stevens



AB12399—LAVATORIES FOR BUILDING-IN—Kohler Co., Dept. AB, Kohler, Wis. The "Tahoe" enameled iron lavatory for building-in is now available in specially designed cabinets in two sizes. The cabinets are built of ¾-inch hard-wood plywood with a finish highly resistant to alcohol, water and other liquids. Door hinges are invisible and have a touch latch. The "Tahoe" is equipped with Centra fitting, pop-up drain, has glass-hard surfaces. The "Arrowhead" is the counterpart of the "Tahoe" in vitreous china. Booth 35-36-37, Stevens.



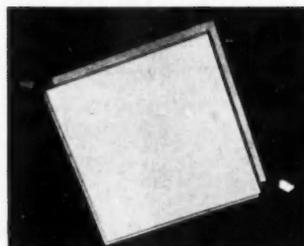
AB12395—GARAGE DOORS—Detroit Steel Products Co., Dept. AB, 3101 Griffin St., Detroit 11, Mich. Strand Garage Doors come in five types: standard 8 by 7-foot receding (track type) and canopy type; the 9 by 7-foot receding and canopy types; and the standard 16 by 7-foot double-door receding type. Shown here is the Strand 9-foot wide door. These doors are made of galvanized steel, having a protective zinc coating. The doors require less than two inches of headroom, and installation is done with ordinary tools. Booth 22-74, Stevens



AB12379—STEEL WINDOW BUCK—Kewanee Mfg. Co., Dept. AB, Kewanee, Ill. For installing basement windows in poured concrete foundations, this buck produces a clean finish around the window, eliminates leaky mortar joints at sill and jambs, installs every window frame square and true. Photograph shows buck open, with window frame inserted. Buck is then closed and tightened with wing nuts, being then ready to be fastened to form wall. Buck is stripped off when forms are wrecked. Booth 216, Stevens



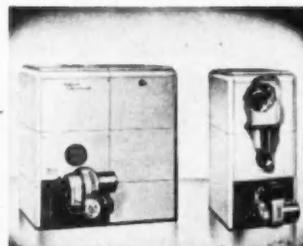
AB12107—PREFABRICATED HOUSE—American Houses, Inc., Dept. AB, 165 W. 46th St., New York 19, N. Y. Illustrated here is 933 square foot, three-bedroom model of American Houses' '52 Series. House has 1½ baths, is designed to be built for \$10,000 or less, including land. Construction is standard, with new features such as asphalt tile floor, ceiling height sliding closet doors, solid gypsum partitions, pass-thru breakfast bar, sliding windows. There are two other models in the series—807 and 703 square feet with two bedrooms. Booth 39, Congress.



AB12100—INTERIOR FINISH TILE—Armstrong Cork Co., Dept. AB, Lancaster, Pa. A pure white shade called "Snow White" and a new 12x24-inch size have been added to the Templak wood fiber tile line. The new shade will be offered on all sizes of Templak, except Perforated Templak Tile. With this addition, two colors will be available—"Snow White" and "Light Ivory." The 12x24-inch tile is center scored to simulate two 12x12 tiles and offers the advantage of speedier installation. Insulates against heat and cold and absorbs sound. Booth 31, 32, Stevens.



AB1340B—PLASTIC KITCHEN COUNTER—General Electric, Chemical Division, Dept. AB, Pittsfield, Mass. A seamless one-piece plastic kitchen counter top that requires no metal trim and has the backplash and front edge molded as an integral part of the surface is labeled the G-E Monotop. It is constructed of G-E Textolite decorated laminated plastics. Measuring 3 1/16-inch thick, the top is self-supporting and does not require plywood bottom for rigidity. Is marketed in 6-foot lengths, 25 inches wide, and in five colors. Booth 112-117, Stevens



AB12383—OIL-FIRED CONVERTIBLE UNITS—L. J. Mueller Furnace Co., Dept. AB, 2005 W. Oklahoma Ave., Milwaukee 15, Wis. Two new Climatrol oil-fired units which can be converted to gas with a Mueller Climatrol Type 514 gas package. These are Types 211 (gravity) and 212 (forced air). Both are 51 inches high and 29 1/4 inches deep. Type 211 (right) is 25 1/2 inches wide; Type 212, 44 1/2 inches wide. Both were designed especially for new low-cost housing where owners want gas but gas is restricted. Booth 26-27-28, Stevens

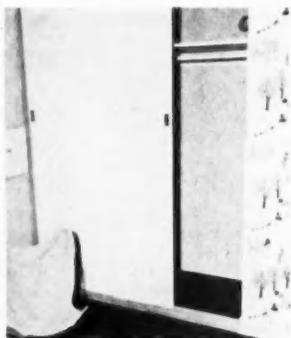


FUNCTIONAL DESIGN at Work

Builder
Vita Houses Inc.,
New York, N. Y.

Designer
Lawrence Vita,
New York, N. Y.

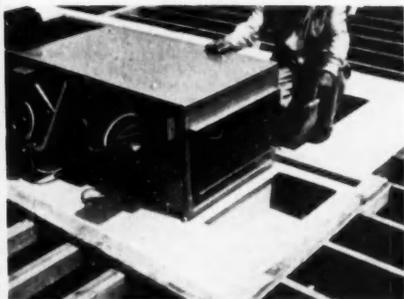
HEATING UNIT on roof, automatic window operation, and insulating glass wall are among attractive features of this unique Vita House



CLOSETS have metal sliding doors



CORRUGATED translucent plastic sheeting was used for porch ceiling



HEATING UNIT is installed and concealed in housing on the roof. Insulated joists form forced warm air supply ducts



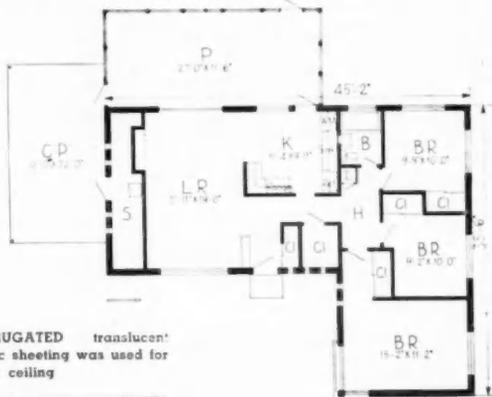
MANUALLY CONTROLLED sliding window, partially opened, showing screen attached to right edge of window

SEVERAL modern innovations incorporated in this house, designed and constructed by Lawrence Vita, make it unique in living conveniences and construction economy. The cellar, attic and chimney have been eliminated because the builder-designer maintains they are obsolete and unnecessary components in today's properly designed home.

This three-bedroom home has a

foundation and slab poured over compacted fill, from a mixture of cement and Vita-crete aggregate. By the use of this mixture, developed by Vita Construction Company for its own use, thousands of air spaces between the individual pieces of Vita-crete aggregate has eliminated the capillary action which often causes dampness in the conventional concrete floor.

Roof rafters are pre-cut and marked



ROOF CONSTRUCTION is 2 x 10 inch joists 12-inches on center. Heating unit is shown installed on roof

and placed on top of the walls directly from the truck. A finish is applied directly to the exterior of the cinder block walls by high pressure spraying with waterproof marble dust compound stucco. This stucco penetrates deeply into the cinder block for a permanent, waterproof exterior finish.

A forced warm air heating unit is installed on the roof and the main warm air supply ducts are constructed by lining 2 x 10 roof joists with asbestos board. The specific beams which are lined are installed 16 inches O.C. All other roof beams are 12 inches O.C. Seven ducts feed registers at ceiling level in the walls of the various rooms. A 12-inch diameter sheet metal cold air return main supply is imbedded in the slab floor, with cold air pick up registers in various rooms and a return duct coming up in the wall to the underside of the heating unit. Due to the manner in which the heating is supplied, no chimney is necessary; however, a false chimney is supplied by the builder if the buyer prefers.

Water-Cooled Roof

The roof is flat, with raised roof edges finished off with aluminum cap. A two-inch-thick built-up roof is installed over 25/32 insulation sheathing nailed to the 2 x 10 beams which are installed level. Three interior roof drains eliminate the need for gutters and external down spouts. A one-half-inch water supply line leads to the roof to permit flooding the roof in the hot summer months. This helps cool the living areas of the home through breathers installed in the ceilings.

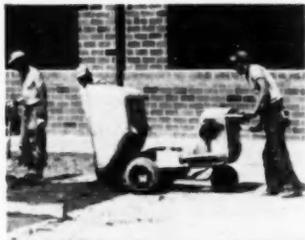
Automatic Window Controls

One end of the living room has an 8 foot 5 inch by 6 foot dual thickness, insulating glass window, which, by the flick of an electric control wall switch, slides down into a floor recess. The upper edge of this window draws copper screening into the window opening for clean, insect-proof ventilation. The motor controlling this operation is concealed in the valance of the window unit.

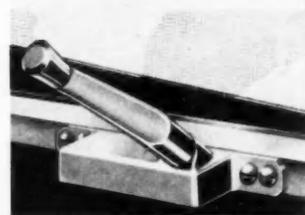
On the opposite end of the living room is an 8 foot 5 inch by 6 foot 8 inch, automatically controlled, glass wall. The same type of electrical operation prevails here, permitting the summer use of the porch as a part of the living room. Insulated aluminum sliding windows are used in the balance of the house. These windows slide open horizontally, by manual action, and are attached to screening which rolls back into the wall when the windows are closed. This eliminates the cost and maintenance of separate storm windows and screens.

JANUARY, 1952

BUILDING PRODUCTS ON REVIEW BUILDING PRODUCTS ON REVIEW



AB12325—PRIME-MOVER—The Prime-Mover Co., Dept. AB, Muscatine, Iowa. Prime-Movers are for moving equipment and tools, hauling concrete and aggregates, carrying materials and fixtures. The Prime-Mover is light enough to ride the regular construction elevator to the top, or powerful enough to climb steel ramps. It can work with bucket or platform as required. It is powered by a 4-cycle, Wisconsin air-cooled, 5 h.p. gasoline engine. Hauls up to 1,500 pounds; turning radius of wheels is 33 inches; over-all length, 68 inches; width, 31½ inches.



AB12260—METAL CASEMENT REPLACEMENT OPERATOR—H. S. Getty and Co., Inc., Dept. AB, Philadelphia 40, Pa. The 4706-H replacement operator, for use on metal casements, can be used to replace practically every type of metal casement operator now in service, said the manufacturer. Can be installed by the home owner and will be distributed through hardware wholesalers and contract builders' hardware firms. The operator is packaged complete with detailed instructions for replacing different types of operators. Catalog sheets now available.



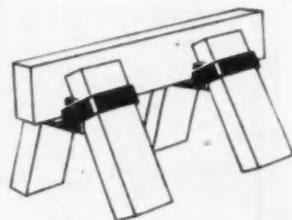
AB12262—LAMINATED PLASTIC SURFACE MATERIAL—National Plastic Products Co., manufacturer. Sole distributor: The Nevamar Co., Dept. AB, Baltimore 30, Maryland. A high-pressure laminate known as Nevamar for use as cabinet facing and wall paneling. Manufacturer claims Nevamar has a super hard melamine surface which is stain proof, non-absorbent, and impervious to most acids. Recommended by company for built-ins, furniture, fixtures and door and wall panels. Is highly resistant to cigarette burns and is cleaned with damp cloth.



AB12306—KITCHEN INSTALLATION WOOD UNITS—Farley & Loetscher Mfg. Co., Dept. AB, Dubuque, Iowa. Shown above is an arrangement of "Deluxe" Kitchen Cabinets with wall units 45 inches high extending to the ceiling, giving an extra shelf for storage. According to the manufacturer, this extra shelf is the place to store seldom used items; safe and out of reach of children. The arrangement of sink, stove and refrigerator with ample storage and work space gives the housewife a carefully co-ordinated kitchen with efficiency features.



AB12318—TRACTOR WITH SHOVEL—Allis-Chalmers Mfg. Co., Dept. AB, Milwaukee 1, Wis. The Allis Chalmers HD-5G Diesel with Tracto-Shovel does many land moving and clearing jobs. Its heavy duty bucket moves one cubic yard and features maneuvering in close spaces such as basement excavating, landscaping and material movement. Over-all length is 14 feet 6 inches with track width of 75½ inches. Horsepower at the drawbar is 40.26 and 50.25 h.p. at the belt. Shipping weight, with the shovel, is approximately 16,200 pounds.



AB12309—SAWHORSE BRACKETS—Grand Haven Stamped Products Co., Dept. AB, Grand Haven, Mich. Jiffy Sawhorse Brackets are formed steel brackets with which ordinary 2x4's are used for legs and the crossbar made up of 2 by 4, 6, 8, 10, or 12 inch lumber. Sawhorses can be assembled or knocked down on the job. The brackets are zinc plated and packed one pair to an individual carton, which is suitable for counter display in stores. No bolts, screws or nails are needed with the new Jiffy Sawhorse Brackets. Excellent for all types of sawhorse use.

133



Material variation on front wall offers good background for color treatment



FRONT COVER HOUSE

Builder
A. J. Erickson Co.,
Downers Grove, Ill.

Architect
Pluhar Joseph Jr.,
Downers Grove, Ill.

This month's front cover house is a typical midwestern type, designed to provide the greatest amount of living area for a minimum of cost.

Placed on a lot 60 feet wide, with the broadside of the house toward the street, the design emphasis is applied primarily to the one exposure. On this wall a change of pace is accomplished by varying the type of exterior surface material with a lavish use of color. The other walls of the house are surfaced with asbestos shingles.

The house which contains five rooms, bath, attached garage and large all-purpose room, has a total of 1356 square feet including garage. Sale price of house is \$16,500.



Large all-purpose room adjoining the kitchen is the feature unit of this plan

BRAND NAMES PRODUCTS USED

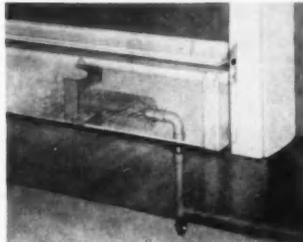
American kitchen cabinets
Armstrong asphalt tile
Balsam Wool insulation
Crawford garage door
Insulite Bildrite sheathing
Nu Tone door chimes
Rexa doors
R.O.W. windows
Schlage hardware
Sherwin-Williams paints
American-Standard plumbing fixtures
U.S. Gypsum lath



AB12378—LAVATORIES—Briggs Manufacturing Co., Dept. AB, 3001 Miller Ave., Detroit 11, Mich. Six new steel porcelain enameled lavatories in the Briggs Beautyware line are available in sea green, sky blue, sandstone and ivory, in addition to sparkling white. They are made of the finest stainproof acid-resisting grade and feature functional styling and emphasis on beauty. Deeper bowls and new wider front aprons, as well as increased shelf space for toiletries, are among the new features. Booth 104-05-06, Stevens



AB12110—PASTEL ASPHALT SHINGLES—Certain-teed Products Corp., Dept. AB, 120 E. Lancaster Ave., Ardmore, Pa. Two new pastel blends, Pastel Green Blend and Pastel Blue Blend, and two-tone colors, Two-Tone Black and Two-Tone Green, have been added to Certain-teed's Woodtex line of asphalt shingles. They are designed to give a realistic wood grain effect, the grain pattern being created by applying additional layers of asphalt and mineral granules on the shingle base. Woodtex shingle is extra heavy—250 pounds. Booth 179, Stevens



AB13407—BASEBOARD HEATING—Warren Webster and Co., Dept. AB, Camden 5, N. J. Webster Baseboard Heating has 3/4-inch copper tubing with copper fins. One standard bracket supports heating element, positions metal mauling, and supports enclosure front. Enclosure is 18 gauge steel with trim pieces to cover joints. Metal mauling incorporates sponge rubber sealing gasket to reduce possibility of wall streaking. Webster design combines radiant and convecting heating. Heat rays strike floor along full length of wall. Booth 44, Stevens



AB12376—REMOVABLE WOOD WINDOWS—R. O. W. Sales Co., Dept. AB, Royal Oak, Mich. Two of the sash guides float on steel springs recessed, providing a pressure firm enough to hold the window in any position, yet easy enough to permit shifting the window up or down. Both sash are quickly removable without removing stops or other parts. Factory fitted and assembled, these windows are completely weather-stripped, won't stick or rattle. They meet FHA and building code requirements. Booth 81, Stevens



AB12394—WATERPROOF PAPER FOR CONCRETE—The Sialkraft Co., Dept. AB, 205 W. Wacker Drive, Chicago 6, Ill. Sialkraft tough waterproof paper is used as a protective aid during the period when freshly poured concrete is curing. Laid directly on the subfill, it prevents the concrete from forming "fingers" which would draw up moisture from the subfill. The paper is also used on top of the slab as a moisture protector. It comes in rolls 13 feet wide by 75 feet long, and in custom widths up to 26 1/2 feet. Can be re-used. Booth 192, Stevens



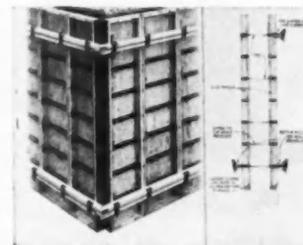
AB12389—FLUSH DOORS—The Mengel Company, Dept. AB, Louisville 1, Ky. Every Mengel flush door—hollow-core or solid-core—has dove-tail wedged-locked joints at all four corners. This fine cabinet-maker's construction produces stronger and more stable doors. The line emphasizes extra durability, extra eye-appeal. Mengel also makes "Mengelbord," a low-priced utility hardwood plywood, 1/4 inches thick, which is ideal for natural finishes. It is produced from White Tupelo Gum. Booth 139-142, Stevens



AB12380—LUMITE SCREENING—Chicopee Mfg. Corp. of Georgia, Dept. AB, 40 Worth St., New York 13, N. Y. Lumite woven saran screening is used in this new house in Dobbs Ferry, N.Y. Highly resistant to damage and abuse, Lumite screen has high resiliency, is rust-proof and stain-proof. It does not need protective painting. It is also non-inflammable. The shade of the screening in this house is dark green, harmonizing with the greenish-brown exterior of the house, and can be left on the year round if desired. Booth 45, Stevens



AB12460—FABRICATED HOUSES—Lumber Engineering Co., Dept. AB, 7744 Greenfield Rd., Dearborn, Mich. Known as the "Modern Homes" line of prefabricated houses, a two bedroom model, "The Melody" is shown above. The line includes models in \$6500 to \$15,000 brackets, all employing standard construction methods and materials such as 8-inch bevel cedar siding, lath and plaster, drywall or paneled interior walls, 1-3/4 inch birch flush floors, Youngtown Kitchen equipment and blanket insulation. With or without basements. Booth 21, Congress



AB12385—PLYWOOD WALL FORMS—Symons Clamp and Mfg. Co., Dept. AB, 4249 Diversey Ave., Chicago 39. These plywood forms are backed with steel ribs permitting the use of spreader ties every 12 inches vertically. They are designed for walls where heavy pressure is developed by fast pours, vibration, etc. Symons hardware and ties are used by which the panels and spreader ties are spread, tied and locked in one operation. Another feature is a steel outside corner. The forms can be used 50 to 100 times. Booth 12, Stevens



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

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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

lifetime of satisfaction.

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Upson Ceilings harmonize perfectly with all schemes of decoration. Hundreds of thousands now in use.



UPSON

KUVER-KRAK PANELS



THE UPSON COMPANY 811 Upson Point, Lockport, New York

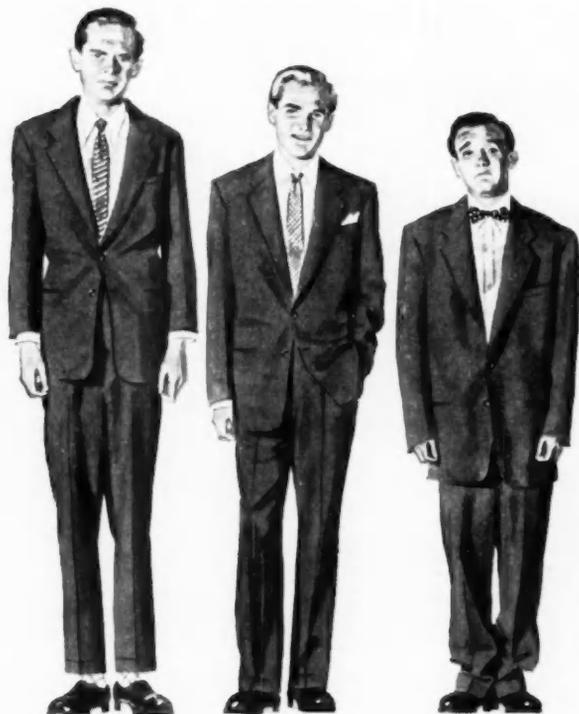
- Send me instruction sheets for applying Upson Kuver-Krak Panels.
- Have your Representative call to give me more information on Kuver-Krak Panels for my home.

• NAME _____

• NAME OF FIRM _____

• STREET ADDRESS _____

• CITY _____ STATE _____



if all suits
were 38 regular



Impossible situation? No, it's just the problem cement users face when using air entrained concrete.

All air entraining cements are standardized by Federal and A.S.T.M. specifications. For many jobs these cements are adequate. They produce a concrete with all the excellent qualities resulting from properly entrained air.

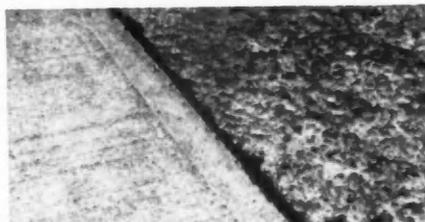
But air entraining cements lack the versatility to be a "cure-all." The local materials used, and the requirements of the locality and the job, are variables that may result in concrete being unsatisfactory when made with standardized air entraining cement.

To avoid a situation like this we recommend the following procedure: Use regular portland cement and add any readily available air entraining agent in the quantity necessary to meet the requirements of your particular job. It's like having your suit tailor made, and it's simple to do.

Always be sure an air entraining cement will do the job. If so, remember you can't buy a better one than Marquette Air Entraining Cement.

* * *

If you have any problems or questions on the use and mixing of air entrained concrete, the Marquette Service Engineer will be glad to help and advise you—contact any Marquette office.



Correct air entrainment means a successful job (see slab on left). Too little or too much can be as disastrous as none at all (see slab on right).

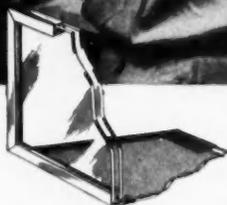


Marquette Cement Manufacturing Company

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Portland • High Early Strength • Air Entraining • Masonry

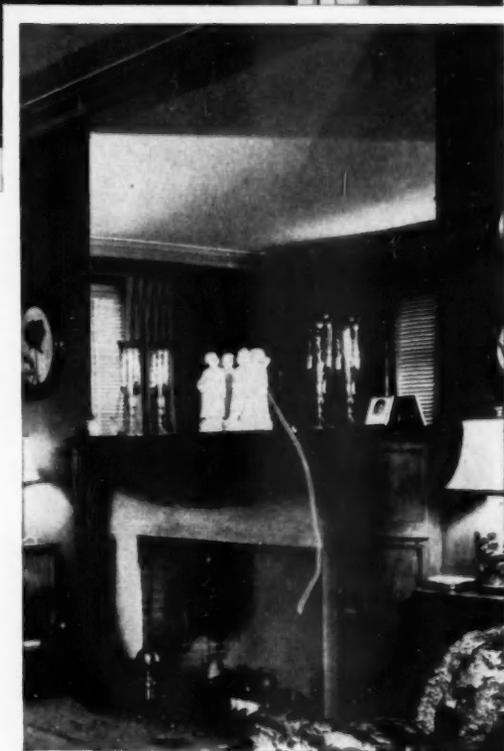
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brighter, happier rooms, without sacrificing heating and air-conditioning efficiency. And Twindow "has the edge!"—in the advantages it offers home buyers, as well as in its safe, easy and quick handling. For the exclusive stainless steel frame protects the seal and glass edges and cuts on-the-job installation costs. The cutaway view shows the construction of a Twindow unit which gives it more than twice the insulating value of ordinary single-glazed windows. Forty-seven standard sizes are available to fill almost any need.

OVER THE MANTEL, a Pittsburgh Structural Mirror does a lot to give the living room a lift. It increases the apparent size of the room, gives true reflections of all the color, light and movement. Here's the kind of touch that helps impress on the minds of your prospects the fact that "this home is a good buy."



increase your home sales—

Pittsburgh Glass can help you!



FULL-LENGTH Pittsburgh Door Mirrors, in bedrooms, hallways and at entrances, will please every member of the family. They help you sell your homes more quickly. And their installation involves little time and effort.



EVERYONE recognizes Carrara Glass as the mark of quality. Even a small panel, like the one used here as a stove backing, gives any home a more luxurious look. Ready-built Carrara Glass panels are available also for use as tub recesses in bathrooms. And, of course, you give home buyers the ultimate in gracious living when you cover entire walls and ceilings of bathrooms, powder rooms and kitchens with this beautiful, permanent, sparkling and easily cleaned structural glass. Ten colors are available to satisfy any decorative scheme.

A little extra glass means a lot of extra charm and buy-appeal, regardless of the style or price range of your homes. Glass utilizes no critical materials, so use a lot of it. It will solve many of your building problems.

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MONOTOP

Now! New sanitary advantages for kitchen work surfaces; no cracks or crevices to collect dirt. Much easier to clean; more beautiful than ever!

G-E Textolite Monotop counter surfaces provide a **NEW APPEAL**. They are ideal for kitchen counter tops and bathroom vanities.

Available in the popular "Cross Current" pattern (exclusive with General Electric) in five handsome colors.

See amazing new G-E Textolite Monotop sample installations at Booth 3, Home Builders' Show, Hotel Stevens, Chicago, January 20-24. Or write us direct for more information. Address: General Electric Company, Chemical Division, Pittsfield, Massachusetts.

* Reg. U. S. Pat. Off.

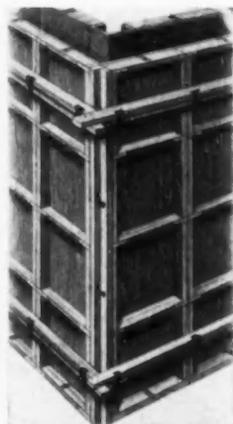
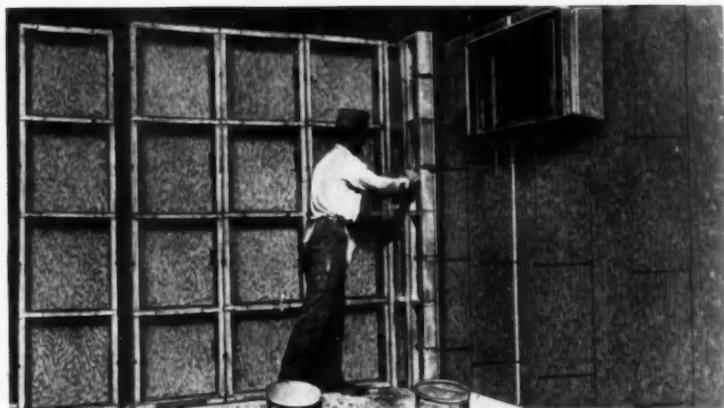
You can put your confidence in—

GENERAL  ELECTRIC

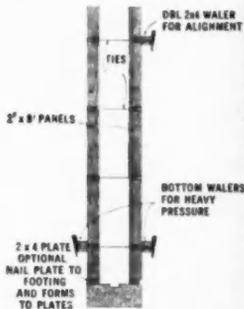
HOW SYMONS FORMS

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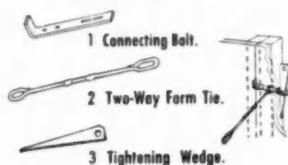


- 1** Starting at a corner, panels of the outside form are erected. Spreader ties are placed in position and anchored on the same connecting bolt, locking panels together. **2** Inside panel joint projecting ties. Forms are aligned and braced with walers.



- 3** Section showing inside and outside forms ready to pour. **4** To strip wall remove locking wedges and connecting bolts. Pull panels back easily. Break off tie loops with a 1/2 twist.

JUST 3 PIECES



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Symons Forms may be rented for one month or more. Rentals apply on the purchase price.

Hardware and construction information is available for those who prefer to build their own forms.

Symons will prepare a form layout and a cost sheet for any type forming job—no obligation. Send a complete set of plans with your request.



Symons

CLAMP & MANUFACTURING COMPANY

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- Information regarding Symons Panel Forms
 Information regarding column clamps, shores, bar ties.

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*Speeds all these jobs —
and many more!*

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2. Hanging steel sash and door bucks to concrete and brick.
3. Anchoring stadium, theatre and church seats to concrete or brick.
4. Fastening wood furring strips to concrete for attachment of metal lath.
5. Anchoring wood plates to concrete floors and ceilings for setting partitions.
6. Hanging radiator housings to concrete or brick.

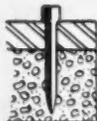
*It's fast, easy and
safe to operate
The Remington
Stud Driver*



Simply hand-assemble stud and power cartridge, load as a unit in easy-to-open Remington Stud Driver, and close.



Then press loaded Stud Driver firmly against surface, depress safety lever, and pull trigger.



Explosive charge imbeds stud solidly. Open Stud Driver with a twist of the wrist, eject empty shell, load next stud. Whole job takes seconds!

THE RIGHT STUD FOR EVERY JOB

Studs are available in different types to meet the requirements of any specific fastening job. Made of a special, hardened steel alloy, these studs were developed by Remington after exhaustive testing for hardness, strength and profile. Pull-Out resistance is as high as two tons, depending on stud used.

Five different power loads are clearly indicated by colored plastic heel caps. These tough heel caps permit instant assembly of any cartridge with any Remington stud. Easily removed from the stud after driving, the heel cap also protects the thread of the driven stud.

STANDARD HEAD



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Only Remington studs are identified by this target trademark on the head— it's your assurance of safe, dependable fastening.

**Studs up to 100 Times Faster
than Conventional Methods
...and Does it Safely!**

**NEW CARTRIDGE-POWERED
MODEL 450**

REMINGTON STUD DRIVER

LOOK AT ALL THESE FEATURES

COMPACT AND PORTABLE—Weighs only 5½ pounds, ideal for scaffold, ladder, overhead work, inaccessible places. Comfortable to use in any position.

SPEED—One man can set up to 5 studs per minute, as much as 100 times faster than other methods. Sets studs at whatever depth is required up to 2¾ inches, depending on material.

ELIMINATES INVESTMENT in outside power—Self-powered. Especially useful in isolated places.

FOUR WAYS SAFE—Plainly visible red dot indicator shows when it's cocked; safety lever must be depressed before and during squeezing of main trigger; permanently attached safety shield must be compressed against work before Stud Driver will operate. Stud Driver will not operate if tilted at more than a slight angle. Slight recoil. Low noise level.

RUGGED—All working parts of the Stud Driver are made of heat-treated alloy steels, housing of strong, lightweight aluminum that carries no operating stress. Lining of safety shield is a solid block of tough, resilient Du Pont neoprene.

PRICE for Model 450 Remington Stud Driver complete in rugged steel carrying case—only \$119.50.

**Revolutionary tool fastens
steel or wood to concrete
or steel in seconds!**

Speed construction fastening jobs and cut costs with the amazing new Remington Stud Driver. This lightweight fastening tool easily sets as high as 5 studs per minute. Easy to operate, it needs no outside power source . . . needs no other equipment!

The Remington Stud Driver is compact, rugged and safe. With one lightning-fast operation, it firmly fastens steel or wood structural pieces and fittings to concrete or steel surfaces.

Test-proved to be the world's finest and speediest fastening system, the Model 450 Remington Stud Driver is made by Remington Arms Company, Inc., *America's oldest and foremost sporting arms manufacturer.* To obtain detailed information on this time- and money-saving tool, and for the name of your nearest distributor, fill out and mail the coupon below.

"If It's Remington—It's Right!"

Remington



Remington Arms Company, Inc.
Industrial Sales Division
936 Barnum Ave., Bridgeport 2, Connecticut

I am interested in obtaining descriptive literature on the Model 450 Remington Stud Driver.

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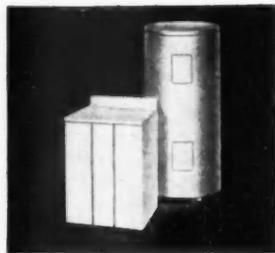
"Electric water heaters
are one of my star salesmen,"



These Rhodes houses in Media, Pa., were priced at \$8,900. Mr. Rhodes lays a major part of his success to the electric appliances which he includes—the Electric Water Heater, as well as electric range, dishwasher sink and refrigerator.

says Pennsylvania builder **SAM RHODES**

"When I sold 45 houses without any effort," says Mr. Samuel M. Rhodes, Jr., of Media, Pa., "I realized I must be including some features that were star salesmen. One of them was the *Electric Water Heater*. Customers just naturally take to it. I explain how installation is made in the most efficient location, because there's no flue or vent. I point out how one result is short hot water lines, and how they keep down radiation losses. People also like the economy of the *Electric Water Heater* due to its fully insulated tank—and the fact that it's built to last a long time, and gives them all the hot water they need, whenever they need it. The clincher is that the *Electric Water Heater* is fully automatic."



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with BRICK and TILE...

*made of
non-critical clay*

Here are 4 ways BRICK and TILE can help you build when steel is short

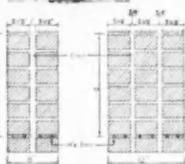
Load Bearing Brick and Tile Walls

Brick and tile long have been used as load-bearing walls in all types of construction. Since such construction is in itself load-bearing and needs no accessory supporting frames, such as structural steel, the use of steel is eliminated.



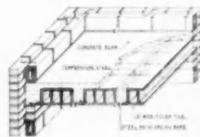
Reinforced Brick and Tile Lintels or Arches

Substantial economies in structural steel can be made by using reinforced brick or tile lintels in place of structural steel angle lintels. For shorter spans and lighter loads, segmental brick arches or ground brick jack arches may be used as lintels, thus eliminating completely the use of either structural or reinforcing steel.



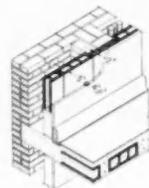
Tile and Concrete Floors

Some floor systems require large amounts of steel for steel bar joists, cellular steel or metal pans. Combination clay tile and concrete floor systems, or precast tile joist floor systems, where available, free this steel for other uses.



Furring with Clay Tile

Where necessary to fur walls, sizable savings in critical metals can be made if tile furring is used in place of metal lath and steel furring channels. Tile furring may be free-standing or attached to the structural wall by one of several recommended methods of anchoring.



WANT MORE INFORMATION? Further information on how BRICK and TILE can help you build and save critical metals is available in our bulletin "CONSERVATION OF CRITICAL MATERIALS." For your FREE copy just drop us a line on your own letterhead. Send your request to Dept. AB-1.

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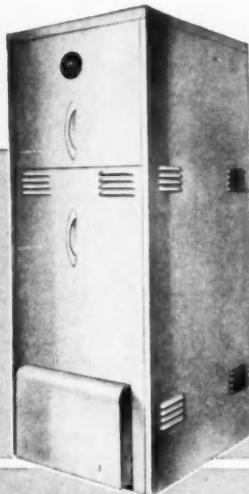
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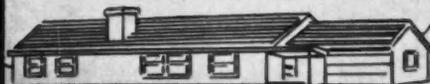
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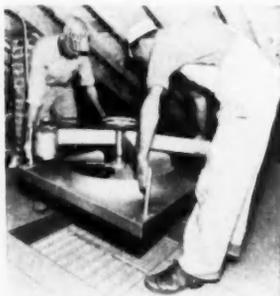
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Cool comfort at low cost

Homes with Hunter Attic Fans sell faster



The compact Hunter Package Fan is easily installed in any attic.



Attractive new ceiling shutter opens and closes automatically.

■ Home owners will tell you a Hunter Attic Fan is a comfort feature they "couldn't do without." Throughout the nation many leading builders are making this fan standard equipment in their homes. It's a plus value that makes any home a better investment, a faster seller.

Cools the entire house—The new Hunter Attic Fan is a complete home-cooling system. On hot summer days and nights it drives out hot, humid air . . . pulls in fresh, cool breezes. Cools the entire house, not just one or two rooms.

Easy to install—Delivered on the job as a compact unit, complete with ceiling shutter and modern metal trim, the Hunter Package Attic Fan is quickly installed in ceiling opening. No suction box to build; no accessories needed. Requires only 17" attic clearance, fits any standard hallway.

Performance guaranteed—Quiet, trouble-free operation is assured by Hunter's 65-year experience in manufacturing fans. Hunter Attic Fans are available in capacities to fit any home and any climate. Fan guaranteed 5 years; motor and shutter, 1 year.

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381 S. Front St., Memphis 2, Tenn.

Send copy of "How to Cool for Comfort" to:

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Address.....

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HUNTER Attic Fans

SEE OUR EXHIBIT AT NAHB SHOW

No. G-27 Display Window

The problem involved with the remodeling of the store front detailed on the opposite page was to make a small window look larger than the 8 foot 2 inch depth that was permitted.

The adjoining stores in the area, which were competitive in nature, made it mandatory that as much space as possible be devoted to show windows. With the total depth of the store only 26 feet, it was necessary to allow at least 18 feet of this area for the interior layout to make this a profitable merchandising store. This left only 8 feet 2 inches for the store front.

To create the effect of a larger store front the following methods were used:

The show window lighting consists of exposed tapered cans on the vestibule ceiling which continue beyond the show window into the selling area of the store. The tapered cans are lacquered white to cause them to stand out prominently against a dark orchid colored ceiling. Although lighting as a rule is not considered as a feature, in this case it was, in order to give the impression of a deeper store front.

The valance above the display window ceiling also continues into the store selling area. The exterior portion of the valance is structural glass in tranquil green color. The interior valance is made of pres-wood, painted and scored to resemble the structural glass. The use of plywood in place of glass on the interior valance was primarily an economy measure.

The ceiling of the store interior and vestibule were made the same height, and painted the same color. The ceiling was also projected beyond the building line to help increase the vestibule area. The glass separating the front and interior is set into the plaster without any mouldings in order to minimize the separation. Glass is used for transom, sidelights and show window access doors to provide an unobstructed view of the store interior.

The terrazzo floor is red marble chips with white portland cement and color pigment added. The store front mouldings are stock sash, and sill members of Aluminited aluminum.

Besides the exposed window lighting from the vestibule ceiling, additional fluorescent lighting is installed behind the valance to bring the show window lighting to a brilliance for good window display.

AMERICAN BUILDER

AMERICAN BUILDER'S STORE FRONT DETAILS

Designed and detailed by Louis J. Gluskin for American Builder

Nº G-27 · DISPLAY · WINDOW



Anna Lee.

passaic, n.j.

5/8" x HANGERS
APPROX. 2.0' oc.
2" x 4" FRAMING
STRUCT'L GLASS
OR MASTIC
CEM. PL. OR M.L.
ALUMIN. ANGLE

FLUOR. LGT.
FIXTURE

ALUM. STRAP
1/2" TH. PL. GL.
HARD WOOD

1/4" PLYWOOD

ALUM. ANGLE

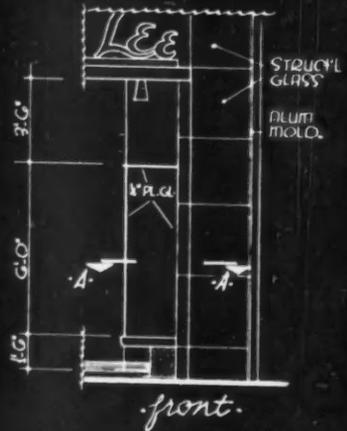
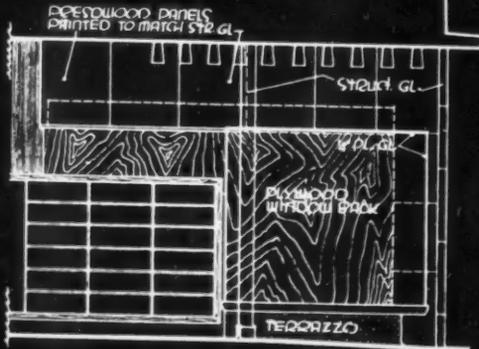
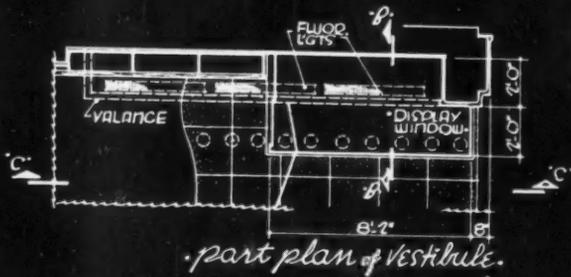
plan sect. AA.

EXIST'G MAS.
WALL

STOCK ALUM. SASH
1/4" REMOVE PLYWOOD FL.
3/4" PLYWOOD SUB-FLOOR

2" x 4" FRAMING

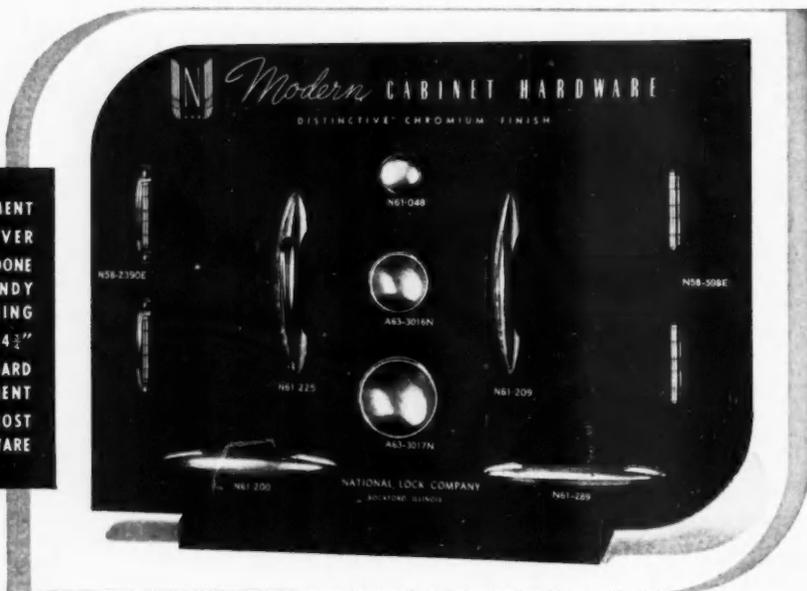
section BB.



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- NO CHARGE FOR BOARD WITH THE ASSORTMENT
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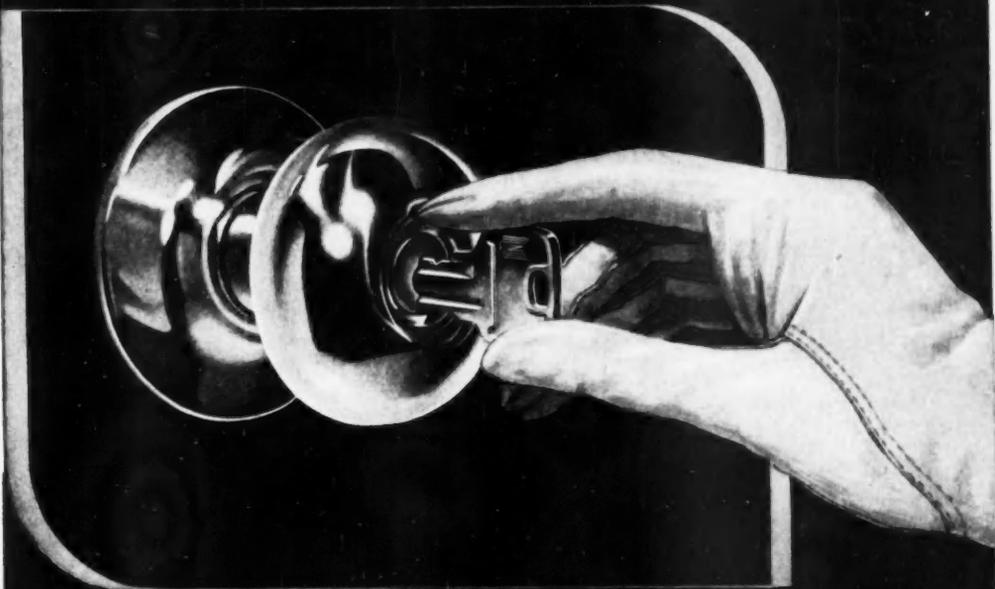
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INSTANTLY APPEALING TO THE MOST DISCRIMINATING



SERIES "410" NATIONAL LOCKset

Patent Applied

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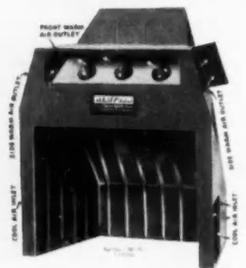
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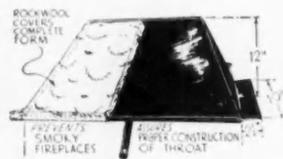
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Eight stock sizes 24" to 72"



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View of Fire from Front & Side



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* T. M. Reg.

**No. D-86
Remodeling
for a Room**

The detail plate on opposite page illustrates the manner in which a large unattractive attic room can be economically converted into two separate units.

The fundamental change in the room revolves around the large center feature. This feature extends from wall to wall and divides the old room into two separate units. Height of feature extends to approximately six inches above door as shown in section, with the area above entirely open.

Section 1 on Detail Plate indicates a thin veneer applied to face of old paneled door to obtain a slab door effect. New wall surface in room is scribed to present door trim.

Section 2 shows 2x2-inch studs for framing around closet with 2x2-inch laid horizontally at floor line to anchor new closet to present wall studs.

Section 3 shows thin veneer applied to face of 2x2 studs. Exposed 2x4 post serves as jamb post for door.

Section 4 indicates reverse jamb with jamb post and 2x4 stud giving rigidity to structure. A 1x2 trim member is applied to end of stud for finish.

Section 5 shows 2x4 and 2x2 studs for framing with thin veneer applied to surface. Corners of end trim are chamfered to form V-joints.

Section 6 and 7 show exposed 2x4 members acting as jamb posts, with 1x2 trim applied to end of post at Section 7.

Section 8 shows chair rail applied to new wall surface with adhesives at intersection of wall panels.

Section 9 shows new wall surface scribed to top of present wood base. New jamb post is cut to fit around trim.

Section 10 indicates present ceiling covered with 1x2 inch furring strips spaced 8 inches o.c. Strips are nailed through old plaster to joists. Wood tile are then applied to furring strips. On side walls the wood variegated tiles are glued to walls with special adhesives.

Section is taken through built-in desk unit. Note bamboo blind which forms a separation for the desk and each room.

Photos and data supplied through courtesy of Wood Conversion Company, St. Paul, Minn. Materials used in remodeling are Tuif-wood, Nut-wood, Balsam wool, and Adhlestik.

Builders' Buying Guide
Coming in April

AMERICAN BUILDER

AMERICAN BUILDER'S BETTER DETAIL PLATE

Detailed by K. Roderick O'Neal A.I.A. for American Builder

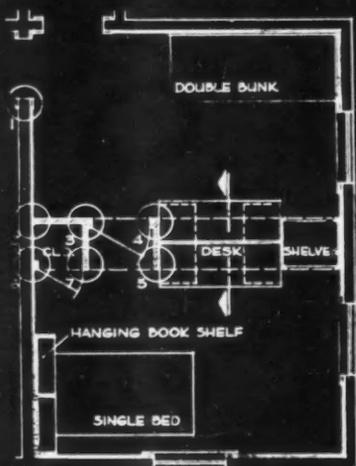
NO. D-86 REMODELING FOR A ROOM . . .



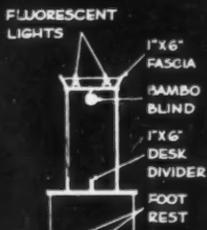
BEFORE



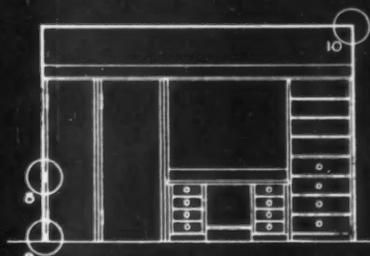
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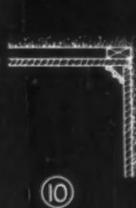
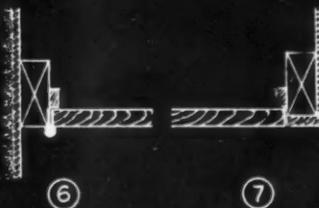
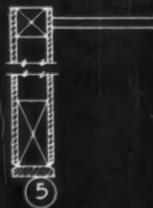
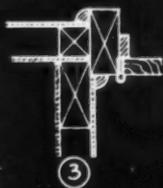
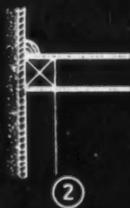
Plan . . .



Section . .



Elevation . .



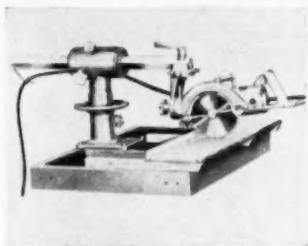
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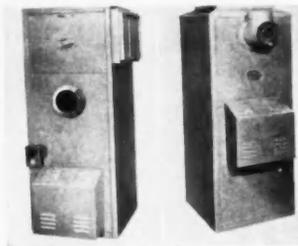
10



AB12392—SKIL RADIAL SUPPORT—Skil-saw, Inc., Dept. AB, 5033 Elston Ave., Chicago 30, Ill. Skil-saw models 77, 87, 800 or 825 can now be converted to an effective radial saw in a matter of minutes. This is possible through introduction of the new SKIL Radial Support. Cut-offs, bevel cut-offs, bevel rippers, miters, bevel miters, dados and ploughs are made easily and precisely without waste of time and material. The SKIL Radial Support is light enough to be carried from job to job by two men. Booth 29-30, Stevens



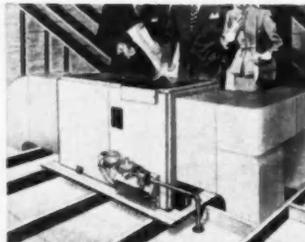
AB1280—INSULATING FORM BOARD—Owens-Corning Fiberglas Corp., Dept. AB, Toledo, Ohio. This Fiberglas board is used with gypsum or lightweight concrete as a permanent roof deck. Said to be high in thermal and acoustical value, it is adaptable for flat, curved or pitched roof framing. The boards, composed of fibrous glass, are lightweight—875 pounds per square foot—and strong enough to support 2½ inches of wet gypsum without intermediate support. The exposed underside serves as an acoustical ceiling. Booths 46, 47, Stevens.



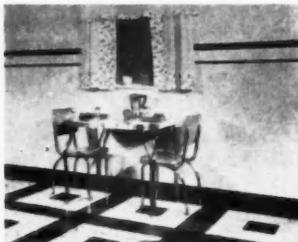
AB12382—OIL OR GAS UTILITY FURNACE—The Majestic Company, Dept. AB, Huntington, Ind. Where the heating system requires warm air to be taken from top of the furnace, Model UF-26 [right] is a natural choice. It is an up-flow design, with blower and filter built into bottom of the casing. Model DF-26 mounts blower and filter above heating chamber, sends warm air couring downward. Comes with either oil burner of the pressure atomizing gun-type, or open port fountain type gas burner. Booth 5, Congress



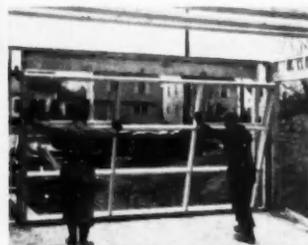
AB12381—LAVATORY—Kohler Company, Dept. AB, Kohler, Wis. A new size is available in Kohler's 'Hudson' enameled cast iron shelf lavatory. It comes now in a 19-inch by 17-inch size suitable for smaller homes. The larger sizes, 20 by 18 inches and 22 by 19 inches, are being continued. The new size can be had with or without overflow-opening. Chromium-plated Centra fittings with Synchro drains are used. All three sizes feature large basins and convenient soap dish. Booth 35-37, Stevens



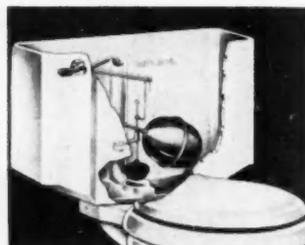
AB12400—SPACE-SAVING FURNACE—Affiliated Gas Equipment, Inc., Dept. AB, 17825 St. Clair St., Cleveland 10, Ohio. To conserve floor space this Bryant gas-fired forced air furnace, model 324, can be suspended from the ceiling or installed beneath the floor. It is A.G.A.-approved for central heating, including attic installation and as a unit heater. The 324 is readily adaptable to either conventional or perimeter type systems. Produced in two sizes and factory assembled. Booth 86-87, Stevens.



