

AMERICAN BUILDER

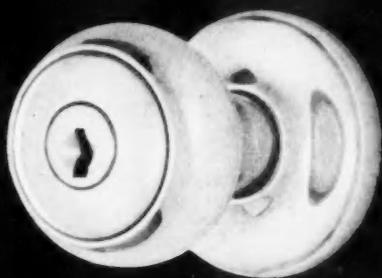
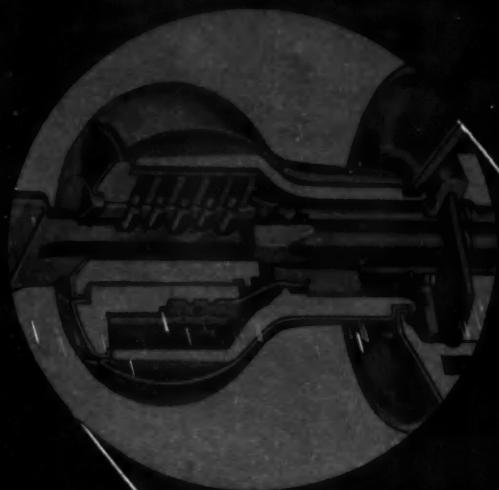
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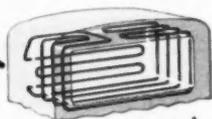
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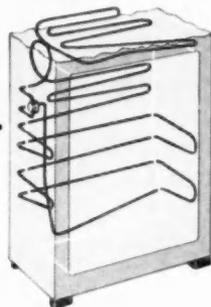


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BUILDER

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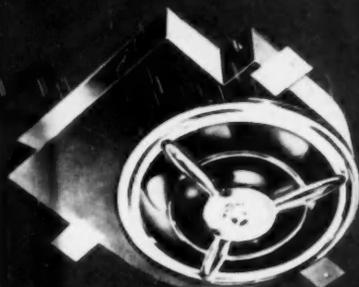
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Is Industry Going Socialistic?

TRADITIONALLY the function of industry in this country has been to produce goods in a competitive economy, and sell those goods to anyone who could pay for them. That is an over-simplified definition of a complex distribution process. But it is essentially a true statement of a basic principle. Also, traditionally, the function of our constitutional republican form of government has been to exercise such functions respecting industry as the electorate chose to delegate to it.

During the past two decades government has been exercising continually increasing supervision of industry, partly through power granted by the electorate, and partly by deliberate usurpation of authority which in many cases should have been declared illegal. This continuing exercise of greater authority over business by government is a socialistic trend. Its most notable manifestations have been in the fields of housing and medicine where socialistic legislation has either been passed or proposed continuously. Thus, government has been progressing steadily toward an abandonment of constitutional republicanism, in favor of a socialistic state.

The home building industry, principally, was caught off balance at the close of the war by the socialists who were bent first on socializing housing. The defensive weapons at hand were few, and the only tactic immediately available was to condemn everything the public housing lobby advanced, and in many instances to be as intemperate in defense as the public housers were both intemperate and unfair in their

offense. Fire had to be fought with fire until rationalism was restored. Now, after an enormous expense of individual energy and time on the part of hundreds of individuals who were aware of the danger to the entire economy, the public has been given the private enterprise story. The result is that the battle to preserve private home building and individual freedom has at least been evened. If there is any advantage it is now in favor of the defenders. Proposed public housing legislation or authorization loses nearly everytime it is put to a popular vote.

Thus, it is only recently that the home building industry has been able to pause in its time-consuming battle to launch a counter offense. There have been some successful ones—the Baltimore plan, the Los Angeles program, and now PERC in Cleveland.