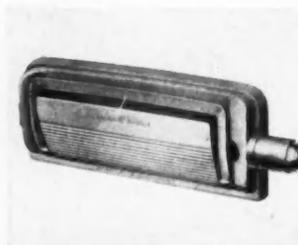
AB12406—ASPHALT TILE FLOORING AND WALL TILE—Hachmeister Inc., Dept. AB, Pittsburgh, Pa. A kitchen done in Hako asphalt tile flooring and Hako Coronet plastic wall tile. With the improved Hako Coronet mastic, ceiling installations are now possible, as well as shower stall installations that are water resistant. These tile products come in modern pastel and standard colors and in many patterns and combinations. Parquetry effects are possible with the floor tile. Booth 247, Stevens



AB1284—PANEL WINDOWS—Libbey-Owens-Ford Glass Co., Dept. AB, Nicholas Bldg., Toledo 3, Ohio. This method of fenestration, adaptable to the window needs of the small home from a single unit in the bathroom to a large window wall in the living room, is called the panel window system. The panel window, built of rabbeted 2x6's, uses only two sizes of Libbey-Owens-Ford's Thermopane—45½x25½ inches for fixed lights and 42½x22½ inches for ventilators. Units are available pre-fabricated or can be made by millwork supplier or carpenter. Booth 70, Stevens.

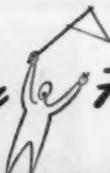


AB1290—WATER CLOSET—Eljer Co., Dept. AB, Ford City, Pa. Both overflow and ground-in-valve seat of all closet tanks in Eljer line are made of vitreous china. They are an integral part of the tank itself and cannot corrode. The construction eliminates thin metal tubes and valve seats, which wear and corrode and must be replaced. One of the featured Eljer models, the Sylenta, is made of vitreous china in white or colors, has reverse-flush action for quiet and efficient operation. Model E-5120 has round front, E-5130 an elongated rim. Booths 41, 42, 43, Stevens.

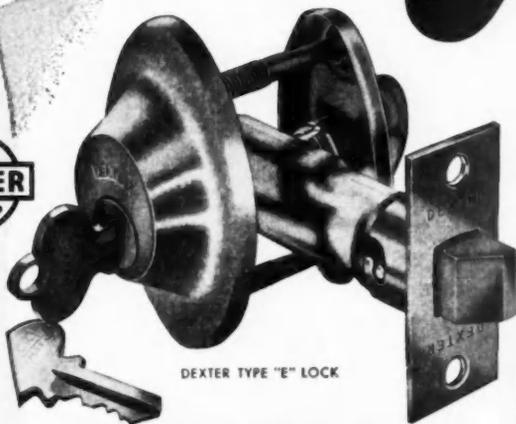


AB12377—AUTOMATIC AIR WALL REGISTER—General Electric Co., Dept. AB, 5 Lawrence St., Bloomfield, N.J. This new device provides each room with its own automatic temperature control. For use with G-E warm air furnaces, this register features a thermo-dial which can be set to the warmth desired. The register modulates the dampers, opening to just the right amount to admit the exact quantity of warm air from the furnace. The unneeded warm air pours into hard-to-heat rooms, keeping the whole house comfortable. Booth 3-112, 117, Stevens

The Lock with a Million Friends



DEXTER



DEXTER TYPE "E" LOCK

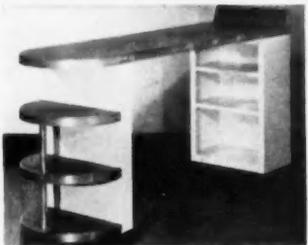
**DEXTER
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GRAND RAPIDS, MICHIGAN

Manufacturers of America's Original Tubular Locks

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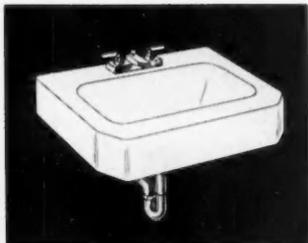
AB12386—BREAK-BAR—AVCO Mfg. Corp., Dept. AB, Connersville, Ind. Model LX-151 island base unit is designed to fit a wide range of kitchen layouts. It is 72 inches in length over-all, counter top being 21 inches wide. Units are available in black and in tan, red, blue and green. The counter top is heavy gauge reinforced steel to which is bonded a tough Vinyl top covering. The cabinet section is heavy gauge steel banded to prevent rust and finished with baked on enamel. It is attached with four screws. Booth 2, Stevens



AB12384—PEASEWAY HOMES—Pease Woodworking Co., Dept. AB, Cincinnati 23, Ohio. This is the "Archwood," one of three new contemporary Peaseway Homes now being sold through franchised dealers. The Archwood was designed by Oscar Stonorov, contains four bedrooms, a living-dining room, step-saving equipped kitchen and two baths, all on one floor. It has summer-winter air conditioning, all windows glazed with Thermopane, optional fireplace. Pease also markets a line of prefabricated homes. Booth 2, Congress



AB12387—WALL PANELS—Upton Co., Dept. AB, Lockport, N. Y. Newly available are Upton "Strong-bilt" waterproofed panels which measure 8 feet wide and up to 18 feet long. They are designed primarily for dry-built, full-wall construction, and the waterproof feature is a solution for jobs where walls are subject to moisture. The panels are 3/8 inch thick, with a pebbled surface which is ideal for either painting or papering. The panels are laminated in six plies of fibre board for maximum strength and rigidity. Booth 21, Stevens



AB12461—WALL HUNG LAVATORY—Alliance Ware, Inc., Dept. AB, Alliance, Ohio. Model shown is L-1916A (with overflow) or L-1916 ANO (without overflow), size 19x16 inches. Formed from 14 gauge enameling steel for use with standard faucets on 4-inch centers. According to the company, the bowl is deep and generous in size, the wide rim providing plenty of space for holding toilet articles, medicine bottles, etc. The deep apron at sides and front creates a style in keeping with modern design. Booths 186-187, Stevens



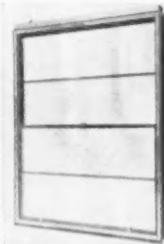
AB12350—GLOBE-VANITORY—Thomas W. Berger, Inc., Dept. AB, 701 American Bldg., Cincinnati 2, Ohio. Available in four colors, in Formica, this fixture is made by the Globe-Wernicke Co. It is equipped with a set of wall brackets for installing, and also two chrome-plated legs. The foundation of the design is waterproofed plywood impregnated with a waterproof resin material. The outside lamination of plywood is mahogany. The Formica is then applied. Comes equipped with bowl, faucets, and pop-up drain. Booth 191, Stevens



AB12459—DOOR AND STOOP CANOPIES—The Troy Sunshade Co., Dept. AB, Troy, Ohio. Sunshade door and stoop canopies are made of zinc-grip, paint-grip steel contributing rigidity, and are packed in cartons for delivery direct to the customer. The 48-inch width has a 37 1/2-inch projection. Widths up to 72 inches are available. The Sunshade Company does not manufacture any custom awnings or canopies, so no shop is required, yet each product is packed with full directions for installation, making them over-the-counter sales items. Booth 240, Stevens



AB12405—DELTA SAW—Rockwell Mfg. Co., Dept. AB, 693 E. Vienna Ave., Milwaukee 1, Wis. The Delta Multi-plex has two fully-usable 360 radial movements, and can make every straight line cut at any angle. The machine features front controls, latest safety standards, drill press attachment, pivot point control. The machine comes in four sizes. Booth 13, Stevens



AB12404 — STEEL WINDOWS—Truscon Steel Co., Dept. AB, Youngstown 1, Ohio. For residential use a full range of units is available in the smaller sizes of the "B" and "E" designs. "B" is shown here. The "E" is a small pane muntin design. Sash members are of welded tubular construction. Operation is controlled by motor-type spring balances. Booth 5-6-7, Stevens



AB12401—BRIGGS BEAUTYWARE—Briggs Mfg. Co., Dept. AB, 3001 Miller Ave., Detroit 11, Mich. New models in formed steel porcelain enameled recess and corner formed bathtubs. This is the 5-foot "Marquette." Vertical front panel edges simplify fitting of tile around the tub. Features the safety bottom, sloping back rest, integral lip flange. Booth 104-05-06, Stevens



AB1251 — GARBAGE DISPOSER—In-Sink-Erator Manufacturing Co. Dept. AB, Racine, Wis. A shorter model garbage disposer has been designed where the standard model would make a difficult installation. The unit can be installed in new or old structures. This model which is 1-inch shorter than the standard unit, has all the regular features. Booth 10, Stevens



AB12402—WINDOW FAN—Robbins & Myers, Inc., Dept. AB, 387 S. Front St., Memphis, Tenn. This 22-inch fan features blade rotation reversed at the flick of a switch, either pulling air in or blowing it out. High and low speeds permit regulation to temperature changes. Easily mounted in standard windows by adjustable side panels. Also 18-inch size. Booth 202-03, Stevens

For the
Dun
&
Bradstreet
Building



Dun & Bradstreet Building, New York City Architect: Reinhard, Hofmeister & Walquist Contractor: George Fuller Company

Adlake aluminum windows

The woven-pile weather stripping and exclusive patented serrated guides that are a vital part of ADLAKE Aluminum Windows mean complete weather protection for Dun & Bradstreet's new New York offices. Wind, rain and cold will not penetrate their positive weather seal.

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THE Adams & Westlake COMPANY

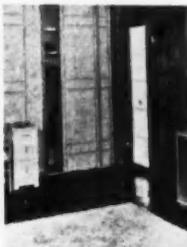
Established 1857

ELKHART, INDIANA

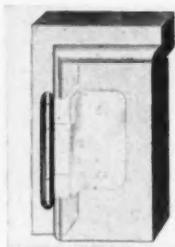
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AB12403 — BRAINARD BUILDING PRODUCTS — Brainard Steel Co., Dept. AB, Warren, Ohio. Shown here are Brainard's "Brite-lite" area-walls, in a line which has a range of adjustment in width and projection. Brainard also features a "Tel-O-Post" adjustable steel jack post to correct the effects of floor sag. Booth 27, Congress



AB1250—SLIDING DOORS — Glide-All, Woodall Industries, Inc. Dept. AB, 7557 E. McNichols Rd., Detroit 34, Mich. Lightweight sliding doors are available for regular or floor-to-ceiling installations. The floor-to-ceiling door can be installed in closets or as room partitions. Track and hardware are included. Booth 209, Stevens



AB126—OFFSET HINGES— Amerack, American Cabinet Hardware Corp. Dept. AB, Rockford, Ill. A "Rocket Styled" hinge for 3/4 inch offset doors has a simple installation. A prong locates the hinge on the door. No mortising is necessary. The unit is Chrome plated; only the joint shows when the door is closed. Booth 157, Stevens.



AB1225 — LOUVERED WINDOW—Sun Sash Company, Dept. AB, 30 Park Row, New York 7, N. Y. The window is made of 16 gauge galvanized and sheradized (to prevent rust) steel uprights. The left upright has the operating handle which opens the louvers to a 105 degree opening. The panes overlap half inch. Booth 226, Stevens.



AB12474—FLOOR JACK— Akron Products Co., Dept. AB, Seville, Ohio. The new adjustable Tapco All-Steel Mono-Post is available in any length to 10 feet and is compression-tested to 20 tons. Up to 3-inch adjustment. J&L Perma-Coated inside and out; will not rust, corrode, flake or creep, according to the Company. Booth 6, Congress.



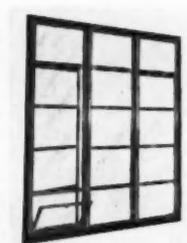
AB12137 — KITCHEN COUNTER — Chemical Division, General Electric Company, Dept. AB, Pittsfield, Mass. A moulded kitchen counter material makes cleaning easier. The surface made from G-E Textolite plastic is seamless and self supporting. It requires no metal trim. Booth 3-112-117, Stephens



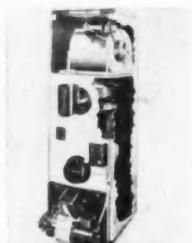
AB12426—KITCHEN PARTITION—Modernfold Doors, New Castle Products, Dept. AB, New Castle, Ind. Open dining-kitchen area is achieved with the use of Modernfold doors. Builder of Westmont Tract in Los Angeles stated the homes sold faster with the doors. They come complete with hardware. Booth 97-98, Stevens



AB1252 — PLASTIC WALL TILE — Tilemaster, A I Plastic Molders Inc., Dept. AB, 1415-21 Diversey Parkway, Chicago 14, Ill. A bullnose cap and an out corner for the same has made it possible for a complete tile installation without the use of metal or rubber pieces. Six new colors bring the total to 32. Booth 19-20, Congress



AB12113—STORM WINDOWS—Universal Fabricator Co., Dept. AB, 1801 Boone Ave., Bronx, N. Y. The "Big Inch," featured by Universal for five years, is quickly and easily installed without marring walls or plaster and does not interfere with Venetian blinds or drapes, according to the manufacturer.



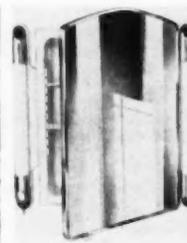
AB12213—FORCED WARM AIR FURNACE — Ko-Z-Aire, Inc., Dept. AB, Red Oak, Iowa. Designed to meet the demand for counterflow heating units for perimeter heating systems in ranch-type or basementless homes. Oil-fired, model 70-CFO discharges warm air directly into pipes in the floor or in crawl space.



AB12193 — ROLL-UP KITCHENETTE DOOR — Orchard Bros., Inc., Dept. AB, 63 Meadow Rd., Rutherford, N. J. An aluminum door which is a space-saver in kitchenette and closet closure. Made of interlocking slots, it operates from a counter balance spring roller at the top. Comes ready for installation on plastered or unplastered walls.



AB12471 — METAL SLIDING DOOR — Diebold, Inc., Dept. AB, Canton 2, Ohio. New hollow metal sliding door has semi-flush surface and is now available in standard 2 foot 6 inch by 6 foot 8 inch size. Door jamb is 5 1/2 inches wide. Overhead track is 60 inches long with wall pocket 30-13 1/2 inches deep. Made of 20 gauge steel.



AB12214 — LIGHTED BATHROOM CABINET — F. H. Lawson Co., Dept. AB, 8th and Evans Streets, Cincinnati, Ohio. The new '80' series Lawson fluorescent lighted bathroom cabinet is available with frameless mirror or with stainless steel mirror frame. Other features: outlet for electric razor, hair dryer; one-piece seamless steel body.



AB12468 — TILE SALES BOOSTER — Kentile, Inc., Dept. AB, 58-2nd Ave., Brooklyn, N. Y. A new merchandising aid is now available to flooring dealers known as the Junior Kenstyler designed to stir product interest by letting prospects design their own floor with miniatures of Kentile and ThemeTile. It is 15 1/2 x 18 1/2 x 17 1/2 inches.



AB12222—WALL FURNACE—Northwest Metal Products, Inc., Dept. AB, Seattle, Wash. This automatic oil-fired wall furnace features forced circulation of heat, built-in cold and warm air registers on two sides, mechanical draft, and a 2-speed winter-summer fan. Takes up only 4 sq. ft. of floor space. Depth adjustable.



Coronado with Window Wall

the answer for '52

only a gunnison dealership
offers you so much



Catalina

Gunnison Homes INC.

UNITED STATES STEEL CORPORATION SUBSIDIARY

NEW ALBANY, INDIANA



interim financing . . . The Gunnison Plan of Interim Financing includes the complete cost of the Home Package, plus additional cash. This plan is available to all qualified Gunnison Dealers.

sales promotion aids . . . A variety of aids are available to all Gunnison Dealers.

participation advertising . . . Participation Advertising Campaigns are announced frequently to enable Gunnison Dealers to avail themselves of a steady backlog of sales.

FHA - VA financing . . . Gunnison Homes are eligible and qualify for FHA Insurance and VA Guaranty.

variety of elevation . . . The Champion, the Coronado and now the new Catalina. The most complete line of Homes in the Home Building Industry. The Gunnison Product Line offers a multitude of elevation, model and floor plan combinations. For the first time in the low priced field there is an "L" Shaped Home, the new Catalina.

most complete package . . . Your material shortage problems are shifted to other shoulders when you are a Gunnison Dealer. You become the beneficiary of a mass purchasing program which is unparalleled in the home building field.

quality, strength and durability . . . Quality is there for all to see. Strength and durability have been proven throughout the last seventeen years as the Homes have withstood the ravages of time, flood, weather and fire.

wood paneled interiors . . . All Gunnison interiors are in Wood Paneling with the famous Mellow-Tone finish. This means no costly delays due to labor and material shortages. An Owner of a Gunnison Home is presented with luxurious interiors which are dignified in their beauty and trouble free in their maintenance.

technical assistance . . . A complete liaison is maintained between the Gunnison Dealer and Gunnison Homes, Inc. The vast facilities of the entire Gunnison Organization are available where and when you need them.

prompt delivery . . . Regardless of your requirements for Home Packages, you know that you have but to pick up a telephone or drop an order in the mail to obtain rapid delivery. By the time you get your foundations ready the Homes will be there.

rail or truck shipment . . . Gunnison Dealers have their choice of rail, or truck shipments delivered to their building site.

franchised dealerships . . . Gunnison Dealers operate on a franchised basis in a specified territory.

Gunnison announces an "L" shaped home!

Out of tomorrow, GUNNISON brings you their latest . . . the Catalina . . . to take its place along side the new '52 series of Coronado and Champion Homes! All GUNNISON HOMES are designed to sell in the \$7,000 to \$12,000 price range . . . America's mass market!

Fresh design and expert planning make all GUNNISON HOMES ideal for project building . . . many elevations, models and floor plans . . . and the only "L" SHAPED home in its price range! These homes feature Quick Erection, High Quality and Strength! They are delivered to the building site complete, except for plumbing, wiring and masonry work.

Here are the homes of tomorrow — your's to sell today! Sell the best — sell GUNNISON! Investigate the possibility of including GUNNISON HOMES in your building program! For more complete information, write Dept. A-21, GUNNISON HOMES, Inc., New Albany, Indiana.

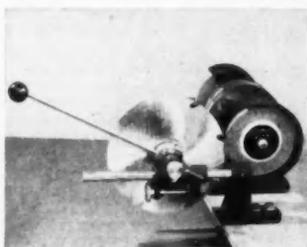


Coronado with Window Bay

"Gunnison", "Champion", "Coronado" and "Catalina"—trademarks of Gunnison Homes, Inc.



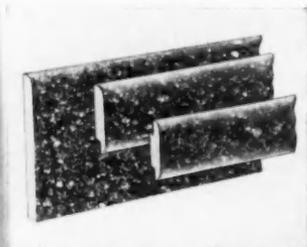
AB12269—COLORSCOPE FOR TILE FINISH SELECTION—Vikan Tile Corp., Dept. AB, Washington, N. J. Vikan has devised a coloroscope to show 384 combinations of the 29 colors in which Vikan steel and aluminum tiles are fabricated. Name given device is Vikaloscope and patents are pending. It presents a view of the kitchen, which by a simple adjustment can be changed to a bathroom scene, in a framework of simulated tile. Slides are inserted two at a time permitting demonstration of two colors against the background miniature.



AB12263—SAFETY SAW BLADE SHARPENER—PTI Incorporated, Dept. AB, 401 Broadway, New York City. The safety saw blade was originated by PTI, and is characterized by a smaller number of teeth (10 or 12 instead of 100) and these teeth differ from conventional saw teeth so that a different sharpening is required. The new PTI blade sharpener permits blade set up in the same plane as the grinder and then locked into position for automatic correct grinding. One grinder takes blades from 5 to 16 inches regardless of type or size of bore.



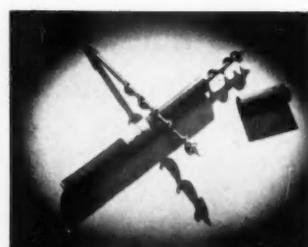
AB12431—CONCRETE MIXER—The Chain Belt Company, Dept. AB, Milwaukee, Wis. Now in production is the new Rex 6-5 concrete mixer. The 6 cu. ft. mixer is primarily for jobs where speed is important. The water tank is located on top for faster water entry. The unit also has a see-in-clear, unbreakable plastic check valve for eliminating the guess work in water supply. The water valve can be completely overhauled by replacing two rubber washers and one rubber "O" ring. A one arm control for clutch and brake speeds production.



AB12346—HARDBOARD MOULDINGS—Wallace Manufacturing Company, Dept. AB, 10th and Lafayette, North Kansas City, Mo. The new colorful "Grani-lite" decorative wall panels that resemble real granite can now be installed with matching hardboard mouldings. Base, cap, and mullion are the three types now being made. The matching colors are apricot blush, sky blue, dove gray, maltese gray, and sea green. Samples and complete information are available from Wallace's jobbers or direct from the factory.



AB12267—SAW JOINTER—Boice-Crane Co., Dept. AB, 930 W. Central Ave., Toledo 6, Ohio. The Boice-Crane Saw-Jointer has a 10-inch filing arbor saw and a 6-inch jointer compound combined on a steel cabinet stand and driven by one motor. Rips, cuts off, makes compound miter cuts and grooves. The manufacturer recommends it for producing cupboards, bookcases and special casements. Claims long table and fence equipment assure perfect results on longer work, as when fitting joints.



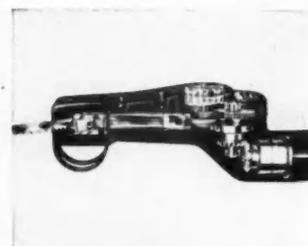
AB12451—ELECTRICIANS' BITS—Acrobore, Dept. AB, Webster, Mass. "Acrobore" Electricians' bits, measuring 10 inches over-all with 6 inch twist, are available with either single or double spur. Full length shanks allow for removal of ribs when used in conjunction with electric drills. Precision milled from solid stock, these solid center bits are furnished with coarse screw to withstand heavy usage. Available in packed in diameter size; $\frac{3}{8}$, $1\frac{1}{16}$ and $\frac{3}{4}$ inch. Each bit packed in individual tube as shown in picture.



AB12268—FABRIC WALL COVERINGS—Columbus Coated Fabrics Corp., Dept. AB, Columbus, Ohio. The Wall-Tex fabric wall covering has a sturdy fabric base, according to manufacturer, and strengthens walls, keeps plaster cracks under control and prevents scuffing of walls. Company recommends it as a decorative material to use over dry walls. The Wall-Tex process gives off colors durability, and according to the Company, they are undimmed by repeated washings. Wall-Tex permits an easy, economical change by brush or spray painting.



AB12266—HYDRAULIC DRAGSHOVEL—Bucyrus-Erie Co., Dept. AB, South Milwaukee, Wis. The Hydrohoe is a completely hydraulic, truck mounted dragshovel with features which make trenching and other specialized digging faster, according to the manufacturer. These include two separate digging actions; precision control permitting fraction-of-inch movements; hydraulic ejector on dipper; no balls, sheave blocks or drag ropes on the bucket to interfere with loading; and rapid conversion to clamshell or crane in the field.



AB12314—POWER SAW TOOL—R. C. S. Tool Sales Corp., Dept. AB, Joliet, Ill. A new one-piece heat treated, alloy steel piston with separate clamping jaw, hardened "Gleason Cut" drive gears, insert type piston bearings, a one-piece connecting rod with 30 per cent more bearing area have improved the performance of the Model T Super Saw. No starting hole is needed. Built-in blower keeps mechanism cool and blows chips or sawdust away. Power is provided by any heavy-duty $\frac{1}{2}$ or $5\frac{1}{16}$ -inch electric drill, by air drill or by standard flexible shaft equipment.



and its
modern, automatic

ELECTRIC RANGE!

What's cooking in the kitchen keeps the whole family happy—and one of the features that makes me happiest about our new house is the Electric Range. It gives me what I want and need—a way to save time and trouble, and cook better meals than ever before.

"I've built more than 5,000 homes," says **MR. FRANK A. COLLINS**, President of F. A. Collins Company, Philadelphia, Pa. "'Budget' houses are our specialty, but most of them have included electric kitchens, because the kitchen is the focal point of interest to women. One important item that always attracts the homemaker of the family is the modern *Electric Range*. Its features appeal to women—automatic, clean, economical operation, a cool kitchen, and the fact that it takes the guesswork and watching out of cooking. No matter what type of homes you build, it pays to include *Electric Ranges*!"



Attractive kitchen wall cabinets in these "budget houses" have glass sliding doors. Appliances include electric refrigerator, automatic washer, exhaust fan, and the range—of course, it's **ELECTRIC!**



One of the "Budget Glamour Homes" in Roxboro Park. Basementless construction, with 2 bedrooms and bath on first floor, and space for third bedroom on second floor. Living room and kitchen are separated by a storage wall, with niches on the kitchen side for refrigerator and washer.

EQUIP
YOUR HOUSES WITH
ELECTRIC RANGES

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

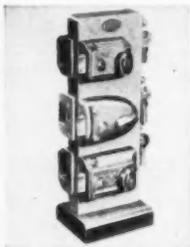
ADMIRAL · COOLERATOR · CROSLY · DEEPFREEZE · FRIGIDAIRE · GENERAL ELECTRIC · GIBSON
HOTPOINT · KELVINATOR · MONARCH · NORGE · PHILCO · UNIVERSAL · WESTINGHOUSE

JANUARY, 1952

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AB12361—D. C. WELDING UNIT—A. O. Smith Corp., Dept. AB, Milwaukee, Wis. A heavy duty welding machine for use with D. C. electrical current has been designed. A cooling device has been added to the machine to prevent stack failure. It has 200, 300, and 400 ampere capacities. The company also sells an A. C. unit.



AB12186 — DISPLAY FOR LATCHES—Independent Lock Co., Fitchburg, Mass. Available at low cost is this Night Latch Merchandiser, which sets up three popular types in three price classes. Each latch is mounted in complete working order and invites demonstration. The merchandiser will stand anywhere without fastenings and is colorful.



AB12358—KITCHEN FANS—Berns Air King Kitchen Fans, Dept. AB, 3050 N. Rockwell, Chicago 18, Ill. A redesigned kitchen ceiling fan is also adaptable for side wall use. The new model is 3 1/2 inches deep. The unit uses standard 3/4 x 12 inch warm air pipe as the connecting air duct. The unit moves 525 cu. ft. of air per minute.



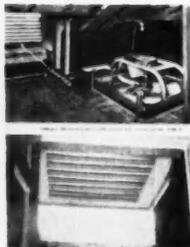
AB12190—MIDGET LOUVERS—Midget Louver Co., Dept. AB, Norwalk, Conn. A simple device to enable fresh air to circulate through walls. Used at eaves, gables, dormers, porch floors, storm sash. Installed simply by drilling hole and inserting. Helps correct paint blistering. Made of aluminum in sizes of 1, 2, 2 1/2, 3 and 4 inches.



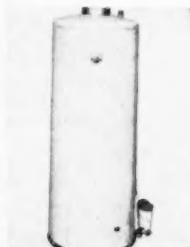
AB12333 — PORTABLE POWER SAW—American Floor Surfacing Machine Co., Dept. AB, Toledo 3, Ohio. This rugged portable saw is an aluminum die-cast job combining modern design with high stress resistance. Weighs only 19 1/2 pounds, and will cut from zero to a 45 degree angle. 1 1/2 h.p. motor develops 2 1/2 h.p.



AB12158 — BRICK CARRIER—Fuller Manufacturing Co., Dept. AB, Newhall, Iowa. This ingenious device, called the Fuller Brickier, is quickly adjustable to from 6-10 bricks. It will handle all types of brick and building tile, and releases the load without extra motion or use of other hand. It remains balanced at any load.



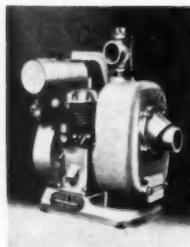
AB12181—ATTIC FANS—Chelsea Fan & Blower Co., Dept. AB, 639 South Avenue, Plainfield, N. J. Sold as package units for either floor or wall installation. Includes automatic shutters and canvas boot which seals off vibration. The spring mounting is an outstanding feature. Available in a wide range of sizes.



AB12437 — OIL WATER HEATER—J. L. Gillen Co., Dept. AB, 12202 Warmer Ave., Detroit 28, Mich. New developments for the Gillen automatic oil burning water heater include cleaner, safer and more dependable operation on pilot fire. They are available in 30 and 50 gallon units with white lacquer finish.



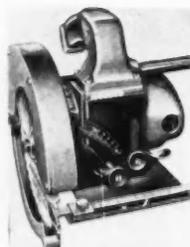
AB12365 — FIREPLACE UNIT—Heatlator, Inc., Dept. AB, Syracuse 5, N. Y. The Heatlator unit draws air at the floor level, heats it, and circulates it to all parts of the room. Any style fireplace can be built around the unit. It includes fire box, throat, down draft shelf, damper, and smoke dome, completely assembled.



AB12340 — BANTAM PUMP—Jaeger Machine Co., Dept. AB, Columbus, Ohio. This portable 1 1/2-inch "Bantam" pump has a replaceable liner plate and stainless steel fitting at the point of greatest wear for extra long life. Primes automatically. Weighs only 60 pounds and can be used with gasoline or electricity.



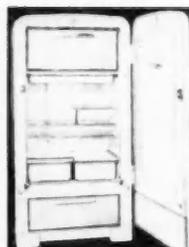
AB12355 — NEW PAINTS—The Con-Cor Paint Co., Dept. AB, 4550 Main St., Kansas City, Mo. A new development in exterior and interior paint available only to the trade has been developed. The exterior "Cor-o-Last" is a one application coating for masonry and metal surfaces. The interior "Con-Crete" for wood.



AB12331 — ELECTRIC HAND SAW—Albertson & Co., Dept. AB, Sioux City, Iowa. The RC-1808 is an 8 1/2-inch electric hand saw, with bevel and depth attachment, and with combination blade and wrench. Depth of the cut is 2 3/16 inches in wood. Ball and roller bearings are used throughout. Wt 15 1/4 lbs.



AB12357 — MARKING DEVICE—Magic Marker, Speedy Products, Inc., Dept. AB, Richmond Hill, N. Y. A felt-tipped marker complete with ink supply writes on any surface. The waterproof ink is available in black or colors. Refills to the unit are available. The units write in either broad, medium or small widths.



AB1266 — REFRIGERATOR—Perfection Stove Co., Dept. AB, 7609 Platt Ave., Cleveland, Ohio. Two new refrigerators have been added to the company's electric line. The units are 9 and 10 cu. ft. in size. A large freezer chest for ice cubes and frozen food storage is a feature. The unit has 3" fiber glass insulation.



AB1270—CAULKING GUN—Can Da, Western Reserve Manufacturing Co., Dept. AB, 3710 E. 92nd St., Cleveland, Ohio. A new plier caulking gun, "Can-Da," eliminates cocking of the wrist and interference from the feed rod. The gun can take either cartridge or bulk compounds. It is available in three sizes.

NOW! New Beauty

IS ADDED TO STRAND'S GREATER DURABILITY AND LOWER INSTALLED COST



Starting January 15th, all types of Strand all-steel garage doors shipped from the factory will have smart horizontal-line styling. This is in keeping with the latest architectural trends, not only for ranch-type construction but for practically all of today's popular designs. So—you can now give your customers the beauty of horizontal lines in 8' x 7', 9' x 7' and 16' x 7' doors.



STRAND DOORS ARE STEEL-STRONG

Grooved steel sheets welded to a deep steel frame form a rigid "box unit"—the kind of structure used in bridges. Heavy, welded, diagonal steel braces prevent sagging. Galvannealing adds rust-protection—these doors are galvanized with a heavy zinc coat; then oven-baked to provide a clinging base for paint. No prime coat needed.

AMAZINGLY LOW INSTALLED COST

results from (1) low first cost, because of large scale production, in a single plant, concentrated on

5 models. (2) the one-piece door leaf and factory-assembled hardware; this is the quickest and easiest of all doors to install.

AVAILABLE IN 5 TYPES

8' x 7' Receding (track) and Canopy; 9' x 7' Receding (track) and Canopy; 16' x 7' Receding (track) only. Order from your dealer, or mail coupon for information and dealer's name.

See Strand Exhibit—Booth 74 at NAMB Convention, Conrad Hilton (Stevens) Hotel, Chicago, January 20-24.



STRAND GARAGE DOOR DIVISION
Detroit Steel Products Company
Dept. AB-1, 2242 E. Grand Blvd.
Detroit 11, Michigan

Please rush full information about Strand All-Steel Garage Doors for 9' x 7', 8' x 7', and 16' x 7' openings.

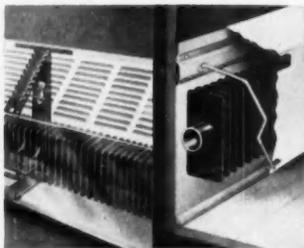
I am a Builder Dealer Prospective Owner Other

NAME _____

ADDRESS _____

CITY _____

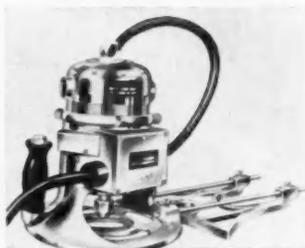
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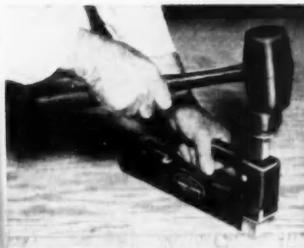
AB12245—RADIATION TUBE FIN BRACKET—Vulcan Radiator Co., Dept. AB, 26 Francis Ave., Hartford, Conn. A Vulcan Standard fin on tube radiation (commercial) is shown, above left, installed with Vulcan's new Lineovector CS bracket. Only two bolts per bracket for wall fastening. No other holes or drilling. Vulcan Radi-Vector baseboard (residential), above right, is installed without locating and boring holes for support brackets. Holes are in the backing; simply remove knockouts, install Vulcan Rod Hangers and adjust radiation pitch by speed nuts.



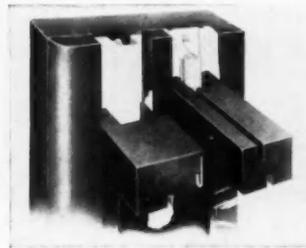
AB12234—MASON'S T JACK—Wilson-Albrecht Co., Inc., Dept. AB, 3565 Wooddale Ave., Minneapolis 16, Minn. This mason's T jack, according to the manufacturer, is lightweight, eliminates ground leveling and can be one-man handled and set up. Jack is adjustable every two inches. A row of them on uneven ground can be leveled to permit stringers to lay flat. Ledgers are supplied with either putlog or lip-type ends and come in three lengths; 50, 62 and 72-inch. They may be adjusted from 4 feet to 6 feet 8 inches. They fit into car trunk when dismantled.



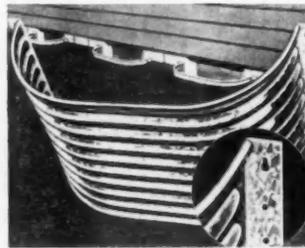
AB12300 — PORTABLE, HEAVY-DUTY ROUTER—Stanley Electric Tools, Dept. AB, New Britain, Conn. Announcing the new R22 portable, heavy-duty production router, designed for stair stringer routing, chamfering heavy timber, boat building. The R22 has heavy duty collet-type chuck for accuracy and a universal 2 h.p. motor, D.C. or A.C., 60 cycles or less, at 15,000 r.p.m. Housing and base is of aluminum alloy, motor casing is threaded and carries a graduated metal ring. One turn of the ring raises or lowers the motor 1/8-inch in base.



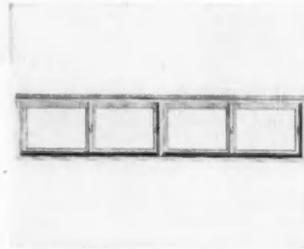
AB12316—NAILING MACHINE—Spotnails, Inc., Dept. AB, 1218 Sherman Ave., Evanston 20, Ill. The Auto-Drive Spotnailer is a lightweight, portable nailing machine which drives a 16 gauge, 3/4 inch staple into soft or hard wood with one blow of the fast or rubber mallet. Company claims fast, accurate nailing of subflooring, roofing and fibreboard insulation is accomplished without hammer marks. Spotnailer's positive feed mechanism drives heavy duty staples either flush or countersunk to suit requirements.



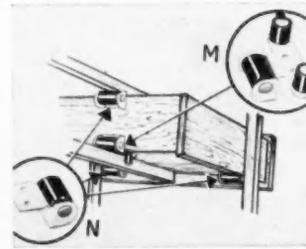
AB12313—SASH BALANCE AND WEATHER STRIP—Milwaukee Strip Service, Inc., Dept. AB, Milwaukee 8, Wis. The Milwaukee Combination Sash Balance and Weather Strip unit gives both weather seal and sash balance. Springlike side pressure of bronze channel strips grips and cushions windows to prevent annoying window rattle. Materials are rust and corrosion proof. Springs are cadmium coated steel; side channels of phosphorous cold-rolled bronze which does not lose its resiliency.



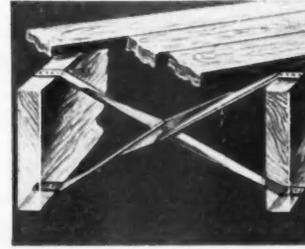
AB12323—METAL AREAWALL—Saint Paul Corrugating Co., Dept. AB, St. Paul 1, Minn. Newest refinement of Lux-Right Metal Areawall, the Hug-Tite Flange, is shown in picture. The flange hugs the vertical foundation wall tightly, thereby retarding sifting of fill into basement window well, according to the manufacturer. Lux-Right Areawall is hot-dip-galvanized after forming. Each edge and surface is protected from corrosion by immersion in molten zinc after all cutting and forming has been completed.



AB12231 — RIBBON-TYPE WINDOW — Andersen Corp., Dept. AB, Bayport, Minn. A ribbon-type window with a short height has been added to this company's Gliding Window Unit. It is made in modular height of 2 feet 4 inches and in modular widths of 3 feet 8 inches, 4 feet 8 inches, and 5 feet 8 inches. Manufacturer claims suitability, not only for bedroom and hallway ribbon installations, but also as a ventilator above or below larger Gliders in glass brick walls, bathrooms and other installations of this type.



AB12232—FURNITURE BEARINGS—Junior-Pro Products Co., Dept. AB, 3206 Morganford Road, St. Louis 16, Mo. Roll-Eez roller bearings consist of plastic rollers mounted on steel pins and frames. Developed to relieve the sticking drawer problems in kitchen cabinets, linen cupboard drawers, storage chests and other types of built-ins, the manufacturer claims they 'end sticking drawer problems' and enable wood drawers to roll open easily, smoothly and quietly. Roll-Eez are made in five styles. They are installed by nailing in place.



AB12233 — METAL CROSS BRIDGING — Junior-Pro Products Co., Dept. AB, 3206 Morganford Road, St. Louis 16, Mo. Chan-L-Cros metal cross bridging has been developed for bridging wood joists. Made of 3/4-inch by 16 gauge strip steel, it has a patented flanged brace. According to the manufacturer, Chan-L-Cros speeds construction, reduces labor costs and does not interfere with laying of subflooring. Chan-L-Cros comes in three standard sizes for use with 8, 10, and 12 inch joists. May be used for arch ceiling construction.

Solves
one of your
TOUGHEST
problems



Space-saving

STANLEY SLIDING DOOR HARDWARE

How to provide more livable area in today's small homes! Progressive architects and builders have found a way to lick this problem—a way to design homes for *maximum* living. Modern Stanley Sliding Door Hardware.

Home buyers like the convenience of interior doors that "disappear" into walls. It saves floor space, increases the *utility* of a

room. Add the extra touch of Sliding Door Hardware by Stanley, and prospects are *completely* sold.

Doors glide smoothly, effortlessly over a V-shaped overhead track. Simple screw driver adjustment after installation without removing trim. Five sets of Stanley Hardware meet all home needs. Ask your hardware consultant for full details.

THE STANLEY WORKS, NEW BRITAIN, CONNECTICUT

JANUARY, 1932

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL



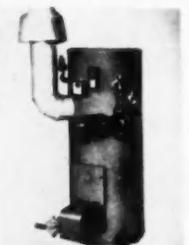
AB12176 — PANELBOARD
A & F Tileboard Company, Dept. AB, Baton Rouge, La. The colorful line of panelboard put out by this company is displayed in this hinged counter unit which is supplied to all dealers of AFCO panelboard. The "silent salesman" invites customers to compare and harmonize patterns to their satisfaction.



AB12161 — WASTE FOOD DISPOSER — Eureka Williams Corp., Dept. AB, 1201 E. Bell Ave., Bloomington, Ill. "Hammermill" action pulverizes all waste food, even steak bones. The crusher is not static but hinged and breaks itself, then relocks, when hitting hard objects. The unit also features safety starting device at sink opening.



AB1265 — CEMENT PAINT
Peerless Cement Corp., Dept. AB, Free Press Bldg., Detroit 26, Mich. A cement paint that will not fade, chip, crack, or peel has been developed by the company. The paint contains Titanium Dioxide and a high portland cement content. It is available in 12 bright colors for concrete structures.



AB1264 — HEATING UNIT
— The National Radiator Co., Dept. AB, Johnstown, Pa. A gas-fired unit has been added to the National Pocket line. They supply hot water systems of either radiant panels, convectors, radiation, and base board radiation. The units occupy 4 square feet of floor space. Oil fired units can be converted.



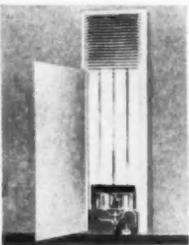
AB12153 — POWER SCREWDRIVER BITS
Ludwig Hammel & Co., Dept. AB, 72 First Ave., Pittsburgh 22, Pa. A multitude of sizes and styles are available. A complete line is offered of 1/4-inch hex drive and threaded shank bits for slotted, Phillips and Frearson or Reed and Prince screws. The company will service special problems.



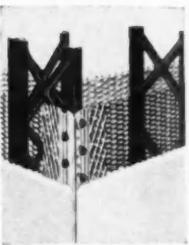
AB12352 — WINTER CONCRETING—Calcium Chloride, Solvay, Allied Chemical and Dye Corp., Dept. AB, 40 Rector St., New York 6, N. Y. By the addition of calcium chloride to the concrete mix in cold weather the concrete will set up faster, have shorter protection periods, and have greater density and hardness.



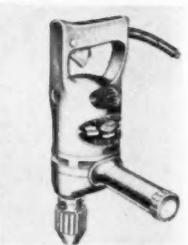
AB12367 — INSULATION
— Zonolite Company, Dept. AB, Chicago, Ill. Vermiculite loose fill insulation is poured directly from the bag to attic floors. The material is light in weight, heat resistant, and incombustible. The vermiculite substance cannot rot and is also used as a lightweight plaster and concrete aggregate.



AB12330 — WALL HEATER
— Williams Radiator Co., Dept. AB, Los Angeles, Calif. Williams Uniflow recessed vented wall heater discharges heat from its entire register area, giving more heat circulation. Both single and dual models slip easily between two standard 4-inch studs on 16-inch centers. Wall panel opens.



AB12344 — METAL CORNER BEAD — Inland Steel Products Co., Dept. AB, 4157 W. Burnham St., Milwaukee 1, Wis. A metal corner bead which permits heavier thicknesses of plaster next to the bead itself. It is formed from a single piece of galvanized steel and is known as the Milcor Super-Ex Corner Bead.



AB12332 — ELECTRIC DRILL — Albertson & Co., Dept. AB, Sioux City, Iowa. The RC-1832 is a practical 1/2-inch electric drill for all kinds of drilling. Its weight is 8 1/2 pounds. Its capacity in steel is up to 1/2 inch; in hardwood, it is 3/8 inch. Over all length is 12 1/2 inches. The drill handles easily in any position.



AB12215 — HEATING UNIT
— The Lennox Furnace Co., Dept. AB, Marshalltown, Iowa. This gas furnace [GHR3] is designed especially for perimeter heating. A reverse-flow unit, it discharges warm air at the bottom and into ducts that release the air under windows, by doors and outside walls. Very compact for closet installation.



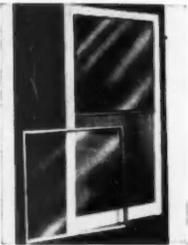
AB12334 — FOR WATER TROUBLES — Colgan, Inc., Dept. AB, Pittsburgh, Pa. Regular use of Micromet, a slowly soluble food-grade phosphate, used in the Micromet Feeder, overcomes such water troubles as lime scale, corrosion, and "red water." Shown is model 6-G for homes with jet pump or shallow well water system.



AB12154 — DECORATIVE GLASS — Mississippi Glass Co., Dept. AB, 88 Angelica St., St. Louis 7, Mo. Translucent, figured glass partitions play an important role in modern design for home interiors. The glass comes in a number of patterns, is easy to install, does not require painting or refinishing. Useful for special effects in any room.



AB1271 — NYLON PAINT BRUSHES—The Wooster Brush Co., Dept. AB, Wooster, Ohio. Pre-conditioned nylon brushes is the feature of the "Nu-Century" line. The flag-tipped filaments require the brush to have no breaking-in period. The 100 percent nylon brush has a long wearing period. Filaments last the life of the brush.



AB1268 — COMBINATION STORM UNIT—The Security Sash and Screen Co., Dept. AB, Detroit 3, Mich. Designed to save critical materials is the company's metal and wood storm sash. The unit is self storing. The three sliding aluminum framed glass and screen panels are interchangeable inside the house in a matter of seconds.

Why BUILD CHIMNEYS THE SLOW HARD WAY

when you can

CUT COSTS
with **SAVE TIME**

accepted
Proved **Van-Packer**
PACKAGED CHIMNEY

Why hire somebody to build chimneys the expensive, old fashioned way when you can install Van-Packer yourself—saving time and money. And, your buyer gets a more efficient, longer-lasting chimney.

- You install Van-Packer at exact moment it suits you best
- Each package contains complete supplies—nothing else to buy
- Finish chimney installation in 3 hours or less
- Cut chimney cost from 20% to 30%—eliminate waiting and cleanup mess
- Accepted by FHA and national codes
- Proved fire-safe and efficient by Underwriters' Laboratories

HOW DO I ORDER—For exact quotation, take the H-L measurements shown in chimney diagram at left. State quantity of chimneys needed.

WHERE DO I BUY IT—See your lumber dealer, heating contractor or write direct to address below. You can count on prompt delivery.

See Us At THE NATIONAL
HOME BUILDERS SHOW
BOOTHS 126-127

HOW DO I INSTALL IT
Install and level chimney
base in floor or ceiling.
Cement sections together
—apply draw bands. Fit
housing to exact roof
pitch. Set rain cap. You
are all done in 3 man-
hours or less.

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209 SOUTH LASALLE ST.
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A FEW OF THE MANY BUILDERS
CUTTING COSTS WITH
VAN-PACKER CHIMNEYS



Robert Bartlett Bldg. Corp.



H. B. Layne, Contractor



Strausman Construction Co.



Lawrence C. Pearce Co.



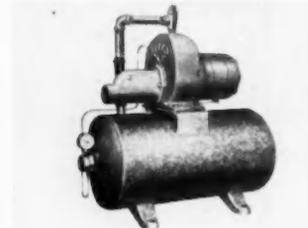
Private Homes, Inc.



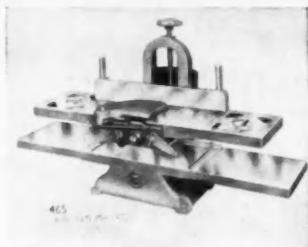
AB12283—METAL LATH—Wheeling Corrugating Co., Dept. AB, Wheeling, West Virginia. For the Chrysler Bldg. East, shown above, 50 tons of Bantam metal lath amounting to 30,000 square yards and seven tons of galvanized expansion corner bead totalling 70,000 linear feet, have been furnished by the Wheeling Corrugating Co. Standard size sheets 96 feet long by 27 inches wide, this metal lath is being attached to the steel channel framework ready for plastering. Installation is being handled by Wm. J. Scully, Inc., contractors.



AB12286—OFFSET LADDER BRACKET AND SCAFFOLD SUPPORT—Steadfast Equipment Co., Dept. AB, 874 Franklin Ave., Thornwood, N.Y. Newest feature of Steadfast Offset Ladder Bracket and Scaffold Support is a double truss steel grip which transmits the load from rungs to rails. Entire bracket is steel, slips on any standard ladder. Ladders secure bearing from a swivel bearing plate on roof slopes regardless of ladder pitch. Offsetting the ladder from building permits mechanics to work under projecting areas; to install screens, gutters, etc.



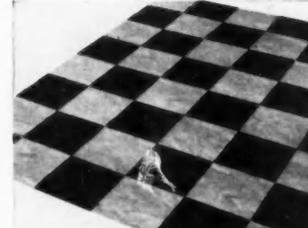
AB12448—ASSEMBLED WATER SYSTEM—Delco Appliance Div., General Motors Corp., Dept. AB, Rochester 1, N. Y. A new completely assembled water system, utilizing the Delco horizontal jet pump has been added to the Delco line. Pump is assembled on a 12-gallon galvanized steel pressure tank. It is only necessary to connect suction and discharge lines and make the usual electrical connections on 110 or 220 volt, 60 cycle current, to place the unit in operation. Available in 1 1/3 and 1/2 HP sizes. Capacities from 480 to 990 gallons at 20 pounds in shallow well.



AB12287—PLANER, MOLDER, JOINTER—Toolkraft Corp., Dept. AB, Springfield 1, Mass. Model 465 of the Darra-James 7-inch planer-molder-jointer makes all kinds of moldings or planes as it joints. According to the Company it turns scrap lumber into finished moldings; planes lumber 4 1/2 inches thick and 11 inches wide with accuracy and speed. Four precision ground-all-over alloy tool steel blades are self-aligning on machined cutter-head. Planer table size with extensions is 27 by 7 1/2 inches. Weight of machine is 64 pounds.



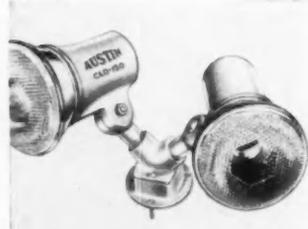
AB12284—PRE-MIXED CONCRETE AND MORTAR—Harry T. Campbell Sons' Corp., Dept. AB, Towson 4, Md. Sakrete products include gravel mix, sand mix, mortar mix and water proof cement grout. According to manufacturer all mixes give tested strength of 400 p.s.i. when mixed with water. Gravel mix is available in 90 and 45-pound bags and other mixes in 80 and 45-pound bags. Company features the time saving and consistent mix factors of pre-mixed Sakrete products when used on the commercial job or by the handy-man.



AB12285—VINYL PLASTIC FLOOR COVERING—Sandura Co., Inc., Dept. AB, Architects Bldg., Philadelphia 3, Pa. According to the manufacturer, the floor material known as Sandran offers no installation problem as it is laid like linoleum and the latex and asphalt backing gives pliability for easy handling. Sandran is available in 6-foot and 9-foot widths in yard goods, with matching counter topping in 27, 36 and 45-inch widths; also in all rug sizes. Designs available include rubber tile, custom tile, all-over marble, checker-marble and carved carpet.



AB12291—ACOUSTICAL TILE—Wood Conversion Co., Dept. AB, 1st National Bank Bldg., St. Paul 1, Minn. The new "Shadow-Line" 12x12-inch Nu-Wood Acoustical Tile with tongue and groove edge for simpler application and easy alignment of tiles, is announced by the Wood Conversion Co. of St. Paul, Minn. The tongue and groove edge make interesting ceiling designs possible by combining acoustical tile with Nu-Wood pre-decorated tiles, plank or panel in "Sia-Lite" or "Varigated" tones, according to the Company.



AB12321—OUTDOOR LAMP HOLDER—M. B. Austin Co., Dept. AB, Northbrook, Ill. Shown above are two CLU-150 lampholders mounted on a CLUA-Y1 splice box, for use when more than one lamp is needed in a single location. Lamps are completely adjustable, for all types of outdoor lighting, permitting the contractor to come through walls—eliminating outside wiring. They are made of rustproof cast aluminum alloy. The No. CLD-150 is for use with sealed beam 150-watt PAR-38 lamps. Others for 200, 300 and 500-watt.



AB12295—OIL BURNING SUSPENDED FURNACE—Norge Heat Division, Dept. AB, Borg-Warner Corp., Detroit 26, Mich. Two new oil burning suspended furnaces announced. Like the other three models of the OF600 Series, the 1005 and 1505, with bonnet output of 100,000 and 150,000 Btu, respectively, feature a patented, corrugated, plate-type heat exchanger of 12-gauge steel. "Tunnel firing" provides efficient combustion of the fuel, according to the Company. Filter frames and access panels to the staccotype blower assemble are on 4 sides and ends of units.

Now—RICHMOND Vogue Lavatory comes complete with the

"F-543" RIM

THE VOGUE
plate G-141
(10" punching)
plate G-143
(4" punching)



When you use the *Vogue*, you're sure of a top-quality vitreous china lavatory, that is easily installed with the special Richmond "F-543" Rim, which comes complete with special mounting lugs and bolts.

The fashionable *Vogue* is ideal for counter-top installations using plastic, linoleum or wood dressing table materials. It comes in "Whiter-White",

Bermuda Coral, Azure Blue, Fern Green, Oriental Ivory and Mellow Red . . . with recessed soap dishes, rectangular bowl, spacious slab, and built with concealed front overflow.

Remember—whenever you use a Richmond fixture, you're sure of outstanding beauty of design and finish—plus the trouble-free service that builds complete and lasting customer satisfaction.



RICHMOND

RICHMOND RADIATOR CO.—AFFILIATE OF RICHMOND METALS CO.

See your wholesaler or Mail Coupon Today:

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Please send me additional information and literature on the Richmond Vogue Lavatory with "F-543" Rim. No obligation, of course.

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We are plumbing wholesalers plumbing contractors building contractors.



AB12329 — WALL PAINT—Wesco Waterpaints, Inc., Dept. AB, Matteson, Ill. "Flite" wall paint is a flat finish used on plasterboard or plaster surfaces where maximum light diffusion properties are desired. Also used for acoustical ceiling tiles or acoustical blocks. Available in a wide range of colors.



AB12218—CORNER SHOWER STALL—Standard Steel Cabinet Co., Dept. AB, 3701 N. Milwaukee Ave., Chicago 41, Ill. Furnished complete with chrome-plated trim, self-cleaning shower head and arm, two-way mixing valve, soap dish, and plastic curtain. Model No. 48 is 28 inches deep, 36 inches wide.



AB12339 — HOT WATER BOILER—The Hotstream Heater Co., Dept. AB, 2363 E. 69th St., Cleveland 4, Ohio. The new H-193 gas-fired hot water heating boiler is designed for residential systems and is adaptable for all types of gravity or forced circulation installations. Height, 36-1/8 inches; 20 inches wide.



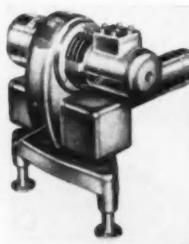
AB12220 — DIAPHRAGM SWITCH—General Controls Co., Dept. AB, 612 S. Flower St., Los Angeles 17, Cal. The L-38, a unit with many uses, is applicable to heating plant installations where it is necessary to operate a switch by a variation in gas pressure. Also suitable for air applications.



AB12338—LIGHT FIXTURE—Glasolier Co., Dept. AB, 307 6th St., Braddock, Pa. Fixture No. 2781X is designed for use on low-priced housing jobs. Available in white, light blue, light rose, light green, and beige. Size is 10 1/4 inches in outside diameter. Special prices on orders for over 1500 pieces.



AB12191 — CAULKING FOR TUBS—Miracle Adhesives Corp., Dept. AB, 214 E. 53rd St., New York 22, N. Y. This new product, "Tub-Caulk," dries in one hour leaving a tough water-proof bond. It is a plastic and will not dry out. Effective for tubs, shower stalls, sinks, and for filling cracks between window frames and tile or plaster.



AB12163—OIL BURNER—Eureka Williams Corp., Dept. AB, 1201 E. Bell Ave., Bloomington, Ill. Model Fifty-Ten low pressure oil burner. This unit burns even the new, hotter catalytic oil cleanly and completely. The oil-air nozzle is guaranteed forever, an important feature since the nozzle in oil burners is the biggest cause of servicing.



AB12216 — ELECTRIC DRILLS—Portable Electric Tools, Inc., Dept. AB, 320 W. 83rd St., Chicago 20, Ill. "Pet" Superduty portable electric drills are built in different power and speed models. All the 1/2 inch models and the extra-duty models in the 1/4-inch and 3/8-inch capacities have ball and needle bearings throughout.



AB12157 — SANDER—The Hilger Co., Dept. AB, St. Cloud, Minn. A new principle in drum design is featured in the Milco Super-Chief. It makes sandpaper changes very easy, and eliminates paper "humping." The handle unit is demountable for portability. Power is supplied by a 110 volt AC motor developing over 1 HP.



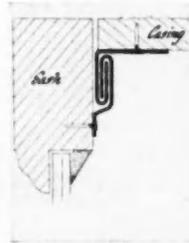
AB12164—KITCHEN FURNISHINGS—Lyon Metal Products, Inc., Dept. AB, Aurora, Ill. Steel kitchen cabinets with sound-insulated doors, writing table, stools, storage cabinets—a wide range of items which make the neat, compact, livable kitchen styled for beauty and efficiency and demanded by the homemaker-buyer of today.



AB12182 — OIL SALAMANDERS—C. R. Daniels, Inc., Dept. AB, Daniels, Md. Danco salamanders have an automatic feed, easily adjustable draft regulator. Special construction of the bowl prevents fire hazards due to leakage and eliminates dangerous fumes. Gives a red hot fire in a few minutes. Dimensions, 16 1/2 inches by 55 inches.



AB12293—DOUBLE HUNG WINDOW UNIT—Andersen Corp., Dept. AB, Bayport, Minn. To complete its Pressure Seal Double Hung Window Unit, Company announces a Storm-Screen Combination Unit. It has wood frame, reinforced by aluminum center bar and two lightweight storm panels which slip into screen from inside. Standard hardware used.



AB12159 — E-Z-ON WEATHERSTRIP—R. N. Baltz & Co., Dept. AB, 1009 Harvard Terrace, Evanston, Ill. This interlocking weatherstripping is available in four sets to fit various size windows and doors. The air lock, shown in construction detail, compensates for expansion and contraction of window wood. No special tools required for installation.



AB12183—OIL FURNACE—Gilbert & Barker Mfg. Co., Dept. AB, West Springfield, Mass. The Gilbarco GUV-75 oil-fired warm air furnace is capable of delivering 75,000 Btu. The unit stands 62 1/2 inches in height and measures 21 inches square. Weight is 490 pounds. Comes completely assembled, gives economical heat for the 4- to 6-room house.



AB1273—INTERCHANGEABLE FLOATS—Nicholls Mfg. Co., Dept. AB, Ottumwa, Iowa. New interchangeable float blades make the carrying of many tools easier for the mason. One handle fits five bases. The handle is attached to an aluminum plate with two projections on one side and two cam nuts on the other. This fits into the bases.

"Light Conditioning" is high-spot of National Home Week exhibits!

IN MINNEAPOLIS!

Light Conditioning Used in 12 out of 18 NHW Homes

During National Home Week in Minneapolis, 18 homes were placed on display by Minneapolis builders. Of these, 12 were Light Conditioned.

Builder says Light Conditioning is Sales Advantage!

Robert Bedney, prominent Minneapolis builder, says: "Light Conditioning brought out the real beauty and individuality of my National Home Week home — especially at night. From now on, I want my houses to be Light Conditioned all the way through. It is a real selling advantage."



ELECTRIC SERVICE COMPANY PLAYS BIG ROLE



National Home Week — and Light Conditioning — were strongly promoted by Northern States Power Company, through radio, TV, give-away Light Conditioning booklets, window displays, and on-the-spot demonstrators in the homes.

IN MILWAUKEE!

Light Conditioning Draws Triple-Size Crowds



In Milwaukee, builders and the Wisconsin Electric Power Co., sponsored "Parade of Homes" during National Home Week. In one group of homes, three were Light Conditioned, seven were not. The Light Conditioned homes attracted an average of *three times* as many visitors as the normally-lighted homes.

STOPS VISITORS!

A leading Milwaukee builder, Alfonso Zielinski, says: "I noticed that Light Conditioning stopped the visitors to our home. In past years, frankly, nobody even looked at the lighting. Light Conditioning, especially lighted valances, will certainly be in the plans for my future homes."



BUILDERS GET IDEAS!

Among the most interested visitors to Light Conditioned homes were builders of non-Light Conditioned homes. After seeing Light Conditioning, many expressed intentions of Light Conditioning their homes in the future.



IN DETROIT!

LIGHT CONDITIONING MAKES FRONT PAGE

Highlighting the interest and importance of Light Conditioning, the Detroit Free Press featured the Light Conditioned Home on the front page of its special Sunday Home Week section.



Builder and Electric Service Company are Light Conditioning Team

Both the Detroit Edison Company and Miller Homes Company promoted Light Conditioning during National Home Week in Detroit. Miller Homes ran a half-page ad featuring "Planned Lighting." Detroit Edison assisted in selecting lighting equipment, supplied demonstration personnel, distributed Light Conditioning recipe books.

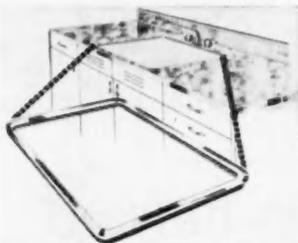
Recipe Book Cooks Up Sale!

The supplier of the fixtures for Detroit's Light Conditioned home reports that a woman walked into his store with a copy of the Light Conditioning recipe book, asked for and bought a duplicate set of the fixtures she had seen in the demonstration home.



For help in Light Conditioning your new starts, contact your local electric service company.

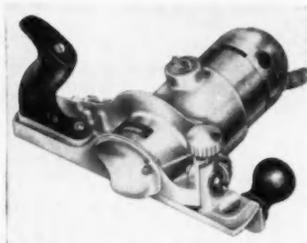
GENERAL  ELECTRIC



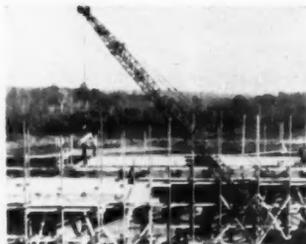
AB12302—STAINLESS STEEL SINK FRAME
—Walter E. Selck and Co., Dept. AB, 225 West Hubbard St., Chicago 10, Ill. The Hudee Ideal Sink Frame is clamp-down; stainless steel. Can be used to complete installation on all types of rim sinks of porcelain on steel or cast iron and on stainless steel. Also for vitreous china sinks, lavatory bowls, flat rim sinks with square or rounded corners. May be used with any type of top-covering material such as linoleum, etc. Made for 3/8- to 1-inch top plus covering materials up to 1/8-inch thick.



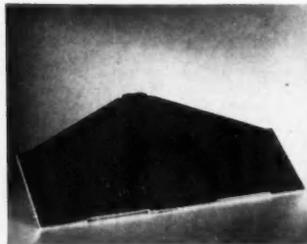
AB12304 — PRESSURE-BONDED BLOCK FLOORING—Higgins, Incorporated, Dept. AB, Industrial Canal, New Orleans, La. Higgins Bonded Hardwood Block Flooring is made of multiple plies of selected Southern hardwood, cross-grain laminated and pressure-bonded with waterproof glue. Blocks are 9x9 1/2 inch with oak face. Higgins Adhesives No. 7 and No. 9 are recommended, by the company, for mastic application on concrete slab foundation. Higgins Block Flooring can be blind-nailed over wood floors. It is termite, rot and moisture proof.



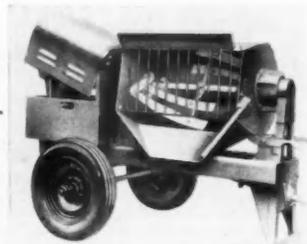
AB12301—ELECTRIC PLANE—Stanley Electric Tools, Dept. AB, New Britain, Conn. The new J38 Power Plane cuts up to 1-13/16 inches wide and gives chip disposal. New Stanley feature combines control of air flow from the motor vent. System and chip flow from the cutter provides a disposal of chips to the rear and downward from the cutter. Fence can be tilted for angle planing up to 45 degrees inboard and 15 degrees outboard. Adjustment can be made for correct cutting in relation to rear shoe and for depth cut to 3/32-inch. Motor is 1/2 h.p., 20,000 r.p.m.



AB12275—PRECAST CONCRETE SLABS —The Flexicare Co., Inc., Dept. AB, Dayton 1, Ohio. Photo shows 8x16-inch Flexicare precast concrete floor and roof slabs being installed in 3-story apartment. Weight is less than half solid poured slab; necessitates less reinforcing steel. Slabs are precast in inch variations of lengths up to 26 ft. 8 inches, providing a clear span without center support up to 26 ft. Slabs require only placing, leveling and grouting on the job. Also available in 6x12-inch cross section.



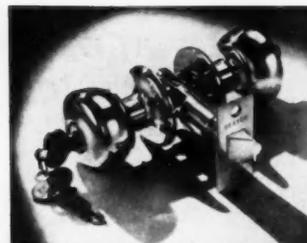
AB12237 — ASBESTOS-CEMENT ROOFING SHINGLE—Asbestone Corp., Dept. AB, 5300 Tchoupitoulas St., New Orleans, La. The manufacturer features simplicity of application and claims square shoulders and a "V" notch in the center of the top simplify the alignment problem. Having only 76 shingles per square makes it an economical asbestos-cement shingle to apply, is also claimed. This Early American Strip Shingle is manufactured in five colors with deep traditional texture.



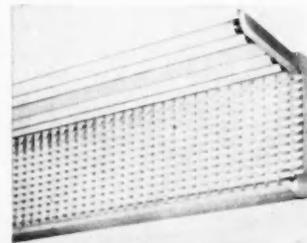
AB12271—PLASTER MIXER—Gilson Brothers Co., Dept. AB, Fredonia, Wis. Company reports new improvements on six cubic foot plaster mixer. They are: [1] Drum tilt bearings completely enclosed, [2] Mixing shaft bearings isolated from drum by a 5x5-inch free space, [3] Drive from engine to mixing shaft flexible chain drive on steel cut sprockets [4] Engine house redesigned to give maximum accessibility to engine while still being enclosed and protected. Improvements extend mixer life and make for easier servicing.



AB12280—PORCELAIN FINISHED PANELS
—Baltimore Porcelain Steel Corp., Dept. AB, P.O. Box 928, Baltimore 3, Maryland. Mirawal has a porcelain face fused to 32-gauge steel bonded to hardboard for interior use and galvalume-backed for exterior use. The interior quality is saw-able. Interior grade weighs 1 1/2 pounds per sq. ft. and the exterior grade weighs 2 pounds per sq. ft. Available in 2-foot by 4, 6, 8, or 10-foot lengths with a selection of 10 colors and white. Genuine porcelain finish suitable for commercial and domestic use.



AB12272—KEY-IN-KNOB LOCK SET —Dexter Lock Co., Dept. AB, Subsidiary of National Brass Co., Grand Rapids, Mich. The maximum diameter hole that need be drilled in door to receive the Dexter Key-in-Knob Lock Set is 15/16-inch, eliminating the use of expansion bits or special hole saws. The lock, consisting of three factory assembled units, a latch and two knob units, self-aligns and interlocks into one unit with the tightening of two tie screws. Made entirely of brass and steel; knobs completely reinforced with steel underneath the brass.



AB12276—FLUORESCENT LIGHTING UNIT
—Electro Mfg. Corp., Dept. AB, 2000 Fulton St., Chicago, Ill. The water-thin Electro Skylouvers fluorescent lighting unit with molded Lustrex Styrene louvers and side panels, is available in 20-watt and 40-watt sizes. Louvers and side panels are guaranteed against warping, discoloration and chipping, under normal usage, for the life of the fixture. Entire louver is held in a metal, basket-like frame and swings down (as shown above). Skylouvers is part of the Electro "Basic Unit" line.

You can't give this little giant
TOO MUCH WORK!

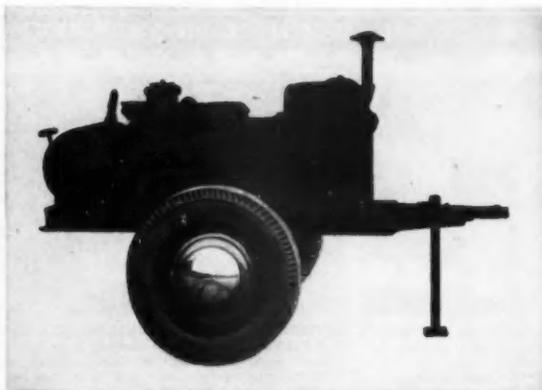
It's 30 cu ft of air power, ready and willing to tackle the host of building jobs that can be powered by air.

You'll find this Worthington Blue Brute portable air compressor has the same stamina as *bigger* Blue Brutes—60 cu ft and larger—and the same top quality of design and construction.

Ruggedly built 2-stage compressor. Light over-all weight for convenient towing, easy spotting. Worthington's famous Feather* Valve. Spring-mounted axle. Telescoping leg support. Special industrial model available for use in limited space.

See the "Blue Brute 30" at your Worthington distributor. Write for bulletin to Worthington Pump and Machinery Corporation, Construction Equipment Division, Dunellen, N. J.

*Reg. U. S. Pat. Off.



USE IT FOR

Breaking • digging • trenching • tamping • paint guns • scalers • sprayers • inflating tires • carving tools
 chippers • small riveters • nut setters • wood borers.

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Residence of James G. Lippman, Jamestown, N. Y.

Godfrey Carlson, Contractor

ONLY
\$279⁷⁵

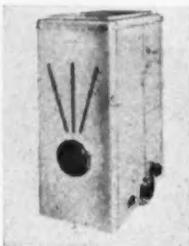
...for Hope's Steel Windows in this home, but they add much more to its value. House hunters acknowledge their longer life and saving in upkeep as well as their neater, more finished appearance. Such homes attract buyers immediately. Write for HOPE'S Bulletin No. 102L.

HOPE'S WINDOWS, INC., Jamestown, N. Y.

THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS



AB12156—CONVECTOR-RADIATORS—Young Radiator Co., Dept. AB, Racine, Wis. Shown here is Type FL low-level convector, designed for installation beneath a picture window. These radiators may be recessed and painted to harmonize with the room. Lengths are from 20 to 112 inches; depths of 4, 6, and 8 inches; 12-inch height.



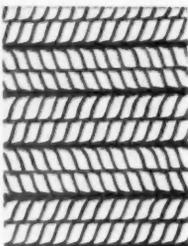
AB12209—OIL FURNACE AIR CONDITIONERS—Holland Furnace Co., Dept. AB, Holland, Mich. These units are complete winter air conditioners which perform the functions of heating, circulating, filtering, and humidifying. They are equipped with vaporizing pot-type oil burners. Fuel-saver baffles are a feature of the design.



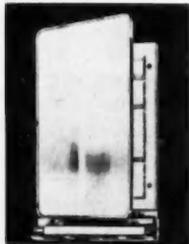
AB12369—DADO SET—Western Saw Manufacturers, Inc., Dept. AB, 1844 W. Washington Blvd., Los Angeles 7, Calif. Featuring an entirely new and exclusive design, the Pacific Groove Master Dado produces grooves faster without the usual burned or splintered edges, states the manufacturer. Available for 1/2 and 3/4 inch arbors.



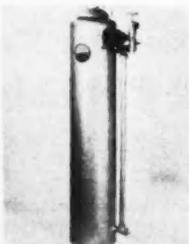
AB12353—FIRE DOOR—Virginia Metal Products Corp., Dept. AB, Orange, Va. Fire doors with 1 1/2 hour ratings that have Underwriter's Laboratories approval come in standard sizes. The 1 1/4 inch thick steel doors have rock wool insulation and are complete with frames. Window lights of 10x10 inches are available in special doors.



AB1274—PLASTER LATH—Duamesh, Penn Metal Co., Dept. AB, Parkersburg, W. Va. A 1/4 lath has remarkable stiffness as the ribs are set at a sharp angle to the plane of the sheets. The lath is used on walls and ceilings. Its stiffness permits wider spacing between supports. Sheet size is 27 by 96 inches, packed 10 to a carton.



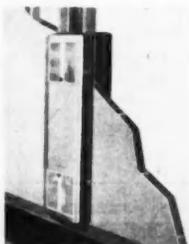
AB12219—MEDICINE CABINET—Standard Steel Cabinet Co., Dept. AB, 3701 Milwaukee Ave., Chicago 41, Ill. Model 2300 TL has a door mounted with chrome-plated piano hinge, frame of polished stainless steel, razor blade drop, convenience outlet, mirror of plate glass, fluorescent bulb. The cabinet is made of steel.



AB12155—WATER SOFTENER—The Lindsay Co., Dept. AB, St. Paul 1, Minn. This new unit features a special timing valve for automatic control of regeneration. It is available in six sizes to meet the full range of home water softening requirements. Cost of the Lindsay Automatic ranges adaptable to all types of installations from low price to luxury homes.



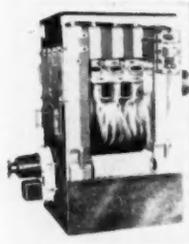
AB12217—WATERPROOF FOR MASONRY—Protection Products Mfg. Co., Dept. AB, Kalamazoo, Mich. "Raincheck" is a penetrating, invisible, silicone-base water repellent for masonry. It can be applied either by brushing or spraying. One coat is usually sufficient. Available in 1-gallon or 5-gallon cans and 55-gallon drums.



AB12172—WALL FURNACE—Temco, Inc., Dept. AB, Nashville 9, Tenn. A gas panel wall furnace suitable for almost any kind of wall construction. Two models are offered: a single-wall 25,000 Btu unit and a dual-wall 50,000 Btu unit. Outer jacket is 17 1/2 inches wide, 62 1/2 inches high. Burns natural, manufactured, or petroleum gas.



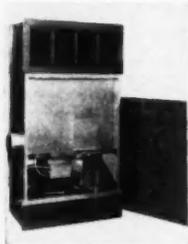
AB12432—RUBBER BASEBOARD MOULDING—Cass Products Co., Dept. AB, 6127 N. Cicero Ave., Chicago 30, Ill. A flexible rubber baseboard moulding that is cemented to cabinets, baseboard, etc. leaves no crevice where insects can hide. The Sani-Base moulding comes in black, white, red, blue, green, and yellow. Colors are permanent.



AB12197—BOILER BURNER UNIT—The H. B. Smith Co., Dept. AB, Westfield, Mass. A new boiler burner unit for larger houses and smaller commercial buildings. Oil-fired. Known as the "2000" Smith-Mills, this unit is based on the company's No. 20 series boiler, to which has been added a plated mounted oil burner.



AB12179—INDUSTRIAL PAINT ROLLER—The American Products Co., Dept. AB, 3308 Edison Ave., New York 66, N. Y. The maker of Arso Rollers offers a new heavy duty paint roller which can be attached firmly to any extra long pole, making possible painting from a standing position. Comes in 3 sizes: 9, 14, and 18 inches.



AB12223—WALL FURNACE—Reliance Products Corp., Dept. AB, 309 North-east Davis St., Portland 14, Ore. Model 50WFBA oil-fired wall furnace is shipped completely equipped for easy placement. No ducts are required. No pilot or low fire. Case size, 40-in. height, 3-in. width. For homes up to 1000 square feet of floor area.



AB12326—EARTH ANCHOR—Van Dyke Industries, Dept. AB, 3625 Cahuena Blvd., Los Angeles 28, Calif. An easily installed tool for anchoring guy lines and providing piercing and piling for various types of construction. Body pilot sizes are 2 inches by 66 inches, and 2 1/2 inches by 54 inches. Wide-Range screw.



AB1275—THERMOSTAT—General Controls Co., Dept. AB, Glendale, Calif. A new snap action thermostat has a flush mounting to eliminate dust catching. The face of the unit is connected directly to the thermal element. This makes the entire face sensitive to air temperature and radiant heat. Heat changes are made quickly.

BEE GEE

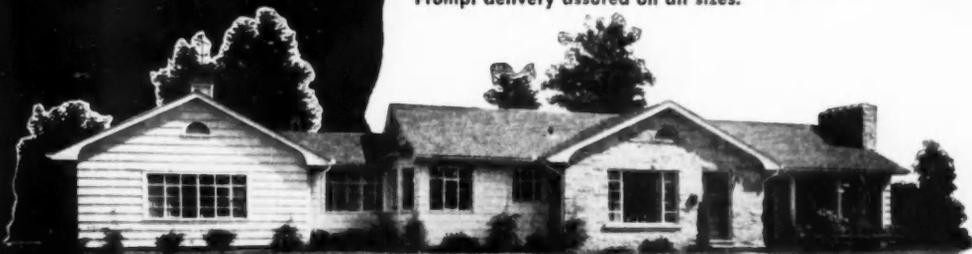
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Beautiful Bee Gee Modern Wood Windows... styles for every type home... prices for every budget. Bee Gee Windows are complete units consisting of frame, pre-fit glazed sash with glass embedded in putty, copper screen and all hardware installed at the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

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



BROWN-GRAVES CO.
Akron 1, Ohio

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

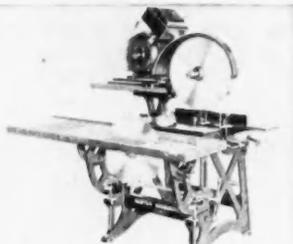
BROWN-GRAVES CO., Dept. AB-105
Akron 1, Ohio

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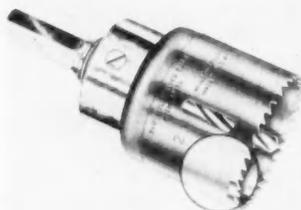
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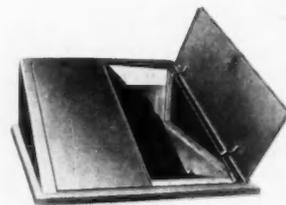
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AB12277—WOODWORKING POWER MILL—Master Woodworker Mfg. Co., Dept. AB, East Fort at Brush, Detroit 26, Mich. The Master Woodworker shown above is equipped with an overhead cross cut radial saw; underslung rip saw and a 3-knife round head jointer. Saw sizes on various models run from seven to 18-inch crosscut and eight to 18-inch rip. The machines are ball-bearing throughout. All five models, electrically driven, are adapted for gasoline-engine drive. Adjustment of the depth of cut is made either by table or overhead screw, for ease and accuracy.



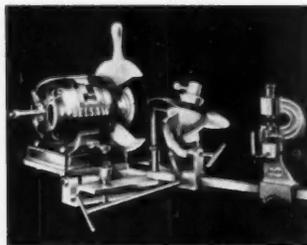
AB12270—FOLLOW-THROUGH TYPE HOLE SAW—Millers Falls Co., Dept. AB, Greenfield, Mass. The new "Blu-Mol" high-speed, heavy-duty, follow-through type hole saw features a specially selected high-speed steel edge welded to an extremely tough alloy steel back, according to the manufacturer. Capable of cutting any machinable material. Cuts up to 1 1/8 inches may be made in solid stock, to any depth desired in stacked material or in cutting through partitions and walls. Forty sizes from 1/8-inch to 4 1/2 inches in diameter.



AB12255—CELLAR DOOR—The BiCo Company, Dept. AB, 164 Hallock Ave., New Haven 5, Conn. The BiCo copper steel Celladour is sold in a package by building material dealers and can be assembled and installed on a new home in as little as ten minutes, said the manufacturer. The BiCo Celladour is claimed by the Company to be a desired home feature because the direct access provided by the modern BiCo copper steel door makes basements useful, livable and affords a factor of safety so important to the home owner.



AB12241—KITCHEN PLANNING MODEL KIT—The Long-Bell Lumber Co., Dept. AB, Langview, Wash. This modern kitchen planning kit measures 12x13x5 1/2 inches and has wooden scale models of the Long-Bell Pasture Perfect Kitchen cabinets and a scaled planning sheet. A kitchen of the maximum 12x16 foot dimension may be planned with the kit. Included are 56 miniature kitchen units. Two walls are stationary with the third adjustable to the room dimensions. Planning sheets may be slipped underneath models and an outlined plan of the kitchen drawn.



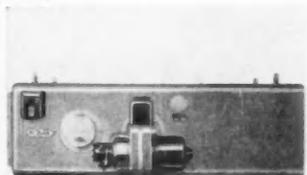
AB12472—CIRCULAR SAW SHOP—Belsaw Machinery Co., Dept. AB, 315 Westport Rd., Kansas City 2, Mo. The Belsaw Circular Saw Shop is a complete bench machine for sharpening and fitting circular saws. Machine handles jointing, gumming, tooth forming and setting of all popular wood and metal cutting circular saws. Complete assembly includes 1/4 HP electric motor unit, 3450 r.p.m., 110-120 V, 60 cycle, AC power. Saw set is included in the complete unit. Refer to Model #1025. Shipping weight 93 pounds.



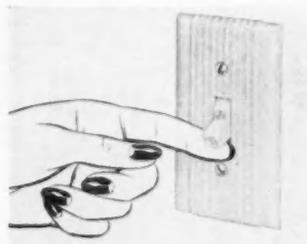
AB12303—TEMPERED HARDBOARD—Masonite Corporation, Dept. AB, 111 Washington St., Chicago 2, Ill. Masonite Tempered Presdwood is shown above being used as exterior siding. According to the company, in thicknesses of 5/16 or 1/4-inch, the moisture-resistant panels are attractive as wide lap siding in widths to 24 inches. It is reported that the panels hold paint exceptionally well. Since the panels have no grain or knots, there is nothing within the board to mar the finish. Write for bulletin No. A-218 for application details.



AB12254—SEAMLESS EFFECT CARPET—Bigelow-Sanford Carpet Co., Inc., Dept. AB, 140 Madison Ave., New York City 16. Photo shows the "poured-on" seamless effect obtained with Cushionlok carpet. The Company claims the sponge rubber, blown into the back, eliminates the usual felt underlay and gives the carpet added resilience. Made in 27-inch widths, Cushionlok is easy to handle by the carpet layer and can be laid without removing all of the furniture from the room. Company reports tests indicate longer life than carpet with conventional backing.



AB12257—SUSPENDED OIL-FIRED WARM AIR FURNACE—Delta Heating Corp., Dept. AB, Trenton 8, N. J. Common usage is suspension from ceiling to heat buildings by direct air-blast or attached to duct-pipe. Twenty inches in height, furnace can also be installed in low-ceiling basements. Model SU110; 110,000 BTU/hr. SU75 unit; 75,000 BTU/hr. Both casing measurements: 62 inches long, 20 inches high, 28 inches wide. Built-in refractory combustion chamber, air filter, water wheel type blower shipped with factory assembled unit.



AB12252—WALL PLATES—Wiring Device Div., Arrow-Hart and Hegeman Electric Co., Dept. AB, 103 Hawthorn St., Hartford 6, Conn. New Uniline wall plate design units are being supplied to accommodate single, duplex and multiple wiring devices of both regular and interchangeable-line types. All Uniline wall plates are molded from brown Bakelite or Ivorylite. Reinforced backs are said to provide extra rigidity and unusual strength. This line is complete and it is claimed this will simplify inventories and assure uniformity.

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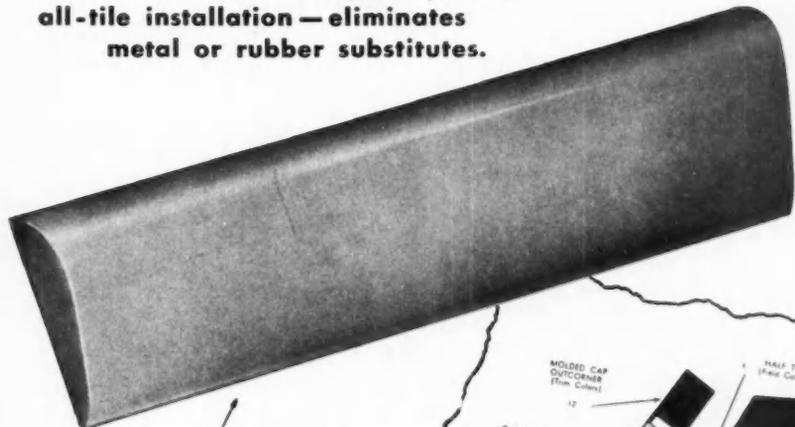
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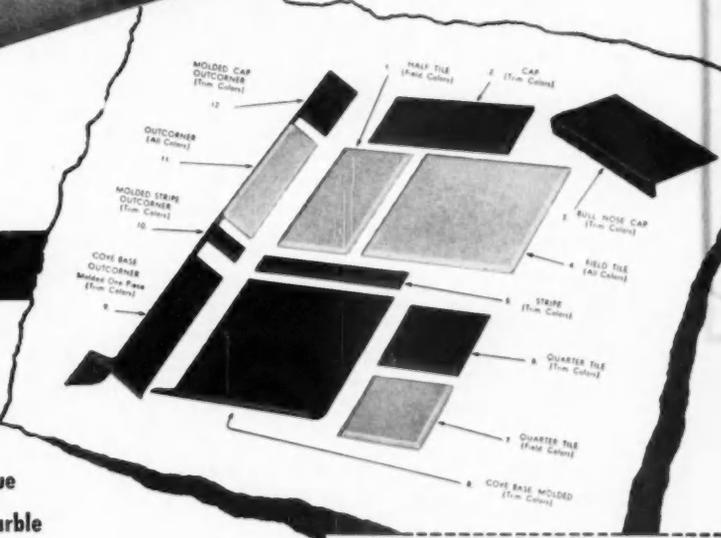
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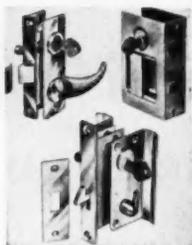
City _____ Zone _____ State _____



AB12162 — SAWHORSE BRACKETS — Dalton Mfg. Co., Dept. AB, 20 S Central Ave., St. Louis 5, Mo. These brackets do not require nails, bolts, or mitering of lets. The wood members are locked firmly in place simply by putting lumber in leg and rail sockets and tightening wingnut. Will fit 1x4's and 2x4's.



AB12327 — GAS VENT — William Wallace Co., Dept. AB, Belmont, Calif. The QC Metalbestos gas vent is made from aluminum, will not crack or chip, is highly resistant to corrosion from flue gases. Built-in air insulation gives protection from fumes and fire hazards. Assembled without cutting or fitting.



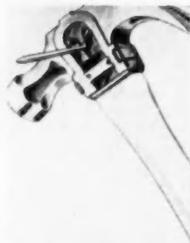
AB1260 — NEW LOCKS — Adams-Rite Manufacturing Co., Dept. AB, Glendale, Calif. The bottom lock, Series 1338, has been designed for sliding doors. The Adams-Rite, Series 1257, in the upper left is a heavy duty lock for screen and storm doors. The lock at the upper right, Series 500, is also intended for sliding doors.



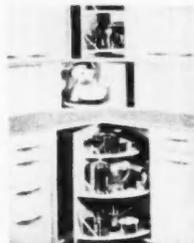
AB12429 — WALL OVEN — Chambers Corp., Dept. AB, Shelbyville, Ind. The in-a-wall gas oven can be installed at any height for convenient use. The unit is practical in either new, current, or remodeled work. The oven is insulated and is available in either stainless steel, stainless and porcelain, or porcelain finishes.



AB1263 — WATER PUMP — F. E. Myers and Bros. Co., Dept. AB, Ashland, Ohio. Equally effective for shallow or deep wells service is this new, improved Myers pump of only one moving part. No lubrication is ever required. Increased capacities at higher pressures provide an abundance of water from every outlet.



AB12363 — NAIL CLIP — Third Hand Hammer Nail Clip, Amco Company, Dept. AB, LeCenter, Minn. A small clip to fit on a hammer helps you to reach those hard to get at places. It is made of a spring steel clip and fits most hammers. The inexpensive device also helps where one hand is needed to hold an object while nailing.



AB12328 — REVOLVING CORNER UNITS — Washington Steel Products, Inc., Dept. AB, 1940 E. 11th St., Tacoma 7, Wash. The company makes the steel shelves and pivot hinges, and the builder then produces the cabinets and doors in his own shop. When the doors are open, the shelves actually revolve out of the cabinet.



AB12192 — SLIDING DOOR — Orchard Bros., Inc., Dept. AB, 63 Meadow Rd., Rutherford, N. J. Roll-Easy Doors use the expansion principle. The 1/2-inch panel is given room for expansion and so will not warp. The free-floating plywood panel is contained in a steel box-like frame on four sides, and looks like a 1 1/4-inch door.



AB12362 — NEW FLOOR FINISH — Linseed Oil Products Co., Dept. AB, 359 Del Monte St., Pasadena, Calif. A new Liquid Raw-Hide product known as "Blond" is a formula to protect the appearance of wood and linoleum. It can be applied with brush or spray for a dull or gloss finish. It's non-slippery, long lasting, and dries in two hours.



AB12366 — DECORATIVE YARD LIGHT — Liteway Manufacturing Corp., Dept. AB, Middletown, Conn. An aluminum post and copper lantern harmonizes with modern or traditional style homes. The post is 8 1/2 feet high and fully adjustable. The lantern is 20 inches high by 10 1/2 inches square. All joints are welded. Lantern takes 100W bulb.



AB12456 — HORIZONTAL CIRCULATORS — Taco Heaters, Inc., Dept. AB, 137 South St., Providence 3, R. I. New 3-inch horizontal circulators are designed primarily for forced circulation hot water heating systems in large buildings. May also be used with dishwashers and other equipment requiring volumes within their capacities.



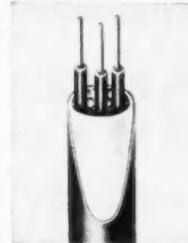
AB12200 — ROOM AIR CONDITIONER — York Corp., Dept. AB, York, Pa. This 1/2 h.p. air conditioner room model 13 gives complete air conditioning for bedrooms, average-size living rooms, and offices. The dimensions are 26 1/4 inches wide, 14 1/2 inches high, and 25 1/4 inches deep (including 9 1/4 inch inside window).



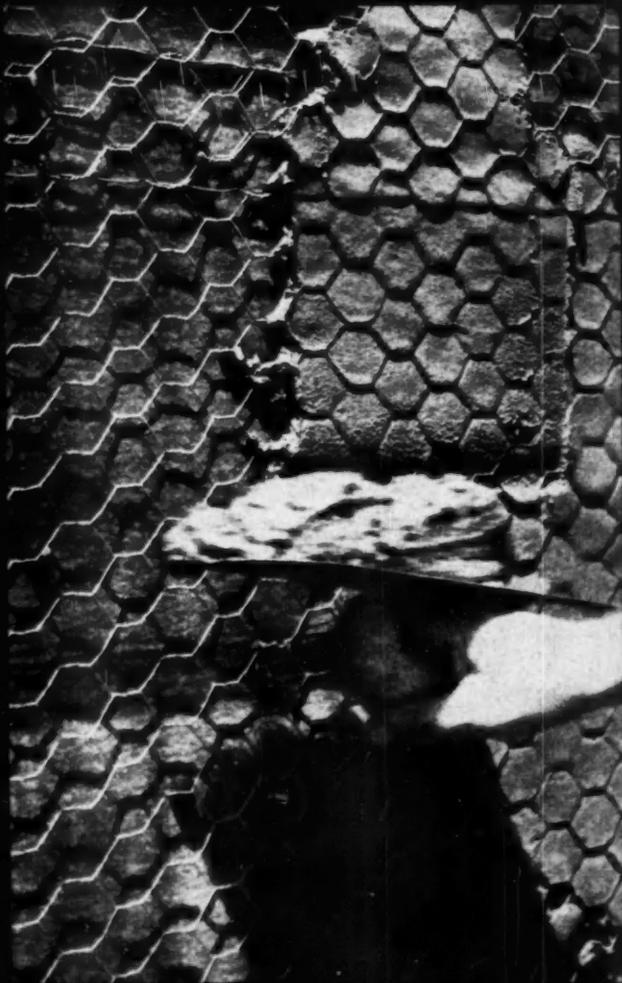
AB12294 — OIL BURNER — Norge Heat Division, Dept. AB, Detroit 26, Mich. Two new hi-boy models of series F600 oil-burning winter air conditioners, known as F600-150U and F600-180U, have bonnet output capacities of 150,000 and 180,000 Btu respectively. Feature plate-type, 12-gauge steel heat exchanger. All F600 series units are assembled.



AB12225 — NU-MATIC NAILER — Nu-matic Nailer, Inc., Dept. AB, 2900 Rowena St., Los Angeles 39, Calif. An automatic nailing machine for roofs and subfloors that speeds up production. Nails minimum of 5000 square feet per day (1 by 6 or 2 by 6 on 16-inch centers). Net weight 30 pounds. Obtainable on rental basis.



AB12342 — CONDUIT — Samuel Moore & Co., Dept. AB, Mantua, Ohio. A new plastic armored electrical metallic tubing for use where corrosive atmospheres make frequent replacement of electrical conduit necessary. This "DeKaron" conduit is made of vinyl or polyethylene plastic extruded over galvanized metallic tubing.



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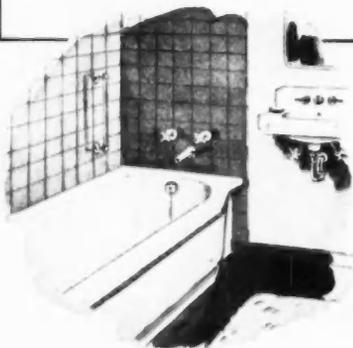
Richard P. Stahl, Architect:
Formica Fabricator, Grace Cabinet Shop,
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The Kohler Potomac meets the need for an attractive, practical, one piece recess bath of enameled cast iron for low-cost housing. Takes less space—saves 3" at center, 6" at each end, yet provides full-size bathing area. The lustrous, easy-to-clean enamel covers outside as well as inside surfaces.

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1. For domestic hot and cold water lines, and process lines, government regulations still permit the use of Chase Copper Water Tube. Made in hard and soft temper, straight lengths and long coils, for solder-joint and flared fittings. Excellent for new installations or replacement work.

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AB12435 — STUB NAIL DRIVER — Steelcrete Magnetic Punch, Howard Van Orden, 141 Godden Ave., Paterson, N.J. A new device for driving stub nails into concrete, stone or steel has been developed by a union fitter, Van Orden, and endorsed by the Metal Lath Mfg. Association. The device enables metal lathers to safely use stub nails.



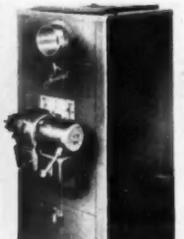
AB12441 — TERMITE SHIELD — B and R. Company, Dept. AB, P. O. Box 93, Plano, Texas. A new termite shield that is permanent has an expandable metal edge that is bonded to the beam. The bonding is done with cement mortar. Corner miterers are prefabricated. The shield joins together with metal clips, no soldering is needed.



AB12210 — ALUMINUM PAINT — Illinois Bronze Powder Co., Dept. AB, 2023 S. Clark St., Chicago 6, Ill. Hi-Temp paint withstands heat as high as 1200 degrees F. No special surface preparation is required. One coat covers by brush or spray, and the paint dries in 1 to 2 hours. Effective on furnaces, boilers, ovens, steam pipes, etc.



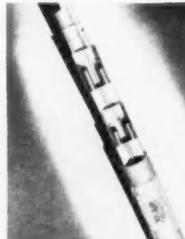
AB12173 — QUALITY FLOORING — Southern Pine Lumber Company, Dept. AB, 304 East Fifth Street, Texarkana, Arkansas. Supreme Oak Flooring was chosen for use in this handsome, traditional dining-room. For producing top quality flooring such as this, the Southern Pine Lumber Company has become known all over the South.



AB12136 — CONVERTIBLE FURNACE — Janitorial, Surface Combustion Co., Dept. AB, 2375 Dorr St., Toledo 10, Ohio. This furnace has been designed for areas where gas heating is restricted. The unit is oil fired and can later be converted to gas with a special kit at the owner's convenience. Models range from 70,000 to 100,000 BTU inputs.



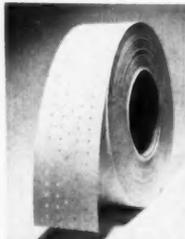
AB12463 — STORM-SCREEN WINDOW — Alumac, Inc. Corp. of America, Dept. AB, 2081 S. 56th St., Milwaukee, Wis. Known as "Guardian", this redwood window features easy-to-operate, double-hung construction. Glass and non-rusting screen is easily replaced by the homeowner. Guardian unit is completely weatherstripped yet storm sash slide easily.



AB12170 — WEATHER-STRIP-SASH Balance Package — The Weatherproof Products Corp., Dept. AB, 329 Westport Rd., Kansas City 2, Mo. Hettlinger's Triple Seal combination weatherstripping and sash balances are packaged in tubes and labeled in gloss sizes for 1 1/2 inch standard double hung window sash. Metal is corrosion and rust-proof.



AB12187 — UNDERWATER PUMP — Lancaster Pump & Mfg. Co., Inc., Dept. AB, Lancaster, Pa. Designed to operate under water, and can be set as deep as 800 feet. These pumping sets come in diameters as small as four inches and capacities as large as 2,000 gallons per minute. No priming is required and cost of pump house is eliminated.



AB12180 — WALLBOARD TAPE — The Marvan Corp., Dept. AB, West Hartford, Conn. An improved wallboard tape featuring an all-over sanded surface, superior bonding qualities, producing a firmer joint. The tape is anchored at 144 places in every foot, and has crosswise expansion of only about 2 per cent. Samples and test data are available.



AB12462 — ALL-METAL 78-INCH LEVEL — Simplex Level Co., Dept. AB, 6834 E. Warren Ave., Detroit, Mich. Six vital, aluminum level for setting door jams and window frames. Use either end or edge up. 7/8 x 2 1/4 x 7 1/2 inch. One beam construction, non-warp, 4 1/4 pounds. Equipped with replaceable EZ set glass holders. Also 72-inch size available.



AB12208 — PRE-BUILT FIREPLACES — Hearthplace, Inc., Dept. AB, 193 N. Elkhart Ave., Elkhart, Ind. Available in either wall or corner models in mahogany or birch, the Hearthplace line burns wood or coal, heats rooms effectively by virtue of a high velocity Cycleflo feature. Units are shipped completely assembled.



AB12427 — KITCHEN CABINETS — Lyon Metal Products, Inc., Dept. AB, Aurora, Ill. New kitchen cabinet features include the dry storage cabinet shown over the refrigerator. The unit has grills for the free passage of air. The Finger Tip cabinets at eye level are for books, spices, etc. Corner cabinet is the Twist-O-Matic.



AB12341 — AUTO-LOADER — Jaeger Machine Co., Dept. AB, Columbus, Ohio. The hopper can be loaded while batch is mixing, then it automatically shakes load into the drum. This makes it possible to produce 12 to 15 more yards of concrete daily. Gasoline powered. Drum is mounted on steel tracks.



AB12196 — WINTER AIR CONDITIONER — Richmond Radiator Co., Dept. AB, 19 E. 47th St., New York 17, N. Y. Built to fit into the small home, where space is tight, this new vertical steel winter air conditioner is suitable for first floor or utility closet installation, but works equally well in a basement location. Oil-fired.



AB12130 — CIRCULATING HEATER — The Coleman Co., Inc., Dept. AB, Wichita 1, Kans. Fully-vented gas-fired circulating heaters are recent additions to the Coleman line. Input ratings of 30, 40 and 55,000 Btu's. Two styles include "basket weave" front panel for radiant heat, and a visible fire model.

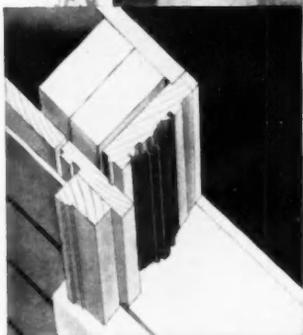


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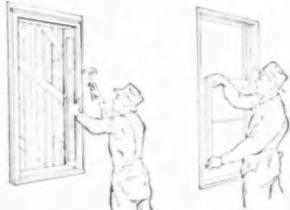
The patented Superior Jamb-liner provides flexibility for expansion and contraction so that the window slides easily, quietly and smoothly at all times; and also maintains weathertightness at all times. This carefully engineered, resilient weatherstrip maintains just the right pressure at all times so that you always have what everyone wants most in a window—complete weathertightness and easy, smooth operation!

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CARR, ADAMS & COLLIER CO., Dubuque, Iowa



Cut-away view of Bilt-Well's exclusive Jamb-liner and weatherstrip—the secret of the Bilt-Well Window's superiority.



Look... a wide overlapping "blind stop"—plenty of room for nailing to securely anchor frame and form a weathertight wind-proof installation.

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- Carr-door Garage Doors
- Basement Unit Windows
- Louvers & Gable Sash
- Combination Doors
- Screens & Storm Sash
- Corner (China) Cabinets
- Ironing Board Cabinets
- Mantels & Telephone Cabinets
- Nu-Style & Multiple-Use Cabinets
- Stair Parts



25/32" outside sheathing and 3/4" fath and plaster on 2x4's—and Superior full width jamb.



25/32" outside sheathing and dry-wall 3/8" or 1/2" inside on 2x4's, and "Superior" minus inside strip on jamb.



1/2" outside sheathing and dry-wall 3/8" or 1/2" inside on 2x4's, cut-off rib on blind stop and remove inside jamb strip.



1/2" outside sheathing and 7/8" dry-wall applied over 1/2" insulation board on 2x4's, cut-off rib on blind stop.



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Phone: Hillside 8238

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This Mosaic Tile bathroom, designed by Eugene Voita of Chicago, sings of gay beauty and easy care! Tile is gray, 30DK. Wall pattern is 2259-A. Floor pattern 1778-A1. Mosaic Tile is also available in many other colors.

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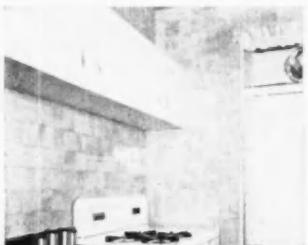
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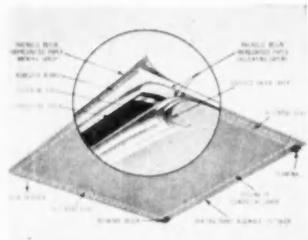
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AB12120—ALUMINUM WALL TILE—Alloy Tile Corporation, Dept. AB, Belleville, N. J. This kitchen shows one of many applications of Alitico "Walluminum" individual aluminum wall tile. It provides light wall-load (14 oz. per square foot including mastic) and needs no special under-structure, according to the company. Twenty colors, including mattes, are available. Company claims finish will not chip, crack or peel and is fadeproof. Can be installed on any even-surfaced, painted or unpainted wall.



AB12248—ELECTRICAL RADIANT HEATING—United States Rubber Company, Dept. AB, Rockefeller Center, New York City. Diagram shows construction of Uskon panel, a new method of electrical radiant heating from the ceiling which, according to the company, is gaining popularity in Miami and Southern Florida. Heating element is thin layer of rubber which will conduct electricity. U. S. Rubber Company engineers changed rubber from a natural electrical insulator by mixing it with a variety of chemicals to make possible the above application of rubber.



AB12450—WINDOWS—Brown-Graves Co., Dept. AB, Akron 1, Ohio. Bee Gee windows are a complete wood unit, consisting of the frame, pre-fit glazed sash with the glass bedded in putty, a copper screen and oil hardware applied at the factory. All wood parts are chemically treated for maximum protection, according to the manufacturer. The Bee Gee window is pre-fit at the factory and ready to set in the wall. A patented ventilating unit stops in any position from closed to maximum opening.

184D



AB12308—PREFAB HOUSE—General Industries, Inc., Dept. AB, 3033 Wayne Trace, Fort Wayne 5, Ind. Entitled "Free Star General," this prefab house is designed specifically for FHA Title I Class VIII financing. Maximum loan under this section is \$4,750. According to the company this home can be complete ready for occupancy within 48 hours after delivery. Foundation and utilities should be put in the day before delivery. Home is completely decorated. The selling price does not include the land.



AB12424—DOOR OPERATOR—Robot Appliances, Inc., Dept. AB, 13165 Prospect Ave., Dearborn, Michigan. The electronically controlled Robot Door Operator opens doors, stops at any desired point, or closes and locks. Is designed for sectional-overhead type doors and comes in 10 different, 12-volt models. Is operated by standard three-button remote switches or by Robot magnetic remote control from stopped or moving vehicles, or by a combination of these methods. Door opening sizes from 8 to 14 feet high. Door weight maximum is 800 pounds.



AB12289—LIFT TRUCK—Hyster Company, Dept. AB, 2902 N.E. Clackamas St., Portland 8, Ore. Company reports engineering changes in Hyster's Model '20' lift truck are a new upright assembly and new load arm pins which will permit the use of optional additional counterweight on the standard 2000-pound capacity model, (shown above) thus increasing or decreasing load-center or load capacity as the need requires. Photo shows extra demountable counterweight "pads" on back.



AB12422—KITCHEN VENTILATOR—Fasco Industries, Inc., Dept. AB, Rochester 2, N. Y. A new ceiling mounted or inside wall mounted, 10-inch ventilator, primarily for kitchen use, has been developed by Fasco. It has three speed control, uses less current than a 50 watt bulb and completely changes air in the average kitchen in three minutes, according to the company. Fan is equipped with four pole Fasco motor, driving the new Fasco Turbo-Radial propeller. Delivers 530 CFM.

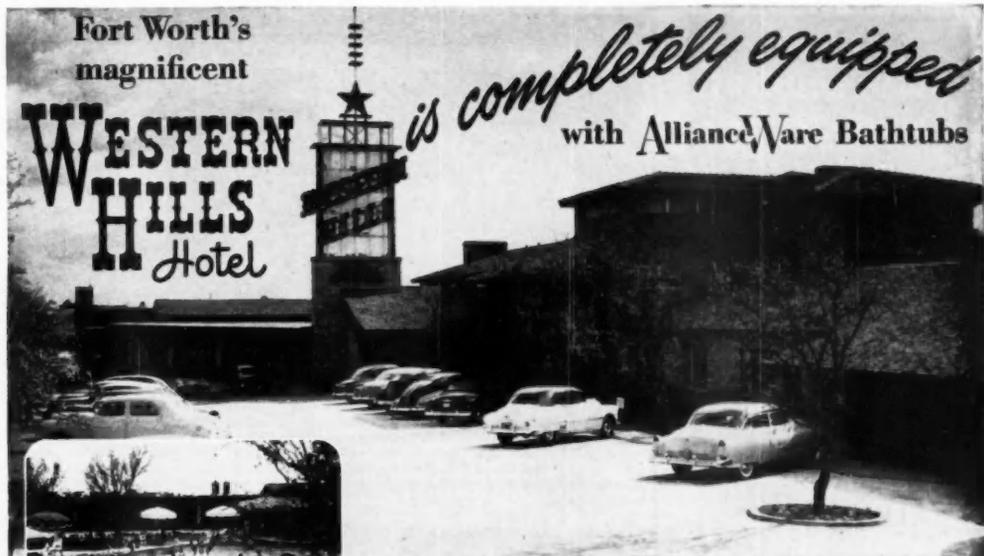


AB12445 — CAULKING GUNS — Samuel Moore Chemical Co., Inc., Dept. AB, Mantua, Ohio, announces a new line of caulk guns known as Rub-Bub Calkeezee guns for use with new Rub-Bub Chromated Caulk. Made of steel with a gray baked-enamel finish, they feature contoured handles, positive ratchet drive, long trigger stroke and instant pressure release. Model 1MX6 (shown above) is for use with caulk cartridges only. Model 1MX7 is for use with bulk caulk, but can also be used with caulk cartridges. A variety of metal nozzles are available.