The essence of PERC is assumption of the problem of sub-standard housing by the home builders. For the first time a segment of industry has assumed not only the problem of supplying its traditional market, but of supplying an economic segment never before considered to be a concern of producers for normal profit. Thus the question, "Is Industry Going Socialistic?" To defeat socialism in government, must home builders concern themselves not only with building houses for people who can and will buy them, but also accept responsibility for housing everybody? If this is a new trend, and a new function of business, where does it lead, and does it really defeat socialism? We offer no answer. We raise the question, because we consider it timely and important.

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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, April 21, 1952.

- ▶ A STORM HIT the nation's "stabilization" program this month. It was struck by a threatened steel strike, government endorsement of a large wage boost for steelworkers, the resignation of Defense Mobilizer Wilson, and seizure of the steel mills. Here are two by-products of that situation:
- ▶ CONGRESS SUSPENDED ALL ACTION on extending the Defense Production Act — the basic controls law — waiting to see how the Administration would wrestle through the steel crisis.
- ▶ INCREASED PRICES ON STEEL, and steel products, loomed as a certainty. The only question was how much. Steel producers have about \$3 a ton due them under the Capehart amendment. But if the steelworkers get that pay hike, the steel companies want more price relief.
- ▶ FATE OF THE CONTROLS LAW is unpredictable. Congress most likely will pass a weakened version, and some legislators are taking the position that wage-price provisions of the act should be junked. They say the steel case points up the weakness of the whole program. Other lawmakers think the act should be extended, but for just a few months.
- ▶ DR. JOHN R. STEELMAN, longtime assistant to President Truman, is now acting chief of defense mobilization. He succeeded Mr. Wilson, who resigned over the Administration's handling of the steel case. Before leaving, Mr. Wilson submitted his fifth quarterly report on the mobilization program.
- ▶ THAT 800,000 "ATTAINABLE CEILING" on 1952 housing starts probably will be officially lifted, the way it looks now. This figure reflected the more strict allocations prevailing early in the year. But, as Mr. Wilson pointed out in his final report, as far as materials are concerned it now appears that more than 800,000 units can be started safely.
- ▶ PROBLEMS THAT REMAIN are mostly about copper. NPA still stresses the need for conservation. Meanwhile, world prices stay "well above" U.S. ceiling prices and copper imports remain near the 1951 level. Increased supplies of scrap are currently a big help, NPA reports. The Defense Materials Procurement Agency has signed over-ceiling-price agreements with several domestic copper producers, adding further to copper supplies.
- ▶ AN IDEA OF HOW THE MATERIALS SITUATION IS CHANGED can be gained from a look at third quarter allotments, compared with those of the second quarter. Aluminum allocations are up about 50 per cent from initial second-quarter figures. Other allotments are "substantially better."
- ▶ TAKE THE CASE OF HHFA, claimant agency for multi-family housing: For the second quarter this agency received 78,600 tons of steel; 3,011,000 pounds of copper, and 48,000 pounds of aluminum. For the third quarter HHFA will get 95,000 tons of steel; 3,320,000 pounds of copper, and 100,000 pounds of aluminum. Similar relief is in store for manufacturers of building materials.
- ▶ INDUSTRIAL EXPANSION has reached a point where demands for structural steel have begun to decline, Mr. Wilson pointed out in his report. This drop is expected to be sharper by the third quarter. This will mean increased allocations for schools and hospitals, and will permit the resumption of new commercial starts, Mr. Wilson said. "By the fourth quarter of 1952, something near the normal rate of commercial construction starts may be possible," he added.
- ▶ THE FEDERAL RESERVE BOARD, the agency in charge of credit control, has dropped its 10 per cent down-payment requirement on home repairs. No change has been made in provision requiring repayment of "repair and improvement" loans in 36 months. These loans cannot exceed \$2500, and are subject to Regulation W.

▶ THE SLIGHT EASING ON CONSTRUCTION CREDIT stimulated new rumors that Regulation X will be relaxed soon. A spokesman for the reserve board recently told the Senate Banking Committee that Regulation X is needed to "supplement" the program of materials conservation and allocation. But materials are in better supply; and the board has stepped up its study on the economic effects of Regulation X. Meanwhile, it keeps mum on possible action.