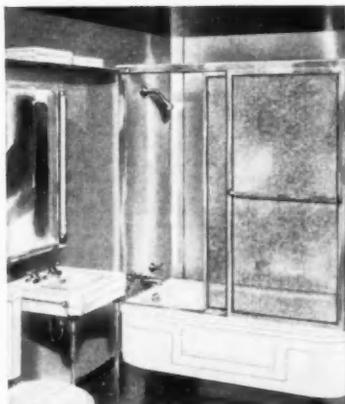


AB12290 — SIDING UNDERLINER — Wood Conversion Co., Dept. AB, 1st National Bank Bldg., St. Paul 1, Minn. According to the manufacturer Tufflex Siding Underliner offers good insulating qualities in addition to cushioning siding and shingles and reducing breakage. The sturdy coated kraft liner also windproofs walls and acts as a sound barrier. It is delivered in large rolls and is applied with staples or shingle nails. The company claims Tufflex Siding Underliner offers a new solution to many remodeling problems.

AMERICAN BUILDER



Convenient parking space and a patio with a swimming pool equipped for heating of the water and with underwater lighting are features of beautiful Western Hills Hotel.



In AllianceWare bathtub, with sliding frosted-glass enclosure, in Western Hills Hotel. The hotel is completely equipped with AllianceWare tubs.

Plumbing Contractor: Harrison & McGinnis
AllianceWare fixtures furnished by Morrison Supply Co.

ALLIANCEWARE, INC. • Alliance, Ohio
Bathtubs • Lavatories • Sinks

DESCRIBED by TIME Magazine as "a dazzling example of the vast change which has taken place in the hotel business," the Western Hills Hotel of Fort Worth, Texas, is a new and different type of hotel.

Of rambling Mediterranean type of architecture, with tiled roof and tan adobe brick walls, this 200-room air-conditioned hostelry combines the luxurious appointments and service of the best city hotels with recreational facilities of resort hotels.

The main building of the hotel is three stories high with three one-story wings. A swimming pool patio is fringed by ten colorful cabanas with the same type of living facilities as the other guest quarters. Twelve additional guest houses are grouped about the hotel proper.

The entire Western Hills Hotel establishment is completely equipped with AllianceWare bathtubs. Reasons for the choice of AllianceWare by leading architects and builders include not only the modern styling, stain-proof surfaces and a choice of colors, but also important construction details, such as exact dimensions, wall guard flange to stop water leaks around the tub at the wall line, and anchor lugs which prevent shifting and settling—added values at no extra cost.

Ask your plumbing contractor for details of AllianceWare or write us for catalog sheets.

AllianceWare
PORCELAIN ON STEEL

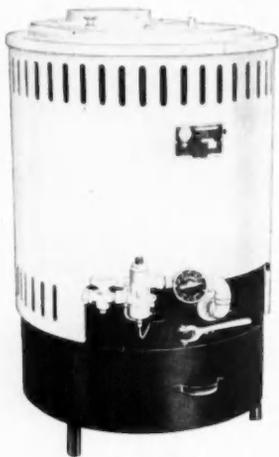
NEW HOME BUILDERS

Strengthen Your Sales
Position with

AUTOMATIC

Incinerator
TRADE MARK
REG. U. S. PAT. OFF.

the gas-fired incinerator



MODEL 5-25
AUTOMATIC

2-bu. capacity home unit

It's a "MUST" with automatic heat

Builders say, "It's just common sense to include Incinerator—the modern way to dispose of wet or dry garbage and combustible trash."

Owners, by the thousands, say Incinerator is indispensable—makes housekeeping easier.

Incinerator's attractive finish fits into basement or utility room—and it's easy to install—easy to operate. Setting the clock turns on gas which is automatically turned off at end of burning time.



A.G.A. APPROVED

Approved by A.G.A. for use with natural, manufactured or mixed gases, or liquefied petroleum gases.

Include Incinerator in your next home plans.
4-bu. commercial units also available.

Write TODAY for catalog and price schedule!

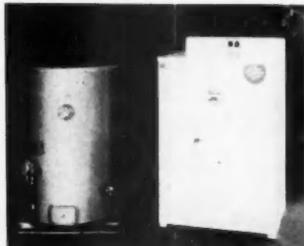
INCINERATION DIVISION
BOWSER, INC.

Dept. A Cairo, Illinois

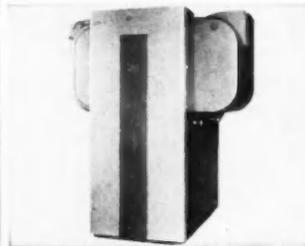
BUILDING PRODUCTS ON REVIEW BUILDING PRODUCTS ON REVIEW



AB12118—CAULKING COMPOUND—Miracle Adhesives Corp., Dept. AB, 214 East 53rd St., New York City 22. Called "Tub-Caulk," this product dries in one hour leaving a tough, waterproof and greaseproof bond that will not shrink or crumble, said the manufacturer. Uses include caulking around bathtubs and sinks and for filling cracks between window frames and tile or plaster. "Tub-Caulk" finish is white and velvet smooth. "Tub-Caulk" is a plastic caulking, as compared to the usual putty-type product and will not dry out.



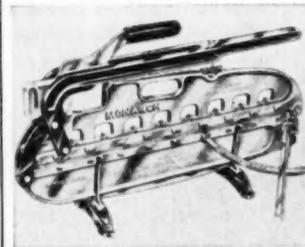
AB12475—WATER HEATERS—Jud Whitehead Heater Co., Dept. AB, 4111 Broadway, Oakland, Calif. Shown above are the Hideaway and the Table Top models. Models are available in electric, sizes 32, 42 and 52 gallons; or gas, sizes 20, 30, or 40 gallons. All table top models are 24 inches wide, 25 inches deep, and 26 inches high and are equipped with double-plug electric outlet. Gas models have 31.5 gallons per hour recovery. The Hideaway model 32 and 42 gallon size are 22 inches by 34 1/2 inches; 52 gallon size is 26 by 34 1/2 inches.



AB12133 — OIL OPERATED AIR CONDITIONER—Servel, Inc., Dept. AB, Evansville, Ind. Announced as world's first oil-operated "all-year" air conditioner, Servel's model DE-96-OF has one low-pressure oil burner and compact steam generator; provides both summer cooling and winter heating for homes with seven or eight rooms. Cooling capacity is equal to that of 5.4 tons of ice per day; heating output is 96,000 Btu per hour. Remote control of unit is centered in a finger-tip "Selector" which permits instant regulation of temperature.



AB12123—DIGGER FOR HEAVY-LINE CONSTRUCTION—Sordani Construction Co., Dept. AB, Forty Fort, Pa. Shown above, this unit is being used for setting and spotting utility-line poles, digging concrete footings for building construction and for digging transmission tower footings. Sordani used a White Super Truck for this new equipment. It is a Model WC-20 White with 196-inch wheel base, two-speed axle, five-speed transmission and 9.00 x 20, 12-ply tires. Derrick is capable of setting 65-foot poles and is 22 feet long, extended.



AB12117—ASBESTOS SIDING AND SHINGLE CUTTER—Tri-States Bldg. Materials Co., Dept. AB, P. O. Box 9442, Fort Worth 7, Texas. The non-breakable Monarch asbestos siding and shingle cutter is made of malleable iron and guaranteed 100 per cent against breakage, according to the manufacturer. The cutter has two high grade tool steel, heat-treated cutting blades that can be replaced, if necessary, at a nominal charge. The Monarch is available in two sizes: 27-inch cutter, approx. weight 47 pounds, and 32-inch cutter, approx. weight 54 pounds.



AB12423—CIRCUS DESIGN ENAMEL FINISH RUG—Sloane-Blabon Corp., Dept. AB, 295 Fifth Ave., New York City 16. A new "Circus Rug" for children's rooms that highlights circus scenes and subjects is introduced by the company. The newly designed enamel surfaced floor covering is produced in heavy-weight gauge in 6x9 foot; 7 1/2 x 9 foot; 9x10 1/2 foot; and 9x12 foot size rugs. The design utilizes a wide variety of colors to reproduce more than 30 "big top" motifs on a light gray field and on panoramic-view borders.

CRAFTERS

METAL

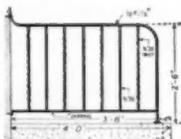
PRODUCTS

Stock iron railings are not subtracted from your present CMP allotments. Yes, it's getting tough and tougher to get steel, but we have managed to build up our inventory of stock railings and columns to serve you promptly. We can also furnish made-to-order railings.

**Exciting Beauty and Expert Workmanship
Give Metal Crafter Railings & Columns
Maximum Sales Appeal!**

Yes, your customers will quickly and enthusiastically accept these beautifully-wrought Railings and Columns . . . craftsman-built, hand-forged ornaments, all parts expertly welded. No assembly required. Prime painted black. Ready for immediate installation.

DELIVERED PRICES



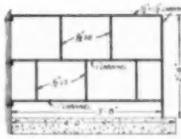
Number	Length	Platform Size	List Price Per Pair
GI-32"	2'-8"	3'-0"	\$18.99
GI-36"	3'-2"	3'-6"	20.54
GI-44"	3'-8"	4'-0"	22.04

Model GI is a simple yet graceful design which meets the demand for a low-priced railing.



Number	Length	Platform Size	List Price Per Pair
MB-32"	2'-8"	3'-0"	\$21.56
MB-36"	3'-2"	3'-6"	23.01
MB-44"	3'-8"	4'-0"	24.66

Model MB is a moderately decorative railing which meets the approval of the mass market.



Number	Length	Platform Size	List Price Per Pair
M-32"	2'-8"	3'-0"	\$18.92
M-36"	3'-2"	3'-6"	19.92
M-44"	3'-8"	4'-0"	20.92

Model M is an economical and attractive railing in a semi-modern design, favored by many builders.



Number	Length	Platform Size	List Price Per Pair
MC-32"	2'-8"	3'-0"	\$20.26
MC-36"	3'-2"	3'-6"	21.91
MC-44"	3'-8"	4'-0"	23.56

Model MC is basically the same as Model MB. The difference is the center decorative design.



Number	Length	Platform Size	List Price Per Pair
DL-32"	2'-8"	3'-0"	\$40.57
DL-36"	3'-2"	3'-6"	42.38
DL-44"	3'-8"	4'-0"	44.08

Model DL makes a strong appeal to a limited clientele demanding a highly decorative and artistic railing.



Number	Length	List Price
100-C	8'-0"	\$28.42 Each
100-P	8'-0"	16.72 Each

Model 100 is available in both single panel and corner panel as indicated by C for corner and P for single panel. Has built-in foot scraper and anchor plate mounting.

Other stock designs available.

If your dealer cannot supply you, please order direct from . . .

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P. O. Box 329



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COPROX

the NEW
copperized
hard cement
coating



LIFE

told about it
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It's easy to get rid of wet walls and cellars with COPROX. Many leading builders, architects and engineers swear by it.

COPROX is easy to apply. Lasts for years. Costs approximately \$35 for materials in the average house. Supplied in decorative buff, grey, green and rose as well as white. Builders report COPROX costs them approximately 6¢ per square foot for labor and material to apply... cheaper than painting, as a matter of fact.

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1270 Avenue of Americas, New York 20, N. Y.
Tell me how COPROX can fix up my wet cellar fast and at little cost.

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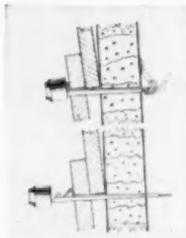
STREET ADDRESS.....

CITY.....ZONE.....STATE.....

BUILDING PRODUCTS ON REVIEW BUILDING PRODUCTS ON REVIEW



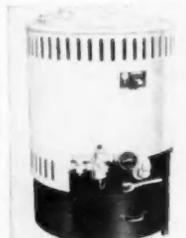
AB12337—PORTABLE AIR COMPRESSOR—The DeVilbiss Co., Dept. AB, Toledo 1, Ohio. The new NCD-501 Compressor delivers 2½ cubic feet of clean, oil-free air a minute. Weighs only 32 pounds and makes painting jobs easier. Motor is rated at 1/3 h.p. Equipped with conveniently located switch, 8 feet of cord.



AB1261 — CLINCHING NAIL—E. G. Building Fasteners Corp., Dept. AB, 101 Park Ave., New York 17, N. Y. A clinching nail can be used with asbestos or wood siding applied to ½ or 25 32 inch thick insulated sheathing. It has a shoulder which minimizes asbestos breakage because the point of compression is spread over a wide area.



AB12440—DISAPPEARING STAIRWAY—Wel-Bilt Products Co., Dept. AB, 817 Farnsworth Building, Memphis, Tenn. Easy to install for full use of the attic storage space is the disappearing stairway. The unit can be installed in a small hall or a large closet. It is counter balanced by spring action. Hand rail for safety.



AB12201 — INCINERATOR—Bowser, Inc., Dept. AB, Cairo, Ill. "Incinar" model S-25 burns wet or dry garbage and trash, rids a basement of dampness. Designed for use in homes, the S-25 is gas-fired, with a combustion chamber of heavy-gauge sheet steel, with cast iron top and insulated lid. Ashes drop into removable drawer.



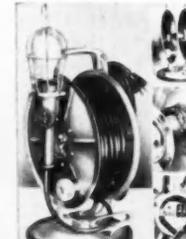
AB12375 — MEASURING WHEEL—Pix Products Company, Dept. AB, Box 377, Cedar Rapids, Iowa. Quick and accurate measurements can be taken by passing the wheel along the surface to be measured. Foot measurements are registered by a click of the wheel. The measuring rim is machined to one thousandths of an inch.



AB1272—CEDAR CLOSET FINISH—Cedar-Lux Products Co., Dept. AB, 703 Main St. Kansas City, Mo. The compound has a cedar aroma and is applied with an ordinary paint brush. The material is mixed with water and applied. It dries to a hard finish and seals cracks and crevices. Closets can be painted in an hour.



AB12465 — STABILIZING INGREDIENT—Flexrock Co., Dept. AB, Filbert and Culbert, W. of 36th St., Philadelphia 4, Pa. Flexite is to be mixed with cement or cement and sand to produce an easily handled mortar to speed up action in sealing off leaks in concrete walls, even against hydrostatic pressure. Said to seal off severe leaks.



AB12211 — CORD EXTENSION REEL—Industrial Electrical Works, Dept. AB, 1509 Chicago St., Omaha 2, Nebr. The Port-O-Reel is available with cord and hand lamp or without cord, as shown in top right view. The unit weighs less than 15 pounds without cord. Current is transmitted through a heavy contact collector ring built into the reel.



AB12430 — PORTABLE PUMP—The Chain Belt Company, Dept. AB, Milwaukee, Wis. Maximum priming efficiencies are available in the new Rex speed prime pumps. Features of the pump include a leakproof seal and an adjustable air-peeler. The air-peeler adjustment allows the operator to provide the necessary suction.

INSIDE TOP
DETAIL



SLOT (A) ENGAGES SCREWS IN TOP OF WINDOW FRAME BY PUSHING TAB ON FITTING (B) WHICH SLIDES IN SLOT (C)



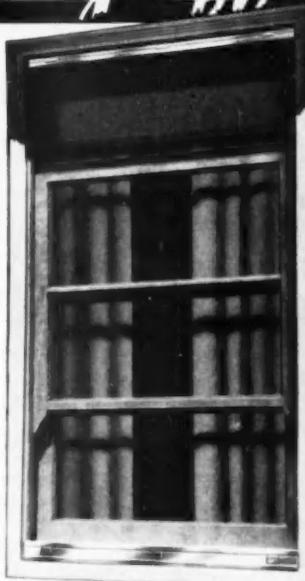
Builders say: TENSION-tite[®] window screens *pay off*

[®] Trade Mark

**Preferred by home-owners
- - - yet it's the lowest cost
screen to install!**

- All Aluminum — Rust-Proof
- Non-staining — Attractive
- No Painting . . . ever!
- No Fitting
- Exclusive GUIDE BAR speeds installation
- Sizes for all double-hung wood windows
- No use restrictions under NPA-M-4A
- Nearly 2,000,000 in use!

See the "King of Screens" at Booth No. 245, Hotel Conrad Hilton (formerly Hotel Stevens)



Also available with Kaiser SHADE screening

TENSION-tite shade screens keep out the direct rays of the sun as well as insects. Use these screens on south and west windows to make the hottest rooms the coolest.

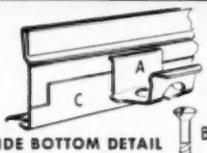


RUDIGER - LANG CO.

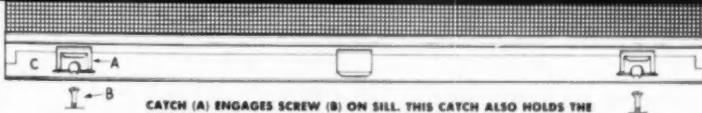
Factories in Berkeley, Calif., and Toccoa, Ga.

2701 EIGHTH STREET, BERKELEY 10, CALIFORNIA

P. O. BOX 468, TOCCOA, GEORGIA



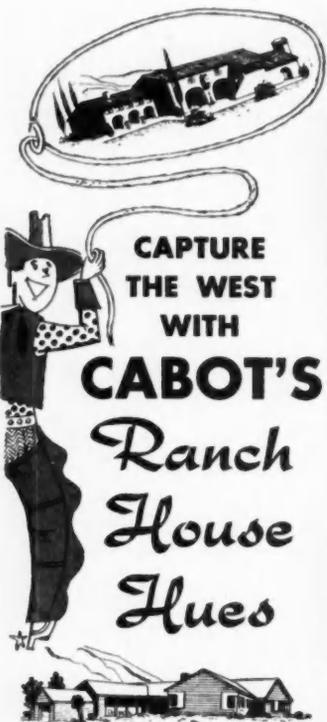
INSIDE BOTTOM DETAIL



CATCH (A) ENGAGES SCREW (B) ON SILL. THIS CATCH ALSO HOLDS THE ADJUSTMENT BAR (C) WHICH IS PUSHED DOWN ON SILL FOR INSECT-TIGHT FIT. BAR (C) ALSO SERVES AS A TEMPLATE OR GUIDE, LOCATING THE CORRECT POSITION OF THE SCREWS WHEN INSTALLING SCREEN.

JANUARY, 1952

189



**CAPTURE
THE WEST
WITH
CABOT'S
Ranch
House
Hues**

Now Cabot brings you the soft, pastel shades of the traditional Spanish Southwest in Cabot's Ranch House Hues. Ideal finishes for new or weathered redwood, cedar, fir, pine, Philippine mahogany and other woods.

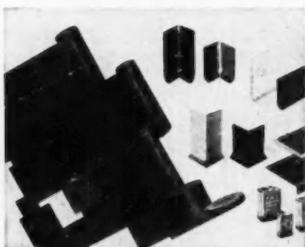


Cabot's Ranch House Hues combine a unique flat stain finish with effective hiding power . . . enhance the attractive texture of exterior woodwork, siding, shingles, clapboards . . . make your "FOR SALE" more appealing.

Write Today for color card showing new Ranch House Hues — Salinas Fawn, Mimosa Yellow, Sombrero Buff, Sagebrush Gray, Hacienda Gray, El Capitan Gray, Sequoia Red and Pipestone Red. Available from no other source.

SAMUEL CABOT, INC.
131 Oliver Building
Boston 9, Mass.

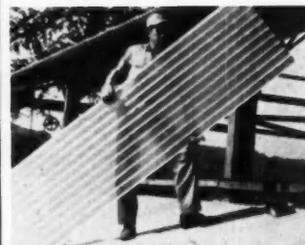
BUILDING PRODUCTS ON REVIEW BUILDING PRODUCTS ON REVIEW



AB12127—RUBBER FLOOR AND WALL COVERING—R. C. A. Rubber Co., Dept. AB, 1834 East Market St., Akron 5, Ohio. Wall-Flex rubber for walls is 1/16-inch thick fabric back rubber in 28 colors, offering the advantage of continuous corners and curved surfaces, sanitation and low maintenance. Flexi-Flor rubber for floors comes in sheet or tile form, 28 colors, 3/32, 1/8 and 3/16 inch thick. Meets diversification of uses in addition to floors, counter tops, display tables, drainboards, etc., according to the manufacturer.



AB12473-WINDOW UNIT—Carr, Adams, Collier Co., Dept. AB, Dubuque, Iowa. The latest Built-Well Superior Window Unit consists of an adjustable blind stop and a reducible jamb which makes it adaptable to all popular wall thicknesses. This is a completely weather-stripped unit, prefitted sash furnished to the jobbers as a K.D. bundled frame and set-up and glazed sash. Adaptable to all type walls. Announced in firm's cabinet line are Built-Well Nu-Style Kitchen cabinets and Built-Well multiple-use cabinets. Furnished semi-assembled, carton-packed.



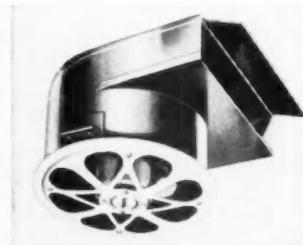
AB12126 — TRANSLUCENT STRUCTURAL PANELS—Resolite Corporation, Dept. AB, Zelenople, Pa., announces translucent structural panels production of polyester resins, reinforced with fiberglass mat. The sheet will be manufactured in six colors and in addition to flats, will be moulded in all standard roofing sheet corrugation sizes. The material is shatter-proof and can be worked with ordinary tools and skill. Resolite is said to be particularly effective in skylighting, improving interior lighting by its diffusion of daylight.



AB12114-PLASTER MIXER—Muller Machinery Co., Dept. AB, Metuchen, N. J. The 3 cubic foot plaster and mortar mixer recently introduced by Muller, is now equipped with a neoprene seal to eliminate wear on the paddle shaft. The small Muller mixer is built along the same heavy-duty lines as the larger machines, according to the company. Convenient loading height is 32 inches and a width narrow enough to go through a 30-inch door. Also available in 6 and 9 cubic foot sizes. Gas or electric powered.



AB12128 — EXCAVATING EQUIPMENT — The General Excavator Co., Dept. AB, Marion, Ohio, manufactures power shovels, cranes, drag-lines, clamshells, and hoists in the 3/4- and 1-cubic yard capacity size. Shown above is the Model 420 [1 cu. yd.] equipped as clamshell, easily convertible to other classes of service in the field, according to the company. General air control with patented air cushion clutch makes operation easy and gives rapid digging and lifting cycles. Hook roller construction and the strategic placement of deck machinery gives balance.



AB12131—VENTILATING FAN — National Appliance Co., Dept. AB, 4814 W. Vernor, Detroit 9, Mich. Model 30-C Ventrola ceiling fan shown will move 500 cubic feet of free air per minute. Ceiling opening is 11 1/2 inches; connecting air duct not furnished but sleeves are constructed so that standard 3 1/2 x 12 inch furnace pipe may be used. Two unit construction permits installation of grille, motor and blade after placing of sleeve and shutter. Blade size, 10 inches; speed 1600 r.p.m.; watts 42. Approximate shipping weight, 20 lbs.

AMERICAN BUILDER



The kids aren't kidding... "SLIDE-EASE" is America's
NEWEST, LOWEST-PRICED SLIDING DOOR



● See Slide-Ease at booth No. 166 at the National Association of Home Builders show

Made by America's
Largest Sliding Door Manufacturer

● SLIDE-EASE is the perfect answer to your closet construction problems. Available in either masonite or plywood, the new Slide-Ease sliding door is the lowest priced door on the market . . . the simplest to install! One man, plus one screwdriver, plus 15 minutes, equals installation. With these superior door packages you also get the famous SLIDE-ALL hardware that has been used by the country's leading builders in more than 200,000 installations. Slide-Ease doors can be painted

or wallpapered and are available in a variety of sizes to meet all requirements.

LOOK AT THESE FEATURES!

- Completely guaranteed
- Both sides edged in steel
- Simplest to install...only 15 minutes
- Adjustable levers
- Complete package includes doors, overhead track with ball bearing rollers and grooved oak saddles.

FULLY GUARANTEED



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 484 EAST 108 STREET, NEW YORK 29, N. Y.

ABM-1

Please send me, without obligation or cost, your catalogue and complete information on Slide-Ease doors. I am interested as a

____ Architect ____ Builder ____ Dealer

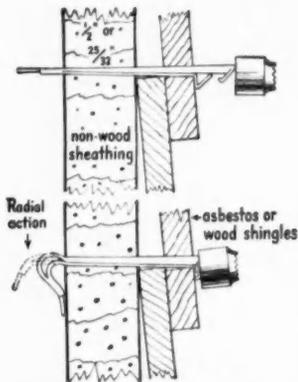
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U. S. SLIDING DOOR CORPORATION

JANUARY, 1952



**DRIVE IT LIKE AN ORDINARY NAIL
AND IT CLINCHES ITSELF**

The reputable builders preference for LOC-NAILS plus the fact that they are the only clinchers recommended for ANY TYPE OR MAKE of 1/2" and 25/32" NON-WOOD SHEATHING encouraged us to expand our production facilities to meet the increasing demand.

THE NEW LOC-NAIL

Has a shoulder, this minimizes asbestos siding breakage.

Drives easily with sensitive responsive clinching.

Performs in holes .112 to .120.

Automatic radial action clinches tight every time.

Fine point eliminates spawling back of sheathing.

Operates when it strikes a stud.

LOC-NAILS available through:

Nova Sales Co.
Pabco Products, Inc.
The Celotex Corp.
and
YOUR BUILDING MATERIAL SUPPLIER

APPROVED BY
The RED CEDAR SHINGLE BUREAU.

The LOC-NAIL is a product of
E. G. BUILDING FASTENERS CORP.

E. Gisondi, Pres.

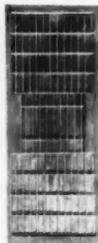
101 PARK AVE. NEW YORK 17, N. Y.

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BUILDING PRODUCTS ON REVIEW BUILDING PRODUCTS ON REVIEW



AB12433 — GAS-FIRED BOILER — Aldrich Company, Dept. AB, Williams St., Wyoming, Ill. Aldrich boiler-burner units are available in 7 sizes; 100,000 to 808,000 Btu ratings. They are manufactured for either gas or oil fuel. The heating units also provide ample hot water for domestic use. The gas burner is the gun type.



AB1257—HOLLOW CORE FLUSH DOOR — Atlas Plywood Corp., Dept. AB, Boston, Mass. The flush door has kindred interlocking struts that form the hollow core grid. Free air circulation is formed by beveling the outer corner of the struts. Lock blocks permit hanging from right or left. Poplar, basswood, and white pine veneers.



AB1262 — GAS FLOOR FURNACE—Duo-Therm Division of Motor Wheel Corp., Dept. AB, Lansing 3, Mich. Floor furnaces available for any gas have a 35,000 to 60,000 BTU rating. They are fully vented and have thermostat controls. The unit is also available with floor or dual wall registers. The control is an all-in-one unit.



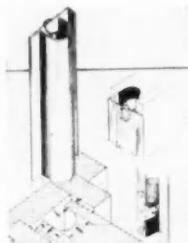
AB12204 — KITCHEN UNITS — Dwyer Products Corp., Dept. AB, Michigan City, Ind. A line of complete kitchen facilities offered in single compact assemblies. Each unit in a Dwyer kitchen is skillfully engineered as part of a working whole. Vitreous porcelain is used on all exposed surfaces, simplifying cleaning.



AB12205 — SLIDING DOORS—Farley & Lubliner Mfg. Co., Dept. AB, Dubuque, Iowa. A Broadway unit consists of two doors with surrounding frame. Doors are pre-fit, primed, ready for installation. Nylon glide rollers are used, which never need lubrication. The doors are basically wood with 3/4 inch Masonite faces.



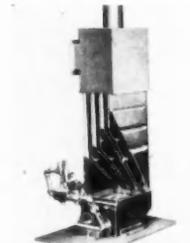
AB12206—SCREEN TACKER — Fastener Corp., Dept. AB, 860 Fletcher St., Chicago 14, Ill. The operator uses the claw arrangement on the front of this Duo-Fast tacker to pull the screen wire tight onto the frame. Then he squeezes the handle and the staple is driven securely into the wood, holding the wire in position.



AB1256 — ALLWEATHER BALANCE STRIP — Allmetal Weatherstrip Co., Dept. AB, 2241 N. Knox Ave. Chicago 39, Ill. The sash balance and weather strip unit makes pulleys, cords, box frames, and weights unnecessary. The sash is counter-balanced in two ways, by the coil spring and the metal housing unit. Sash clips hold spring.



AB12457 — WINTER AIR CONDITIONER — Thatcher Furnace Co., Dept. AB, Garwood, N.J. Thatcher 503-70 Oil Fired (Counterflow) Hi-Boy Winter Air Conditioner is factory assembled, compact, specifically designed for a perimeter heating system in small single story houses without basements. Company tests show consistent day-to-day economy.



AB1248 — GAS FURNACE —Norge Heat Division, Borg Warner Corp., Dept. AB, Detroit 26, Mich. The series F500 gas fired furnace provides a new method of heat transfer. Progressively narrowed passages for the hot flue gases permits an extensive heat transfer area. The unit has a built-in draft diverter, A.G.A. approved.

AMERICAN BUILDER



ATLAS MORTAR

*"carries sand well and
gives a strong, workable mortar"*

says **LOUIS RUBIN**, of the Sano-Rubin Construction Company, Albany, N. Y. And the proof is right at hand as a mason works on the new grade and high school at Cambridge, N. Y. . . . one of many Atlas Mortar jobs by Sano-Rubin.

MR. RUBIN hits the nail on the head when he talks about sand-carrying and strength. Atlas Mortar is a balanced masonry cement, which makes it easy to get the mix *just right*. Contractors say it's like a built-in "Job Inspector," because mixes get too short to work with whenever too much sand is added. Masons naturally like Atlas Mortar's buttery smooth response to the trowel.



SCHOOL'S OPEN — and Atlas Mortar rings the bell! Makes joints that are true and tight. The consistently fine color, appearance and strength are typical of Atlas Mortar.

ATLAS MORTAR has proved itself on the job and in rigid laboratory tests as well. It fully complies with ASTM and Federal Specifications for masonry cement. For further information about Atlas Mortar, write Universal Atlas Cement Company (United States Steel Corporation Subsidiary), 100 Park Avenue, New York 17, N. Y.

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AB-MC-26

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meets the requirements
of the **Asbestos-Cement**
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To develop market for new weatherstrippings for homes and other building applications.

Complete responsibility for directing national sales effort, with opportunity for sales management as growth of sales volume warrants.

Company a leader in present field, with excellent financial standing and reputation.

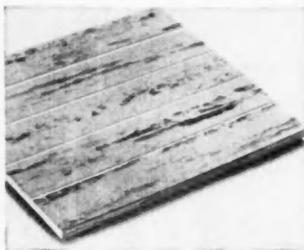
Specific experience in construction weatherstripping required. Engineering training preferred.

Submit complete resume, including salary desired to **Box 152, American Builder, 79 W. Monroe St., Chicago 3, Ill.**

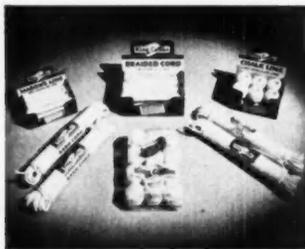
BUILDING PRODUCTS ON REVIEW



AB12239—SOFT PINE PANELING—Arkansas Soft Pine Bureau, Dept. AB, Boyle Building, Little Rock, Ark. Pine paneling shown in picture is of clear Arkansas Soft Pine in random widths with the edges slightly rounded, identified as Dutch Colonial design. It is appropriate to Early American decor, as evidenced by the Pine Bureau, in the attractive dining room shown. The Arkansas Soft Pine Bureau points out that pine paneling in simple patterns continues to grow in popularity for homes of any size.



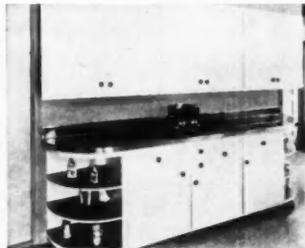
AB12244—PARQUETRY TILE FLOORING—Mastic Tile Corp. of America, Dept. AB, Newburgh, N. Y., Joliet, Ill., and Long Beach, Calif. Mastic parquetry creates the appearance of natural oak hardwood parquetry floors in asphalt tile, according to the manufacturer. Parquetry tile resists scratches, stains and water and can be used on, above and below grade. The manufacturer recommends it as particularly suitable for wood-paneled rooms. Parquetry tile is available in accurately-sized nine-inch squares.



AB12250 — LINE AND CORD — John H. Graham & Co., Dept. AB, 105 Duane Street, New York 8, N. Y. Shown above are the items in the King Cotton Cordage line that are for use in the building industry. Contractors in any field of the building industry will recognize in the above picture, the type of line or cord they use in their own work. One or more of the above line, according to the manufacturer, will meet the complete satisfaction for excavating, foundation work, framing, roofing, plumbing, decorating or any other operation.



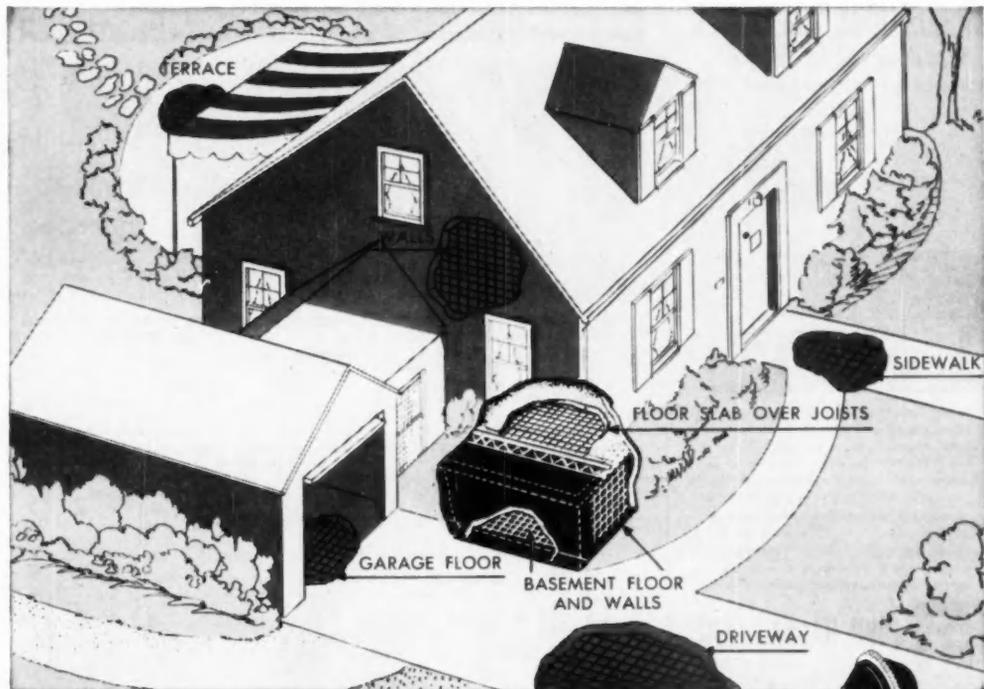
AB12409—REFRIGERATOR SINK COMBINATION—Douglas Distributing Corp., Dept. AB, 901 Girard St., Washington 17, D. C. The Douglas Crestlyn Refrigerator Sink combination offers a porcelain sinktop with full size bowl over a 6 cu. ft. net capacity refrigerator. The refrigerator compressor is located at the bottom of the sink cabinet. The sink is designed to accommodate most electric garbage disposers. This unit can be used with a conventional apartment-size gas or electric range to make a compact 69-inch efficiency kitchen.



AB12421—WOOD CABINETS—Morgan Co., Dept. AB, Oshkosh, Wis. reports added versatility in its line of wood cabinets primarily designed for assembly into kitchen layouts. Morgan Cabinets can also be installed as walls, partitions or wall assemblies for general utility and storage. Line is adaptable for natural finish kitchens or painted any desired color. Variety of sizes and models makes possible an efficient working assembly to fit any type or size of kitchen layout. Other Morgan items include stairways, entrances, doors, mantels and trim.



AB12229—WIDER PANEL GARAGE DOORS—Rowe Manufacturing Co., Dept. AB, Galesburg, Ill. Upward acting garage doors styled with five sections of wider panels, to complement style of low rambling type houses. Called "Classic Line," they incorporate Taper-tite Track and Seal-A-Matic Hinges for sealing at jambs. They are available with Ro-Way Electric Operators including Magic Circle Remote Control Unit, if desired. For a free copy of special folder illustrating "Classic Line" and Ro-Way residential doors, write to above address.



Better Values=Quicker Sales

YOU can build longer-lasting value—enduring beauty, stronger sales appeal—into your new homes by reinforcing all concrete construction with American Welded Wire Fabric.

This modern prefabricated reinforcement binds foundation, basement, walls and floors into a solid unit, which resists excessive settling. The common causes of cracked plaster are controlled, thereby minimizing the danger of dampness and seepage, warped floors, sagging

baseboards and other damages that would, in time, detract from the appearance and dollar value of your homes.

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without undue expense for maintenance and repairs.

Send today for illustrated folders which show how American Welded Wire Fabric reinforcement builds more sales appeal into concrete homes of all sizes and types. Address requests to American Steel & Wire Division, Room 846, Rockefeller Building, Cleveland 13, Ohio.

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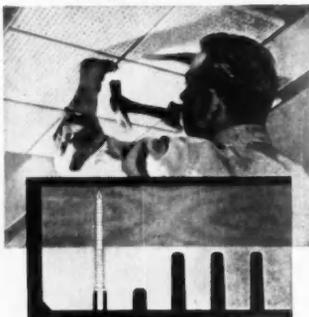
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When installing acoustical tile choose a job-designed nail that combines ease of application with these special features: a head end which allows the nail to be driven home without damaging the tiles ... a collar which holds the tiles firmly in place...annular threading which gives superior holding power. The nails are furnished with a plated finish to prevent rust streaks where moisture is present. Send for free samples and descriptive literature.



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ALL WIDTHS
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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 groove and end matched. Write for builders folder and consumer booklet.

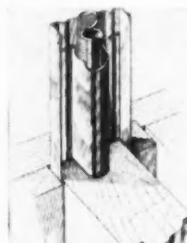
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BUILDING PRODUCTS ON REVIEW BUILDING PRODUCTS ON REVIEW



AB12373 — HORIZONTAL DRUM LOADER — The Yale & Towne Mfg. Co., Dept. AB, 11000 Roosevelt Blvd., Philadelphia 15, Pa. A completely automatic device for handling drums can be attached to any industrial fork truck without removing the forks. Gravity action of the clamps hold the drums, no strain is placed on the springs.



AB12354 — COMBINATION SASH BALANCE AND WEATHER STRIPPING — Cenca, Central Metal Strip Co., Dept. AB, 4343 N. Western Ave. Chicago, Ill. The combination sash balancer has enclosed springs and is completely weather-tight. The windows have perfect balance, stated the manufacturer. The units come in a wide array of sizes.



AB12292 — BALSAM-WOOL INSULATION — Wood Conversion Co., Dept. AB, 1st Nat. Bank Bldg., St. Paul 1, Minn. Balsam-Wool Insulation's spacer flange application offers automatically formed air spaces for proper ventilation. Is moisture proof, rodent and fire resistant, and cannot shake down in walls, according to Company.



AB12452 — HOME INTERCOM — Executone, Inc., Dept. AB, 415 Lexington Ave., New York 17, N. Y. Executone announces a new intercom system for homes which gives instant voice-to-voice contact from any room to any other part of the house, according to the manufacturer. It uses about the same amount of current as a 25-watt bulb.



AB12442 — PLASTIC TILE PIECES — Cermak Tile Company, Inc., Dept. AB, 4901 Brookpark Rd., Cleveland 9, Ohio. The company announces two new heavy duty plastic wall tile pieces. They are the Bullnose cap and Bullnose outside corner cap. The new pieces are available in the eight standard trim colors.



AB12194 — WATER SOFTENER — The Permutit Co., Dept. AB, 330 W. 42nd St., New York 18, N. Y. This compact appliance stands only 47 inches high and 9 inches in diameter. It is attached to the incoming supply pipe; can be moved from house to house. No motor, no gears, no sensitive parts make a practically service free operation.



AB12455 — ALUMINUM FOIL INSULATION — Reflectal Corp., Dept. AB, New York City. Expressly for insulating spaces 1/4-inch deep. ALFOL Type IA has a pure aluminum foil surface which expands to a depth of 3/8-inch. This enables Type IA to pack the tight 1/4-inch space with two reflective air spaces. Comes in 250 square foot rolls.



AB12453 — RADIATOR VALVE — Heat-Timer Corp., Dept. AB, 520 Broadway, New York City 12. Room temperatures are individually and automatically controlled through the use of Heat-Timer's new radiator valve. Simple dial setting results in any wanted room temperature. Applicable to any low pressure one-pipe steam system.



AB12129 — BONDING PLASTER — Nu-Wall Mfg. Company, Dept. AB, 923 N. 19th St., Milwaukee 3, Wis. Plasterer is shown applying a thin coat (approx. 1/8-inch thick) of Nu-Wall bonding plaster, making the problem surface suitable for any type of applied finish. Approximately 20 yards to a 25-pound sack, sold company.

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It's the **newest**
laminated wood paneling
... unlike anything you've ever seen!

It's the **flattest**

paneling yet developed
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CAPACITY	No. 20	No. 23	No. 26
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Squares	1/2"	5/8"	3/4"
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New 24 page handy reference book prepared to suggest the correctly engineered answer to your threshold requirements.

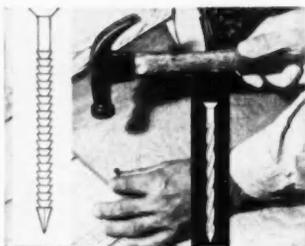
A request on a post card will bring you this "Thresholds by Wooster" booklet free. Those concerned with threshold applications will appreciate its useful convenience.



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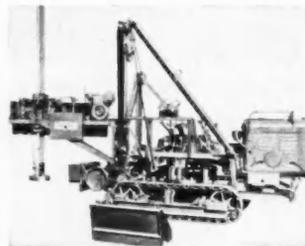
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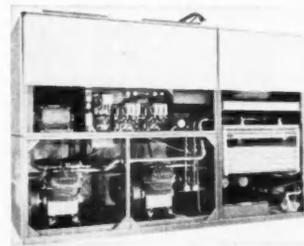
AB12242—SPIRAL AND ANNULAR THREAD DRIVE SCREWS—John Hassall, Inc., Dept. AB, 186 Clay Street, Brooklyn 22, New York. According to the manufacturer, lineoleum underlays hold fast, stay flat permanently when they are secured with Hassall's lineoleum underlay drive screws. The spiral thread drive screw is shown on the right. On the left is an annular-thread, a more recent development. Both are cement coated for maximum gripping power, said the company. Heads are of the flat countersunk type.



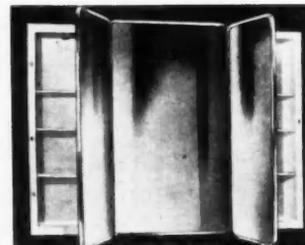
AB12282—STAINLESS STEEL SINK—Elkay Mfg. Co., Dept. AB, 1874 So. 54 Ave., Chicago, Ill. R. C. Harris, pres., announces that his organization is resuming full-scale production of the Lusterone Stainless Steel Sink. Mr. Harris said that new advances in metallurgy have increased supplies of stainless steel to the point at which it is practical to resume Lusterone shipments to the company's dealers. Elkay officials anticipate greater demand for Lusterone products during 1952 than ever before in the company's history.



AB12116—TAMPER BACKFILLER, SIDE CRANE—Cleveland Trencher Co., Dept. AB, 20100 St. Clair Ave., Cleveland, Ohio. According to the company the Cleveland Model 80 tamps, as it backfills, as it travels and does all side crane work too. It is a one-man operated machine mounted on a crawler having 24 separate travel speeds, ranging from one-foot per minute up to 2 1/2 miles per hour. The tamper delivers a 380 ft.-lb. blow, 45 times each minute. The backfiller is a conventional drag-line type with a telescopic boom.



AB12230 — REFRIGERATION CIRCUITS — United States Air Conditioning Corp., Dept. AB, 3300 Como Ave., S.E., Minneapolis 14, Minn. Two complete separate refrigeration circuits are featured in a new series of "Refrigerated Kooler-air" packaged air conditioning units. Designed for installations which involve load variations and require true capacity control, units will operate economically at full or half capacity, said manufacturer. Available in 15, 20, 25, 30, 40 and 50-ton models. Contains all elements of central station plant.



AB12446—BATHROOM CABINET — Ideal Cabinet Corp., Dept. AB, 7722 Joy Road, Detroit 4, Mich. The "Vanity" cabinet has swinging mirrors at each side, the mirrors serving also as doors for the right- and left-hand cabinets. The center mirror, which is stationary, does not require fastening to the wall. All mirrors are copper-backed and encased in stainless steel frames. Cabinets have piano hinges, adjustable shelves and cushion-spring door stops. Side mirrors, 10x26 inches; center mirror, 16x26 inches. White enamel finish.



AB12246 — JET PUMP SYSTEM — Everite Pump and Mfg. Co., Inc., Dept. AB, Lancaster, Pa. Everite's new Horizontal Convertible Type Jet Pump Systems were designed to give users fresh, cold water from the well to the faucet, and according to the company, handle a large number of outlets at once. For both deep and shallow wells, they consist of a horizontal jet pump direct connected to 1/4 H.P. motor with built-in overload protection, pressure switch, and with check or foot valve and an 8x14-inch galvanized tank with 3-gallon capacity.

catch their eyes
with



Curves

it's easy
with

MASONITE HARDBOARDS



Many times it's the "little things" that make a prospect's eyes light up . . . and a sale easier for you.

One of these "little things" is the ability of Masonite Hardboards to take graceful, flowing curves, and hold them. It's an advantage few other materials possess, and with no other material is bending so easy to do.

How do you bend these smooth, grainless, all-wood panels? The principal methods are shown below. For complete information, write Masonite Corporation. Or visit your building materials dealer for ideas on how the 19 different types and thicknesses of durable, bendable Masonite Hardboards can make more sales for you.



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Tips on Bending MASONITE HARDBOARDS

Cold, dry bends, over a permanent framework, are made by starting at one end, then fastening panel as it is wrapped around the form.

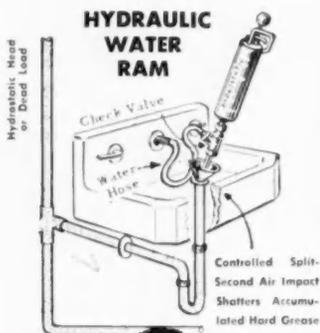
For smaller radii, *cold, moist bends* are used. Scrub water into screen or back and stack face sides together, separating each pair with wet rags or newspapers. Cover stack and allow to stand 24 hours for Standard Presdwood®, 48 hours for Tempered Presdwood and 72 hours for Leatherwood and Temptrile®.

For supported bends, apply as in dry bends. For self-supported bends, use frame with slightly smaller radius than desired to allow for springback, then fasten as you wrap board around form. Let stand until completely dry.

Even smaller radii can be achieved by the hot, moist method. Write for complete details.

	Cold Dry Bends		Cold Moist Bends	
	Smooth Side In	Smooth Side In	Smooth Side In	Smooth Side In
STANDARD PRESWOOD				
1/8"	12"	10"	8"	4"
3/16"	18"	12"	12"	6"
1/4"	26"	22"	18"	14"
5/16"	40"	38"	28"	18"
PANELWOOD				
3/16"	26"	22"	18"	14"
1/4"	28"	24"	20"	16"
TEMPERED PRESWOOD				
1/8"	9"	6"	4"	3 1/2"
3/16"	13"	10"	8"	5 1/2"
1/4"	24"	18"	16"	10"
5/16"	36"	24"	24"	14"
LEATHERWOOD				
1/8"	14"		10"	

**Cleans Pipes, Drains,
Sewers Simply!**



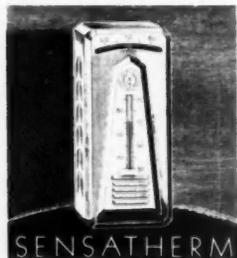
Operates safely, succeeds in minutes where all other methods fail. Not only remedies ordinary drain sluggishness, but meets major emergencies. The Water Ram operates with **IMPACT**—not **PRESSURE**. Capacity up to 6" Sewers.

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BUILDING PRODUCTS ON REVIEW BUILDING PRODUCTS ON REVIEW



AB12371 — WINDOW FRAME — Malta Manufacturing Co., Dept. AB, Malta, Ohio. A new frame can be used with wood, brick, or masonry construction with either 1/2 or 3/4 inch outside sheathing as the reversible blind stop extension does not require any change in width of the liner. Patented clamp holds jamb to sill.



AB12212 — RANGES — Kalamazoo Stove & Furnace Co., Dept. AB, Kalamazoo, Mich. The Kalamazoo Golden Jubilee electric range is a new model featuring fluorescent working lamp, broiling-over glass which seals in juices, chromalox self-cleaning heating units, glass over handle with easy dialing cook chart, very large oven.



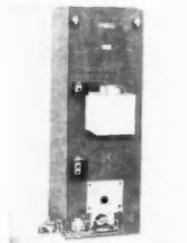
AB12454 — READY BUILT FIREPLACES — Readybuilt Products Co., Dept. AB, 1705 McHenry St., Baltimore 23, Md. Readybuilt fireplaces fulfill modern requirements and provide additional beauty at a minimum cost. Model 612, illustrated, is a Georgian design wood mantel. A large variety of designs in brick, stone and wood, are available.



AB12356 — BULK STORAGE TANK PREHEATER — Rempe Co., Dept. AB, 340 N. Sacramento Blvd. Chicago 12, Ill. Preheaters for 14 1/2 inch manholes of bulk storage tanks will heat heavy liquids before they enter the suction line. The unit is heated by steam or hot water. This device reduces the load on the suction pump.



AB12168 — SLIDING DOOR CLOSETS — Wadsworth Homes, Dept. AB, 6011 Johnson Drive, Mission, Kansas. Doors come all-ready hung and sliding in jamb. Sections are simply set up in present room space to enclose or expand closet to desired length, then nail together. No fitting, planing or sawing to fit. Available



AB12464 — OIL OR GAS HEATER — International Heater Co., Dept. AB, 101 Park Ave., Utica, N.Y. The Economy Counterflo gas or oil fired heater is designed for utility room use; minimum clearance, back and sides, 6 inches; front, 18 inches. Overall height, 67 inches; length, 23 inches; width, 23 inches.



AB12202 — DAMP VENTS — The Damp-Vent Co., Bettendorf, Iowa. Plastic tented damp vents allow moisture exchange through walls without free air circulation, and thus relieve problems of condensation. These vents are priced at 50 for \$18.75, have built-in insect screens and rain blocks. To install, drill a 3/4-inch hole through siding.



AB1249 — GAS WINTER AIR CONDITIONER — Bard Manufacturing Co., Dept. AB, Bryan, Ohio. A hi-bay gas furnace has a back or base return air inlet. The 70,000 Btu unit is available in standard or counter-flow models. The gas furnace is A.G.A. approved and employs a mono-jet burner, and multi-radiator construction.



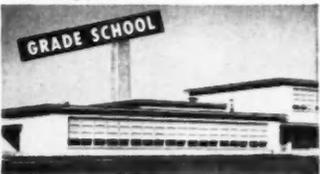
AB1267 — COLORLESS COATING — Pierce and Stevens, Inc. Dept. AB, 710 Ohio St., Buffalo 3, N.Y. A clear colorless coating for painted and uncoated wood surfaces is called Fabulay. The new finish is suitable for both indoor and outdoor use. A new resin X formulated by the company gives the product special resistant qualities.



DRIVE-IN SHOPPING CENTER

Builders-Designers Hail ZONOLITE[®] for all Types of Light Construction

Arden Town Shopping Center in Sacramento, California used Zonolite plaster throughout . . . affords greatest possible fire protection. Plasterers save time in preparation and cleanup with Zonolite. No messy sand pile to slow up jobs.



Parkview School, New Bedford, Ind. Use of Zonolite Acoustical Plastic in all classrooms, corridors and auditorium, combines maximum fire protection with 0.65 noise reduction, at rock-bottom cost.



Charles J. Schuh Bldg., St. Petersburg, Fla. Architect Wm. B. Harvard adds insulation value, fire safety, sound control with Zonolite plaster on walls and ceilings, Zonolite insulating concrete on the roof, and Zonolite Acoustical Plastic on ceilings.



Residence and Office, Johnson City, Tennessee. Zonolite concrete under radiant heating coils provides maximum heating efficiency, low heating cost for architect, Alfred H. Abernathy.

ZONOLITE AGGREGATES ADD

- ✓ INSULATION VALUE
- ✓ FIRE SAFETY
- ✓ ACOUSTICAL BENEFITS

ZONOLITE PLASTER AGGREGATE
Used by more plasterers than any other brand of aggregate for its product performance. It's uniform, easy to use . . . saves precious time getting on and off the job—saving you valuable construction time. Affords highest attainable fire ratings for protection of floors, ceilings, columns, beams. Provides added insulation.

ZONOLITE CONCRETE AGGREGATE
. . . makes concrete with 12 to 16 times the insulating value of ordinary concrete. Ideal for floor slabs on-the-ground or as a base for radiant heating coils. Minimizes danger of con-

densation—permits radiant heating to operate more efficiently—cuts heat loss into ground. Poured as a roof deck or to provide insulation over existing roofs, Zonolite vermiculite concrete affords fire-safe, lasting insulation qualities.

ZONOLITE ACOUSTICAL PLASTIC
. . . lowest cost acoustical treatment to apply—0.65 noise reduction coefficient—100% fire proof—attractive textured finish may be decorated without affecting acoustical efficiency.

Get all the facts about Zonolite Vermiculite Aggregates. Mail coupon today without obligation.

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Please send me without cost or obligation full details on ways to build better with the following Zonolite vermiculite products:

- Zonolite Plaster Aggregate
- Zonolite Concrete Aggregate
- Zonolite Acoustical Plastic

Name.....

Address.....

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



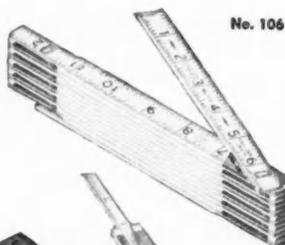
No. 106 "Zig-Zag" Rule

Large, easy-to-read numerals — graduated in 16ths, all edges.

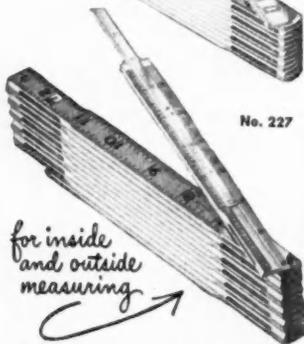
New protective plastic coating — wears 4 times longer.

Nickel silver joints — rustproof. "Ball-socket" action prevents stretching.

Selected maple sticks — tough and flexible. **LOOK FOR THE GREEN ENDS — YOUR ASSURANCE OF FINEST QUALITY.**



No. 106



No. 227

for inside and outside measuring

No. 227 Extension Rule

All the famous Stanley "Green End" features plus a 6" solid brass extension slide. Extra thick sticks.

See these and other Stanley "Green End" rules on display at your dealer's—there's a wide range of styles, sizes and markings. Look for the famous **STANLEY** trade mark.

Stanley Tools, New Britain, Conn.

THE TOOL BOX OF THE WORLD

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

BUILDING PRODUCTS ON REVIEW BUILDING PRODUCTS ON REVIEW



AB12359 — BLOCK MACHINE—The General Engines Co., Dept. AB, 307 Hunter St., Gloucester, N. J. A low-cost block machine manufactures 1000 blocks a day. New improvements are a motor mount and center lift rods. The center lift rods assist in making perfect blocks. A vibrator attached to the machine gives uniform density.



AB12152—GARBAGE DISPOSAL UNIT — National Rubber Machinery Co., Dept. AB, Akron 8, Ohio. This unit will fit single and double bowl sinks with 3½- or 4-inch drain openings, can be adapted to 4½- and 5-inch openings. Features a simple, one-piece safety cover control—no moving parts. Operating switch is part of the unit.



AB12166—PORTABLE ELEVATOR — Wilson-Albrecht Co., Inc., Dept. AB, 3565 Wooddale Ave., Minneapolis 16, Minn. The Waco portable elevator has a capacity of 1000 pounds at 110 feet per minute. Free standing to 28 feet, it is easily erected by two men. Interchangeable gasoline and electric power units are provided.



AB12184 — STAPL-ON HAMMER—E. H. Hatchkiss Co., Dept. AB, Norwalk, Conn. A tool with a thousand uses, that will do any tacking job. It weighs only 1 pound, 14 ounces, the handle being made of aluminum. Model 25 is for ¼-inch and ⅜-inch staples; model 25½, for ½-inch staples. Easily loaded with 140 .050 gauge staples.



AB12360 — NEW FLASHING MATERIAL—Nervastral Seal-Pruf, Rubber and Plastics Compound Co. Inc., Dept. AB, 49 W. 49th St., New York 20, N. Y. A flexible waterproof material that can be used in place of metal for flashing jobs is now available. The material comes in rolls 72 feet long and 36, 30, 24, 20, 18, 15, 12 and 8 inch widths.



AB12207 — SHOWER ENCLOSURE — Fiat Metal Mfg. Co., Dept. AB, 9301 W. Belmont Ave., Franklin Park, Ill. A new type of bath enclosure made of Flexiglas. It can be installed on any regular 5-foot recessed tub. Called the "Cascade," it comes in pink, gold, and clear crystal. The two panels slide back and forth in a metal track.



AB12195—PEDESTAL URINAL — Richmond Radiator Co., Dept. AB, 19 E. 47th Street, New York 17, N. Y. Finished in a new vitreous china, easy to clean and acid-resisting, this new fixture is known as the Dunbar G-340. Syphon jet flushing is used, a feature which contributes to trouble-free operation.



AB12160—SLIDING DOOR HANGERS — Richards-Wilcox Mfg. Co., Dept. AB, Aurora, Ill. A line known as "Silver Strak" hangers and designed for use on doors ¾-inch or more in thickness and weighing 100 to 200 pounds. They attach either to the top or face of the door and have Oilite self-lubricating bearings.



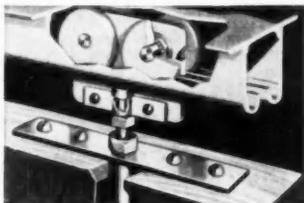
AB12428—FLOOR FURNACE—The Empire Stove Co., Dept. AB, Belleville, Ill. The gas floor furnace is available in four sizes; 25,000, 35,000, 50,000, and 70,000 Btu capacities. The units are manufactured for use with any type gas. The manufacturer also stated the units have automatic or manual controls.

ONLY ***KENNATRACK***
HAS SLIDING DOOR HARDWARE

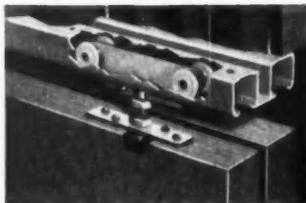
**Specially Designed and
 Engineered for every
 interior application**



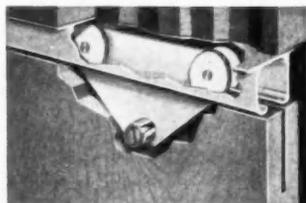
SERIES 250—For by-passing $\frac{3}{4}$ " to $1\frac{1}{4}$ " doors on cabinets, wardrobes and fixtures. Hanger permits mounting doors flush with cabinet face.



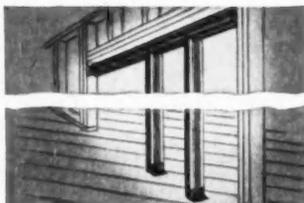
SERIES 400—For heavy closed pocket installations. This is generally considered the finest sliding door hardware obtainable. Allows vertical door adjustment. Ball bearing hangers.



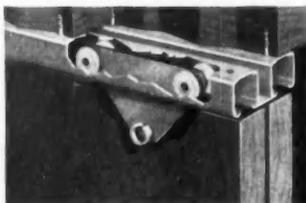
SERIES 600—A new double track designed for $1\frac{3}{8}$ " by-passing wardrobe and closet doors. Has newly designed adjustable hanger providing convenient means of aligning door to side jamb. Allows $\frac{1}{2}$ " vertical adjustment.



SERIES 300—Kennatrack's most popular hanger. Series 300 is for converging doors, closed and open pocket installation. Has exclusive mounting plug feature requiring minimum headroom of only one inch.



SERIES 800—Metal Sliding Passage Door Frame. Prefabricated. Complete with famous SERIES 400 heavy duty track attached to header at factory. Eliminates all warpage. Easily installed by anyone. Vertical and horizontal ADJUSTMENT features. Wood filler strips permit plaster base, trim and stops to be nailed or screwed to frame.



SERIES 650—Exclusive expansion-sleeve mounting plug feature requires minimum headroom space of only 1". Easily installed—just screw track to header! Acceptance of these features is proven by world-wide demand.

At McKenna we specialize in only *one* thing . . . sliding door hardware. As a result the KENNATRACK line is the most comprehensive and versatile line of sliding door hardware ever available. There is a KENNATRACK for every purpose. Each track is specially designed and engineered for a particular interior use. Each door slides smoothly not on two, not on four, but on EIGHT nylon wheels except on Series 250.

In addition there is a KENNATRACK Series 800 METAL PASSAGE DOOR FRAME.

It comes prefabricated and complete with SERIES 400 ball bearing heavy duty track attached to header at the factory. Can be assembled on the job in about 20 minutes.

Features of the KENNATRACK line are too numerous to mention. Moreover, you get all your sliding door hardware from one source. Ask any KENNATRACK jobber about KENNATRACK'S record for fast delivery, prompt service! Specify KENNATRACK for the plus in value.

Write Department 462 for full details.

SEE US  IN BOOTH 96

JAY G. McKENNA, INC.
 ELKHART, INDIANA

JAY G. McKENNA (Canada) Ltd., 104 Jarvis St., Toronto, Canada

SPECIALIZING EXCLUSIVELY IN THE MANUFACTURE OF SLIDING DOOR HARDWARE
 JANUARY, 1952

HIT of the SHOW!

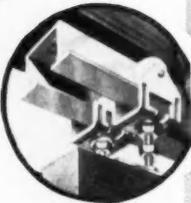
GRANT SLIDING DOOR HARDWARE featuring

- Smooth, silent operation
- Nylon ball bearing carriers
- For all door sizes
- Low headroom requirements
- Simple installation
- Center Hung
- Three adjustments



No. 16 HANGER
for single sliding
doors. Ball bearing
action glides door
open and shut.
Silent operation—
no metal to metal
contact between
moving parts. Sim-
ple to install—
easy to operate.
Load capacity—
50 lbs.

No. 17 HANGER
for multiple slid-
ing doors of all
sizes. Same fea-
tures as No. 16
Hanger. Three
adjustments
insure perfect
operation. Sim-
ple to install.
Load capacity—
50 lbs. 1 door.



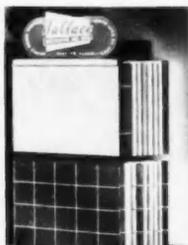
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GRANT PULLEY & H'DW'E CO.
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FLUSHING, N. Y.

BUILDING PRODUCTS ON REVIEW BUILDING PRODUCTS ON REVIEW



AB12180 — INNER-SEAL WEATHER STRIPPING — Bridgeport Fabrics, Inc., Dept. AB, Bridgeport 1, Conn. This product combines rubber and spring wire to give clinging power. Inner-Seal clings tight to every bump and depression along the edge of doors or windows. The spring wire flange automatically adjusts itself.



AB12171 — DISPLAY DEMONSTRATOR — Wallace Mfg. Co., Dept. AB, 10th and Lafayette, North Kansas City, Mo. This unit contains 20 panels, 20 by 16 inches, removable for inserting in the front (viewing) slide. Height, 45 1/2 inches; width, 27 inches; depth 11 inches. Handy literature pocket is built in back of the trade mark at top of display.



AB12374 — MAGNESIUM LEVEL — J. H. Scharf Mfg. Co., Dept. AB, Omaha, Nebr. A magnesium level is one-third lighter than aluminum yet it is almost unbreakable. The level is made of extruded magnesium with sides and edges true and parallel. Vials can be replaced. It is available in 10 sizes from 12 to 72 inches. Priced comparably.



AB12439 — CENTRIFUGAL WATER SYSTEM — The Deming Co., Dept. AB, Salem, Ohio. Designed for wells which have 20 or less feet lift is the new "Cushionette." The unit eliminates the air pump and air control by sealing water in a rubber tube. The air inside the tube exerts pressure on the water to force it through the lines.



AB12174 — ALUMINUM AWNING — Ron-del, Inc., Dept. AB, 505 N. Ervay, Reserve Loan Life Building, Dallas, Texas. A permanent metal awning that can be raised and lowered. Built of heavy-gauge aluminum in a choice of baked-on colors. The awning allows full ventilation when lowered to shut out heat and glare.



AB12470 — LAVATORY BUILT-IN — Toledo Desk and Fixture Co., Dept. AB, Maumee, Ohio. New Beauty Queen Lavnette has Formica top, 36 inches long, top drawer has shelf for perfume, etc.; second drawer non-spill bottle storage equipped with lock, lower compartment for linen storage also offers removable waste basket.



AB12434 — JET PUMPS — Uniflow Manufacturing Co., Dept. AB, Erie, Pa. A jet pump designed for the urban home is capable of delivering 300 gallons of water an hour. The complete unit has both the pump and water storage tank designed to take a minimum amount of space. The unit is fully automatic.



AB12370 — INITIAL DOOR KNOCKER — Ajax Hardware Manufacturing Corp., Dept. AB, 4351 Valley Blvd., Los Angeles 32, Calif. Added to the Ajax line of cast brass hardware is an initial door knocker. The unit is made in all letters of the alphabet. It is available in all standard finishes. Packaged individually.



AB12368 — FLUSH DOOR — M and M Wood Working Co., Dept. AB, Portland, Oregon. A new line of Markley Flush doors are known as the Plylock door. The units are mass produced for building and remodeling work. They come in rift grained, rewood, and luan woods, and rotary cut luan. Girl just holds door.

AMERICAN BUILDER



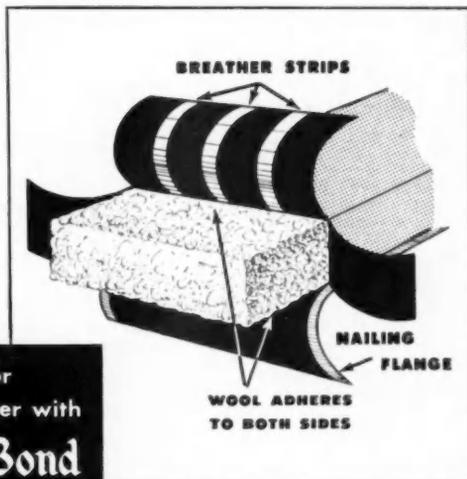
"We wrecked a tackling dummy every week 'til Coach started using Gold Bond Rock Wool Blankets!"

RUGGED NEW GOLD BOND ROCK WOOL SPEEDS JOBS

YOU'LL save insulation money and cut installation time with tough new Gold Bond Blankets and Enclosed Batts. Here's how:

- 1. The fireproof** center won't slip or sag. Rock Wool adheres to casing, both front and back.
- 2. Exclusive** rugged construction reduces tear and damage. These new Blankets and Enclosed Batts are built to take punishment!
- 3. They're easier** to handle, go up faster... save time and labor on the job.

Drawing (right) shows the new breather strips and the built-in vapor barrier and nailing flange on the opposite side. A type to meet every FHA and Building Code requirement. These extra-value features are available in all sizes and thicknesses—Mat-Thick, Semi-Thick and Full-Thick. At your Gold Bond Lumber and Building Materials Dealer Now!



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.

JANUARY, 1952

205

Beautiful GLASS SHOWER DOORS and TUB ENCLOSURES

AT NEW
LOW PRICES

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The joy and comfort to be derived from a glass door or enclosure will be apparent to prospective house purchasers.

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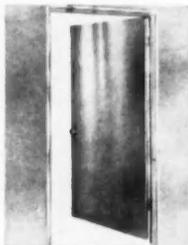
Eliminate expensive upkeep and replacement of shower curtains.



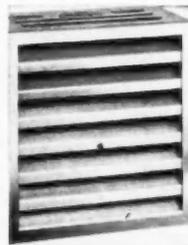
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PASADENA CALIFORNIA

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AB12224 — ALUMINUM DOORS—Truline Developments, Inc., Dept. AB, 9155 Sunset Blvd., West Hollywood, Calif. Available in all standard sizes, these aluminum doors and frames offer fire resistance, insulation, soundproofing, and freedom from warp. All doors sized to clear in net size frames.



AB12255 — GLASS BLOCK VENTILATOR — Weather-Bloc, Air Rectifiers, Inc., Dept. AB, 3734 N. Southport Ave., Chicago 13, Ill. Weather-Bloc is a small ventilator for glass block installations. A standard and economy model are available in 6- and 8-inch sizes. The standard model also comes in the 12-inch size.



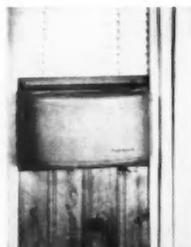
AB12177—VINYL TILE—Robbins Floor Products, Inc., Dept. AB, Tusculuma, Ala. Robbins Life-time Vinyl Tile provides a satin molded finish with very high wear and indentation resistance. Ladines and fruit stains can be easily removed. This tile is not laminated, but marbled through full thickness. Sixteen colors.



AB12221 — PULVERATOR—Given Mfg. Co., Dept. AB, 3855 Santa Fe Ave., Los Angeles 58, Cal. The "Waste King Pulverator" comes in four home models, with an improved shredder sleeve which shreds faster and produces a finer grind. This assures trouble-free waste lines. Can be used with septic tanks or cesspools.



AB12466 — TANKLESS WATER SYSTEM — Goulds Pumps Inc., Dept. AB, Seneca Falls, N. Y. The Close-Cuplid Balanced Flow jet is a self-contained, shallow-well water system that operates without storage tank. Pump capacity is 520 GPH at 10 foot suction lift. Measures 20 by 11 1/2 by 15 inches over-all. Rotating impeller only moving part.



AB12188—WINDOW SILL AIR CONDITIONER—Carrier Corp., Dept. AB, Syracuse, N. Y. The newest models are being produced in 1/2, 3/4, and 1 h.p. sizes, in a new pearl-essent finish to harmonize anywhere. Simplified controls may be set for cooling and dehumidification or for ventilation. Window mountings weatherproofed.

DUO-FAST



STAPLE GUNS FOR TACKING INSULATION—CEILING TILE BUILDING PAPER SCREEN WIRE

Profit by this fast, easy, efficient tacking method. Does the job three to five times quicker. Hold material in place with one hand — operate tacker with other. Speed up and simplify your next job with Duo-Fast.



For Heavy Duty Work
Use This Hammer Tacker

Free Service You will be pleased with the free service extended all Duo-Fast users. Write or phone.

FASTENER CORP.
889 Fletcher Street
Chicago 14, Ill.



AB12372—POCKET CHISEL — The Winsted Edge Tool Works, Dept. AB, Winsted, Conn. The first item to be manufactured in the Witherby Beaver Line is a pocket chisel. The tool is made from crucible steel with tapered blade and wide bevels. The handle is made of Tenite. The new chisels come in sizes from 3/8 to 1-1/2 inches.



AB12175 — ASBESTOS SHINGLES — Asbestos Co. of Texas, Dept. AB, P. O. Box 1082, Houston, Tex. Mustang Asbestos Roofing Shingles include the conventional Dutchlap shingles in the 16 by 16 inch size (in two colors), and in the new 12 by 24 inch size (in six colors). The Mustang line also includes asbestos roofing accessories.



AB12178 — ELECTRIC PAINT REMOVER — B & L Tool and Machine Co., Dept. AB, Plainville, Conn. A new device which can be used to remove paint, wallpaper or putty. It can also be used in place of a blowtorch in laying linoleum and asphalt tile. It is usable indoors or out and operates equally well on flat, curved or irregular surfaces.

Rigid "Carpenter-Square" Construction Exclusive with

Milwaukee

NEW PORTABLE POWER SAWS

TWO MODELS 6 1/2" and 8 1/4"



Adjustable Rip Guide is also standard equipment, both models.

- **NEW** ... Sturdy "Carpenter-Square" construction . . . a completely rigid unit in every usable position or adjustment.
- **NEW** ... Positive lock for miter and depth gauges, and rip guide, to assure greater accuracy, greater safety.
- **NEW** ... Deeper bevel and vertical cuts than other saws with blades of the same diameters.
- **NEW** ... Light-weight housings.

MILWAUKEE-BUILT MOTORS, famous for more "motor guts," give Milwaukee-Built Power Saws capacity for 100% overloads at sustained speeds. Ball and roller bearings assure long service-life.

MODEL 650. Full 6-1/2" blade. Mitters 1-25/32" deep at 45°. Vertical cut, from 0" to 2-5/32" deep. Adjustable rip guide **\$66⁵⁰**
With steel case, \$72.00.

MODEL 825. Full 8-1/4" blade. Mitters 2-3/8" at 45°. Vertical cut, from 3/4" to 3-1/32" deep. Adjustable rip guide **\$89⁵⁰**
With steel case, \$97.50.

Compare New Milwaukee Saws with ANY Others

You'll discover that the design and rigid "Carpenter-Square" construction of these Milwaukee-Built saws set a new standard of portable, power-saw performance — in cutting-accuracy, safety, ease of use in any position, time-saving, and all 'round dependability.

Miter and depth gauges, with marks for exact adjustment, are conveniently located at the rear of units, and can be securely locked. Blades are on the right side. Location of handles and balanced weight make these saws *easier to use in any position.*

In motor performance, a skillful and proper balance between torque and speed provides ample torque for the toughest jobs, and plenty of speed for all jobs. Removal of air-intake plate gives easy access to commutator for cleaning, *while running.* Heavy-duty trigger switch is standard.

Other standard equipment includes — telescoping guard . . . full-view line sight . . . sawdust blower . . . and rigid, steel base. Abrasive discs and carbide-tipped blades also are available for cutting masonry, concrete, stone, tile and metals.

For complete information — ask for FOLDER SW-1.

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**Automatic Driver
Diamond Points**

Shoots 100 Zinc Coated Diamond Points into the hardest wood — as fast as a man can pull the trigger. Speeds up glazing of sash, frames and mirrors. Points can be driven at an angle, due to patented nose plate. For hand-driving — Perfect glazing with Red Devil Triangle Points. Zinc Coating prevents corrosion.

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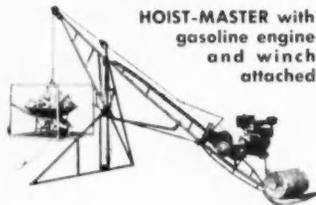
A Product of
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Irvington 11, N. J., U. S. A.

it's *Safer* and *Faster*
with **HOIST-MASTER**

Contractors' most popular . . . versatile . . .
all-steel Swing Beam

Can be manually or power operated from the ground

Available in three sizes



HOIST-MASTER with gasoline engine and winch attached

Lifting Capacity: 400 to 1500 lbs.
Line Speed: 150 to 450 ft. per min.

Write today for new **HOIST-MASTER** catalog

SMITH'S HOIST & MFG. CO.
CASSOPOLIS 6, MICHIGAN



AB12198 — SENTINEL SHOWERS—Speakman Co., Dept. AB, Wilmington 99, Del. The new Sentinel Shower permits showering in water of predetermined temperature that does not change due to water stealing or fluctuating supply line pressures. The S-1700, shown above, is very popular. Size, 1/2 inch. Operates by water pressure.



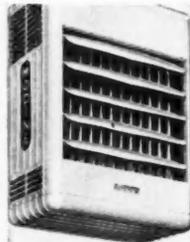
AB12165 — SCAFFOLD JACKS — Wilson-Albrecht Co., Inc., Dept. AB, 3565 Wooddale Ave., Minneapolis 16, Minn. All-steel, all-welded Waco Scaffold Jacks give a working platform in quick time, are lightweight, portable and free-standing. The jack is available in four sizes, adjustable every two inches from 1-foot 6-inches to 11 feet.



AB12151 — KEYMESH — Keystone Steel & Wire Co., Dept. AB, Peoria 7, Ill. Offered as an economical reinforcement for plaster at corners, joints, over large windows and openings. Used also with stucco, and as reinforcing for terrazzo, tile and asphalt floors; for roof decks and industrial insulation.



AB12169 — ELEVATOR-MORTAR BOX — Sam Mulkey Co., Dept. AB, 1621 Locust, Kansas City, Mo. The new Mulkey mortar box, pictured here on a 40-foot Mulkey elevator, will lift 10 wheelbarrows of gravel or concrete to a maximum height of 28 feet in just 15 minutes. For return, box is simply inverted and slides down the flanges.



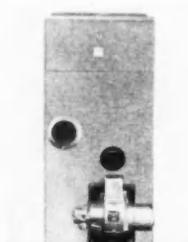
AB12167 — GAS UNIT HEATERS — Modine Mfg. Co., Dept. AB, Racine, Wis. Reduction in unit heater weight and bulk, faster response to thermostatic control, and longer service life are advantages of this new line of gas-fired heaters. Average-sized Model 105 weighs only 106 pounds, is 30 inches high, has input of 105,000 Btu's per hour.



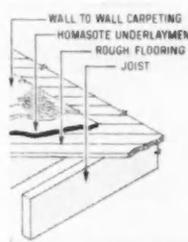
AB12199 — AIR CONDITIONER — York Corp., Dept. AB, York, Pa. The Yorkaire Conditioner, Model 552, is a compact, self-contained air conditioner for medium-sized commercial applications. It has a hermetic cooling system that is set, tested and sealed at the factory. Its "atmostat" functions as a humidity balancer.



AB12185 — COLORUNDUM FLOORS—A. C. Horn Co., Inc., Dept. AB, 10th St. and 44th Ave., Long Island City 1, N. Y. Colored concrete floors and sidewalks with a wear-resistant topping are achieved by this product. Colorundum is a dry powder which is trowelled into the fresh cement finish. Not a paint or coating.



AB12469—OIL BURNER—Quiet Automatic Oil Burner Corp., Dept. AB, 33 Bloomfield Ave., Newark 4, N. J., announces Model No. 75 compact counter flow air conditioning furnace, for use in basementless homes, homes with crawl spaces. Rated at 75,000 Btu, available in green or blue. Dimensions: 25x26x60 inches. 12 gauge welded steel construction.



AB1258—UNDERLAYMENT —Homasote Company, Dept. AB, Trenton, N. J. A change in thickness in Homasote Insulating board to 1/4 inch gives a new application. The new underlayment can be used over the rough flooring for linoleum or wall-to-wall carpeting. Linoleum can be cemented to the underlayment without felt.



WHAT KIND OF FLOORS ARE YOU PUTTING IN THIS DEVELOPMENT?

KENTILE ASPHALT TILE! WE'RE BUILDING THESE HOUSES TO LAST AS WELL AS TO SELL.



Colorful Kentile Floors like this resist dirt, stain and wear for years... stay fresh and new-looking with minimum maintenance effort and expense.

Kentile Floors add sales appeal to small homes

KENTILE FLOORS increase the value of small home construction by lowering building costs ... raising quality. And, they present architects and builders with a plus selling point ... the proven prestige of a nationally advertised brand home buyers know and trust.

Kentile Floors can be installed anywhere ... over any smooth, firm interior surface ... even below grade over concrete in direct contact with the

earth. Once down, Kentile's wide range of modern colors are part of the floor for its long life ... they go clear through to the back of the tile ... can't wear off.

Yes, Kentile's initial low cost and speedy, economical installation plus its famous durability have made it the preferred floor for small home construction ... the first choice of sales-wise architects and builders ... value-wise buyers.



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The Asphalt Tile of
Enduring Beauty 

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eliminates the purchase of a number of machines for the work that can be done with the "MASTER WOODWORKING POWER MILL".

A machine that will make practically any cut that you want to do with "POWER" "SPEED" and "ACCURACY".

Equipped with an OVERHEAD CROSS CUT RADIAL SAW; "UNDERSLUNG" RIP SAW, assuring you SAFETY and SPEED when RIPPING; and a 3 knife round head JOINTER. Entire machine operated with only one power unit.

SELF-ALIGNING, requires no adjustment for accuracy or wear. No changing of saws from one operation to another is necessary. You can make your rough and finished items with the MASTER WOODWORKING POWER MILL right on the JOB.

Cutting capacities up to 6" material. Built in 7 models. 1 to 10 Horse Power. Gasoline Engine or Electric Motor Drive.

THE MASTER WOODWORKER MFG., COMPANY

BRUSH & FORT STS.

Since 1917

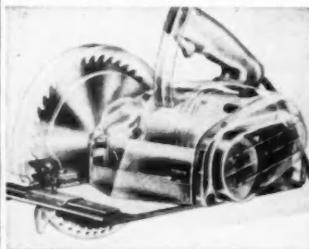
Detroit 26AB, Michigan



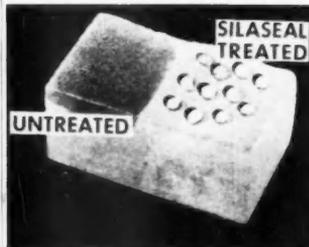
BUILDING PRODUCTS ON REVIEW



AB12420—ONE-HAND TACKER—A. L. Hansen Mfg. Co., Dept. AB, 5059 Ravenswood Ave., Chicago 40, Ill. The company has widened its line of tackers and staplers to include 36 models and 80 staple sizes. There are variations in design and staple size to suit almost any tacking need in the building field, according to the manufacturer. Some insulation materials are manufactured with a strip at the edge made especially to be tacked with the one-hand tackler. Booklet T-40 illustrates and describes many Hansen Tacker models.

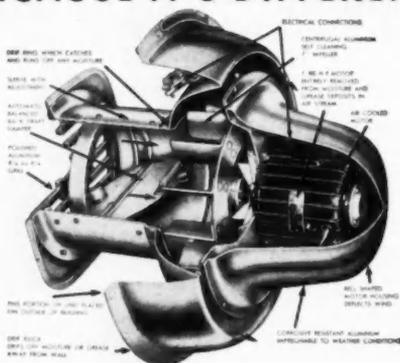


AB12132—PORTABLE ELECTRIC SAW—Syntron Co., Dept. AB, Box 220, Homer City, Pa. Model No. 42-B Syntron portable 8½-inch electric saw with a 2 11/16-inch cut. According to the manufacturer this saw is a heavy-duty tool built for continuous professional service. With 6000 r.p.m., it is recommended by the company for cross cutting, bevel cross cutting, ripping, bevel ripping, mitering, bevel mitering, dadoing, rabbeting, bevel rabbeting, etc., in either soft or hard wood. 110 AC, DC with a net weight of 19 pounds.



AB12124—MASONRY MOISTURE SEAL—Surface Protection Co., Dept. AB, 16801 Euclid Ave., Cleveland 12, Ohio. Transparent Silicone-Bone masonry moisture seal recently announced is called Silaseal. The new water repellent is said to contain a special silicone formula designed specifically for stone, brick, cement block and masonry joint protection. This water repellent contains no wax or oils and provides an invisible coating of masonry pores, penetrating to depths up to ¼-inch below the surface. One thorough application is generally sufficient.

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.

320 E. St. Joseph Street,

Indianapolis, Indiana

RUBEROID REPORTER

NEWS OF INTEREST TO BUILDERS • PUBLISHED BY THE RUBEROID CO., 500 FIFTH AVE., NEW YORK 18, N.Y. • NO. 1

POST & TIME HELP BUILD DEMAND FOR RUBEROID BRAND IN '52 AD PROGRAM

67,871,833 Advertising Impressions

Ruberoid consumer advertising has helped build growing acceptance for asbestos-cement siding. It has helped to sell new homes by showing customers how they can have colorful, fireproof, rot-proof, durable sidewalls at a price within their budget.

A revolutionary new sidewall material — Color-Grained Siding — will be featured in Ruberoid's '52 campaign. Color-Grained Siding offers unusual design possibilities in the combination of dynamic color and texture in new home construction. The product acceptance being created makes it logical for you to give your customers what they want and at the same time save from \$300 to \$700 on the construction of the average small home.

High spot in early spring will be a beautiful full-page, four-color ad in *The Saturday Evening Post*,

featuring Color-Grained Siding in a beautiful setting. That ad alone will reach more than 4 million families in the *Post*, and another 2,800,000 in *Good Housekeeping*.

16 national magazines, including *Time*, *The Saturday Evening Post*, *Good Housekeeping*, *Farm Journal*, *Successful Farming*, *Capper's Farmer* and *Progressive Farmer*, will carry Ruberoid sales messages to more than 15 million customers, making 68 million impressions. Ruberoid advertising will help divert more of the consumers' dollars into building activity, creating more business for you.

In 1952, Ruberoid advertising will accelerate the rapidly growing demand among your customers for colorful, economical, durable, and non-critical asbestos siding and other Ruberoid asphalt and asbestos building products. Be sure and specify Ruberoid, the name with consumer acceptance.

Color-Grained, Sensation In Siding Market

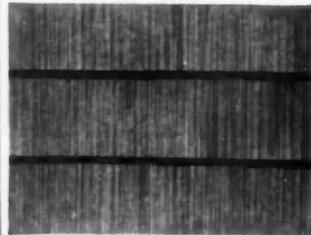
Ruberoid's new Color-Grained Asbestos-Cement Siding is really "ringing the bell." Builders are switching to it after just one good look. Home owners are welcoming the rich color-styled shades.

Color-Grained Siding is not just an assortment of new colors. It is an entirely new process of integrating two-tone color shades and texturing to produce an overall result of highlight and shadow harmony. Many months of pioneering research were required to work out this unprecedented advance in sidewall beauty. The aim was to give warm personality and "decorator-styled" charm to home exteriors. To accomplish this, the creative abilities of a famous color consultant were combined with the extensive facilities of Ruberoid's research laboratories. The result: four exciting color blends...Rustic Brown, Birch Gray, Moss Green, and Mission Ivory.

Because Color-Grained Siding makes it possible for architects to achieve modern color and texture harmonies within low budgets... because it makes it easier for builders to meet schedules with improved, cost-saving, plentiful, non-critical material... Color-Grained means more building, re-siding and repair business... more profits for you!



Here are the top magazines on Ruberoid's schedule that will help do a powerful sales-stimulating job for you and Ruberoid products.



Ruberoid brings Color-Grained Sidewalls to color-conscious America with this revolutionary siding.

Speediest

FOR SIDEWALL JOBS!

"Trouble Saver" Scaffold Brackets speed construction. Here's why they save you labor, time and materials:

Put them up and take them down faster than you can erect makeshift wooden scaffolding.

Fold compactly—
light in weight.

Made of rail carbon steel—3' and 3 1/2' lengths. Nail, Studding and Bolt-attached types.

Attachments convert one type to any other. Corner-type bracket also available.

Write for CATALOG M

Used by thousands of builders. Write for free literature giving information on all "Trouble Saver" Scaffolding accessories.

The Steel Scaffolding Co., Inc.

856 Humboldt Street, Dept. AB • Telephone EVERgreen 3-5510 • Brooklyn 22, New York



"TROUBLE SAVER"
Scaffold Brackets

Conveniently obtainable through offices and distributors from coast to coast.

Manufacturers of
"Trouble Savers" since 1912



Why contractors switch to **Bostwick** Corner Beads

EXPANDED CORNER BEAD

Scientifically formed throat located at proper angle to the tubular bead.

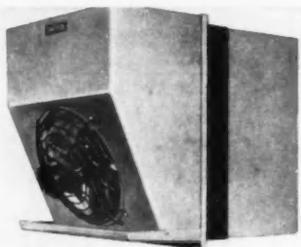
TRUSS-WING CORNER BEAD

Corrugations run full length of wing for rigidity and straightness. B & B perforations for perfect plaster key. Bead and throat combine for easy bending.

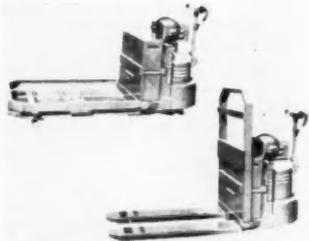
Contractors switch to Bostwick Corner Beads when they see the precision nose and throat construction of Bostwick beads which permit easy bending for arches and sure plaster key. And, contractors like the easy-to-handle, rugged cartons that carry the Bostwick bead straight and undamaged right to the job. Write for catalog C-50.

Bostwick THE BOSTWICK STEEL LATH CO.
103 HEATON AVE. • NILES, OHIO

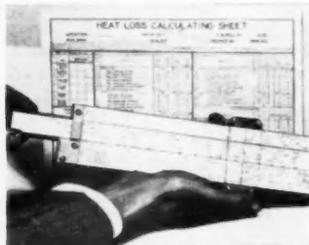
BUILDING PRODUCTS ON REVIEW



AB12228 — REFRIGERATION UNIT—Kool-Rite Co., Dept. AB, Roberts, Wis. Manufacturer claims easy installation for package refrigeration unit designed for walk-in coolers, for use with all types of perishables. Each unit is self-contained and operated by plugging in to a standard electrical outlet. No valves to open or close. Suitable for new and replacement installations. Units are shipped in five sizes: 1/4, 1/3, 1/2, 3/4 and 1 H.P. Design principle utilizes the condensate from the evaporator coil to cool the condenser.



AB12226 — PLATFORM ADAPTER—Towmotor Corp., Dept. AB, 1226 E. 152nd St., Cleveland 10, Ohio. Platform adapter for the Towmotor Electric Pallet Truck for converting the Towmotor Model "W" Truck into a platform truck for more efficient handling of platforms, skids and tote boxes. Folds over battery when not in use; permits operator full visibility. Height of forks with adapter is seven inches, lowered; 11 inches, raised. For Model "W" trucks with batteries under 27 inches long; available in lengths to match truck forks up to 72 inches.



AB12305 — HEAT LOSS CALCULATOR—Climate-maker Heat Loss Calculator Co., Dept. AB, Box 378, Bloomington, Ill. According to the company the calculator gives the Btu loss for each room, plus total loss from house; the C.F.M. requirements for forced warm air, gravity 200 degree and gravity 175 degree heating units; square feet of steam or hot water radiation required; pipe area; pipe, stack and blower sizes; line loss; coat furnace, oil furnace and gas burner sizes; and cost of heating per season.

RUSCO HOT-DIPPED GALVANIZED PRIME WINDOW

enables you to provide quality at a saving!

Complete, pre-assembled unit makes substantial savings in installation time, labor and maintenance



TYPICAL VIEW OF FURNACE BROOK ACRES HOMES, QUINCY, MASS.

Rusco Prime Windows with insulating sash are being used exclusively on the 100 fine Colonial and Ranch Style homes in Furnace Brook Acres. Purchasers will enjoy homes that are warmer in winter, cooler in summer — never have screens or storm windows to change.

"I find that my construction cost has lowered a great deal"

All across the nation, architects and builders are finding the Rusco Prime Window an important factor in curbing rising construction costs.

A complete unit—*finished-painted, fully-assembled with glass, screen, built-in felt weatherstripping, insulating sash (optional) and wood or metal casing*—the Rusco Prime Window can be fully installed in 5 minutes or less on many types of construction!

But construction savings and speed are only *part* of the story. Minimum maintenance, exclusive selling plusses such as year 'round, rainproof, draft-free, filtered-screen ventilation, and many other advantages, make the Rusco Prime Window outstanding. For catalog of data and specifications, see the Rusco Prime Window distributor in your area or write the F. C. Russell Company, Cleveland 1, Ohio.

GLASS AND SCREEN INSERTS EASILY REMOVED FROM INSIDE FOR CONVENIENCE IN CLEANING. The Rusco removable sash feature has tremendous appeal as a convenience and safety feature.



A. J. Spinelle, Builder and Trustee, says:

"As you know, I am using the Rusco Prime Window and Insulating Sash with Wood Surround exclusively in all my new ranch homes.

"I find that my construction cost has lowered a great deal and, in addition to that, your windows offer great sales appeal to prospective home owners. The Rusco Prime Window certainly enhances the appearance of my homes and the buyers are particularly pleased with the easy operation and convenience in washing the windows.

"I highly recommend this window for any type of residential construction and in many cases I am sure it would be ideal for industrial types of construction also."



GERHART HOUSING PROJECT, BALTIMORE, MD. A total of 887 Rusco Prime Windows was used in the 87 units of this sizable building development. ARCHITECT: Hal A. Miller & Associates BUILDER: Alan Construction Company

RUSCO

HOT-DIPPED GALVANIZED

PRIME WINDOW

(VERTICAL SLIDE)

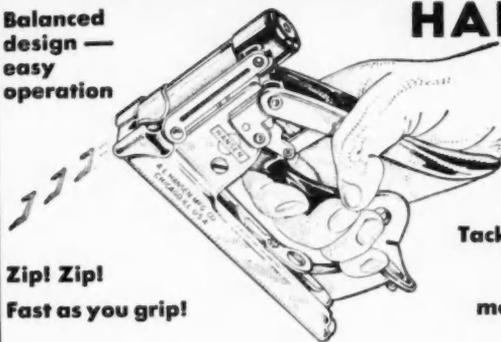
a product of

THE F. C. RUSSELL COMPANY, Dept. 7, AB-12, Cleveland 1, Ohio

In Canada: Toronto 13, Ontario

World's largest manufacturer of all-metal combination windows

Balanced design —
easy operation



Zip! Zip!
Fast as you grip!

HANSEN

the Tacker
with 1001
uses —

Tacks insulation,
ceiling tile,
metal lath, etc.

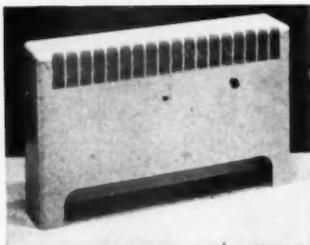


INSULATION of all types quickly and properly installed with Hansen, the Tacker you hold and operate with one hand — securely holding material and bracing self with other. Flanges on insulation are easily tacked securely in place. Reflective insulation looks and holds better when tacked with Hansen. Building paper, screens, ceiling tile, metal lath, cornerite, are among other time-saving uses of this modern tacking method.

REQUEST BOOKLET T-40

A. L. HANSEN MFG. CO.
5059 Ravenswood Ave.
CHICAGO 40, ILL.

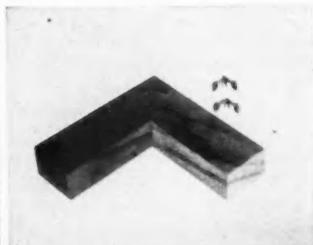
BUILDING PRODUCTS ON REVIEW



AB12297—HEATING CONVECTORS—John J. Nesbitt, Inc., Dept. AB, State Road & Rhawn St., Philadelphia 36, Pa. Any Nesbitt Model U Convector may be installed free-standing or semi-recessed. Twenty-three stock sizes are available; heights from 20 to 24 inches; lengths 16 to 88 inches. Steam capacities per one pound steam, 65 degrees, entering air, are: smallest, 13.0 sq. ft. E.D.R. and largest, 88.5 sq. ft. E.D.R. for the 23 stock sizes. Nesbitt Convector made of heating is the convection of air from floor level through fin-and-tube heating element.



AB12436—DISHWASHER SINK—Kitchenaid Home Dishwasher Div., The Hobart Manufacturing Company, Dept. AB, Troy, Ohio. The fully automatic unit washes, dries, and rinses dishes. The unit is convenient to load and unload. It is made of porcelain enamel and stainless steel fittings. The pump is the centrifugal type capable of pumping 40 gallons of water per minute. The wash water is distributed by a revolving wash arm. The arm also rinses the dishes. The dishes are dried by a blower fan forcing electrically heated air over them. The air is heated by a 1000 watt heating element.



AB12443—MITER JOINT FASTENER—E. B. Packard Co., Inc., Dept. AB, 139 Cedar St., New York 6, N. Y., has placed on the market Chevrons, a new type of wood fastener made of hardened steel. The teeth in the center leg, in combination with the teeth of the outside legs, draw the wood together to make a firm joint, according to the company. Chevrons may be driven in with ordinary hammer. They may be countersunk and concealed with filler if desired. Chevrons are 3/4-inch size and can be used in wood thicknesses up to 1 1/4 inch dressed.

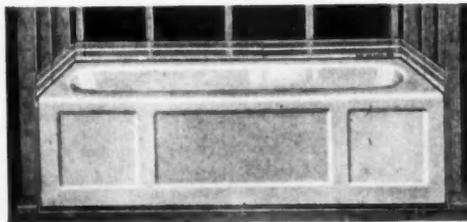
LUCKE LEAK-PROOF BATH-TUB HANGER

*For Housing
For Hospitals
For Homes*

**Specify
LUCKE**

Leak-Proof Bath-Tub Hangers

No Leaks • No Cracks • No Repair Expenses



Outstanding Features

- 1—Bolts in hanger where necessary.
- 2—Filler to seal joints against leaks.
- 3—Two nails, screws or bolts at every stud.
- 4—Filler in groove between tub and Hanger.
- 5—Perforations as a base for wall materials.

The Modern Way To Prevent Leaks

For Trouble-Free Bath Tub Edges

There is no excuse for cracks or leaks or repair expense in good building. LUCKE Bathtub Hangers are specified and used by leading architects and builders to overcome this problem. Lucke Hangers build tubs into walls. Tub rests securely in hanger along each wall.

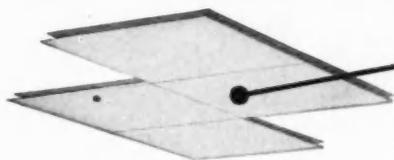
Sold by Leading Plumbing Supply Houses

Manufactured by

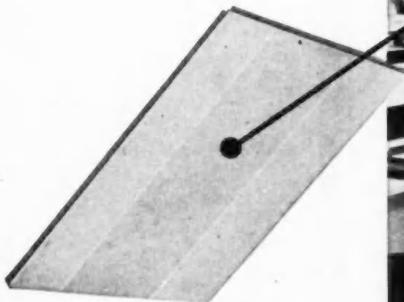
W. B. LUCKE, Inc.

Wilmette, Illinois





The new "Snow White"
finish on Armstrong's
Temlok Tile



The new "Suntan Blend"
finish on Armstrong's
Temlok Plank



Announcing -- two new finishes for Temlok Tile and Plank

Armstrong's Temlok® is now available in two brand-new finishes—Temlok Plank, in the new Suntan Blend color, and Temlok Tile, in a fresh Snow White finish. Together, they mean new business for you.

Suntan Blend, used on Temlok Plank, is an assortment of several rich wood-like shadings. Each package contains the full range of Suntan Blend tones. Temlok Plank is made in three widths, 8", 12", and 16", in a thickness of 1/2". All three may be used together for a random width effect.

Temlok Tile, in the new Snow White, meets the growing demand for a white ceiling tile. Its surface is smooth and easy to clean. It offers extremely high light reflection. Temlok Tile will continue to be avail-

able in the popular Light Ivory color.

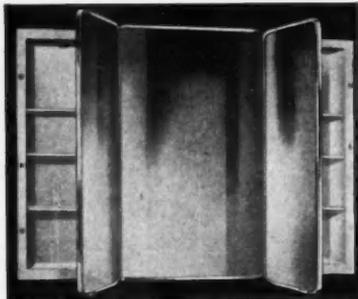
These products provide excellent insulation, and they have the handy Lok-Bevel Joint, which makes for fast installation and hides the nails.

Both new products will be shown in full color in the February issues of *The American Home* and *Better Homes and Gardens*. Of the millions of readers who see this Armstrong advertisement, many will be ready to start remodeling jobs right away. And many will come to you for the full story on Armstrong's Temlok.

You can get samples and additional information from your Armstrong lumber dealer or by writing directly to the Armstrong Cork Company, 1601 Ross Street, Lancaster, Pennsylvania.



ARMSTRONG'S TEMLOK



"Vanity" Cabinet

Ideal for Bathrooms and Powder Rooms

This modern-style cabinet is not only selling by the thousands for bathrooms and powder rooms in new homes but is also fast replacing old-style cabinets in homes that are being modernized.

With a 16" x 26" center mirror and two swinging mirrors, which serve also as doors for the right and left-hand cabinets, it is 36 inches in

width and provides twice the storage space of the average bathroom cabinet.

Finished in high-gloss, baked enamel. Copper-backed mirrors with stainless steel rim. Adjustable glass shelves. Piano hinges—and other features which make it an exceptional value in a LOW-PRICED CABINET.

Write for
Literature On
16 Models

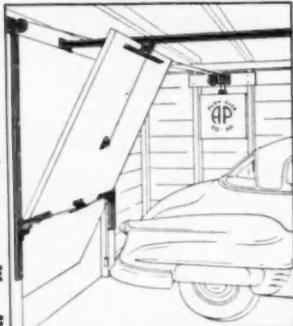
Ideal Cabinet Corporation

Division of Deslauriers Column Mould Co., Inc.
7722 JOY ROAD DETROIT 4, MICH.

ALLITH
50-50
PUSH-OVER

**GARAGE
DOOR
HARDWARE**

**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.

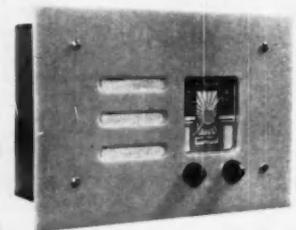
Quickly installed, standard set fits any opening up to 9' wide x 7' 6" high when doors do not exceed 275 lbs. Other sets available for openings up to 10' wide x 10' high.

ALLITH
-PROUTY, INC
DANVILLE, ILLINOIS
IN AMERICAN BUILDER for Forty-Five Years

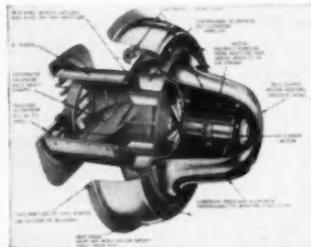
BUILDING PRODUCTS ON REVIEW



AB12235—MASONRY SAW—Clipper Manufacturing Co., Dept. AB, 2808 S.W., Warwick, Kansas City, Mo. Shown above is the Clipper Model HD "Wet and Dry" (dustless) Masonry Saw. Features claimed by the manufacturer include the pressure equalizer spring, which automatically cushions the blade to provide faster cutting and longer life, and the factory sealed "wet or dry" pump that runs dry without harm. Can be operated "dustless" in confined space and is easily moved. Virtually any material can be cut, according to manufacturer, by selecting proper Clipper Blade.



AB12279—BUILT-IN WALL RADIO—Flush Wall Radio Co., Dept. AB, 31 Clinton St., Newark 2, N. J. A 5-tube, AC-DC superheterodyne radio for building in the wall in any room of the home. Plain hardboard panel or choice of six colors of plastic panels. Steel receptacle box is 6 1/2 x 9 1/2 x 3 7/8 inches. Twenty-inch antenna included. Licensed by R.C.A. and approved by Underwriters' for built-in installation. Panel size 7-13/16 x 11-7/16 inches. Architects may select panel colors to complement decoration of room.



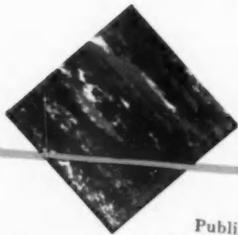
AB12268—KITCHEN VENTILATING FAN—Stewart Mfg. Co., Dept. AB, 320 East St. Joseph St., Indianapolis, Ind. Kitchen-Aire is adaptable to construction conditions in any kitchen. A 6-inch duct leads from the wall grill to the aluminum-housed fan mechanism operated by 1/40 h.p. electric motor. Has centrifugal type aluminum impeller. Only an 8 1/4 by 8 1/4-inch square grill is visible in kitchen. Noise is at minimum because operating parts of Kitchen-Aire are mounted outside the home. Controlled by ordinary wall switch. May be installed in ceiling or wall.

DEALERS REPORT MORE SALES WITH



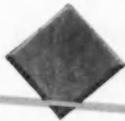
SALES
PROMOTION

The Profit Package for You



HAKO
Asphalt Tile
FLOORING

Public acceptance helps you make sales . . . more and more home owners and commercial establishments are demanding the superior quality of HAKO ASPHALT TILE FLOORING. Here is a product you can sell, easily . . . and with greater profits. Outstanding colors . . . quality control . . . durability . . . all you could ever ask for to step up your sales of Asphalt Tile Flooring.



HAKO
Coronet
PLASTIC
WALL TILE

There's no limit to the demand for this outstanding wall surface material. HAKO CORONET PLASTIC WALL TILE is recognized as superior . . . in choice of color . . . deep beveled edges . . . ease of installation . . . lasting beauty. Here is the product that is sweeping the country by storm . . . it is the plastic wall tile customers are demanding for new and old walls.

HACHMEISTER-INC.

Dept. AS-4
Pittsburgh 13, Pa.

Please send more information on your products and on how I can make more profits.

Name _____

Address _____

City _____ Zone _____ State _____

SINCE 1903

HACHMEISTER-INC.
General Offices, Pittsburgh 13, Pa.

SIX STRATEGICALLY LOCATED PLANTS

See us at Chicago Home Show,
Booth #247, Conrad Hilton Hotel.

the **BIG NAME** in **HEATING** — for warm air heat!



Tailor-made for today's homes!

Mueller Climatrol

Winter Air Conditioners
for gas or oil; 60,000
to 675,000 Btu. (Type
110 shown)

**... meets your customer's demand
for warm air heating at its best!**

You're sure to satisfy your customers when you give them what they want. And when it comes to warm air heating they want the Big Name—Mueller Climatrol!

It's a line designed to meet every need — sizes and types for every home . . . for gas, for oil, for coal . . . forced-air or gravity . . . steel or cast-iron . . . hi-boy, low-boy or horizontal design . . . unit heaters . . . conversion burners . . . Mueller Climatrol fills the bill!

With a Mueller Climatrol you can meet their demands and count on their good will. Specify and recommend the Big Name in Heating. Write for our new "all product" catalog . . . L. J. Mueller Furnace Co., Co., 2021Z W. Oklahoma Ave., Milwaukee 15, Wis.