▶ ONE THING IS CERTAIN. The board wants Congress to give it full authority over real estate credit, and leave to the board the question of how it shall be used. Congress has been asked to remove limitations it imposed in the Defense Housing Act — i. e., on houses costing \$12,000 or less. The board says that unless it has "more flexible authority" to control housing credit, the country will be taking a "dangerous and unnecessary risk" with inflation.

▶ MANY FINANCIAL INSTITUTIONS — insurance companies, savings banks and the like — still report they are "subscribed to the limit" on mortgages. The past few years of boom building created that situation, and it will take some time to work it off. Builders in the defense housing program say financing is their greatest problem. Lenders continue to shy away from Title IX loans, according to NAHB.

▶ CONGRESS HAS ADDED \$52,000,000 to FNMA's pre-commitment authority, for use in specified critical areas. Applications on about 6,300 units in these areas were filed last December, before FNMA exhausted its original \$200,000,000 of pre-commitment authority. These applications were still pending when FNMA announced it had used up its authorization. Congress subsequently decided to let the agency go ahead on these specific cases.

▶ THE BILL TO GIVE VA MORE FUNDS for its direct-loan program whipped through Congress without a ripple. The House passed it 341 to 0, and the Senate on April 9 cleared it for the President. The bill guarantees VA at least \$25,000,000 a quarter for making direct home and farmhouse loans to veterans. The program is due to expire June 30, 1953.

▶ DPA ADMINISTRATOR FLEISCHMANN has announced the appointment of a deputy administrator in charge of "construction and resources expansion." John H. Martin, president of United Lumber Yards, Modesto, Calif., will fill the position. One of Mr. Martin's "most important functions" will be to develop policies on industrial expansion and general construction. Mr. Martin's appointment marks the first time DPA has set up a deputy administrator to help formulate construction policies. A few months ago the industry was highly critical of the fact that it was not represented on DPA at the policy level, but criticism subsided as the materials situation improved.

▶ HOUSING STARTS ARE BOOMING. An estimated 98,000 units got under way in March, the Bureau of Labor Statistics reported. This was a 27 per cent increase over February, when starts were estimated at 77,000. It compares with 93,800 starts in March of last year. There were 12,000 public units started in March 1952, however, as compared with 3,700 in March 1951.

▶ A FINAL FIGURE ON 1951 STARTS has also been reported by the B.L.S. The total was 1,091,300. Of this number, 1,020,100 were private, the bureau said.

▶ ORDER M-100, which now governs housing units up to four-family size, is milder in some respects than former rules. But it does have bad points. It puts a girldle on large houses. The amount of copper and steel permitted under self-certification is just not enough to stretch over a big dwelling unit — and a builder cannot legally dip into inventory to make up the difference. If extra CMP material is required, the builder must file a CMP-4C application with HHFA.

▶ HOUSING PROGRAMMED BY HHFA for construction in critical defense areas totaled 79,845 units by mid-April. This quota included 57,115 rental and 22,730 sales units. It covers 157 critical areas. Private builders continue to greatly over-subscribe this critical-area housing, the present ratio being almost four-to-one.

▶ AN ECONOMY-MINDED HOUSE has slapped a lid on public housing for the fiscal year beginning July 1. It placed the limit at 5,000 starts. This is substantially below the 25,000 recommended by the appropriations committee. (The President's budget requested approval of 75,000). The whole matter is now before the Senate, and there is some thought it may raise the House figure. That happened last year.

TRENDS *in the Building Field*

Construction Volume Even with Last Year

RESIDENTIAL construction continues at a million-units-a-year pace, despite Regulation X credit restrictions. Starts of 98,000 new homes in March exceeded last year by 4.5 per cent. However, if Regulation X is eased later in the year, it may prove to be a welcome aid to moving this year's crop of new houses.