Gravity Furnaces —
for gas or oil; 90,-
000 to 180,000 Btu.
(Type 111 shown)



Mueller Climatrol

FOR GAS FOR OIL FOR COAL

BUILDING PRODUCTS ON REVIEW



AB12310 — BATHROOM CABINET — Grote Mfg. Co., Inc., Dept. AB, Bellevue, Ky. The "Star-In-Door" bathroom cabinet utilizes what was formerly wasted space in the door of the cabinet by the addition of shelves with guards that will hold the myriad of small items conveniently at finger-tip reach, according to the manufacturer. Made in a variety of sizes—with incandescent or fluorescent lights or unlighted models—every model is constructed with a seamless, deep drawn, one-piece steel body. Grote also manufactures a full line of conventional cabinets.



AB12265 — SIDEWALL SHINGLE — The Rubberoid Co., Dept. AB, 500 Fifth Ave., New York 18, N. Y. According to the manufacturer color-grained siding has the appearance of natural wood shakes, plus the fireproof, weather-proof, and rot-proof qualities of asbestos-cement. Siding is available in four decorator-styled duo-tone colors: Rustic Brown, Birch Gray, Moss Green and Mission Ivory. Color-Grained Siding was designed by color expert Beatrice West. It carries the Good Housekeeping Seal of Approval.



AB12416 — EARTH AUGER — Mall Tool Co., Dept. AB, 7740 So. Chicago Ave., Chicago 19, Ill. The Mall Earth Auger, Model 11, is gasoline engine driven and can be equipped with 6, 9 or 12-inch diameter augers. Drills 30-inches deep. The earth auger assembly is interchangeable with chain saw assemblies. With this one gas engine and the auger and chain saw attachments, post and pole timber can be felled, cut up and placed in the ground with one outfit. The auger attachments are available separately for present owners of Mall Model 11 chain saws.

BUILDING PRODUCTS ON REVIEW



AB12298—CABINETS OF WOOD—Kitchen Maid Corp., Dept. AB, Andrews, Ind. Factory-finished Kitchen Maid standard units have chip-proof, rustproof drawers. Composite Construction employs aluminum and selected hardwoods. Other features include solid, flush-type, Resinite Doors of two-ply grainless Presdwood; stiles and rails in rigid frames of seasoned hardwood; shelves and ends of five-ply hardwood. Kitchen Maid Kitchens have counter tops of plastic or linoleum, in a variety of colors, or of stainless steel. Chambers oven and range is shown above with Kitchen Maid Units.



AB12414 — BELT SANDER — Mall Tool Co., Dept. AB, 7740 South Chicago Ave., Chicago 19, Ill. A new Mall Belt Sander, Model 30, has been designed for intermittent shop use. It has a 3-inch wide belt, travels 1350 surface feet per minute. Powered by a Universal AC-DC motor, polished aluminum alloy housing keeps weight at 10½ pounds. Armature shaft runs on sealed ball bearings. Simple belt adjustment. Pulley can be locked when changing belts. Features an improved noiseless chain type drive, bakelite handle and trigger switch built into handle.



AB12307—REVERSIBLE BASEMENT SASH UNIT—Farley & Loetscher Mfg. Co., Dept. AB, Dubuque, Iowa. The "Qualitybilt" Reversible Basement Sash Unit can be opened from the bottom for direct ventilation or opened from the top for indirect ventilation. It is furnished complete, ready to install in any type of wall. Each unit is thoroughly rat-proofed, termite-treated and aluminum primed, according to the company. The specially designed hardware make the sash easy to hang, reverse position or remove for cleaning.

JANUARY, 1952

the **BIG NAME** in **HEATING**

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Compact. Efficient—Quickly Installed!



Type 10 Gas Boiler — from \$4,000 to 378,000 Btu.

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**— fuel-thrifty boilers
add sales appeal to every job you build!**

This famous name on a radiator or radiant installation wins immediate acceptance from your clients. And their satisfaction — years afterwards — is good-will that pays dividends.

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Specify or recommend the Big Name in Heating — Mueller Climatrol — for all your radiator or radiant heat jobs. Your choice is backed by Mueller's 94 years of home-heating leadership. Write for our new "all product" catalog. . . L. J. Mueller Furnace Co., 2021 Z W. Oklahoma Ave., Milwaukee 15, Wis.



Type 20 Boiler — For commercial sales. Sectional construction for battery installation from 315,000 to 3,780,000 Btu. For hot water, steam or vapor heat, and hot water supply.



Mueller Climatrol

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B-54

Get more concrete per wage dollar!

— with JAEGER 3½-S "Auto-Loader"

Mixes 12 to 15 more yards a day than other ½-bag mixers—because, while one batch mixes, you load the next. Open the hopper gate and in it goes—shaken in fast and clean. No waiting. Minutes saved. Dual-Action mixing drum is just like big Jaeger mixers—for high-strength concrete and fast discharge. Accurate water tank.



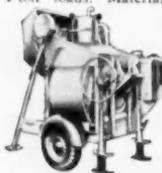
Cut placing costs with JAEGER Hoist Tower

Goes to jobs on truck or transporter. Assembles on the ground in a couple of hours. Its 17-hp hoist raises it to 37, 47, 57, 67 feet. Hoists 1-ton loads. Material platform is 5'6" x 5'9" and there's a ½-yard concrete bucket—automatic discharging. Saves time. Saves waste of wooden towers. Eliminates holders. Places materials faster, safer, cheaper.

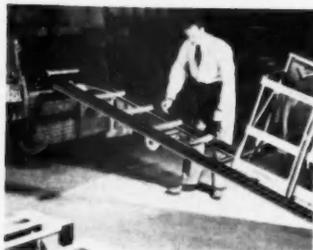
Also 6-S, 11-S and 16-S Power Loader Mixers.

THE JAEGER MACHINE CO., 521 Dublin Ave.

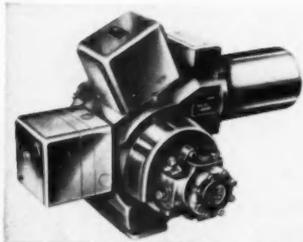
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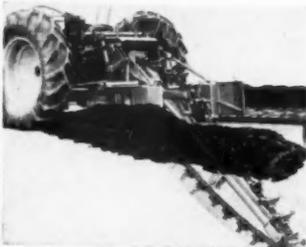
BUILDING PRODUCTS ON REVIEW



AB12236—ONE-MAN LOADER—Belsaw Machinery Co., Dept. AB, 315 Westport Road, Kansas City 2, Mo. The Belsaw one-man loader is portable, weighs under 150 pounds, handles up to ½-ton loads, and, according to manufacturer, has an easy to operate two-speed hand winch. Extension handle permits loading wide boxes and crates; bathtubs, etc., from ground to truck. Available in 10-foot and 20-foot lengths. Manufacturer said it is especially useful for builders loading heavy, bulky items to and from jobs.



AB12264—ELECTRONIC OIL BURNER—Petroleum Heat and Power Co., Dept. AB, Stamford, Conn. The Petro Model CA Electronic Oil Burner, available in two sizes ranging from 175 to 4 gph of No. 2 oil or lighter, incorporates two new Petro engineering features. Multi-vane air distributor head, which gives rigid control over volume and action of air, and electronic control assures split second response to flame failure. Burner is also available with older type, heat responsive controls, if desired.



AB12320—TRENCH HOG—Arps Corporation, Dept. AB, New Halstein, Wis. The Blackhawk Trench Hog has new, improved super-service cutters for winter trenching and digging in extremely hard and rocky soils. These special cutters are supplied in widths of 7 through 18 inches and are recommended by the Company for contractors forced to dig in deep, frozen ground, adobe clay, hard pan, etc. The Trench Hog, manufactured for the Ford and Ferguson tractors, is in use for digging foundations, sewer trenches, drainage systems, etc.



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wood window program

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2 x 4 studs spaced 16 inches on center in all bearing partitions and outside walls...double course red cedar shingles factory-applied...exterior wall panels include insulation, wiring conduit and outlet boxes..."Strong-bilt Upson Panel" or "Sheetrock" interior walls.

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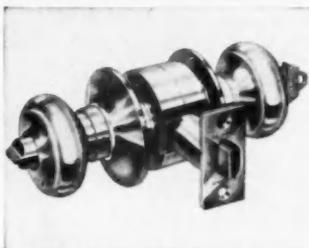
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INDOOR INCINERATOR

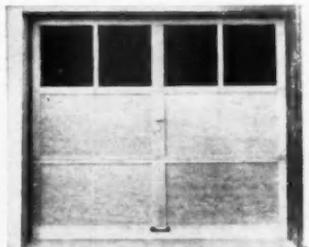
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BUILDING PRODUCTS ON REVIEW



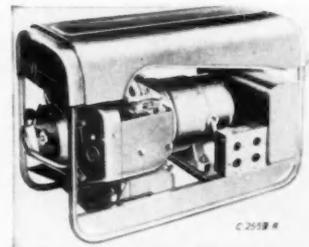
AB12322—LATCHSETS AND LOCKSETS—

Hollymode Hardware Mfg. Co., Dept. AB, 4865 Exposition Blvd., Los Angeles 16, Calif. Designed to meet a specific need in industrial and residential fields where a semi-heavy duty lock will do the job of an expensive, heavy-duty unit, the "Challenger 800" series comprises 19 functional latchsets and locksets to meet the requirements of virtually every building need, said the manufacturer. Series has heavy non-rustable aluminum housing, encasing steel retractor housing 16-gauge heavy steel sleeve spindle.



AB12243—UPSWEEP GARAGE DOOR—

The Howell Manufacturing Co., Dept. AB, Cottman St. and Hasbrook Ave., Philadelphia 11, Pa. A new addition to the How-ell-dor garage door line, the Rancher. A three-section Upsweep door with top open or solid, is available in two stock sizes: 8 feet wide by 7 feet high by 1 1/2 inches thick; and 6 feet wide by 6 feet 6 inches high by 1 1/2 inches thick. The "Rancher" style is designed to contribute fitting architectural balance and beauty to the ranch-type house and garage.



AB12324—ELECTRIC GENERATING PLANTS

—D. W. Onan and Sons, Inc., Dept. AB, Minneapolis 5, Minn. Models 5CK-1157, 115 volts and 5CK-123P, 230 volts, 5000 watts D.C. have 4-cycle, air-cooled Onan gasoline engine built for heavy-duty electric plant service. Both models are equipped with self-winding Readi-Full Starter. A four-receptacle outlet box, mounted on the sheet metal base, permits direct plug-in of portable tools, floodlights and other D.C. or Universal equipment. Net weight is 290 pounds; boxed domestic, 360 pounds.

AMERICAN BUILDER



IN-A-WALL Oven is heavily insulated—top, bottom, all sides—utilizing retained heat to "cook with the gas turned off." Its huge, family-size capacity accommodates up to 40 lbs. of roast. Beautifully finished in stainless steel, or stainless front with choice of seven beautiful kitchen decorator colors.



ON-A-TOP 4-burner cooking top can be placed on 27" base cabinet. Top and panels stainless steel. Quickly removable individual drip rings. 8"x27" stainless steel splasher is standard equipment. Drop-in 3-burner also available.

Selected
GOOD DESIGN
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Guarantee
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cast oven bottom

Chambers

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Chambers BUILT-INS have inspired an entirely new concept in small kitchen design. They give architect and builder a new freedom and flexibility in planning kitchen installations, enable them to utilize previously wasted space, and provide work units that can also be used as decorative elements. Also, most leading makes of kitchen cabinets readily accommodate Chambers BUILT-INS. Small kitchens equipped with Chambers BUILT-INS enhance the small home's salability and satisfaction.

Architect, Builder, and Homeowner bet on an all-round winner, when planning and installing Chambers BUILT-INS. They are accepted by FHA for underwriting loans. They have been selected for Good Design by the Museum of Modern Art. They meet the rigid requirements of the American Gas Association for this type of installation.

The Chambers IN-A-WALL Oven stretches a housewife's budget by its many economies, since it "cooks with the gas turned off." It is the finest in AUTOMATIC waist-hi gas cooking. It can be fitted into 24 inches of the most convenient wall space, and, because of its complete triple-wall insulation, be surrounded on all sides by wood or metal construction. Similarly, Chambers three-burner and four-burner cooking tops fit easily into or atop counters or cabinets.

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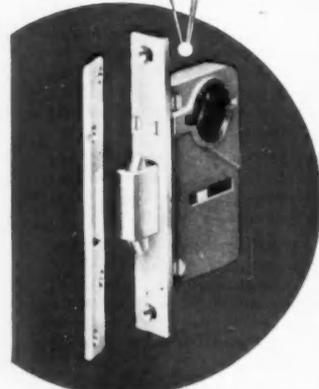
are serving

The Bank of Nova Scotia

As in fine buildings everywhere, Adams-Rite specialized locks have been specified in the impressive new Bank of Nova Scotia Building in Toronto.

All of the revolving door entrances of the building are secured with Adams-Rite Series 1131 Cylinder Deadlocks.

Architects: Mathers & Holdaway, Toronto
Contractors: J. L. E. Price & Co., Ltd.
Hardware Consultants: F. M. Jeffrey,
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Adams-Rite Series 1131 Cylinder Deadlock takes any standard 1 3/8" cylinder one or both sides. Has no latching action and is jimmy-proof. Write for complete information.



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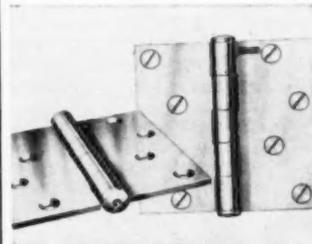
BUILDING PRODUCTS ON REVIEW



AB12415—PORTABLE POWER SAW—Mall Tool Co., Dept. AB, 7740 South Chicago Ave., Chicago 19, Ill. Easy to handle carpenter's Mall-Saw, Model 71, has a 7-inch blade. Features a new, compact design for fast, easy, one-hand operation. Aluminum alloy castings cut weight to 8 3/4 pounds. Cuts 2 1/4 inches maximum and 1/2-inch minimum with shoe. Bevel cuts up to 2-inches at 45 degrees. Has 5000 r.p.m. free blade speed. Universal AC-DC motor runs on ball and oilite bearings. Has telescoping blade guard, trigger switch built into handle.



AB12315—CUSTOM-BUILT STEEL KITCHENS—St. Charles Mfg. Co., Dept. AB, St. Charles, Ill. A wall unit with doors on both sides divides this St. Charles Kitchen from the nearby dining area. The serving bar back of the range makes it easy to set the table. Mist Gray units by St. Charles are the basis for this kitchen, which has a gray floor, gray counters, natural wood walls and a pink ceiling. The color combination is designed as a pleasant background for all kinds of food.



AB12299—BUTTON-TIP HINGES—The Stanley Works, Dept. AB, New Britain, Conn. Stanley Button-Tip Hinges now come with a hole in the lower tip for easy pin removal. By drilling a hole in the lower tip of the hinge—so the builder or home-owner can tap out the hinge pin easily and quickly with a nail—time is saved in hanging or rehanging doors, according to the manufacturer. The Stanley Button-Tip Hinge with the hole in the lower tip prevents the marring of the finish on both the hinge and adjacent woodwork.

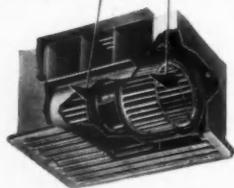
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BRITE-LITE Super Corrugated-Straight . . . for use where space is at a premium because of driveways or narrow yards.



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With adjustable attachment, floor concrete is poured over screw to lock it in position permanently. (This method acceptable to FHA).



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Redwood in the News

Redwood News, an award winning publication which has jumped rapidly in circulation, is now distributing its 1951 Winter edition. This attractively illustrated magazine, which folds into a handy pocket size, displays the glamorous California redwood as it appears in today's news, with particular emphasis on architectural and industrial trends.

Its circulation of 37,000 is heavy among architects, builders, contractors, and educators, as well as a wide variety of industries, both foreign and

domestic. Last year Redwood News received awards from the American Institute of Graphic Arts as the outstanding example of commercial printing in 1950, and jointly from The American Institute of Architects and The Producer's Council, Inc., for service to architects.

Retail dealers may order imprinted copies (minimum 1000) for their own use by writing the California Redwood Association, 405 Montgomery St., San Francisco, 4, Calif.

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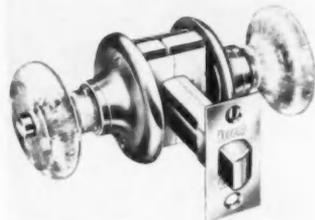
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BUILDING PRODUCTS ON REVIEW



AB12410—CEILING HEATER, LIGHT, AIR-CIRCULATOR—Nu Tone, Inc., Dept. AB, Madison and Red Bank Rds., Cincinnati 27, Ohio. Nu Tone "Heat-A-Lite" unit is a combination all-electric ceiling heater, overhead light and air circulator designed to overcome the disadvantages and hazards of ordinary wall or portable heaters. For summer comfort, some models are equipped to operate without the heating element to provide a circulating flow of cool air throughout the room. Fan draws air from ceiling level and forces it down into the room.



AB12240—GLASS KNOB UNIT SETS—Technical Glass Co., Inc., Dept. AB, 2050 East 48th St., Los Angeles 58, Calif. ShurLok Line of glass knob unit sets are available for all doors including bath, bedroom, patio and front entrance. Roses and other external metal parts are available in brass, bronze, nickel and chromium finishes, either polished or satin. Technical Glass Co. guarantees finishes for a period of 10 years, according to their literature. Company claims New ShurLok "Anchor-Tite" glass knobs are locked into different type base assuring rigidity.

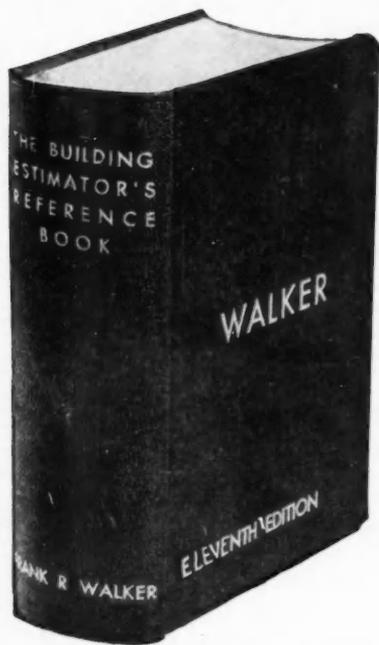


AB12227 — WOOD PRESERVATIVE — The Dow Chemical Co., Dept. AB, Midland, Mich. Several types of "Penta" preserved treatments of wood include pressure treated sub-flooring, joists and sills shown above on building with no basement. Window frames have been dipped in a "penta" water repellent solution in accordance with standards of the National Woodwork Mfrs. Association. Treatment protects against decay and improves paintability and dimensional stability, said manufacturer, and extends building life two to four times.

New Eleventh Edition (1951)

The Building Estimator's Reference Book

By Frank R. Walker



1790 pages, 1000 tables, 1000 illustrations, 28-page cross index, 4 1/2 x 6 1/2, flexible cover

Information You Need on

Excavating, Foundation Work, Concrete, Framing, Asbestos Shingles and Siding, Roofing, Wallboard and Metal Trim, Lathing and Plastering, Millwork, Glass and Glazing, Painting and Decorating, Masonry, Sheet Metal, Glass Blocks, Acoustical Tile, Air Conditioning, Heating—and hundreds of other building subjects.

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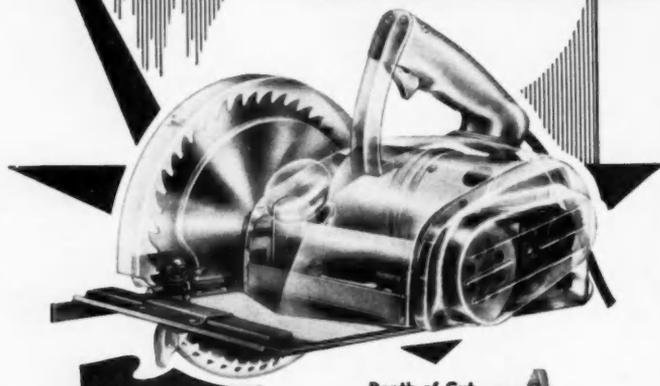
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UNDERWRITER'S
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—from 90° to
45° for bevel
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Now, Velvet-Smooth Dual V-Belt Drive for better performance, added motor life

The "Velvet-Smooth" V-Belt Drive of the Syntron Saw easily absorbs blade shocks and stalls—protects motor against overloads and burn-outs—eliminates gears and gearboxes and subsequent gear box oil and grease leakage that spoils clean wood.

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Added savings are yours—thru better performance, added motor life—when you use Syntron Portable Electric Saws with Dual V-Belt Drive.

Other Features

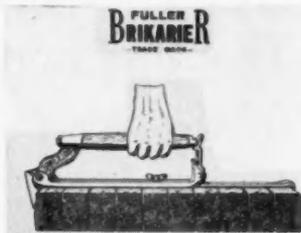
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Avenue
Homer City, Pa.

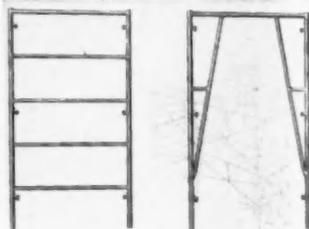
Write for Illustrated Literature

SYNTRON COMPANY

BUILDING PRODUCTS ON REVIEW



AB12278—BRICK CARRIER—Fuller Mfg. Co., Dept. AB, Newhall, Iowa. The Fuller Brikarier is adjustable by winged nut for carrying from six to 10 bricks. Balanced to ease fatigue for a minimum or maximum load, manufacturer claims production speedup for handling all kinds of brick and building tile. Wood handle is always parallel to the load, eliminating unnatural strain from workman's wrist and arm. Fuller Brikariers release their load by the natural motion of setting it down. According to company they keep brick chipping to a minimum.



AB12449—SCAFFOLDING END FRAMES—Bil-Jax, Inc., Dept. AB, Archbold, Ohio. Two new types of end frames, designed for home builders, light commercial and masonry contractors, have been added to the company's line of tubular steel scaffolding. The frames are 36 inches wide by 6 feet high and are interchangeable. One frame is ladder-type, for use at the ends of the scaffolding. The other is open-type to permit passage of workmen underneath. All joints are electric welded. Patented brace lock eliminates necessity of removing wing nuts.



AB12345—COUNTER TOP LAVATORY—Richmond Radiator Co., Dept. AB, 19 E. 47th St., New York 17, N. Y. Made of Richmond quality vitreous china, this counter top "Vogue Lavatory—G-141" is 20 inches by 18 inches and fits all cabinets. It can be used with dressing table materials such as plastic, linoleum, wood or tile. It is available in five colors: azure blue, fern green, Bermuda coral, Oriental ivory, and mellow red plus Richmond's "whiter-white." Among its features are concealed front overflow, wide splash rims, deep bowl.

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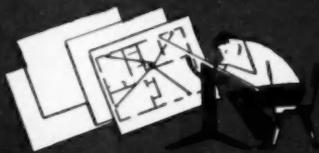
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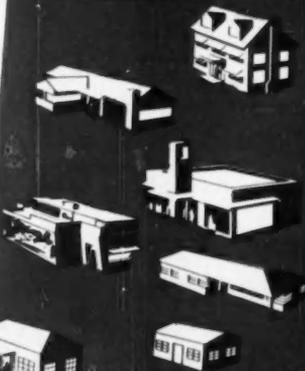
3

International
SAINT LOUIS

SEE THESE AT THE
International PERIMETER
HEATING EXHIBIT



1



2

Illustration of International Perimeter Heating installation in a house. The diagram shows the furnace, ductwork, and radiators throughout the house, illustrating the complete system.

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BUILDING PRODUCTS ON REVIEW



AB12238—UNIT WOOD BLOCKS—Bradley Lumber Company, Dept. AB, Warren, Ark. Floor illustrated is laid with 25 3/2-inch x 2 1/4-inch, 9 x 9-inch Prime Grade Oak Blocks. Unit wood block floors require neither screeds nor sub-floors and are laid in asphalt mastic directly over the concrete. Ample thickness cushions footsteps against noise, shock and fatigue, while hardwood cell structure insulates against chill and dampness. According to Bradley Lumber, the trend toward slab foundations is a "natural" for unit wood block floors.



AB12413 — TILTING PLASTER-MORTAR MIXER — Kwik-Mix Company, Dept. AB, Port Washington, Wis. The 6-P Tilting Plaster-Mortar Mixer of 6 cu. ft. capacity has been added to the list of concrete bituminous and plaster-mortar mixers. Featured is a semi-power tilt arrangement that utilizes the loaded drum tendency to tilt itself when released for discharge. Equipped with single cylinder, air-cooled gasoline engine. Four non-clogging blades, positioned at 90 degrees around the shaft, are slotted for radial and longitudinal adjustment.



AB12412—MATERIALS HANDLING TRUCK —Kalamazoo Mfg. Co., Dept. AB, Kalamazoo, Mich. Kal-Truk is powered by a 13 h.p. 2 cylinder, Wisconsin air cooled engine, 3 speeds forward and reverse; fully enclosed heavy duty tractor clutch, full floating drive axle. Standard model comes with all steel dump body with 2/3 cubic yard, 3000 pounds capacity. All steel platform body, extra equipment. Turning radius: wheels 65 1/4-inch; body, 78 1/2-inch. Over-all length is 85 1/2 inches with 42 inches over-all width. Maximum speed 15 mph. Shipping weight 1300 lbs.

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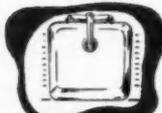
Rounded drawers—no corners or cracks to catch dirt, glide on noiseless slides.



Concealed door and drawer pulls eliminate dirt-catching handles.



Extended counter tops—extra knee and toe room for easier working.



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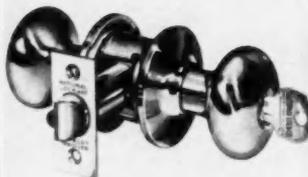
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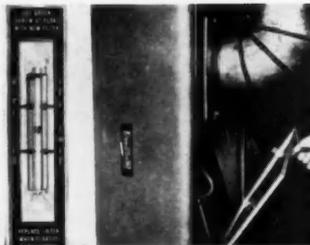
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& TANK CORPORATION

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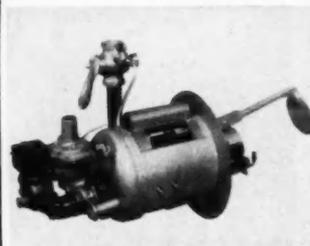
BUILDING PRODUCTS ON REVIEW



AB12411 — LOCKSET—National Lock Co., Dept. AB, Rockford, Ill. National Lockset Series "410" takes seven simple steps for installing. Lock is instantly adjustable to doors varying from 1 7/8 to 1 3/4 inch thicknesses. All exposed parts are made of solid brass or bronze. Moving parts are rust-proofed. Only a 27 degree turn is required to open door. Series "410" is made up of four basic units: No. 411D for exterior doors; Turnbutterton Lock No. 412 for porch and patio; Privacy lock No. 414 for bedroom and bathroom; and No. 418 Knob Latch.



AB12311—AIR FILTER GAUGE—The Heil Co., Dept. AB, Milwaukee 1, Wis. A visible air filter gauge for automatic forced air heating units, enables the owner to tell at a glance the condition of the filters. The new Heil "Tell Tale" gauge is mounted on a side panel of the furnace, with a flexible plastic tube leading from it, through the filter, and into the blower compartment. As the filter becomes clogged the float rises in the tube. When it reaches the red arrow it is time to change filters. It is standard equipment on many Heil furnaces.



AB12125—GAS BURNER—Roberts-Gordon Appliance Corp., Dept. AB, Buffalo 6, N. Y., announces the addition of a new series "400-R" burner, developed for converting furnaces and boilers from oil to gas. It is a "Gun Type" or "Inshot" burner and is fired through the opening provided for the draft tube of the oil burner. The 400-R is adaptable for small, wet-base boilers and oil-fired gravity or forced warm air furnaces. With a maximum input rating of 175,000 Btu per hour, it can be used in all furnaces or boilers in its rating.

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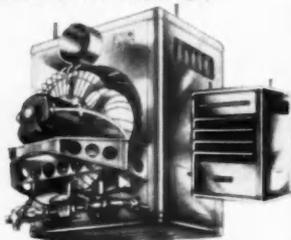


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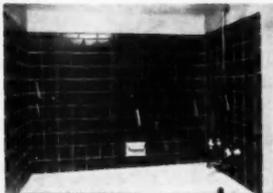
FACTS FOR BUILDERS

ABOUT "CONSTRUCTION BY ADHESION"



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either by Direct Adhesion or in conjunction with Surface Anchors. 4. Installing
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1. Today it is normal procedure to install clay tile in hotel bathrooms without losing a night's revenue. This illustration shows one of the 1,443 rooms in the White Plaza Hotel, Dallas, Texas, in which MIRACLE ADHESIVE was used to do the job from the time the guest left his room in the morning until he returned that afternoon.



2. Plaster applied over wire and cork which has been attached to aluminum ducts using MIRACLE ADHESIVE and MIRACLE SPINDLE ANCHORS at John Hancock Mutual Life Insurance Co. Building, Boston, Mass. ARCHITECT: Cream and Ferguson. BUILDER: Turner Construction Co.



3. FIBERGLAS insulation Type PF-613, 2" thick — bonded to concrete ceiling using MIRACLE PRONGED ANCHORS at Radio City Studio 60, New York, N. Y. CONTRACTOR: William J. Smith, Inc., New York, N. Y.



4. WOOD RUNNERS installed on concrete floors with MIRACLE ADHESIVE and MIRACLE ANCHOR NAILS to support 2" solid partitions. Washington Circle Apartments, Washington, D. C. GENERAL CONTRACTOR: Charles H. Tompkins Company.

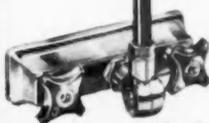
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BOOK REVIEW



THE COMPLETE BOOK OF BUILT-INS.

By William J. Hennessey. 6½ inches by 10½ inches, 182 pages, illustrated, \$1.50. Harper & Brothers. See no. 27 in adjoining column.

Four months ago in this space we somewhat off-handedly mentioned a new book entitled HOW TO MAKE YOUR OWN FURNITURE. It was our belief that since so many readers of the AMERICAN BUILDER had some sort of workshop in their own homes that they would be able to use a good furniture making guidebook in their off hours handicrafting. Judging from the sizeable response to that review our hunch was correct. Therefore we would like to call your attention this month to a related work titled THE COMPLETE BOOK OF BUILT-INS that we think should be of even greater interest to our builder readers.

First off, it must be said that this is an idea book packed with over two hundred illustrations of practical built-in furniture suggestions ranging all the way from radiator enclosures to complete storage walls. Although the author has taken care to provide three introductory chapters that will supply the amateur craftsman with workshop, carpentry and wood finishing information, the book's greatest attraction for the professional builder is the fact that it is a treasure chest of excellent ideas showing how to get more out of every square inch of housing space through the intelligent use of built-ins. These are ideas of considerable value especially when they can be worked into new house designs or suggested as practical improvements on interior remodeling jobs. Sample chapters present built-in attics, children's rooms, stair halls, windows, bathrooms, fireplaces, garages, bars, storage wall, as well as dozens of other places where built-ins can save space and at the same time add greatly to the attractiveness of the modern home.

THE RESTORATION OF COLONIAL WILLIAMSBURG IN VIRGINIA.

9 inches by 12 inches, 102 pages, The F. W. Dodge Corporation. \$2.50. See no. 33 in adjoining column.

Back several years ago *The Architectural Record* magazine devoted an entire issue to presenting a portfolio of pictures devoted to the restoration of Colonial Williamsburg. Because of the widely spread interest in that special issue the publishers of the *Record* decided to preserve the material in the portfolio in a more permanent form by binding it between hard covers and offering it for sale at a nominal price to non-subscribers of the magazine. The book that resulted from this editorial farsightedness is a handsomely printed volume with dozens of large, sharp-focus, clearly lighted photographs showing the beauty of the restored Williamsburg buildings.

Together with the attractive illustrations are concise descriptions of the methods used by the architects first in searching out the plans of the original buildings and then in rebuilding and restoring this construction to its present state. For readers who have seen Williamsburg this book will supply a wealth of supplementary architectural and construction information; for those who have not been to Williamsburg the book will be the next best thing to an on-the-spot tour of inspection.

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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.

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MISCELLANEOUS

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... reports Mr. George M. Holstein III, builder of "The Westmont Tract"—first modern low-cost housing project of the Los Angeles area.

Customers like the looks of these colorful vinyl-coated, steel-framed doors. Also the ease with which they fold open or closed to add space when it's time to eat... give "kitchen privacy" when it's time to work. No other folding door operates so easily.

You'll like the way "Modernfold" doors promote quick sales—and increase profit per sale. You save on material and labor costs because "Modernfold" doors go up in a hurry... complete. No painting, fitting, hardware or cornices needed.

The folding door that gives you more—that's "Modernfold." More built-in strength, more sales appeal, more satisfied customers. Mail the coupon for full details.

our homes
with

MODERNFOLD

doors
sell faster
than those
without



"MODERNFOLD" DOORS in standard sizes save the space that swinging doors waste—a strong selling point for the small home, or low-cost apartment house builder.

Sold and Serviced Nationally

NEW CASTLE PRODUCTS
NEW CASTLE, INDIANA
In Canada: Modernfold Doors,
1315 Greene Avenue, Montreal



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New Castle Products
P. O. Box 832
New Castle, Indiana
Gentlemen:

Please send me full details on "Modernfold" doors.

Name.....

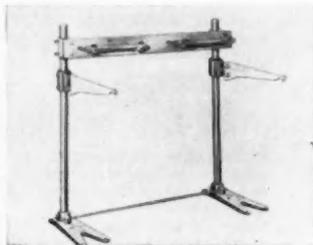
Address.....

City.....County.....State.....

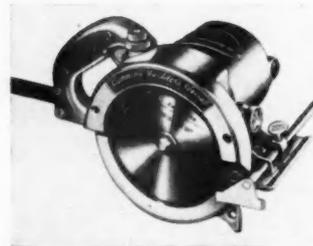
BUILDING PRODUCTS ON REVIEW



AB12447—ELECTRIC SANDER—Detroit Surfacing Machine Co., Dept. AB, 1333 East Eight Mile Rd., Detroit 20, Mich. The Model DF, Detroit Easy Finisher, according to the company, has positive drive and straight-line back-and-forth sanding action without vibration. The "Easy" is for curved or flat, wet or dry work, duplicating hand-block finishing. It does not leave hard-to-cover swirl marks whether sanding bare wood, wall board, plaster or undercoats of paint. Permits up to molding sanding without hand clean-up.



AB12122—CHAIR CARRIER FOR SINKS—J. A. Zurn Mfg. Co., Dept. AB, Erie, Pa., announces a new chair carrier for drainboard sinks built to relieve the wall of all the load. It has web-type foot supports, rigid tubular uprights and heavy cast iron arms to provide full cantilever support of the sink without any assistance from, or bearing on, the wall. Furnished in lengths up to 30 inches with either lug adapters, to secure the sink to the arms, or with leveling screws. Can be furnished with the standard 42-inch uprights or longer.



AB12418—BUILDERS' POWER SAW—Cummins Portable Tools, Dept. AB, 4740 Ravenswood Ave., Chicago 40, Ill. Model 700 Builders Special Power Saw for all cutting on house-building jobs, weighs 10 pounds and its 6 3/8-inch blade cuts 2-1/16 inches deep. Base adjustments are 3/16 to 2-1/16 inches at 90 degrees, and 0 to 1-7/8 inches at 45 degrees. No-load speed is 5500 rpm. Saw has die-cast aluminum frame; universal AC-DC motor, 115 volts, 220 volts special; ball bearings on armature shaft and ball and roller bearings on saw shaft.

AMERICAN BUILDER



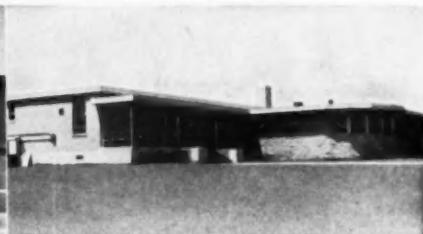
Benjamin K. Wyatt, architect, specified Stran-Steel Framing in the construction of Robstown High School Gym, Robstown, Texas.



Stran-Steel Framing was used in walls, roof and partitions in the St. Elizabeth School, Alice, Texas. Wade, Gibson & Martin, architects.



In San Antonio, the Esther Perez Carrvajal School is constructed of Stran-Steel Framing. Percy W. and J. Clyde Williams, architects.



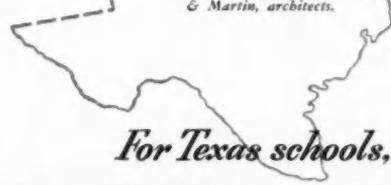
The James Madison Elementary School, San Antonio, Texas, is built around Stran-Steel Framing. Phelps, Dewees & Simmons, architects.



Roof of the George West School, George West, Texas, is constructed of Stran-Steel Framing. Wade, Gibson & Martin, architects.



The W. J. Knox Elementary School, San Antonio, is another example of widespread use of Stran-Steel Framing. Benjamin K. Wyatt, architect.



For Texas schools, too, architects are specifying

STRAN-STEEL FRAMING

What school architects like about Stran-Steel floor joists and framing members can be summed up briefly: adaptability to modern design, rigidity, nailability, economy in application of collateral materials and erection time, incombustibility.

The Texas school buildings pictured here are typical of the successful use of Stran-Steel Framing in schools, factories and multiple-type dwellings throughout the country. You owe it to your client to thoroughly investi-

gate this dollar-saving, time-saving method of construction.

Complete literature and specifications data available on request; or see Sweet's catalog service, architectural $\frac{3}{16}$ " and building $\frac{3}{16}$ " files.

GREAT LAKES STEEL CORPORATION

Stran-Steel Division

Ecorse, Detroit 29, Mich.



NATIONAL STEEL CORPORATION



THIS BEAUTIFUL NEW HOME HAS
AMERICA'S FINEST WINDOWS

Fleetlite

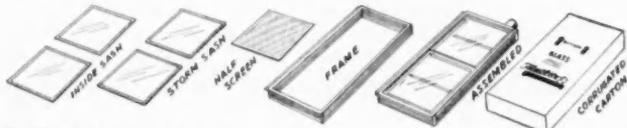
Double, Double-Hung Aluminum



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 (Buffalo, New York suburb)
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A Fleetlite Window is different
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OVER 500 CONTRACT-BUILT HOMES IN THE BUFFALO AREA

... and thousands throughout the country are now equipped with Fleetlite windows. Owners are delighted with the beauty, convenience and everlasting investment value.

They appreciate the freedom from the chore of removing, storing and reinstalling storm sash and screen. They like the way Fleetlite sash snap out for cleaning. For warmer winters and cooler summers.

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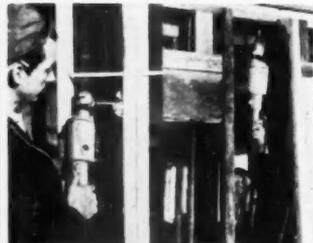
Made by ...
FLEET OF AMERICA, INC.,

PEARL STREET, BUFFALO, N. Y.

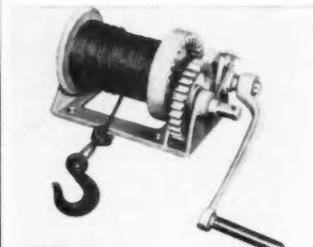
BUILDING PRODUCTS ON REVIEW



AB12273—CLOSET FRICTION LATCH—Dexter Lock Company, Dept. AB, subsidiary of National Brass Co., Grand Rapids, Mich. One 15/16-inch diameter hole, one inch deep, in the edge of the door, is all the drilling necessary to install the Dexter Friction Closet Latch. Latch trim is available in all designs to match Dexter line of passage sets. All parts are of brass or steel. As the door needs only to be pushed from the inside to open, no inside trim protrudes to snag clothing. No aligning of latch and trim makes it easy to install.



AB12115—TALL REACH JOIST BORER—The Kett Tool Co., Dept. AB, 5 East Third St., Cincinnati 2, Ohio. The Kett Model KU-21 tall reach wood borer drills holes high, low or in the hard corners. It can be equipped with a chuck to take standard drills for holes in steel, and with carbide bits for holes in concrete. 11/16, 12/16 and 16/16 bits are available; also expansion bits with range from 3/8 to 2 1/4 inches. The Kett Borer takes standard 1/2-inch shank machine bits with 3/4-inch flat. Total weight with 10 foot extension is under 15 pounds.

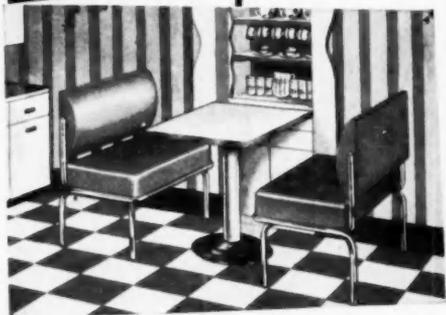


AB12121—HAND WINCH—Gold Foundry and Machine Works, Dept. AB, 1618 S. Osage St., Independence, Mo. One of the unique features, claimed by the company, for the Gold Hand Winch, is its two speeds. For heavy loads the ratio is 8:16 to 1, and for light loads or fast operation its ratio is 3 to 1. This 3/4-ton light-weight winch has a drum which will hold 100 feet of 1/4-inch wire rope. Over-all dimensions are 12 1/2 inches by 7 1/2 inches by 7 inches. Because of its lightweight (37 1/2 lbs.) it is conveniently portable.

AMERICAN BUILDER

NEW!

beautiful
practical



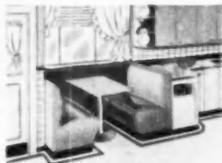
Breakfast Nooks

Ready Built by

BIANCO

for easy installation

Breakfast Nooks, built by Bianco for quick installation, are now available in a variety of styles. Prices often cost no more than the tiling work you save.



The extra smartness, utility and value provides extra eye appeal and extra sales appeal to the house.



Cleverly designed, ruggedly constructed, upholstered in Duran in colors to match your kitchen's decor. Four seat nooks can be installed in spaces as compact as $5\frac{1}{2}' \times 3\frac{1}{2}'$. They make the average kitchen look larger.

Write for information. Let us submit plans and costs for a Bianco Breakfast Nook without obligation. Simply mail us kitchen dimensions.



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Specify and
Install

ALDRICH High Delivery

HOT WATER HEATERS

OIL FIRED or
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When *more* hot water is needed *faster*, Aldrich Hot Water Heaters rise to the occasion. Aldrich Heaters, in seven sizes, deliver from 93 to 850 gallons per hour, at 100° rise. And they deliver more *contracts to you*—because you can install them for either gas or oil firing, or for later conversion. Get all the hot news on Aldrich *today*. Write for name of nearest jobber. Also details on other Aldrich units.

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 Draftless
 Ventilation**



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**ENGINEERED ALL-WEATHER Windows
 FOR YEAR 'ROUND COMFORT**

Stock size units with louvered sections at top, bottom or sides of stationary window pane, may be used singly or in groupings, for new construction or remodeling. Weather-tight baffle doors regulate circulation of fresh air... keep out unwanted heat and cold. No rain or snow can enter. *Solar Air-Flo* windows add beauty to any dwelling... fit into all kinds of wall construction, reduce heating costs, create cheerful rooms, provide more light and clearer vision.



AIR-FLO SECTION
 Conceals self-storing screens... no storm windows needed. Adjustable baffle door operates easily... no struggle with sash that sticks.

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1. CEILING TILE & PANEL BOARD
 2. BLANKET & BATT INSULATION
- Reduce application costs!**



**ITS
 TRIGGER-FAST!**

"L3" Model loads 84 flat wire Markwell Staples sizes "L3A" ($\frac{1}{8}$ " leg), "L3B" ($\frac{5}{16}$ " leg) and "L3D" ($\frac{9}{16}$ " leg).
 "L4" Model loads 157 round wire Markwell Staples sizes "L4A" ($\frac{1}{8}$ " leg), "L4C" ($\frac{1}{4}$ " leg) and "L4D" ($\frac{1}{2}$ " leg).

FREE FACTORY SERVICE
 Tackers Completely Overhauled
 New Parts
 Returned Immediately
 To Users of Markwell Tackers
 and Markwell Staples

Catalogue on request



FOR CEILING TILE

Approved by Insulation Board Manufacturers in applying Ceiling Tile and Panels. The Markwell "L3D" ($\frac{9}{16}$ " leg) Staple is driven flush into the nailing tongue of the tile. The Markwell gun type tacker eliminates damaged edges on tile.

FOR BLANKET & BATT INSULATION

Trigger action drives staples flush into rafters, joists and studs. A gun type Insulation Tacker eliminates danger of puncturing paper backing on batts and blankets. Use "L3D" Staple in putting up Backer Boards.

MARKWELL

Manufacturing Co., Inc. Industrial Products Division
 200 Hudson St., New York 13

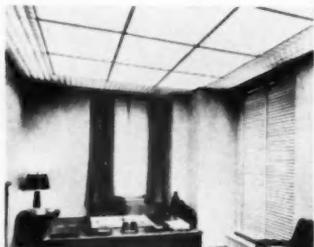
BUILDING PRODUCTS ON REVIEW



AB12425—COPPERIZED CEMENT COATING
 —Coprox, Inc., Dept. AB, 1270 Avenue of Americas, New York 20, N. Y., has introduced a powder which, when mixed with water and applied to cement walls, provides a hard, dense surface coating as a barrier against the absorption of moisture, water seepage and dampness in wall below grade or through permeable masonry walls above grade. It provides a non-powdering surface and tests show it withstands severe hydrostatic pressures exerted from behind the surface, according to the company.



AB12317—ACCORDION FOLDING DOORS
 —Curtiflex Co., Dept. AB, 2227 Sawtelle Blvd., Los Angeles 64. Curtiflex Doors are new in the moderately-priced field, according to the manufacturer. They utilize a stop-hinge which holds the vertical pleat to a symmetrical line; they have no protruding parts beyond the width of the stock used; can be installed with concealed track in plaster without necessitating special-run lumber, and glide noiselessly on self-lubricating, nylon rollers. Thirty-two standard sizes and 15 colors.



AB-12247—CEILING OFFICE LIGHTING
 —Sylvania Electric Products, Inc., Dept. AB, 1740 Broadway, New York. Flexi-module ceiling system, according to Sylvania, furnishes approximately 100 foot-candles on desk, with low brightness and decorative ceiling shown above. Luminous panels, each of corrugated plastic bounded by metal retaining frame, form central portion of ceiling with square cell louver modules border. Fluorescent single-lamp strip units with Warmtone lamps are mounted 12 inches above the louver top plane on 15-inch centers.

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Simple as ABC. And . . . as
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INDIVIDUAL ALUMINUM WALL TILES.

Feather-light yet super-strong, *ALTICO*
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able. If you are in a position to service this new busi-
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Johnson, General Manager, at the address below,
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ALLOY TILE CORP.

109 Roosevelt Avenue
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**Builder finds rolling doors add sales
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endorses

HAR-VEY *ROLLING DOOR*
HARDWARE

for *Winning Performance*



"Five years of top performance makes Har-Vey
Hardware our choice for every rolling door instal-
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"It has been a selling feature throughout the
many homes, large and small alike, which we've
built in the Lincolnwood suburban area, and our
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"Har-Vey's superb quality, simple installation,
and smooth, easy operation are all prime factors
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Lumber Co. keeps a current stock on hand to
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*These features are making Har-Vey
first choice all over the nation:*

- ★ 100% Rustproof ★ Self-lubricating Oilite Bearings
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supplied by leading U.S. Manufacturers
- ★ Sizes to fit all residential rolling doors

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...making every effort to meet the increasing
demand despite the tight supply situation.

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Warm-Aire FIREPLACE

Here's the fireplace your trade has been waiting for. It's *simplified* for prices that mean volume ... *standardized* for quick, economical construction. It's the contractor's favorite—all Bennett's new sizes lay up with standard brick—*without cutting!*

It's a complete form, including a scientifically proportioned firebox and throat, downdraft shelf and heating chambers. Other features include:

- Extra large funneling chamber
- Leak-sealing flanges
- Longer sidewall baffles
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- More radiant heat

Sizes are 27", 31", 35", 39", 43" and 49".

Write for complete information on this big-volume, good margin line. The new Bennett Fireplace offers you the best profit opportunity ever. Address your inquiry to us at 152 Market Street.

By the makers of Flexscreen

BENNETT-IRELAND INC.

NORWICH, NEW YORK

Catalogs and

HOW-TO-DO-IT INFORMATION

153 — SLIDING DOOR CLOSET FRONTS—Four-page folder of the United States Sliding Door Corp., 404 E. 108th St., New York 29, N. Y., describes uses, characteristics and advantages of the firm's closet fronts. Included are drawings which show construction and hardware; diagrams illustrating several sliding door installations; and instructions for installing.



154 — FIBER GLASS PANELS—Structoglas, a multiple-use structural and decorating panel, is described in a color pamphlet published by International Moulded Plastics, Inc., Cleveland 9, Ohio. Described are qualities of the material, installation information and technical data, and recommended uses. There are illustrations of seven different colors.

155 — PAINTING METAL ROOFS—How To Paint Follansbee Terne Metal Roofs is the title of this booklet which includes a summary of the recommendations of 37 major paint manufacturers and is available by writing Follansbee Steel Corp., Dept. AB, Pitts-burgh 30, Pa. Eight pages in color.



156 — "VERMICULITE PLASTER WATERPROOFING"—This booklet has been enlarged to 18-pages and re-issued by Vermiculite Institute, Dept. AB, 208 So. LaSalle St., Chicago 4, Ill. An up-to-the-minute summary of all fire tests on construction assemblies protected by vermiculite plaster is presented in this issue.

157 — MATERIALS HANDLING EQUIPMENT—Using a unique system of visual cross reference charts, a new condensed catalog offered by the Industrial Truck Division of Clark Equipment Company, Dept. AB, Battle Creek, Mich., makes all essential model and attachment information available at a glance. Weight, capacity, and other specifications are given.



(Continued on page 244)



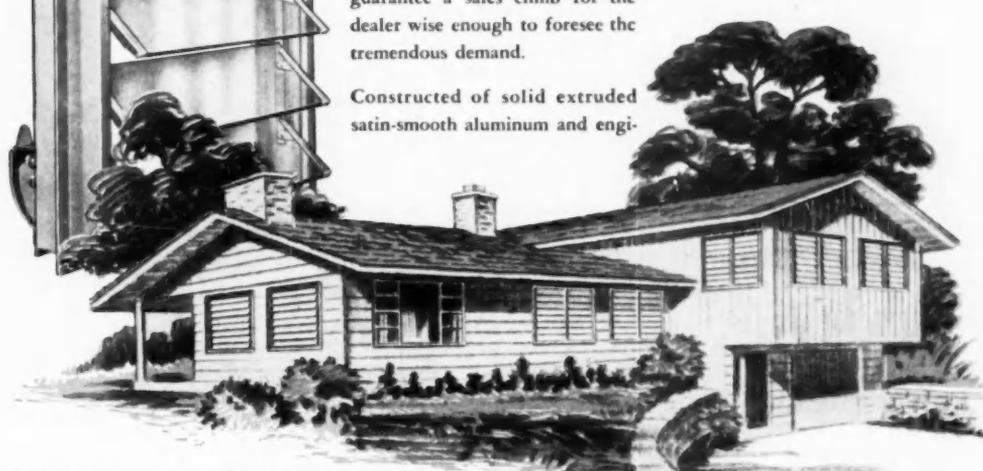
THESE ARE THE WINDOWS

America Demands!

Both new home builders as well as those remodeling are sure-fire prospects for beautiful, economical Ualco Jalousie Windows. The sales features of the Ualco Jalousie guarantee a sales climb for the dealer wise enough to foresee the tremendous demand.

needed so exactly that weather-stripping is not necessary. Superior quality hardware assures easy, foolproof, open and closing action which is always accurate.

Constructed of solid extruded satin-smooth aluminum and engi-



Other Ualco Lifetime Aluminum windows are also available. They all contain the superior quality of the Jalousie . . . longer lasting . . . will never rust, rot, warp, crack, chip, or peel . . . resist all forms of corrosion and fire . . . easily installed . . . attractive appearance both inside and out.



TWINSUL



HOPPER



DOUBLE HUNG



CASEMENT



BASEMENT

Come to Booth Number 7—Congress Hotel—National Association of Home Builders' Annual Convention—Exposition—Chicago—January 20-24, 1952.



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Sheffield, Alabama



UNION ALUMINUM COMPANY
SHEFFIELD, ALABAMA—DEPT. AB1

Please rush complete information on the Ualco Jalousie Window

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Address

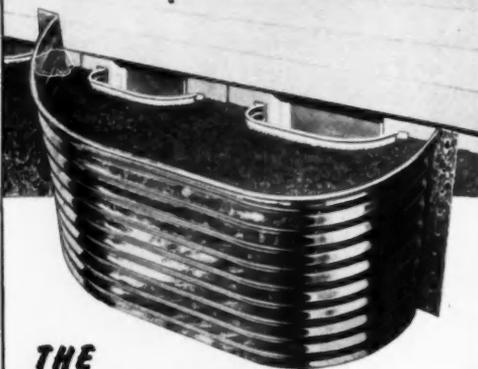
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IMPERIAL

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in **QUALITY, STRENGTH** and **DESIGN**



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LUX-RIGHT AREAWALLS! The Original and **ONLY** Areawall Hot-Dip-Galvanized **AFTER** forming. Every edge, every surface thereby protected from corrosion.

Two Types: Streamlined-Straight and Round. Both types



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HUG-TITE FLANGES—on all types—make the unit fit tight to foundation. A steel product **first** in Quality, Strength, Design, acknowledged to be "the Nation's Best" by contractors, builders, home-owners everywhere. Often imitated, never equalled.



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These **LUX-RIGHT** easy-to-install one-piece units save time, labor, money. Hardened masonry nails supplied with each unit. No upkeep expense. Last word in long, satisfying service. Free illustrated folder shows sizes, proper installation, much other helpful information. See your distributor, building materials dealer, or write us direct.

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Expert Sheet Metal Manufacturers for 67 Years
SOUTH END WABASHA BRIDGE • SAINT PAUL 1, MINN.

Catalogs

(Continued from page 242)



158 — SLIDING DOOR HARDWARE—Brochure issued by the American Sliding Door Hardware Corp., 2084 First Ave., New York 29, N. Y., introduces Slide-All hardware, which features a simplified roller and track unit. Shown are details of different types of installations as well as information on sizes and other features of the hardware.

159 — NEW UNDERLAYMENT—Pioneer Latex and Chemical Co., Inc., Dept. AB, Middlesex, N. J. has issued a folder about its new Plaster Mix, for use as an underlayment and floor leveler designed to bond tightly to metal as well as other materials. Plaster Mix sets and dries in two hours.



160 — PREFABRICATED HOUSES—Illustrations of several different models are shown in this folder on Home-Way factory-built houses issued by GBH-Way Homes, Inc., Walnut, Ill. Complete specifications are listed for the houses, and the materials and workmanship are described; construction techniques are explained, and photographs shown of the different stages of erection.



161 — METAL FRAMING—New 78-page construction catalog gives pages of ideas on how to frame, hang, support and mount many kinds of mechanical and electrical equipment with Unistrut All-Purpose Metal Framing. For copy, write to Unistrut Products Co., Dept. AB, 1013 W. Washington Blvd., Chicago 7, Ill.



162 — PORCELAIN ENAMEL—Complete architectural file of Davidson Enamel Products, Inc., Lima, Ohio is being made available to architects and chain store engineers. Contains a 12-page book showing various applications; recommended specifications for thin veneers; standards for manufacture; a color chart showing the 39 Davidson color selections; a 10-page loose-leaf book showing many shapes and construction details.



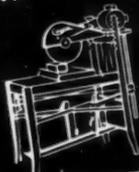
(Continued on page 246)

Now CLIPPER Gives You A NEW CONVERTIBLE MASONRY SAW !



Here's How...

FIRST YOU BUY A
CLIPPER
MASONRY
SAW



THEN YOU ADD...
the
"CONVERTIBLE"
CART



THEN USE YOUR CLIPPER "4" WAYS

- 1 Use as a DUSTLESS Masonry Saw
- 2 Use as a DRY Masonry Saw



- 3 Slip the head from your Clipper Masonry Saw into the "CONVERTIBLE" CART and you have a Handy Concrete Saw.



- 4 Place it in tracks and you can cut large stone slabs or transite sheets

GREATER JOB PROFITS THAN EVER BEFORE!

... at any time the cutting head of your Model HD Clipper Masonry Saw can be placed on the "CONVERTIBLE" CART (that's all you do)—you're then ready to saw concrete or asphalt patches or trenches! Imagine...switching from cutting glazed tile, concrete, face brick to sewer, water or gas lines or floor patches. No more fractures beyond removal lines—no more spalling!

But there's more... just set the "CONVERTIBLE" CART on Tracks and operate as a TRACK SAW. Stone slabs, Transite sheets, Plywood, Masonite, Pre-Cast Stone and large Refractories can at last be easily cut.



MODEL HD
9 models from \$265

Try This Combination on FREE TRIAL

Order TODAY... on FREE TRIAL. Discover for yourself how Clipper will increase production... cut costs... increase profits. Only through the Clipper FREE TRIAL ARE you guaranteed... ACTUAL TEST on the JOB... FULL SATISFACTION... NO OBLIGATION!... If you prefer, order your Clipper Masonry Saw now... and the Clipper "Convertible" Cart when the need arises.



SELECT-A-NOTCH

One man easily adjusts Cutting Head to desired height... Whether cutting 12" or 1" material. Operator's hands merely guide. Weight supported by rear Bar.



PRESSURE EQUALIZER

Makes your blades last longer... Because Equalizer Spring automatically cushions blade pressure whether cutting HARD or SOFT materials. Outstanding for blade economy.



ADJUST-A-CUT CONTROL

Pull the knob—and the Cutting Head is free for finger tip setting at any desired angle. Release the Knob—and Head is locked in the desired position.



SAVE-A-BLADE DIAL

Just turn the Save-A-Blade Dial to the material hardness and the Pressure Equalizer Spring automatically sets the tension—guarantees faster cutting and longer blade life.

Clipper

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equipped with
ROLLER BEARINGS



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make raising and
lowering stairway
practically effortless.

Precision Parts Corporation, not content with the smoothest and easiest operating stairway on the market, equipped their Precision Folding Stairway with roller bearings for still smoother and easier operation. Actuated by counterweights which operate on these bearings the stairway is practically 100% free of friction and all but raises and lowers itself.

OTHER OUTSTANDING FEATURES:

Constructed of No. 1 kiln dried poplar. Heavy cast aluminum alloy brackets, rocker arms and hinges. Composition safety treads on steps. Door panel insulated with Cellufoam. Requires no attic space. Approved by F.H.A. everywhere. See the Precision Folding Stairway at the NAHB Show or write direct today.

Manufactured by

PRECISION PARTS CORPORATION

402 NORTH FIRST STREET
NASHVILLE 7, TENNESSEE

Catalogs

(Continued from page 244)

163 — BOOKKEEPING OUTFIT—A single-entry bookkeeping system designed for the builder which gives control of all costs and profit yet does not require any accounting knowledge is outlined in a folder by Tallman Robbins and Company, Dept. AB, 314 W Superior St., Chicago 10, Ill.



164 — CAULKING DIRECTORY—Calbar Paint and Varnish Co., Dept. AB, 2612 N. Martha St., Philadelphia 25, Pa., has announced its new Caulking Directory. It is offered to the building field without obligation. It covers the caulking trade and is full of information helpful to contractors and dealers.

165 — WINDOW SPEC. SHEET—Arlite Industries, Inc., Dept. AB, 76 Hudson St., New York 13, N. Y., has issued a new specifications folder for its line of primary windows and storm windows and screens. AIA File No. 16E gives details of the "Alumilite" anodized aluminum products.



166 — OVERDOORS AND OPERATORS—This catalog is designated as 1406-11 and contains a complete description of the features of Barcol Equipment and instructions for application and installation. Catalog is available by writing Barber-Colman Co., Dept. AB, Rockford, Ill.

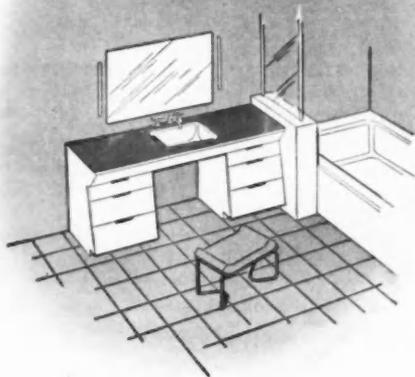
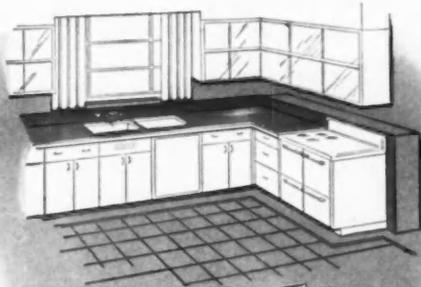
167 — OPEN STEEL FLOORING—A 16-page booklet showing applications of open steel flooring for stair treads, walkways, platforms, sidewalk gratings, etc., has been issued by the Open Steel Flooring Institute, Inc., Dept. AB, 2311 First National Bank Building, Pittsburgh 22, Pa.



168 — RETRACTABLE TRACTOR LUGS—An eight page folder issued by the manufacturer of Traction Lugs explains the gripping qualities of the retractable unit in loose soil. Retractable Power Set Co., Dept. AB, P.O. Box 983, Kilgore, Texas.

(Continued on page 248)

Easily-installed micarta counters offer a lifetime of beauty



MICARTA[®], the wonder-working, decorative plastic surface is a good buy for you and your customers. Your carpenters will enjoy the ease of using pre-bonded MICARTA-to-Weldwood[®] plywood panels. They can be sawed, planed, drilled and trimmed by ordinary tools. Women will love the carefree, locked-in beauty of a whole host of colors, patterns, Truwoods[®] and Trugrains[®] (printed woods).

In kitchens, dinettes, bathrooms . . . in any room . . . this miracle material will resist a lifetime of wear. Super-tough, satin-smooth MICARTA just shrugs off burns, stains, denting, chipping, cracking and splintering. A wipe of a cloth brings back the clean, lustrous surface.

The easily installed panels come in 4 sizes . . . 24" x 96" . . . 48" x 96" . . . 30" x 60" . . . 30" x 96" (all 7/8" thick). There is virtually no waste. Ask your lumber dealer about this attractive long-lasting material . . . it is helping to sell houses everywhere.

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AD 1-52

CONNOR LAYTITE MAPLE FIRST AGAIN

Laytite 25/32x3 1/2" Maple as laid in the new Elizabeth Waters Grade School, Fond du Lac, Wisconsin. Laytite is made under Maple Flooring Manufacturers Association specifications and is famous for uniform quality. Write for prices.

Laytite MFMA Northern Maple, Birch and Oak Flooring. T&G or square edge, in bundles or cartons. Also 3rd grade Maple Flooring 2" and longer. Also Block and continuous strip.



CONNOR LUMBER AND LAND COMPANY

P. O. BOX 1120 • TELEPHONE 3 OR 418 • TELETYPE 26 • MARSHFIELD, WISCONSIN

CONNOR FOREST PRODUCTS SINCE 1872

Catalogs

(Continued from page 246)

169—POWER SCREWDRIVER BITS—Ludwig Hommel & Co., Dept. AB, 72 First Ave., Pittsburgh 22, Pa., has issued a new descriptive and specifications folder for power screwdriver bits. An increased number of sizes and styles are now available in this new line of bits. The catalog outlines details of the hardened steel and finishing on this line of 1/4-inch hex drive and threaded shank drive bits for slotted, Phillips and Frearson or Reed and Prince screws.

170—SLIDING DOOR HARDWARE—Silent operation of wardrobe and interior sliding doors, obtained by a natural rubber wheel having a graphite bearing, used in the Acme Bi-Rail, Acme Junior and Acme Z sliding door hardware models, is described in a brochure issued by the Acme Appliance Manufacturing Co., Pasadena, Calif. Installation data and dimensions are given for the three types.



171—MOTORIZED TRUCKS AND STACKERS—A new 16 page bulletin (P809) describing the application, types and operation features of the Yale line of motorized hand trucks and electric stackers has been released by the Philadelphia Division, Yale & Towne Mfg. Co., Dept. AB, 11000 Roosevelt Blvd., Philadelphia 15, Pa. A special section shows the various attachments available for the Work-savers that permit handling of a wide range of objects without pallets.



172—ACOUSTICAL MATERIAL—Panels of perforated asbestos with a backing of mineral wool designed for acoustical installations are described in a four page folder. The publication covers specifications, installation methods, and finish treatment. National Gypsum Co., Dept. AB, Buffalo, N. Y.

173—HIGHER VOLTAGE WIRING—The subject of higher-voltage wiring for office buildings with the fluorescent lighting controlled by low-voltage remote-controlled switches, is covered in a booklet published by the Construction Materials Division of General Electric Co., Bridgeport 2, Conn. Data on the recent introduction of a remote-control relay that is rated to handle 277 volts is given in detail.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department

American Builder

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

January 1952

Please send me additional information on the following product items, or catalogs, listed in this department:

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*Please note that occupation must be stated if full service is given.

AMERICAN BUILDER

For Concrete
Construction . . .

SOLVAY
Calcium
Chloride

STEPS UP COLD WEATHER SCHEDULES — REDUCES COST

Here's the story of what Calcium Chloride will do for cold weather concrete construction—and its effect on Portland Cement. You can step up cold weather schedules and reduce costs . . . lengthen the pouring day . . . cut costly protection time in half . . . reduce or eliminate overtime finishing with the addition of Solvay Calcium Chloride to your concrete mix. For details, send for "The Effects of Calcium Chloride on Portland Cement," a 40-page semi-technical book—the result of research conducted by nationally recognized authorities, giving details of carefully controlled tests made in the field and in the laboratory.

BOOK AVAILABLE ON REQUEST—for your copy of "The Effects of Calcium Chloride on Portland Cement," fill in and mail this coupon today—there's no obligation.



SOLVAY SALES DIVISION

Allied Chemical & Dye Corporation
40 Rector Street, New York 6, N. Y.

Please send my copy of "The Effects of Calcium Chloride on Portland Cement."

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Title

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A Big Advantages of ALCASCO Aluminum Casements

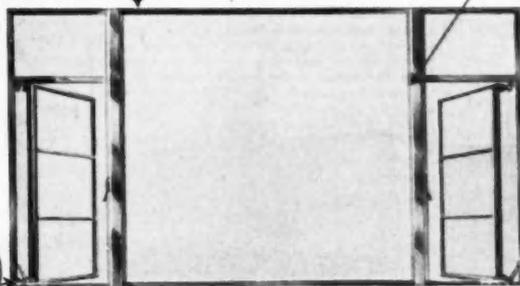
1 • FULL 1 1/8" SECTIONS

Available only in Alcasco . . . structurally stronger. Putty retaining groove—built into each section and designed for easy outside glazing.



2 • EXTENSION HINGES

Solid aluminum . . . sturdy and trouble free . . . Full support. Stainless steel pin assures correct ventilator operation at all times.

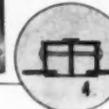


3 • INSULATED GLASS

Alcasco Aluminum Casements can be furnished for regular plate or insulated glass in 1/2", 3/4", or 1" thickness.

4 • INTERLOCKING MULLIONS

Easy to assemble — simple to install . . . Provides a perfect weather seal due to precision fabrication.



PLUS these other Alcasco aluminum casement features

- extruded members are smooth — fit snug at all points
- corners electrically flash welded — greater strength . . . more rigid . . . neat, smooth appearance
- stand inspection — customer satisfaction assured by the obvious evi-

- dence of careful workmanship
- selection — over forty styles to choose from
- approved — over 75,000 Alcasco Aluminum Casements have been sold through Building Material Dealers since 1947.



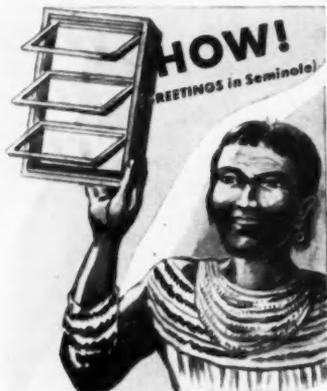
Send for details and descriptive literature.

**ALWAYS
ALCASCO
ALUMINUM**

Alcasco

PRODUCTS, INC.

1144 NINTH ST., MUSKEGON HEIGHTS, MICH.



Gate City

*invites you to visit
Booth No. 58 at the Chicago
Convention of Homebuilders,
January 21st, to get acquainted
with the Window from the
land of the Seminoles.*



Be sure to
attend the NAHB
Convention
at Chicago,
January 20th.

Many years ago, little chief in the window business at Fort Lauderdale became **BIG CHIEF** in the wood Awning Window business of America. Pioneered a window that gave controlled ventilation to any "teepee." Called it **GATE CITY** for "Gateway to the Everglades"... Bear tom-toms loud and soon builders everywhere discovered there is no other window like it!

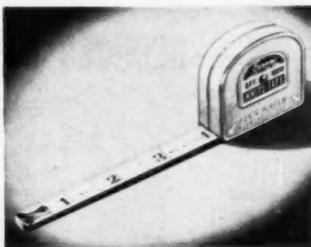
If you miss our Booth Display at the Convention, the complete **GATE CITY** story is yours for the asking. Just fill in and mail the Coupon below.

Refer to SWEET'S FILE 4d-GA
GATE CITY SASH & DOOR CO.
"Wood Window Craftsmen Since 1910"
P.O. Box 901, Fort Lauderdale, Florida
Mail Coupon for Latest Information

AB-1
Gentlemen: Please send me the story how
BUILDERS can profit by knowing more about
GATE CITY Awning Windows.

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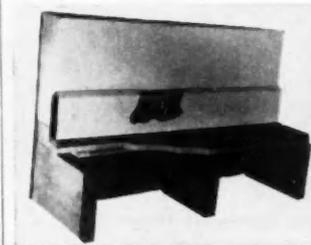
BUILDING PRODUCTS ON REVIEW



AB12259—STEEL RULES—Evans and Co., Dept. AB, 410 Trumbull St., Elizabeth, N. J. "White-Tape" steel rules are made in 10, 8, and 6-foot lengths and feature jet black markings on snow white steel. Carbon spring steel is tempered; enameled and baked on figures. Die-cast case is chrome plated. Measures inside and outside. Self-actuating brake prevents tape creep yet does not touch either surface.



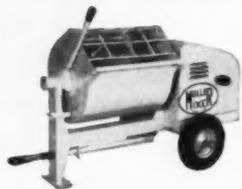
AB12249—MASONRY PRESERVATIVE AND WATER REPELLENT—Preco Chemical Corp., Dept. AB, 40 East 40th St., New York 16, N. Y. Silipruf is a transparent waterproofing and preservative, applied by brush or spray, incorporating the properties of silicone resins in a non-staining coating for porous exterior masonry surfaces such as brick, concrete, stucco, limestone, sandstone and mortar. Claims include 1/4-inch penetration of surface, does affect surface color and does not yellow with age. Silipruf can be applied in temperatures as low as 15 degrees F.



AB12419—WALL BASE HEATING—Brondes Co., Dept. AB, 2046 Winnebago St., Madison 4, Wis. Photo shows metal wall base acting as warm air duct to distribute heat evenly around room perimeter. There is a type for various building construction. For plaster walls the rear portion of the base is returned out from the studding 3/4-inch which serves as a plaster ground insuring even plastering of walls. Heat is distributed up and away from walls through the upper edge of the base. Size is the same as 4 1/4-inch regular wood base.

CONTRACTORS—save money!

Mix plaster and mortar
in a **MULLER 3 FOOT MIXER**



• An investment that will give you better plaster and mortar at far lower costs than old hand methods. Ideal for both inside and outside use. Holds full bag batch of most mixtures.

PRICE \$312 (with electric motor)
\$330 (with air-cooled engine)

FOB Metuchen, N.J.

Also available in 6, 9 and 12 cubic foot sizes

Write for name of nearest distributor.



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FIRST publication in the building field invites you to visit the

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January 20-24

a kitchen of warmth
and friendly appeal



—OF COURSE IT'S OF WOOD
and by **KITCHEN MAID**

Featured by House and Garden in its April, 1951 issue, this kitchen captures much of the warmth and friendly appeal that are inherent in Kitchen Maid Cabinets of wood. It illustrates also, the beauty and flexibility of wood cabinets; how easily they may be adapted to the use of modern appliances such as the new built-in cooking units. Each year more and more architects and builders are specifying Kitchen Maid Cabinets in the homes they plan and build. The Flo-Line styling, fine furniture-type construction and many exclusive features of these cabinets make them first choice of millions of home buyers too. Specify Kitchen Maid for your next kitchen.

Your touch will tell you

Smooth, Flo-Line Kitchen Maid surfaces are warm and friendly to the touch. Rounded edges make cleaning easy.

Dowels are used to form sturdy joints at all important points.

SEE THE KITCHEN MAID DISPLAY
at the NAMB show, Chicago, Jan.
20-24, Casino Room, Congress Hotel.

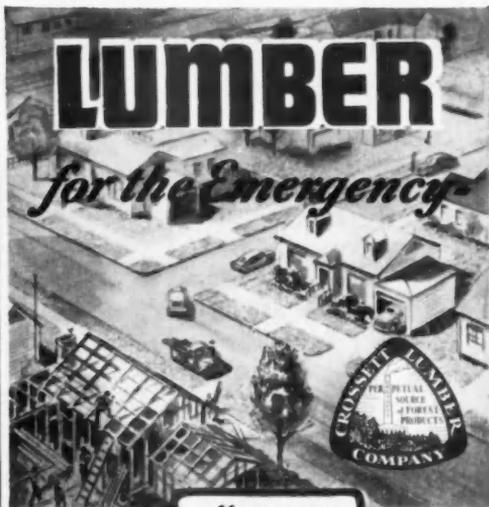


Look for this sign in your dealer's window.

THE KITCHEN MAID CORP.
521 Snowden St., Andrews, Indiana
Please send new booklet containing
10 practical kitchens with details, I
am Architect, Builder, Dealer.

Name _____

Address _____



When your big jobs call for carloads of quality lumber—get your dealer to call Crossett first! . . . Through the years, Crossett has been delivering trade and grade marked Arkansas Soft Pine and quality hardwoods to the building trade of America. Large timber reserves plus big mill production assure you deliveries of highest quality. During this national emergency, Crossett is dedicated to meeting expanding needs of our nation's defense effort. Special attention is called to the following items:

- Wolmanized® Treated and Creosoted Lumber and Timbers
- Arkansas Soft Pine Satin-like Interior Trim
- Nail-Holding Dimension
- Royal Oak Flooring
- Center and End Matched Sheathing
- Hardwood Trim and Lumber

*Reg. U. S. Pat. Off.



On What Shall Your Favorite Dealer Quote?

CROSSETT LUMBER COMPANY
CROSSETT, ARKANSAS

for suburban homes
beyond the water mains



F & W
MEANS
Flowing Water
AT ITS BEST

Only F & W Offers These 4 Big Advantages!

• You'll do your customers a real favor if you select F & W Water Systems for their new homes. *First*, they're proven by 86 years of successful, dependable service on farms and homes throughout the nation. *Second*, capacity for capacity and depth for depth they're most efficient and cost less to operate! *Third*, F & W precision manufacture, advanced design, and non-corrodable materials assure longer service and lowest cost per year. *Fourth*, there's practically no upkeep, and F & W's exclusive "Speedchange Rotary Seal" permits pump servicing without disconnecting pipelines or disassembling pump. In addition, each pump is individually tested before leaving the factory. So . . . when you need "Flowing Water," remember F & W!

There's an F & W Pump for every need without the depth or capacity requirement.



F & W 2-stage, Deep-Well Jet
Delivers extra capacity. New automatic control valve assures top performance.

Send for F & W Data Book No. 200 for your files. It has helpful information.



F & W Multi-Purpose Pump
Change from shallow to deep well simply by moving jet off pump down into well at no extra cost!

The VARIJET (below) delivers 40-70% more water at less cost

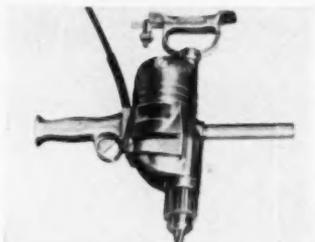
F & W Means Flowing Water by
FLINT & WALLING MFG. CO., INC.
66 Oak Street, Kendallville, Indiana

F & W
WATER SYSTEMS

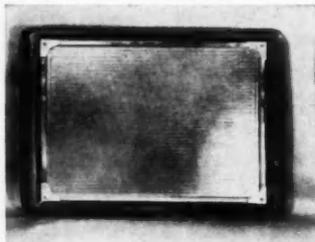
Farm-Used, Farm-Proved for 86 Years!



BUILDING PRODUCTS ON REVIEW



AB12274—HOLE SHOOTERS — Milwaukee Electric Tool Corp., Dept. AB, Milwaukee, Wis. Company introduces its new line of "Super" Hole Shooters. Advantages claimed include: Higher load speeds for continuous use through Milwaukee-built 9 point heavy-duty universal-type motor and greater torque through double and triple reduction gearing. "Super" Series includes four models; (C312) 1/2-inch capacity; (D582) 3/8-inch cap.; (E343) 1/4-inch cap, and (K783) 1/8-inch cap.



AB1211—RADIANT HEATING — Glasheat, Continental Radiant Glass Heating Corporation, Dept. AB, 1 E. 35th St., New York 16, N.Y. Glass radiant heating panels emitting infra-red heat waves have been designed for surface, recess, or baseboard installations. Both recess and baseboard models are used primarily in new construction while the surface mounted unit can be used in remodeling work. The units are available in 450 to 1000 watt capacities. The panels can be used for a complete heating system or for additional heating in cold rooms. They can be equipped with room thermostats to control the temperature. Durable glass construction makes them safe.



AB12347—BUILT-IN ELECTRIC RANGE — Leeson Steel Products Corp., Dept. AB, 666 Lake Shore Drive, Chicago, Ill. A custom-designed Presteline electric range for built-in installations shown in a typical modern setting. The range has two-burner divided tops and the oven will hold a 35-pound turkey. The oven door is available in anodized copper or a satin-silver finish, and the porcelain trim in a variety of colors. The Presteline refrigerator is also available in color.

**PEOPLE
ARE
TALKING**



**VIKON TILE IS
A REAL BARGAIN...
EASY ON THE BUDGET
AND IT LASTS
FOR YEARS!**

...about
**Vikon
Metal Tile**



**I LOVE
VIKON'S GLEAMING
BEAUTY...AND
IT'S SO EASY
TO KEEP CLEAN!**

**Your Clients too, will thank
you for recommending Vikon Metal Tile. Look
at these outstanding features!**

- Will not warp, chip or craze
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STEEL · ALUMINUM · STAINLESS STEEL

VIKON COLOR TILE

BEAUTY · ECONOMY METAL DURABILITY

"The Original
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Est. 1926

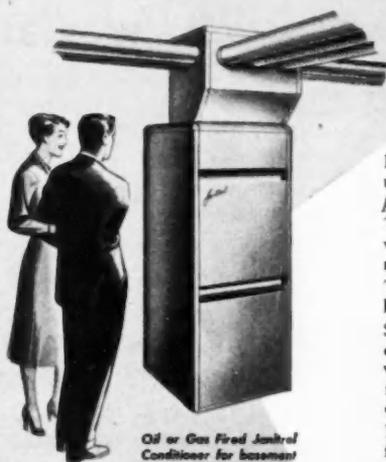
VIKON TILE CORP. WASHINGTON, N. J.



AMERICAN BUILDER

The greatest heating advancement in 20 years

brings Improved Comfort at Lower Cost...



Oil or Gas Fired Janitrol
Conditioner for basement
or first floor installation

Janitrol[®]

SAVE-WAY AIR SYSTEM

Here's a *real* way to cut installation material and labor costs up to 35% and at the same time provide *better* heating and *improved* comfort.

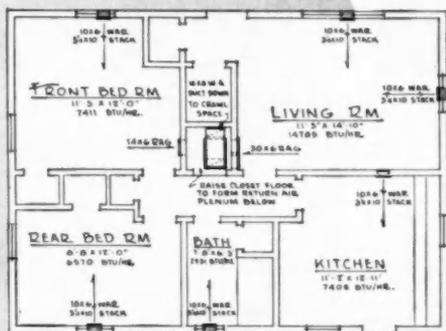
The new Janitrol Save-Way Air System combines the latest advancements in equipment design and warm air circulating methods for greater heating satisfaction.

This new Janitrol system will help you merchandise your houses as the most modern equipped models of 1952.

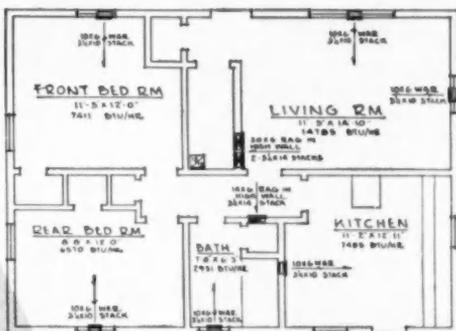
Some of the features that will help you sell greater comfort include Constant Air Circulation... Perimeter Heat Distribution with warmth evenly circulated from outside wall registers... neater, more compact installations using standard 4" round duct.

Place Janitrol wherever convenient to floor plans, in basement, first floor closet or utility room or in the attic.

Write for complete Janitrol Save-Way Air data on installation savings or see your local Janitrol dealer.



Typical floor plan of single story house with enclosed crawl space. Perimeter heating and CAC "know how" assures minimum temperature variation from floor to ceiling.



One story house using attic installation—note that only two return air grilles (RAG) are required... this simplification indicates some of the installation savings that can be made.

Saves

- Up to 35% on installation labor and material costs.

- On the use of critical metals.
- Cutting into main supports and bearing members.
- Considerable planning and detailing time.
- By reducing to a minimum service "call-backs" and customer complaints.

Complete Line of Automatic Heating—Gas Conditioners, Boilers, Gravity and Floor Furnaces, Attic Units and Unit Heaters, and Oil Fired Conditioners and Boilers.

USE THIS HANDY COUPON

SURFACE COMBUSTION CORPORATION Toledo, Ohio

Please send complete information on the Save-Way Air System.

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You're Sure
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PRESTILE
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SURE OF PROFITS!

Prestile provides you with a complete line. And Prestile is priced right, too... right for your customers—right for you!

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Prestile's beauty is baked in. It's tough, durable, non-chipping—lasting beauty that creates satisfied customers.

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Complete stocks and prompt delivery enable you to fill Prestile orders in every size, pattern and color.

*From every standpoint,
it pays to push Prestile!*



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"De Luxe Tileboard of Lasting Beauty"

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Clip this handy memo to your letterhead and mail today!

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We are interested in:

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Please send literature and samples.

Your Name.....

**William Russell, Jr.
Named a Director of
Simmons-Boardman**

William E. Russell, Jr., of the New York law firm of Russell & Russell, has been elected a member of the board of directors of the Simmons-Boardman Publishing Corporation, publishers of *American Builder* and publications in the transportation field. Mr. Russell takes the place of the directorate formerly occupied by the late Mrs. Ida R. Simmons, who was principal stockholder in the publishing company. His father, senior member of the Russell & Russell firm, has been on the directorate of the publishing company for many years and is trustee of the controlling stock interest in the publishing company under the will of the late Mrs. Simmons. The Russell firm has for many years handled the legal affairs of the publishing company.

Mr. Russell, Jr., is a graduate of



William E. Russell, Jr.

Trinity School (N.Y.), Phillips Exeter Academy, Yale University and the Yale Law School, at all of which he achieved high scholastic honors, among them election to the Phi Beta Kappa society. He became associated with the well known law firm of Cravath, deGersdorff, Swaine & Wood in 1934 and participated in much important corporate litigation, including the so-called Schechter "sick-chicken" case, in which the National Recovery Act was declared unconstitutional; and in the Milwaukee Railroad reorganization. He was assistant counsel for the Truman Committee investigating defense expenditures in 1942-43 and has been a member of the Russell & Russell firm since 1942. He is a director of Dumari Textile Company and is trustee for a large mortgage company.

Coming in April
**AMERICAN BUILDER'S
GIANT DIRECTORY ISSUE**

**STEP UP YOUR
REMODELING**



**.. AND
NEW HOME
SALES
WITH
WEL-BILT
FOLD-A-WAY
STAIRWAYS**

SAFE

★
STRONG

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EFFICIENT

Sold by Retail
Lumber Dealers
Coast-to-Coast

Quick demonstration makes easy sale! Converts wasted attic into an extra room or usable storage space. Easy to raise and lower. Folds compactly, requiring minimum ceiling space, negligible installation cost. Comes completely assembled. Write for FREE folder—full details.

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THE

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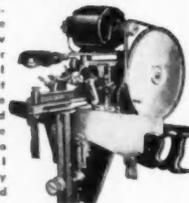
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in BUSINESS**

Here's A Real Opportunity

Read what Elmer L. Warr wrote us: "I have operated a Foley Saw Filer and a Retoather for over two years. I am a carpenter. When it will be hard for me to throw a hammer and push a saw, I will have a shop that will make me an easy living. I call these machines my old age insurance, and they are paying for themselves as we go along."



Model 61
Foley Saw Filer

FREE Book "Independence After 40"

shows how you can start at home, make up to \$3 or \$4 an hour in spare time. Small investment, no overhead—no experience needed.

Send coupon today—
no salesman will call.

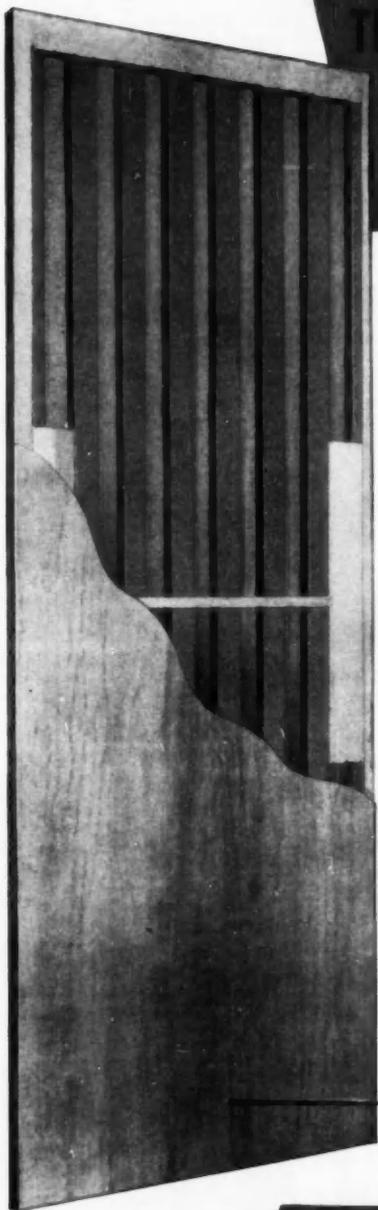
Send Coupon for **FREE BOOK**



FOLEY MFG. CO.
124-2 Foley Bldg., Minneapolis 18, Minn.
Send Free Book "INDEPENDENCE AFTER 40"

Name

Address



The **HASKO** "MOBILE" **FLUSH DOOR** with a "FLEX CORE"...

... has a simple, sound assembly for maximum strength and durability yet is made to meet the price market.

This adaptation of the hollow-core principle meets the demand for high quality and low cost. *This is another engineering achievement by HASKO for the builder who needs better flush doors.* It is truly an economy door of outstanding quality.

LOW COST The HASKO "MOBILE" FLUSH DOOR is priced competitively, and is made and backed by a responsible manufacturer.

QUALITY GUARANTEED The HASKO "MOBILE" FLUSH DOOR carries the same guarantee and responsibility as the famous Hasko Arch-Kor Flush Door. It features "balanced" construction, and the warp-resistant, sound deadening and proper ventilation characteristics engineered into all Hasko Flush Doors. Its frame is constructed of selected kiln dried lumber and allows a generous amount of stock for trimming, plus sturdy 3/16" thick face panels.

8-WAY HANGING SPEEDS INSTALLATION Large 3 x 25 (5 x 25 including frame) double lock-blocks provide for fast, easy 8-way hanging of the HASKO "MOBILE" FLUSH DOOR.

FLEX-CORE INCREASES LIFE, ASSURES PERMANENT BEAUTY The entire core construction provides complete support of the sturdy (3/16" thick) face panels. An additional feature of the door is in the use of the "Flex Core" core ribs. These provide a resiliency and flexibility that give the face panels an unusually high degree of resistance to denting from heavy impacts, or damage from warping, and assure great durability.

TESTED Thorough tests prove durability. The HASKO "MOBILE" FLUSH DOOR has withstood kiln tests of as high as 48 hours at 170 degrees. The Hasko name means sound construction, high quality, expert design and craftsmanship.

WRITE today for the special HASKO "MOBILE" FLUSH DOOR Bulletin. Orders will be filled in the sequence in which they are received.

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HASKELITE MANUFACTURING CORPORATION

Grand Rapids 3, Michigan

ADD-A-ROOM

WITH THE
BESSLER DISAPPEARING STAIRWAY



Our stairways
have been on
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for 35 years.

Takes up no space
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Folds up into
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OF 7
MODELS

Install a Bessler Disappearing Stairway to provide a convenient means of gaining access to the upper story. Simplicity itself to operate and install; neat in appearance and strongly built. A practical and satisfactory modern space-saver.

Laminated Plastic Solves Builder's Window Sill Problem



A MAHOGANY patterned Formica sill installed in a casement window is shown after the trim is applied

The old adage, "necessity is the mother of invention," led the N. F. Molnar Co. of North Olmstead, Ohio to develop a waterproof, warp-resistant window sill. The plastic unit made of Formica is now installed in all housing units built by the firm. After replacing and repairing many wood sills in houses where the owners did not properly care for them, the builder considers the new plastic model good insurance against repetition of this experience.

The cost of all the sills in the house made from Formica is approximately \$20 more than that for wood sills. They are cheaper than marble sills and have many of the same advantages, related Tom Kelly, manager of the building firm. He stated, "After the installation of the Formica unit the operation is finished, no paint



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New Money-Saving
American-bowstrings. Shipped everywhere.
Streamlined Design.
Immediate Delivery.
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Chicago

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until you have investigated

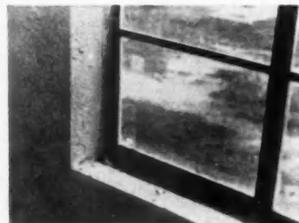


RESIN FREE
LIQUID RAW-HIDE REDWOOD FINISHES

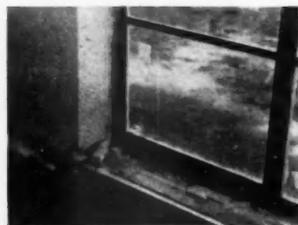
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LINSEED OIL PRODUCTS CO.

355 DEL MONTE STREET • PASADENA 3, CALIFORNIA



WINDOW OPENING after the brown coat of plaster has dried



PLASTER GROUND at the side of the unit is removed. The header is cleaned in preparation for the next step

(Continued on page 258)

AMERICAN BUILDER

Use **FRANTZ** No. 80 GARAGE HARDWARE

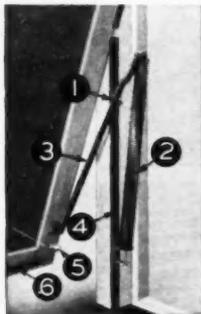
AMERICA'S MOST POPULAR SET
OF OVERHEAD DOOR EQUIPMENT



USE THIS VERSATILE HARDWARE WITH CUSTOM OR MILL-MADE GARAGE DOORS

Equally "at home" on carpenter-built or mill-made doors, Frantz No. 80 Series* overhead garage door hardware will lift any door weighing up to 150 lbs. —is a favorite with architect and contractor alike. Features (shown at right) include: (1) Automatic opener, (2) Powerful spring which does all the lifting, (3) Sturdy formed steel arms, (4) Steel weather-stripping, (5) Positive latch, (6) Angle iron brace to prevent warping. Steel hangers and ball-bearing wheels assure smooth, quiet operation. Set comes complete with chrome handle, brass cylinder lock, track supports, braces and lags. Simple, easy to erect.

*No. 83 for doors 8'x6'6"
No. 839 for doors 9'x6'6"
No. 80 for doors 8'x7'
No. 809 for doors 9'x7'



Write today for information on the complete Frantz line of Garage Doors and Hardware.

FRANTZ

GARAGE DOORS AND HARDWARE

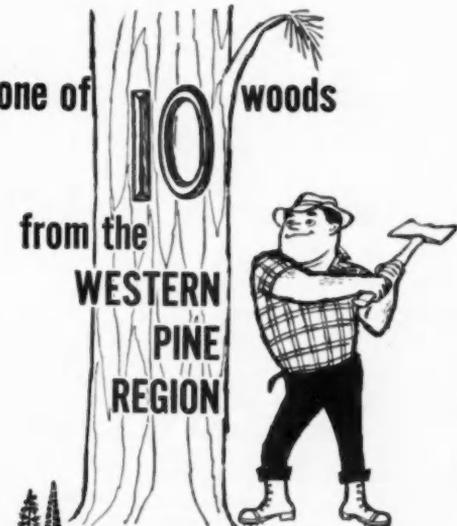
FRANTZ MANUFACTURING CO., STERLING, ILLINOIS

JANUARY, 1952

LOGEPOLE PINE

one of **10** woods

from the
**WESTERN
PINE
REGION**



An excellent general-purpose softwood, straight-grained and easy to work. Its fine nailing properties, ability to take and to hold paint, and small, non-bleeding knots make it ideal for top-quality siding, paneling, and all architectural woodwork.

This is but one of ten fine softwoods from member mills of the Western Pine Association. All are manufactured, seasoned and graded to exacting Association standards. Lumber dealers, builders, architects and wood users have found them dependable and best for many construction uses.

THESE ARE THE WESTERN PINES

IDAHO WHITE PINE
PONDEROSA PINE • SUGAR PINE



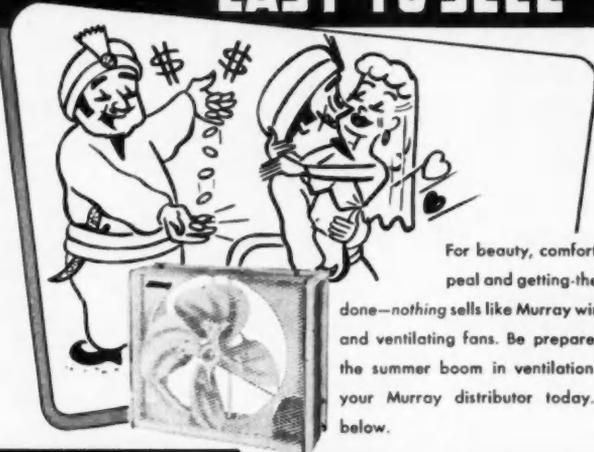
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LOGEPOLE PINE



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EASY TO SELL



For beauty, comfort, appeal and getting-the-job-done—nothing sells like Murray window and ventilating fans. Be prepared for the summer boom in ventilation. See your Murray distributor today. See below.

DISTRIBUTORS

It's *Impossible*
TO LOSE MONEY
 WITH A
Murray **FRANCHISE**

Simply report unsold fan inventory to Murray after season—for FULL CASH CREDIT. No inventory carry-over, no tie-up of capital. Report inventory and get check. You can't lose.



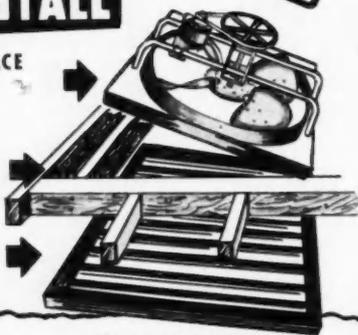
EASY TO INSTALL

JUST DROP IN PLACE

Nothing to nail or screw down Murray's flat-as-a-flounder attic fan rides free and whisper-quiet in a cushion of foam rubber.

Any-one-can-install-it simplicity makes Murray the fastest selling, most demanded package unit ventilating fan available.

Shutters are fully automatic. No pull cords, no adjusting—means more sales.



Murray
 COMPANY OF TEXAS

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VENTILATING & WINDOW FANS

H. C. BIGLIN COMPANY, INC.

177 HARRIS STREET, N. W.

ATLANTA, GEORGIA

Laminated Plastic ...

(Continued from page 256)



THREE OR FOUR SHIMS are nailed into place. These bring the sill to the proper height



SILL is inserted into the opening and screwed into place. A 60 degree hole is drilled through the sill into the header and a 2½ inch screw fastens the unit



INSTALLED SILL is now ready for the finished coat of plaster. All voids will be pointed up by the plasterer

is needed. The housewife can put flower pots on the sills without fear of ruining them."

Two color patterns of the plastic sill are used in the house. A white linen pattern is used in the kitchen, bath and utility room. All other sills are either a mahogany or blonde wood-grained pattern. They are adaptable to all types of window units.

The sill is waterproofed, with the Formica covering on four surfaces. The back and bottom surfaces have a waterproof paper backing. The unit is installed after the brown coat of plaster has dried. The finish coat of plaster is applied up to the sill.

Mr. Kelly stated that any Formica fabricator can make the sills.

A step by step installation is shown in the accompanying photographs.

AMERICAN BUILDER

Come

to the Westinghouse Exhibit Space at the NAHB's big Exposition and Convention, Chicago's Hotel Hilton, January 20-24. A wealth of new and practical ideas await you.

See

dramatic proof that house purchasers—all over the country—want and seek out Westinghouse-equipped homes.

Look

at the newest in Westinghouse Appliances. See for yourself why they are ahead . . . in design . . . in features . . . in style . . . in performance. Then, you'll know why we say

. . . of course, it's electric!



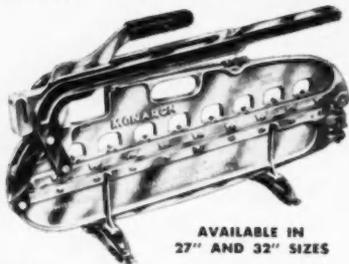
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FOR ASBESTOS SIDING AND SHINGLES
GUARANTEED 100% Non-Breakable

MALLEABLE IRON CASTING

The Monarch Asbestos Siding and Shingle Cutter in malleable iron gives you the 100% guarantee against broken castings. Because of its metallurgical structure, malleable iron is the ideal material for this cutter. The Monarch gives greater toughness, higher resistance to corrosion and will stand up to heavy and repeated impact.

The Monarch has a front end nose punch, notcher, and precision cutting blades.



AVAILABLE IN
27" AND 32" SIZES

The Mighty
MIDGET



FOR CUTTING ASBESTOS
SIDING & SHINGLES



The SCOUT is a small utility cutter for asbestos siding and shingles, with front end nose punch. The cutting blade is made from a high grade steel, heat-treated, has sharp serrated teeth machined by a milling cutter. Overall length 16", height 6", width 2 1/4". Approx. wt. 3#. The base of the Scout Cutter is high-grade aluminum casting, having the proper amount of weight necessary to perform the best operation by the applicator.

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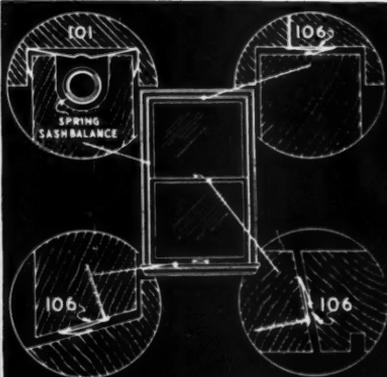
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P. O. Box 9447 Fort Worth, Texas

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NEW WHITE METAL
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AVAILABLE AT YOUR LOCAL
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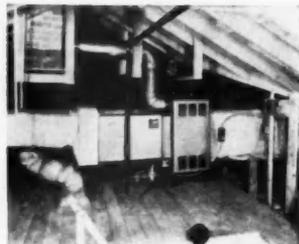
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QUANTITY
(DUE TO METALS SHORTAGE)
ORDER WHITE METAL
WHENEVER POSSIBLE

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Kansas City 2, Mo.



FURNACE, chimney and blower are suspended from rafters by 2x4's

Save Space in Small Home by Installing Furnace in Attic

The furnace was placed in the attic of this one-story, two-bedroom, 1238 square foot, Toledo, Ohio, house to save space. Both the gas-fired furnace and the short brick chimney are suspended from rafters by 2x4's, with a minimum of 18 inches of floor clearance provided below the unit for service work.

The blower is co-ordinated in a housing adjacent to the furnace. Excessive heat loss from ducts is prevented by a 2-inch blanket of glass wool. The furnace is a model BCCA Janitrol forced air unit with a 105,000 Btu input. Calculated heat loss of the frame home, built on a concrete slab with shingle roof and single windows, is 67,548 Btu's.

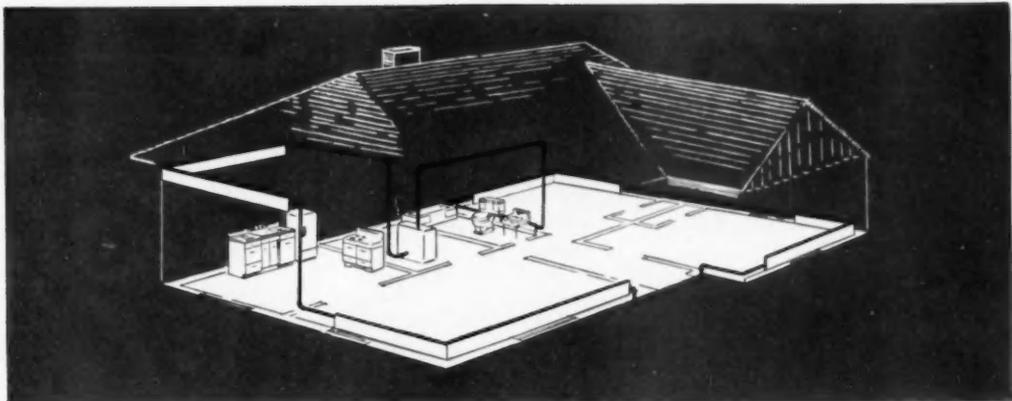
Warm air is channeled from the attic through two 14x14-inch square



EXTRA UTILITY and storage space was gained in this attractive, compact home by housing furnace in attic. Norhio Heating Co., Toledo, was the contractor

supply ducts to plenums below the floor. Then the supply is distributed in 8-inch round ducts in four loops to low wall registers around the outside perimeter of the house. Return air grilles are located near the ceiling. All stack heads in outside walls are insulated. The perimeter of the slab is also insulated with 1-inch waterproof rigid insulation board.

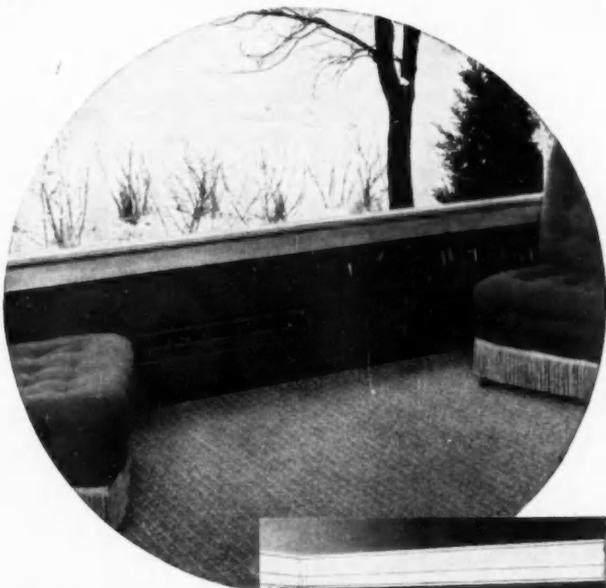
The unit is also adaptable to basement or crawl space application and may be mounted on a metal frame as well as suspended.



for SURE heating comfort...

CRANE *Radiant* BASEBOARD PANELS

*Provide adaptable, clean,
amazingly efficient heat...*



Crane Radiant Baseboard Panels, in two types, provide versatile, efficient modern heat. Use type "RC" (in living room above) at the baseboard only. Specify type "R" for floor-level, ceiling-level, or vertical installation. (Shown at ceiling level in kitchen.) Ideal for either new construction or remodeling.



On the floor, rule a straight line just $1\frac{1}{8}$ inches in from the finished wall. That is all the room space this highly efficient form of modern radiant heat requires!

That perspective above, those photos at the left show how easy it is to plan, how easy to build a hot water or steam system with Crane Baseboard Panels.

They leave more space for living. Their cast-iron construction is best for radiation, proof to hard knocks, and can be painted any color without reducing heating efficiency.

The large volume of hot water held in Crane Baseboard Panels means extra heating capacity always in reserve and maximum heat conservation.

Floor-level drafts and ceiling-level layers of static hot air are eliminated by the clean, modern combination of radiant and convection heating Crane Baseboard Panels provide.

Consult your Crane Branch, Crane Wholesaler or Plumbing Contractor for complete technical data.

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For your profit, of course—but for your pride, too—build Modern Homes, the quality home for all income brackets. Now you can offer the savings of these skillfully-designed homes and know they'll surpass on-site jobs in your locality—in character, individuality and charm. Modern Homes have won the immediate acceptance of prospective buyers, FHA and VA agencies, lending institutions and the most critical quality residential builders. Why? Because Modern Homes are designed and built to the standards which guide the building trades everywhere. You'll find standard wall construction, bevel siding, standard partitions for lath and plaster, dry-wall or job-applied panels, and designs which fit into any locality. Then, too, you get the flexibility of layout practical only with non-load-bearing partitions, the result of trussed roof construction. You can offer a variety of front elevations, two, three or four bedroom plans, models for wide and narrow lots. Modern Homes are designed to be built on slabs or basements. And don't forget, you start sooner, you're out of the weather in a day, you forget the headaches of shortages, you turn-over your money faster, you finish sooner. In a matter of a week or two you're well into your next job—and your next profit.

Many valuable territories east of the Mississippi, north of the Ohio are still open for our franchise. Our folder gives complete details of our Modern Homes plan for you, and a new catalog to help you sell is now ready. Write us today.

See our display at NAHB Convention and
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lumber engineering company

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INDUSTRY BRIEFS

Edward J. Maroney, general sales manager, has been appointed a vice president of United States Plywood Corp. Maroney's promotion climaxed 17 years' service with the company. He was elected a director in 1938 and from 1941 to 1943 managed the Philadelphia branch. Maroney served with the Navy for 27 months in World War II. He is a University of Pennsylvania graduate.