The importance of credit terms geared to the house buying public's ability to pay was demonstrated in 1949. A BLS survey in the 15 largest metropolitan areas that year showed that more than 90 per cent of new houses were mortgaged and that about 35 per cent were bought by veterans without a down payment. The average purchase price was about \$10,500 and the annual income of most buyers ranged from \$2,000 to \$6,000. This great mass market can be very sensitive towards a long period of unrealistic credit terms.

DOLLAR VOLUME of construction continues about even with last year, according to the latest reports. The decrease in dollar volume of residential, commercial and institutional building has been offset by increases in industrial and public construction. There are indications that a large part of planned defense building requirements have been met and that restrictions on non-residential building will be eased. In fact, the Defense Production Administration estimates that 52 per cent of planned industrial expansion was in place on March 31; the agency estimates that 63 per cent will be in place by the end of this year, and that the program will be 94 per cent completed by 1954.

PRICE CHANGES. Most construction materials now sell at about the same price as a year ago. Cement, dimension lumber, doors, asphalt shingles, window glass, nails, and

insulation board have shown little or no change during the past twelve months. Common brick and outside paint have gone up 7 per cent and 2 per cent respectively. Flooring, bathtubs, and furnaces have decreased in price. Another round of wage increases following the steel settlement is likely to cause a new price rise. Average hourly earnings of construction labor rose 6.5 per cent last year. It is more than likely that construction labor will try for a new raise in most localities in 1952.

REAL ESTATE ACTIVITY is higher now than at any time in the last 11 months. A survey made each year by the Federal Reserve Board shows that as many people expect to buy homes in 1952 as in 1951, when they bought almost 1,100,000 new homes. The survey is made every year and is usually accurate in forecasting consumer intentions to buy homes, as well as automobiles, appliances, and other consumer durables.

RETAIL LUMBER DEALER sales are down moderately from last year. One survey shows sales down 4 per cent for all sections, with decreases in New England, the South Atlantic region, and the Western states. Sales are up in the Middle Atlantic states, the Central states, and the East South Central region.

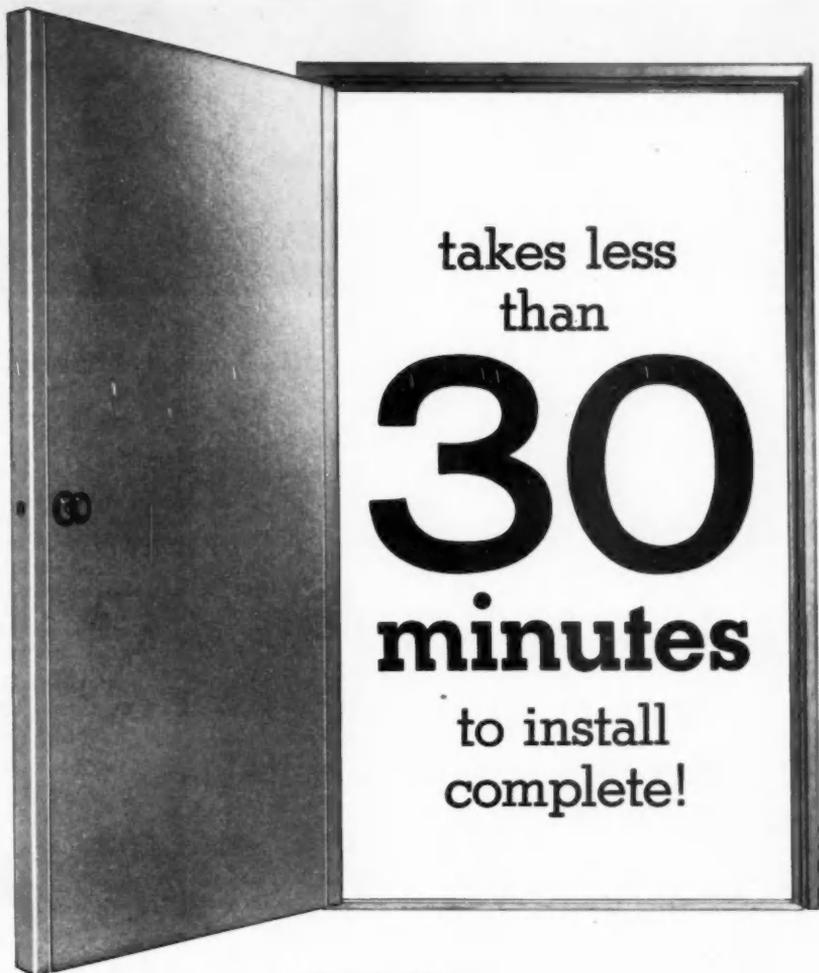
THE CHART shows how an average of 15.5 billion dollars have been spent for building construction each year during the period 1947 to 1951. More than half (52 per cent) was for residential construction, 5 per cent for residential additions and alterations, 8 per cent for farm construction, 7 per cent for commercial construction, 11 per cent for industrial construction, 15 per cent for institutional construction and 2 per cent for military and naval construction.



THE SCORE BOARD

Per Cent Change Compared With Last Year

	Up %	Down %
Dwelling Units Started		
Month of March	+ 4 %	
January through March		- 5 %
Dollar Volume of Construction (February)		
Dwelling Units		-20 %
Residential Alterations		-13 %
Industrial	+53 %	
Commercial		-40 %
Institutional		- 7 %
Farm		- 1 %
Public Construction	+32 %	
Total Construction	+ .02 %	
Price Changes (February)		
Common Brick	+ 7 %	
Cement	NC*	
Dimension Lumber	NC	
Flooring		-13 %
Doors	NC	
Paint (outside)	+ 2 %	
Bathtubs		- 4 %
Furnaces		-10 %
Asphalt shingles	NC	
Window Glass	NC	
Nails	NC	
Insulation Board	NC	
Average Hourly Earnings		
Construction Labor	+6.5 %	
*N.C. = No Change		



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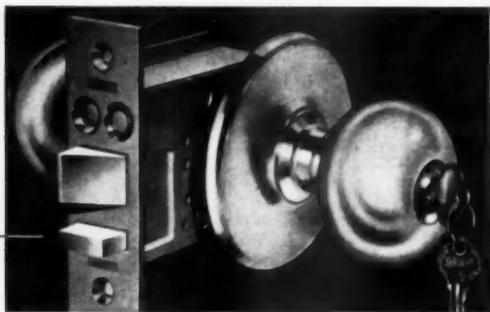
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By doing so, you'll enlist the *Integralock's* **SENTRY BOLT** . . . to give your houses the added security that home owners look for today.

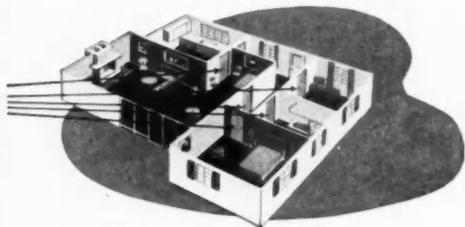
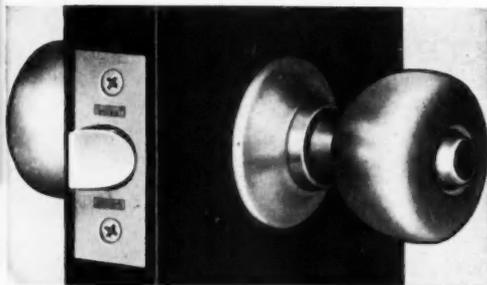
The **SENTRY BOLT** . . . especially designed in its horizontal position for extra strength . . . *recognizes no password* from intruders!