Maroney

Purchase of a million dollar factory in Elizabeth, N. J., has been reported by the National Electric Products Corp., Pittsburgh. W. C. Robinson, president, said that work would be started immediately to equip the plant with more than two million dollars' worth of machinery for the manufacture of electrical roughing-in materials.

Election of James J. Russell as chairman of the board and chief executive officer, and James M. Kennedy as president, of Revere Copper and Brass Inc., was recently announced. Russell, previously president, succeeds C. Donald Dallas, who has retired as chairman but continues as a director. Kennedy has been vice president of Revere's Rome Manufacturing Division, Rome, N. Y.



Russell

Al Kline, recently-appointed sales manager for Wadsworth Homes, Mission, Kas., has announced a new Wadsworth dealer policy: In the future the firm's homes will be sold only through established local builders; no sales will be made directly to consumers or through agents who are not builders.

Hal Croskey has been named sales manager of Clarke Sanding Machine Co., the president, Ernest Cooper, has announced. Formerly associated with Goodyear Tire and Rubber Co. and later with Sears Roebuck and Co. as a buyer,



Croskey

Croskey joined Clarke early in 1947 as division manager of its Los Angeles Sales and Service Branch.

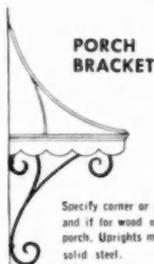
AMERICAN BUILDER

Art in Iron



just out!
NEW
1952 CATALOG
SEND FOR YOUR
FREE COPY *today*

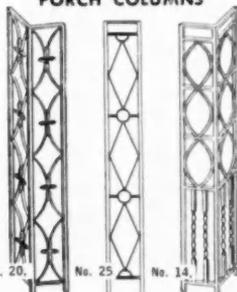
Artcraft produces the finest, most exacting custom-made ornamental iron work, and regular low-priced stock work at amazingly low cost. There's no assembling on the job, because Artcraft's finished products come to you completely packaged to measurements. Saves costly labor time. ARTCRAFT'S CUSTOM WORK PRICES COMPARE WITH COMPETITIVE STOCK ITEM PRICES! **ORDER THESE STOCK ITEMS NOW IMMEDIATE DELIVERY**



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No. 78	Height	12" 90°	Single
20" x 20"	7'-0"	corners \$28 each	12" panels \$17 each
30" x 30"	7'-6"	\$30 each	\$18 each
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Send in your specifications for custom work. Your design will be carefully and expertly carried out with the most exacting detail. Three weeks delivery.

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JANUARY, 1952

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PLEASE SEND BUILDERS INFORMATION:

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1717 WESTLARK AVENUE, NORTH, SEATTLE 9, WASHINGTON
More than 20 years of satisfactory performance

EXTRA JOBS EXTRA EASY

Special Features Make Hydrocrane Standout on Building Jobs

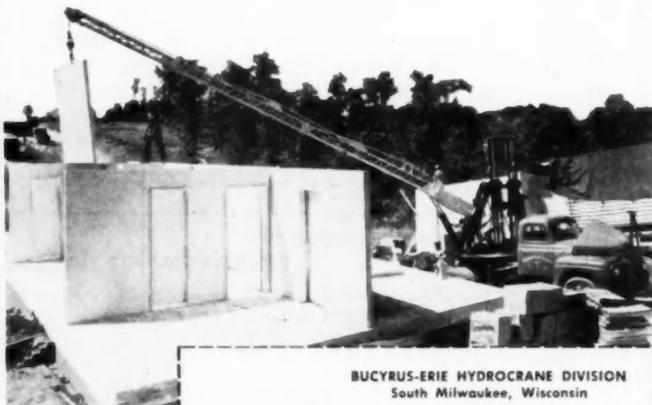
Here's why builders and contractors find the Hydrocrane in a class by itself. This fully hydraulic crane has a combination of features no other unit can match.

TELESCOPING BOOM noses under branches, wires, in and out of windows, box cars, warehouses—without moving crane an inch! Great for unloading building supplies, nosing planks between rafters, and for yard work.

PRECISION CONTROL. Operator can meter power flow so slowly you can barely see load move—or he can operate crane at a fast, steady clip. Outriggers set hydraulically in seconds—provide a solid base. No twisting, wracking strains on truck frames—no bouncing on springs and tires. Nothing touches it for precision erection work. Said one user, "It was nothing to break two or three concrete slabs on a job when hoisting with a friction rig—now with our Hydrocrane we can place 'em all day and never break a one."

EASY OPERATION. Hand levers only—no tricky hand-foot coordination. No brakes or clutches to grab and slip. Deadman control means safety for work crews. If operator lets go, all levers return to neutral—load stops dead. A few hours instruction and even a new operator can handle the easier lifting and stockpiling jobs.

Two sizes— $\frac{1}{4}$ -yd. 2-ton, $\frac{3}{4}$ -yd. 3-ton. Attachments include clamshell, crane hook, 1-yd. material handling bucket, grapples, magnet.



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Gentlemen: Please send Hydrocrane literature.
 I want a Hydrocrane demonstration.

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INDUSTRY BRIEFS

Appointment of **Edward B. Hoagland** as credit manager of **Morrison Steel Products, Inc.**, Buffalo, N. Y., has been reported by **Claude O. Rainey**, secretary and treasurer. Hoagland was formerly assistant credit manager of **Rudolph Wurlitzer Co.**, and office and credit manager of **Weather-Seal, Inc.**



Hoagland

Maurice Grossman, general manager of the Plumbing and Heating Division of the **Grossman Co.**, was one of 12 young men who live or work in Quincy, Mass., to be cited as "Outstanding Young Men" of the city. Citations were made by the Junior Chamber of Commerce. Recipients were business men, professional men, scientists and athletes.

Hachmeister Inc., Pittsburgh, has announced a new promotion program for Hako asphalt tile flooring and Coronet plastic wall tile. Leading off the campaign are color advertisements in five consumer publications, chiefly in the "shelter" group. New point-of-sale material and literature has also been prepared.

The Heil Co., Milwaukee, has announced that its entire line of Aqua-Flo water systems has been purchased by the **Morrison Co.** of Milwaukee. Heil will continue to manufacture its complete line of home heating equipment as well as its heavy equipment. According to **George F. Morrison**, Morrison Co. president, the entire inventory of pumps purchased from Heil will be sold under the Heil name. However, as soon as practicable, the pumps will be identified as Morrison.

The central district headquarters of **Westinghouse Electric Supply Co.** has completed a move to a new, larger building at 22-11 Kirby Ave. in Detroit. The new quarters contain more than 92,000 square feet of floor space for offices and warehouses, will also provide expanded facilities for stocking consumer products such as refrigerators, laundry equipment, radios and television sets.

Atlas Plywood Corp. of Boston has announced acquisition of control of **Plywood, Inc.**, Detroit, through purchase of stock, most of which came from a group of majority stockholders. **Elmore I. MacPhie**, Atlas president, said the purchase was made to provide a steady flow of Atlas hardwood panels through the 16 warehouses now operated by Plywood, Inc.

AMERICAN BUILDER

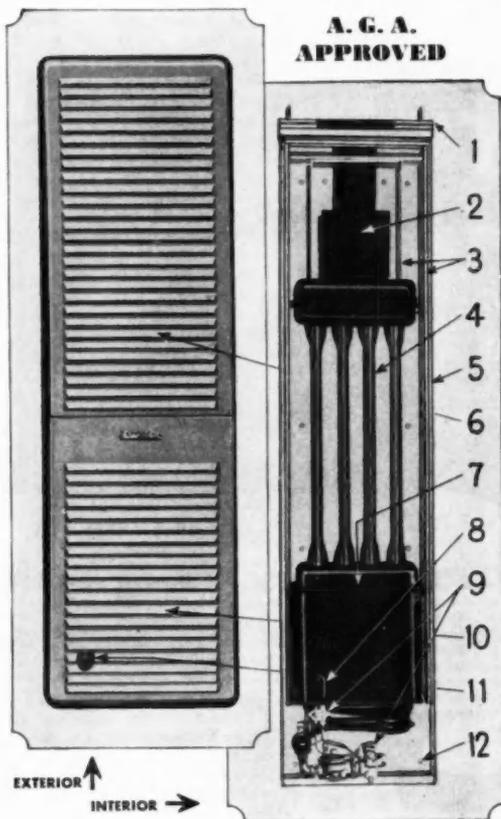
SINGLE OR
DUAL-ROOM
MODELS

Brilliant Fire
FULLY VENTED • FULLY ENCLOSED

ENGINEERED
FOR
ALL GASES

RECESSED WALL HEATERS

The BRILLIANT FIRE is a simplified, flexible unit to install. It is Safe, Convenient, Efficient in operation. Engineered for All Gases, the BRILLIANT FIRE is A.G.A. approved under latest Central Heating requirements and is also approved for High Altitude operation. Installs readily in any standard wall (16" studding), anchors securely. Operates efficiently in either inside or outside walls (Dual Models for inside wall only). Is adjustable, Wall Panel fits snugly to wall . . . finished in lustrous Opalescent Beige (baked enamel). Automatic Controls are optional.



**A. G. A.
APPROVED**

SINGLE Room Models offered in 2 sizes . . . Auxiliary Kit (duct and grille) available for channeling heat to small adjacent room or be used as cold air return.

DUAL Models (for heating adjoining rooms) offered in 2 sizes, have individual controls . . . are sound-proofed and vision-proofed.

NOTE THESE FEATURES

1. Rigid steel Header provided to support Box . . . to insure tight Box connection.
2. Draft Diverter built in . . . no damper or other gadgets required.
3. Multi-liner construction offers more air insulation . . . real Safety to installation.
4. Heating Section 100% welded from burner to Box . . . is gastight (no odor, no sweating). Unique Tube design means maximum heat from fuel.
5. Telescoping Wall Box adjusts to exact wall thickness (plaster, plywood, etc.) without extra parts or special tools.
6. Overall height held to minimum so that heat is delivered to living zone (not ceiling).
7. Long-life Combustion Chamber has cast-iron head to take impact of flame . . . prevent burnout.
8. Convenient Observation Port facilitates lighting and adjusting burners.
9. Has precision-ignition Safety Pilot . . . also Gas Pressure Regulator for City gases.
10. Service Panel snaps on . . . releases instantly for lighting, regulating, cleaning. Upper Panel releases by removing 2 screws.
11. Main Burner can be regulated at valve handle on forward panel . . . without disturbing operation of Auto-Controls.
12. Metal toe touches wood studding here and there due to staggered "dimple" construction of Wall Box . . . means added air insulation, greater safety.

SPECIFICATIONS

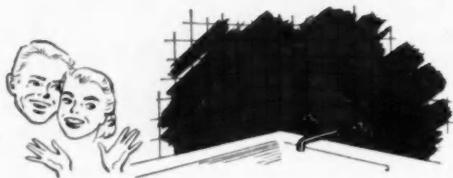
Model No.	Style	Rating, Btu./hr.		Heating Capacity	Equiv. Steam Rad. (sq. ft.)
		Input	Output		
175-VW	Single	17,500	12,250	1,750	72.8
250-VW	Single	25,000	17,500	2,500	51.1
350-VWD	Dual	35,000	24,500	3,500	102.2
500-VWD	Dual	50,000	35,000	5,000	145.6

NOTES: *Based on Minimum Efficiency of 70% of Input. †Average Heating Capacity (cu. ft. Air Space 0° to 70°) in 7 Btu Zone. Wall panels are 18" wide, extend only 3½" from wall. Overall height of wall panels for No. 175-VW & No. 350-VWD 51½", for No. 250-VW & No. 500-VWD 61½". Gas Connection (pipe size) for all models ½".

SEND FOR BROCHURE & PRICES

THE OHIO FOUNDRY & MANUFACTURING CO.
STUEBENVILLE, OHIO

"Quality Heating Equipment Since 1846"



Locked-in Loveliness

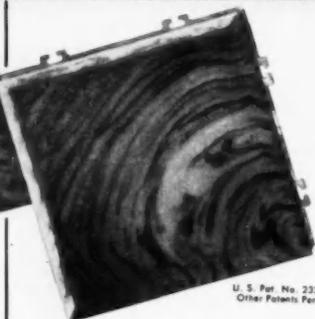
IN

PITTSBURGH
INTERLOCK
PLASTIC WALL TILE

The only patented
INTERLOCKING
Plastic Wall Tile



New bevel edge
gives three
dimensional
beauty



U. S. Pat. No. 2323417
Other Patents Pending

Never before have such rare beauty and so many delicate decorator colors been combined in a plastic tile that actually LOCKS-ON to walls for permanent loveliness and CARE-FREE service. Self-aligning—no ugly cement lines—wipes clean with a damp cloth—the perfect product for home and industry. Oh, yes! Pittsburgh Interlock is so much easier to install!

*The World's Most
Honored Tile*

Awarded the Good
Housekeeping
Guarantee Seal



The first and only tile to receive the Fashion
Academy Gold Medal Award for 1952



Accepted by the U.S.
Dept. of Commerce,
Bureau of Standards



For homes, apartments, hotels,
buildings and stores . . . write
today for free full color book

JONES & BROWN, INC.
National Distributors
439 Sixth Ave. • Pittsburgh 19, Pa.

INDUSTRY BRIEFS

More than 150 employees of **William Cameron & Co.** attended the company's second convention held last November in Waco, Texas. On hand were assistant managers, bookkeepers and outside salesmen of the 83 retail yards, and the chief clerks from the 18 wholesale branches. More than 500 persons attended the banquet which followed the business program.

Ez-Way Sales, Inc., St. Paul Park, Minn., has announced it is now exclusive manufacturer of Dorflo recessed door hardware, and that it is producing KD pockets and set-up pockets for distribution with the hardware.

Pittsburgh Plate Glass Co. will enter the fiber glass production field in the near future, according to Richard B. Tucker, executive vice president. Formation of a separate development and production unit, to be known as the Fiber Glass Division, is now in process. Tucker said two types of fiber glass would be produced under licensing agreement with Owens-Corning Fiberglas Corp. They are strand fiber and super-fine fiber.

United States Plywood Corp. has announced its taking over the management of the **Panama Forest Products Corp.**, Panama City, Panama. Clifford P. Setter, U. S. Plywood vice president in charge of production, said his firm also has an option extending for a period of years for the purchase of a 50 per cent interest in the Central American firm.

Two major promotions in the locks and hardware manufacturing operations of the **Yale & Towne Mfg. Co.** have been announced: Leo J. Pantas, works manager of the Salem, Va., Division, has been appointed general manager of the Stamford Division, succeeding Milo F. McCammon; Marvin C. Bonine, director for the past year of the Stamford Division industrial relations department, takes Pantas' post in the Salem Division.

The Uvalde Rock Asphalt Co. has announced the appointment of **Julien O. Heppes** as general manager of its Azrock Products Division with headquarters in San Antonio, Texas. The Uvalde factory is located in Houston. Heppes, who is currently serving as president of the Asphalt Tile Institute, industry trade association, came to Uvalde from the Flintkote Co. where he served as director of sales for the Tile-Tex Division. He was with Flintkote 24 years.

AMERICAN BUILDER

Newton Builders Give Selling Tip...

(Mass.)

"Names famous for quality like YALE sell customers on the value of our homes"

Says: Mr. Harmon White and Mr. Edward Greene



BENJAMIN FRANKLIN HOMES—Spacious grounds, attention to modern construction details and beautiful design are the key notes of this exciting new development in Newton, Mass.

Gives your homes the extra sales appeal of famous YALE hardware

WHY IS IT that many real estate promotors and builders show appreciable gains despite evidence of buying resistance? One important reason is they take full advantage of the selling power of distinguished trademarks. That's why the smart merchandisers in the home building field invariably specify Yale. They know Yale stands for superior styling, finer construction and more dependable service. And, their prospects know it, too! Because, Yale is the finest and most famous name in hardware. Many years and many dollars invested in national advertising have made the quality of Yale recognized the world-over. For additional information, call your supplier or write The Yale & Towne Manufacturing Co., Stamford, Conn. (In Canada: St. Catharines, Ontario.)



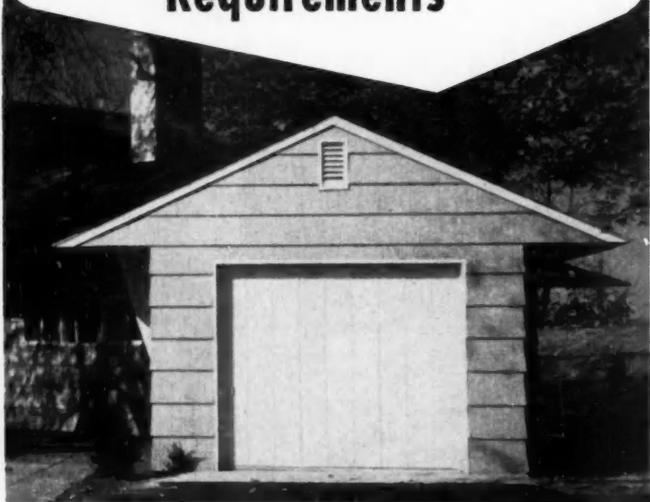
HOME-DUTY LOCKSET—Just three simple steps to install fine home-duty lockset that offers the YALE exclusive "Twin-Bar" Cylinder for extra security. Brass knobs and roses, zinc plated, dichromated steel girders. Available in four models.

YALE...the finest name in Hardware!

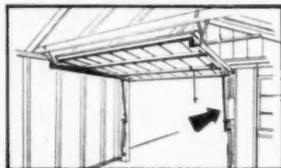
YALE & TOWNE

YALE is a registered trade mark

6 STANDARD SIZE GLIDE-AWAY DOORS Meet Practically All Requirements



FULL RECESSING DOOR
requires only 1/2" of headroom



SPACE-SAVER, JAMB-TYPE
HARDWARE is easily installed

STEEL DOOR DIVISION
STAMPING PRODUCTS
AND MFG. CO.

14001 INTERVALE • DETROIT 27, MICH.

Standard Single Door Sizes:

8' x 7' 9' x 7'
8' 6" x 7' 8' 6" x 6"
8' x 8'

Standard Double Door Size: 16' x 7'

Glide-Away offers MORE quality features for the money . . . the result of high production of standard sizes. Heavier gauge steel with hat channel construction for extra rigidity. Lifetime protection against rust and corrosion, and prime coated with infra-red-baked paint at the factory. Pre-assembled jamb-strip and weather seal for fast installation and perfect closures. These and other quality features make Glide-Away your best buy . . . COMPARE!
(Special doors built up to 16' x 8')

DISPLAY IN BOOTH III

National Home Builders Show • Stevens Hotel

Stamping Products and Mfg. Co.
Steel Door Division
14001 Intervale, Detroit 27, Mich.
Please send detailed information on "Glide-Away"
Garage Doors.

I am a Wholesaler, Dealer, Builder

NAME _____

ADDRESS _____

CITY _____ STATE _____

Child-Size House Sparks Prefabber's Promotion

A child's playhouse, used by dealers for point-of-sale identification, has proved a valuable promotional tool for a producer of factory-built houses, Wadsworth Homes of Mission, Kansas.

More than 150,000 persons visited this "Wee Wadsworth" home at three



SMALL FRY'S INTEREST helped make "Wee Wadsworth" a promotion "natural" state fairs during one month, according to John M. Gaughan, the firm's advertising manager.

Some builder-dealers have used two of the little houses; one was displayed at their home building project; the other was placed on view in the city square and later given to a child as a Christmas prize. Both carried signs identifying the builder as an authorized Wadsworth dealer.

Macy's of Kansas City set up the house in its toy department and a child who had registered there got it as a Christmas gift.

Dimensions of the child's house are 6x8 feet with a four foot ceiling.

The Wadsworth firm's operation is designed to speed erection of "conventionally-built" homes by mass-producing builders' own plans in small, easy-to-handle sections.

Ample Resources Seen for Healthy Plywood Future

A forecast that west coast forest resources are ample to support a healthy plywood industry throughout the foreseeable future was made recently by Dr. Harry O. Schrader Jr., managing director of the Douglas Fir Plywood Association. Schrader, a former associate professor of forest products at the University of Washington, took his analysis of raw material for plywood from state and federal forest agencies and other timber data sources, including a plywood industry survey which he described as "probably the first careful assessment of timber ownership on the part of plywood operators ever made."

AMERICAN BUILDER



HERE ARE A FEW OF THE
MANY USES OF RUGGED, WATERPROOF

SISALKRAFT PRODUCTS



ASSURE LIFELONG PROTECTION AGAINST WATER, MOISTURE, WIND AND DUST



As Sheathing
Paper



For Curing and
Protecting Concrete



For Use Over Subfill
under concrete slabs



Under All
Finished Flooring



THE BEST VALUE IN REFLECTIVE INSULATION AND VAPOR-BARRIER COMBINED



SISALATION for SIDEWALLS
Costs 50% less than "bulk" or "blanket" types of insulation. Bowed in between studs, SISALATION provides essential air spaces and two reflective surfaces to repel escape of radiant heat from inside the house in winter, and to repel entry of greatest percentage of summer's strong radiant sun-heat from outside. Also costs far less to apply!



SISALATION plus SISALKRAFT for Insulated Dry Walls
The use of SISALATION and SISALKRAFT together, as shown above, assures economical, effective insulation, plus dry walls. This combination costs less for materials and application-costs than other insulating methods that do not provide dry walls. Keeps homes warmer in winter, cooler in summer, moisture-vapor protected all year 'round. Application details and free samples on request.



SISALATION for CEILINGS
Applied underneath or between ceiling joists, SISALATION provides both insulation and vapor-barrier protection... at a single, low application-cost. Applied under roof rafters, SISALATION keeps attics brighter, more attractive, cleaner, remarkably cooler in summer and noticeably warmer in winter. For old or new homes.

AVAILABLE AT LUMBER and BUILDING SUPPLY DEALERS EVERYWHERE

SISALKRAFT STOCK SIZES: 36"-225 sq. ft.; 36"-500 sq. ft.; 48"-666 sq. ft.; 60"-1000 sq. ft.; 60"-1500 sq. ft.; 72"-1000 sq. ft.; 72"-1800 sq. ft.; 84"-1000 sq. ft.; 84"-2100 sq. ft.; 96"-1200 sq. ft.; 96"-2400 sq. ft.

SISALKRAFT "BLANKETS": In widths from 8'6" to 26'6"; lengths up to 100'.

SISALATION STOCK SIZES: 36"-500 sq. ft.; 48"-666 sq. ft.

BUILD Lasting Quality IN HOMES... At Low Cost... WITH SISALKRAFT PRODUCTS



Fine for Remodeling and Modernizing Jobs

To do better remodeling and modernizing work at less cost, use SISALKRAFT and SISALATION. Protective covers of SISALKRAFT over construction materials will save you money. Before re-surfacing floors, it pays to lay SISALKRAFT over rough

flooring. During construction or decorating, use SISALKRAFT as protective covers or drop-cloths. Unfinished attics and other rooms, lined with SISALATION, become bright, pleasing in appearance, most livable. Economical, easy to apply, top quality... ideal for remodeling.

Write NOW for free set of Builders' Data and Architects' Specifications Folder.

The SISALKRAFT CO., Dept. ABI, 205 W. Wacker Drive, Chicago 6, Ill., New York 17, N. Y., San Francisco 5, Calif.

JANUARY, 1952

269

Here's Fun and Profit for You at the
Enter the Exclusive AMERICAN BUILDER

4 BIG
Convention Dailies —

1. Sunday - Monday
2. Tuesday
3. Wednesday
4. Thursday



First Edition will feature . . .

- Detailed floor plan of Convention layout, all booths, both hotels
- All Convention Booths numbered
- All Aisles named
- Briefed Program of Convention
- Social Events
- Personals
- Pictures! Pictures! Pictures!

Get your copies of
AMERICAN BUILDER
Convention
Dailies at . . .

REGISTRATION DESKS
NAHB CHAPTER HEADQUARTER ROOMS
ENTRANCE TO EXHIBIT HALLS
AMERICAN BUILDER BOOTH

BIG NAHB Convention - Chicago - Jan. 20 to 24th

Booth Identification Contest

Copyright 1952
American Builder

WHOSE IS IT? WHERE IS IT?



Can you identify
this Convention Exhibit?



THIS IS A PART OF THE
CONVENTION EXHIBIT OF

Cash Prizes

FOR BEST DAILY SCORES

\$50⁰⁰ FIRST PRIZE

\$25⁰⁰ SECOND PRIZE

\$15⁰⁰ THIRD PRIZE

\$10⁰⁰ FOURTH PRIZE

Name of Company _____

Booth No. _____

Each Convention Daily will
show a number of partial
booth illustrations like the
above—for you to identify

All building professionals and
their families registered at the
convention are eligible to enter
the contest. See first Convention
Daily for simple contest rules.

plus **BIG GRAND PRIZE**

to be awarded on Thursday,
to the holder of the best 3-day score

New Home Wiring Estimator

A Home Wiring Estimator, containing 25 simplified work sheets to facilitate accurate design of electrical systems for residences, has been published by the Better Homes Bureau of Westinghouse Electric Corp.

The book includes data to aid in planning wiring systems. It provides a form on which to calculate branch circuit requirements, total load, feeders to load centers; to lay out load centers and feeders, check number of

outlets, and figure costs.

Design of the Estimator permits form to be torn off and left with client, or given to bidders if desired. Space for a cost record is on the stub.

Copies of the book can be obtained from local power suppliers, Westinghouse dealers, or directly from the Better Homes Bureau, Box 868, Pittsburgh 30, Pa. There is a small charge.



Frank T. Sheets

Frank Sheets Dies; Headed Portland Cement Group

Frank T. Sheets, president of the Portland Cement Association since 1937 and a nationally known highway engineer, died November 3 in Chicago. He was 61 years old.

Before joining the association in 1933, Mr. Sheets served for 12 years as chief highway engineer and superintendent of highways for Illinois.

Under his leadership as director of development, a number of important technological advancements were made in the fields of portland cement and concrete, among them the development of soil cement for paving light traffic roads and streets, and the tilt-up method of construction.

Performance Code O. K.'d By New York State

A new code for one- and two-family dwellings, based on "performance objectives," has been approved for local adoption by the state building commission of New York.

The commission said that the principle of "performance objectives" had been its code drafting guide. Code provisions require that objectives to be attained be defined in terms of structural, sanitation, fire prevention and other forms of safety, without freezing into law specific methods or materials for attaining safety. It was this "open door" feature which commended the performance-type code to the commission.

Burden of proof of compliance rests on the applicant for a building permit. Adequate performance (of the material, system of assembly, or equipment) in the use intended is made the test of acceptability. All methods meeting the functional requirements of the code are acceptable.

Any municipality of the state may adopt the code by resolution and may withdraw applicability, if it wishes, at any time after one year from adoption.

Could You Use
Up to 60%
Savings in
Forming?

Gates
CONCRETE FORM TIE
WITH SPREADER!

Tested! Proven!

FASTEST...SIMPLEST FORMING

Saves Time • Labor •
Material • Risk

HERE'S HOW!



Forms start easy from footings up. Go fast!



Inside as easy to form as outside. Irregular parts easy.



Walls are clean, even. No overlap. Forms come off easy.

CARPENTERS LEARN GATES FORMING IMMEDIATELY!

Ask about Gates PANEL-FORMS & BREAK-BACK TIES

Write for Full Details and Specifications . . . or See Us
in Chicago, Booth 16 — Congress Hotel.

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80 So. Galapago • Denver, Colorado

* **2** out of every **3**
automatic washers installed
by **merchant builders**
in the **past 5 years**
carry the **BENDIX** name

Reason: BENDIX-equipped homes
are easier to sell . . . and more
thoroughly satisfying to their owners!

**The actual figure is approximately 64%*

BENDIX
automatic
Washers
DRYERS IRONERS



Be sure to see **BENDIX**
at the **National Builders Show**

Contractor H. H. Auch Reports...

• "We are happy to report
... that the David White
Universal Level Transit has
our whole-hearted approval."



GEO. W. AUCH COMPANY

BUILDERS

ESTABLISHED 1916 TELEPHONE 3646
315 W. COURT STREET DETROIT 7, MICH.

Sales Manager,
GEO. W. AUCH COMPANY,
315 W. COURT STREET,
MILWAUKEE 12, WISCONSIN.

Dear Mr. Lucke:

It is with pleasure that I write you regarding the performance of our new David White Universal Level Transit, Serial #58114.

The ease and speed with which it is set up and the accuracy of the readings taken most certainly belie its actual cost. The level has been on our largest job since it arrived and the Superintendent of the job prefers to use this David White in preference to a which requires much more "set up" time; and hence, for the ordinary shots is not near as popular on the job. We are happy to report to you that this David White Universal Level Level has our wholehearted approval.

Very truly yours,
GEO. W. AUCH COMPANY
H. H. Auch

Here's why you'll like a DAVID WHITE UNIVERSAL LEVEL TRANSIT too...

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



Model No. 3000
PRICE \$185.00*
Complete with tripod
*Prices subject to change without notice.
We offer complete, prompt repair service on all makes of instruments — levels, transits, theodolites, etc.

311 W. Court Street • Milwaukee 12, Wisconsin

Can You Guess Them?

Starting in this issue is a new photographic quiz game "Can You Guess Them." This new feature challenges the powers of observation of *American Builder* readers.

The subterfuge of the close-up camera photographing commonly used building materials and tools should prove interesting and educational.

Try it—Par for the course is 4 out of 5.

Answers appear on page 276.



1

Is it a stair?



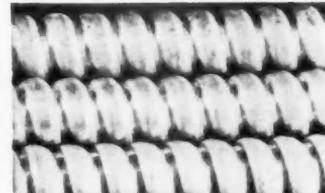
2

Is it a stove bolt?



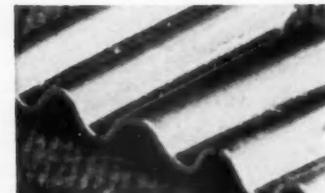
3

Is it an electrical switch?



4

Are these nested corrugated pipe?



5

Is this a corrugated sheet?

Something extraordinary is happening at Vandenberg Village



Vandenberg Village, a \$5,000,000 project being erected under the Wherry Federal Housing Act, is located outside Selfridge Air Base, at Lake St. Clair, Michigan.



F.H.A. wall and ceiling specifications are being met successfully for the first time with a single layer of $\frac{1}{2}$ " wallboard.

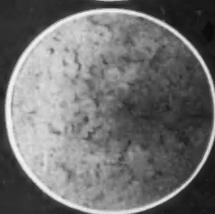
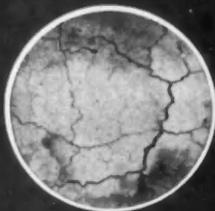
FIRESTOP BESTWALL—Certain-teed's exclusive development—is affording the same rigid fire resistance here that normally requires either a double layer of standard $\frac{1}{2}$ " gypsum wallboard or other more complicated types of interior wall construction.

Superior, new **FIRESTOP BESTWALL** may be just the wallboard you need to comply with the fire code requirements in your locality. It is now being made available nationally.



Write today for our **FIRESTOP BESTWALL** Folder. It contains complete information and specifications on this remarkable Certain-teed gypsum development.

Architects—J. Fletcher Lankton, John N. Ziegle and Associates
Building Contractors—E. H. Marhofer Jr. Co.
Applicator—Permu Wall Co.



Certain-teed

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Quality made Certain... Satisfaction Guaranteed

CERTAIN-TEED PRODUCTS CORPORATION

116 LANCASTER AVE., ARDMORE, PENNSYLVANIA

Don't
Miss

saving thousands
of dollars by
using the

ROCFORM
METHOD

of forming
concrete easily,
quickly, accurately

NO TIE RODS,
NO WALERS
to replace,
NO FORMING
LUMBER
to buy!

SEE FOR YOURSELF
N.A.A.H.B. SHOW
BOOTH
30

MEANWHILE — For Further Facts
MAIL COUPON BELOW

ROCFORM CORPORATION

15160 W. 8 Mile Road • Detroit 35, Mich.

() Sending Plans. Furnish layout
and form costs.

Name _____

Address _____

City _____

State _____

Mason Joins Architectural Record as Executive Editor

Joseph B. Mason, a former editor of *American Builder* and a veteran of more than 20 years' editorial work in the fields of building, architecture and engineering, was recently appointed executive editor of *Architectural Record*, published by the F. W. Dodge Corp.

Since 1945, Mason has been a senior editor of *Good Housekeeping*, serving as director of its *Building Forum* and editing technical books on subjects related to construction. He has been a lecturer at Columbia



Joseph B. Mason

University on architecture, building and the economics of housing.

He joined *Building Age*, which later merged with *American Builder*, after working with the Associated Press and the Portland Cement Association in Chicago. Editor of *Building Age* at the age of 26, he became managing editor of the merged publication prior to being named editor-in-chief in 1942.

Mason is a 1926 graduate of the University of Wisconsin, where he majored in engineering and journalism.

Answers to the new AMERICAN BUILDER's quiz game "Can You Guess Them" appear below. If you guessed correctly in all but one, you are average. If not, better luck next month.

(1) It is not a stair but a metal louvre.

(2) It is not a stove bolt but the screw mechanism of a common "C" clamp.

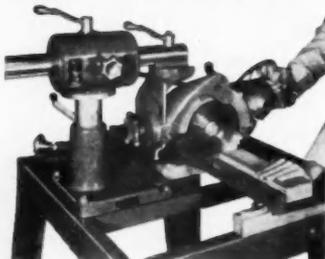
(3) It is the underside of an electrical toggle switch.

(4) No it's not corrugated pipe but flexible metal conduit.

(5) It is not a corrugated sheet but a corrugated wood fastener.

Your Electric Handsaw Can Be A Radial Saw in less than a minute!

Comet Radial Arm only \$160.00*



* F.O.B. Los Angeles. (Less saw bracket and pressed steel legs).

Make your electric handsaw trim more studs, cut more rafters, and give more production per hour by mounting it on a Comet Radial Arm.

Designed to fit most electric handsaws, the Comet Radial Arm has a cut-off movement of 24", a bevel range of 0 to 45 degrees, and a miter range of 45 degrees right or left. Column adjustment is ample to take care of any stock your saw will handle. Takes less than a minute to attach or remove the handsaw. For further information and specifications, see your building machinery dealer or write:

CONSOLIDATED MACHINERY &
SUPPLY CO., LTD.

2031 Santa Fe Ave., Los Angeles 21, Calif.

30 to 50% Savings with QUIK-WAY FURRING CLIPS for Masonry Construction



Made of heavy
20-gauge gal-
vanized steel

End your furring problems

Contractors report 30 to 50% savings in furring time with Quik-Way Furring Clips. Mason need only glance down wall and place brackets in mortar. "V's" punched in sides of clip are driven into furring strip eliminating need for nails.

Almost four-inch adjustment assures 100% efficiency with furring material slipping easily into clip. Quik-Way Clips successfully used for wood sleepers in concrete floors and in furring down concrete ceilings.

PETERSON PRODUCTS CO.

929 Milton Ave.,
Janesville, Wisc.

AMERICAN BUILDER

INCREASE YOUR SALES



to New Construction,
Remodeling
Customers
with

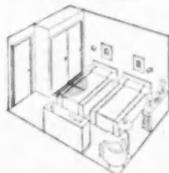
AMWELD[®]

INTERIOR STEEL DOORS AND FRAMES
AND SLIDING CLOSET DOOR UNITS

Builders use AMWELD Building Products because they are precision-made with uniform quality and are easy and quick to install. Home owners like AMWELD Building

Products because their attractive modern flush design matches all types of interior trim, they require *no maintenance* from year to year, and the *cost is low*.

**YOUR CUSTOMERS CAN
SAVE FROM 18 TO 27 SQUARE
FEET IN THE AVERAGE
SMALL HOME WITH
AMWELD SLIDING
CLOSET DOORS**



It doesn't take much sales talk to convince your customers that AMWELD sliding closet doors will save enough space in an average home to provide added room for extra closets, stairway, storage space or utility room. And AMWELD all-steel units actually cost less, installed, than other types of closet door construction.

MR. DEALER
MR. DEALER — AMWELD Building Products meet every dealer requirement... high quality, low cost and a comfortable profit margin. The AMWELD Dealer Service Department will assist you with product promotion, literature, sales aids. If you are interested in establishing your company as an AMWELD dealer, write for details.

From Coast-to-Coast "AMWELD"

is becoming the "most asked for" interior steel door, frame and sliding closet door unit. In \$8500 homes or million dollar projects (multiple housing, apartments, etc.) you'll find specifications call for "AMWELD".



May we tell you how you can become an "AMWELD" dealer?

See us at the Builders' Show — January 20 to 24, 1952. Hotel Stevens — Booths 197 and 198

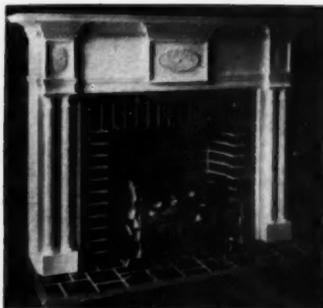
AMWELD BUILDING PRODUCTS DIVISION

THE AMERICAN WELDING & MANUFACTURING COMPANY
310 DIETZ ROAD

WARREN, OHIO

Founded 1918





READYBUILT (Reg. U. S. Pat. Off.) FIREPLACES

Adds beauty, cheer and comfort to any home, old or new.

The modern fireplace that fulfills all modern day requirements—used with gas or electricity.

Large variety of attractive models in brick, stone, wood, etc., available.

Furnished complete—ready to be installed by a handy man—shipped anywhere.

DEALERS, BUILDERS and HOMEOWNERS write for catalog and full information.

The **READYBUILT PRODUCTS COMPANY**
1705-23 McHenry Street Baltimore 23, Md.

Miniature Kit Aids in Kitchen Planning

Miniature kitchen planning kits, complete with wooden scale models of its Posture Perfect Kitchen cabinets and a scaled planning sheet, are being produced by the Long-Bell Lumber Co. The kit, which measures 12x13x5½ inches, can be used for salesroom demonstration or carried to the customer's home for on-the-job selling.

Long-Bell kitchen cabinets are manufactured from West Coast



SCALE MODEL kit of Long-Bell Lumber Company simplifies kitchen planning for housewife and salesman

woods on a three-inch module. By applying the three-inch module, scaled

down, the housewife can plan the work areas of her kitchen and juggle the miniature units to obtain a picture of the finished room. A kitchen of the maximum 12x16 foot dimension can be planned with the kit.

The planning kit has 56 miniature units, including two windows and a door. Two walls of the kitchen are stationary; the third adjusts to the dimension of the room. Floor of the kit is covered with ruled squares scaled to three inches.

A pad of planning sheets is provided for the outlining of the kitchen to the proper scale. Also included on the sheet are spaces for the name and address of the customer, dimension of the kitchen and the number of kitchen units required.

Set Gas Range Need as 2,662,000 by June 30

The Gas Appliance Manufacturers Association has made public a study showing that 2,662,000 gas ranges—2,152,000 for necessary replacements and 510,000 for new dwellings—will be needed during the period ending next June 30.

The study says that "the gas range industry is prepared to meet the public's minimum demands with minimum usage of critical materials."

THE MARK OF

Quality



NORDAHL

"in the wall" **SLIDING DOOR FRAMES**
and **WARDROBE HARDWARE**

Detailed descriptive literature available

write **NORDAHL**

172 W. ALAMEDA AVE. • BURBANK, CALIFORNIA

Builders!
Carpenters!
Contractors!

Now!
a 78" LEVEL
ONLY \$12⁸⁵
post paid

The only 78" Level—there's no other like it. Use for setting door jambs and window frames.

6 VIAL — ALUMINUM
PRECISION-BUILT

Use either end or edge up. 4 plumbs, 2 levels. Light, strong aluminum alloy. 7/8" x 2 1/4" x 78". 1-beam construction, far stronger than a casting. Non-warp. Weight only 4 1/2 lbs.

No Factory Repairs Needed

Equipped with EZ set glass holders. Replaceable in a minute with an ordinary screw driver. Extra spirit tube holders mailed—only 50 cents each.

72" size \$11.50. Sent postpaid, cash with order.

PATENTED

SIMPLEX LEVEL CO.
632 E. Warren Ave.
DETROIT 7 MICHIGAN



"In building 417 housing units for naval personnel

DEWALT

was the important part
in our semi-prefabrication program"



Part of the \$3,800,000 defense housing project at Annapolis, Md.

A \$3,800,000 project—the Severn River Homes Apartments recently completed at Annapolis, Md.—is another good example of the use of semi-prefabrication for today's defense housing.

For this type of building, DeWalt supplies the speed, the assembly cutting, the precision accuracy, so vitally needed.

This is what the mill superintendent of Arundel Land, Inc.—builders of the project—has to say about DeWalt on the job:

"We had 2 five h.p. DeWalts and 1 three h.p. DeWalt—two of them in constant use from the start of the job, the other kept running pretty regularly. We wouldn't use anything else. We had to cut about 200 *different* lengths of material (joists, studs, bridging—anything in the field) and we needed the precision and the versatile cutting of DeWalt. DeWalt is *solid*—no chance for anything but accurate cutting."

All builders today—interested in building single houses or doing multiple-unit jobs for defense or government housing, cantonments, etc.—should *plan* to have one or more DeWalts on the job. It's America's No. 1 "Builders Saw."

DeWalt is available in models ranging from 1/2 h.p. to 7 1/2 h.p. Send coupon for complete information.

DEWALT INC.

A subsidiary of American Machine & Foundry Co.



NEW!
DE WALT GR
with flat bottom

DeWalt, Inc., Dept. AB-1
Fountain Avenue
Lancaster, Pa.

Please send me complete information on DeWalt.

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

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BOTH IN QUALITY AND PRICE—
THE BREAK YOU HAVE BEEN WAIT-
ING FOR.

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2

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- EVERYTHING BOLTED
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LITERATURE 2368 Prospect • Memphis, Tenn.



WOVEN PORCELAIN enameled steel sign attracts customers for Los Angeles, Calif. chain food store.

Dramatic Woven Sign Has Little Wind Resistance

Builder:

McFarland & Company,
Long Beach 13, Calif.

Architect:

Barondon Corporation,
Los Angeles, Calif.

A dramatic store sign, California inspired, successfully vies for interest in a community of many unusual eye catching commercial establishments. The "Market Basket", a chain of food stores in the Los Angeles area incorporates this sign in its new store at Whittier, California.

The sign is 49x42 feet and stands 51 feet 6 inches above the ground. It is made of 18 gauge steel bands 18 inches wide and about 6 feet long. The steel bands are porcelain enameled. These are woven so that the ends are joined at steel posts. The center rectangular area, also of porcelain enamel carries large enameled letters.

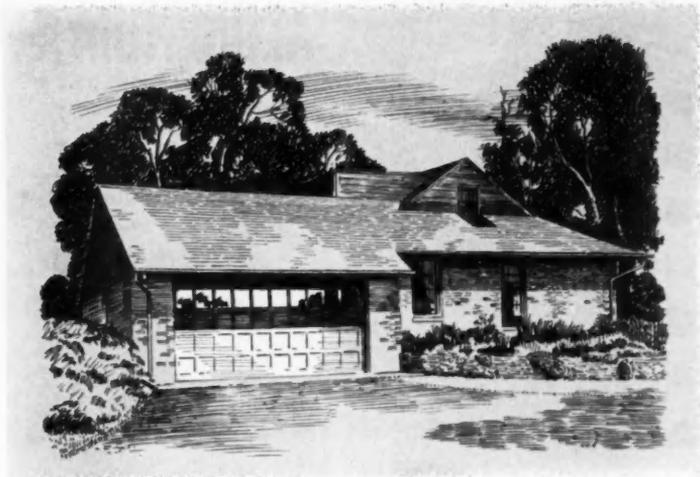
The frame was erected first and the center rectangular area was next put in place. Then, the steel bands were woven erected. The sign rests on seven, 12-inch steel posts, tied into concrete footings.

The large sign "breathes," due to the open areas from the woven effect. This makes it unnecessary to provide bracing that would normally be expected on a structure of this size.

The sign is the same on both sides and its dramatic qualities make it visible for long distances.

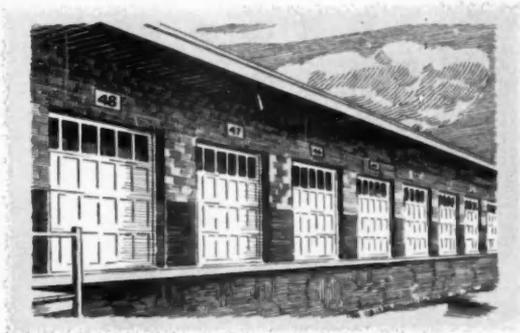
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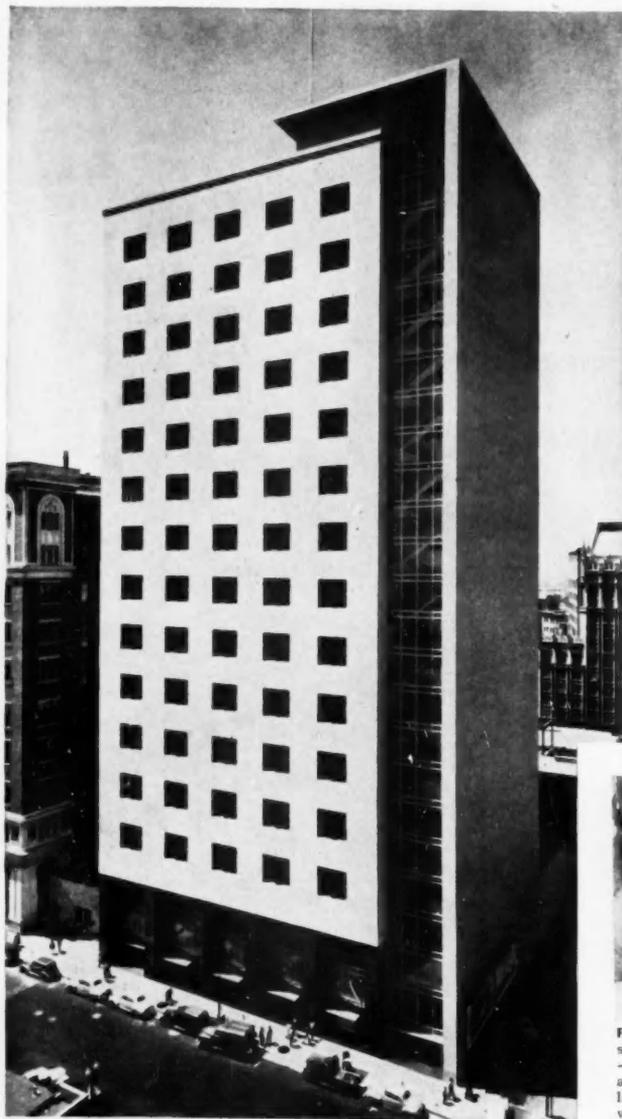


More and More you will find that people who investigate are standardizing on the Barcol OVERdoor. We have found it so — a number of architects, quite a bunch of contractors, some plant engineers of really big factories, and owners of commercial establishments — all have told us that comparative experience has convinced them the Barcol OVERdoor has the easy working qualities, durability, and minimum maintenance they desire. When you have a chance to make similar comparisons, please do so; it will convince you more than anything we can say...



FACTORY TRAINED SALES AND SERVICE REPRESENTATIVES IN PRINCIPAL CITIES

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



PACIFIC TELEPHONE & TELEGRAPH Company's Oakland, California, building used 49 tons of aluminum ducts in the heating and ventilating system. More than 90 per cent of it is Kaiser Aluminum.

ARCHITECTS: Thomsen & Wilson,
San Francisco

BUILDER: Dinwiddie Construction
Co., San Francisco

**HEATING AND VENTILATING
CONTRACTOR:**
Scott Company, San Francisco

LIGHT, STRONG, corrosion-resistant Kaiser Aluminum is installed faster with less worker fatigue than heavier materials. Without insulation, it delivers as much heat as insulated galvanized steel—a fact proved in engineering tests.

ALUMINUM...



KAISER ALUMINUM SIDING, installed vertically in The Cotton Shop, Chicago, gives effect of height, fits curved surface, hides heavy columns. Baked-on enamel coat is smooth, easy to clean, lasts longer. Architects: Walter H. Sobel, J. Stewart Stein. Contractor: Lee Construction Co., Chicago.



FABRICATING KAISER ALUMINUM into ductwork is so simple the contractors set up shop right on the job—and eliminated several steps in handling, trucking and storing assembled sections. Kaiser Aluminum is less wearing on shop equipment, can be fastened with rivets, by welding or with sheet metal screws.



AMERICAN BUILDER

BUILDING MATERIAL OF THE FUTURE!



TEST: Glaring, direct rays of the sun made west rooms of Tulsa's Alvin Hotel uncomfortable, caused requests for space changes. Kaiser Aluminum Shade Screening was tested for a full summer on a few west windows and proved it blocked the sun without blocking light and air.



RESULT: Kaiser Aluminum Shade Screening was applied to *all* west windows. Now the Alvin's west rooms are always cool and inviting, easy to rent. The hotel management reports Kaiser Aluminum Shade Screening has improved the exterior appearance, too, with its modern, gray-green alodized finish.



KAISER ALUMINUM ROOFING makes an attractive, modern store facade. Used as a remodeling material, it gives older buildings new sparkle, fresh appearance. Lower in cost than most architectural specialties, it needs minimum of maintenance because it's *solid* aluminum, not clad or veneered.

Aluminum will be among the most plentiful of metals when the present industry-wide expansion program is completed.

The building industry will see many new uses of this versatile metal as supplies increase.

So keep aluminum in your plans. Use it whenever and wherever you can. Be prepared to use it in a wider variety of applications in the future.

Check the Advantages of Aluminum

Attractive, modern aluminum offers a unique combination of advantages found in no other metal.

It is light in weight, yet strong enough for rugged service. Corrosion and rust-resistant, it gives long life with minimum maintenance.

On the job, aluminum keeps cost down because it is

easy to handle and to fabricate. And it is lower in cost than most architectural specialties.

Heavy demands of the national security program limit the availability of aluminum. But before you specify less-satisfactory substitutes, check your dealer's supplies. You may still be able to give your clients the best: *Aluminum!*

Typical examples of Kaiser Aluminum

Building materials made of Kaiser Aluminum offer exclusive advantages in design, beauty and quality. Representative applications shown here prove *today* they're the building materials of the future.

For full information about any Kaiser Aluminum building product—and for AIA files—write: Kaiser Aluminum & Chemical Sales, Inc., Oakland 12, California. Sales offices in principal cities.

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SALT SPRAY STEEL *

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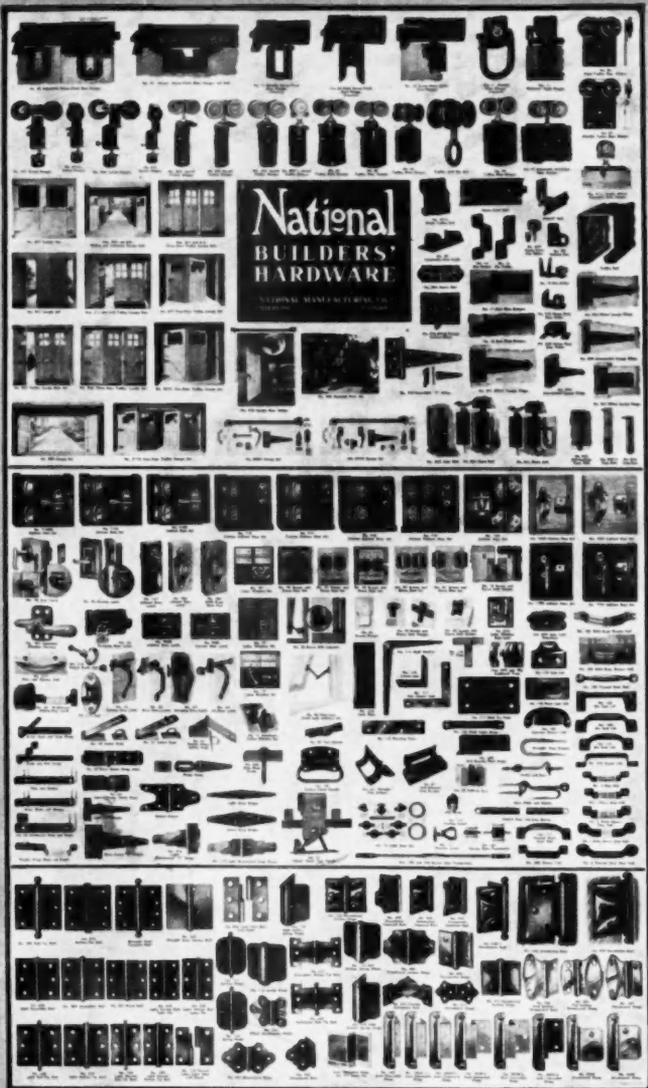
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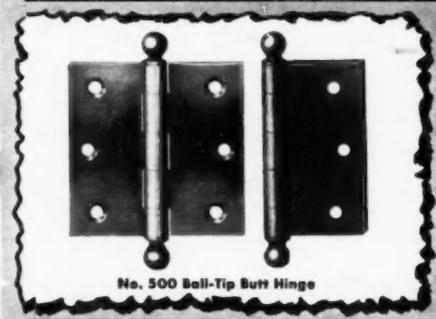
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