And the *Integralock* also has this other unique Sargent

feature that prevents unlawful entry: the shear pin in its knob *breaks* when subjected to extreme torsion. The knob then spins harmlessly . . . but its key-in-knob action will still operate for key owners.

VERY EASY TO INSTALL. Consider *these* Integralock features, also: *extreme ease of installation* . . . precision manufactured parts . . . compact factory-assembled, factory-sealed lock cases . . . self-lubricating **OILITE** bearings eliminate friction.

Order Sargent *Integralocks* today—available in smart brass or aluminum finishes.



...and for **INSIDE DOORS?**

... Use easy-to-install "4500" Locks every time!

Sargent "4500" Locks are designed and built for bathroom, bedroom, passage, and other rooms that should be protected against unwanted entry.

They give your customers the *original* tulip-shaped design, convenient key-in-knob action . . . and are constructed throughout with highest quality materials.

Quick and easy to install . . . they require only a mortise bolt and a 1 1/4" crossbore.

The bolt has a full 1/2" throw . . . with the bolt traveling the full distance every time!

Yes, the "4500" lock has more features than any other lock in its price class!

Get full information about the Sargent **INTEGRALOCK** and Sargent "4500" Line Locks! Write your supplier . . . or us today. Dept. 5E.

SARGENT
and **COMPANY**

New York • NEW HAVEN, CONN. • Chicago

Builders Hardware and Fine Tools since 1864



AMERICAN BUILDER

**HERE'S THE BEST
COMBINATION FOR A
QUALITY EXTERIOR WALL
AT LOW COST!**

*J-M
Weathertite
Sheathing...*

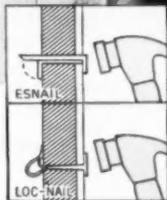
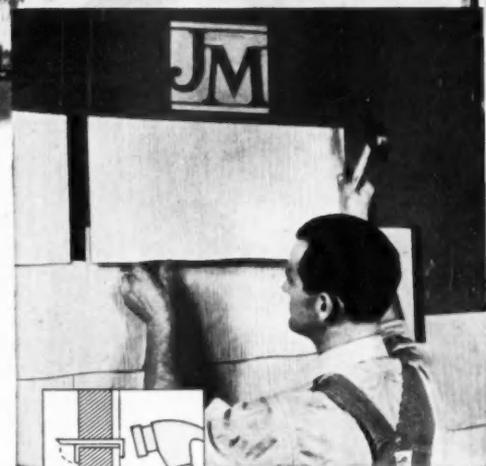
These large tough boards protect the house where protection is most important. They reduce construction costs, too, because the big sheets are easy to handle, can be applied more quickly and with less waste material. For the exterior finish, use . . .

*J-M
Asbestos Siding...*

Can be applied directly to J-M Weathertite® Sheathing (no building paper needed), using self-clinching or self-locking nails as illustrated. This type of construction is being used on many F.H.A. projects throughout the country.

J-M Asbestos Siding needs no further finishing, cuts annual upkeep expense for the owner. The new J-M Smoothgrain comes in white or soft pastel colors. Surface is smooth but graining is so striking vertical joints and exposed nail heads seem to disappear. These two J-M products give you the best possible combination for exterior walls of lower cost, longer life, and finer appearance.

MAY 1952



Diagrams show action of 2 self-clinching types of nails. After the base of the nail head strikes the shingle, further tapping flattens the head and clinches the foot against the backside of the Weathertite Sheathing.

For further information about J-M Weathertite Sheathing, J-M Asbestos Siding, and Esnail and Loc-Nail fasteners write Johns-Manville, Box 60, New York 16, N. Y.

®Reg. U. S. Pat. Off.

Johns-Manville



"Early Model *SKIL* Saw 'Builds' 700 Homes in 23 Years... That's Performance!"

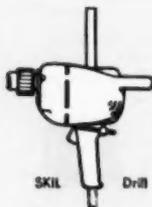
**YOU CAN SEE THE CUT
WITH A SKIL SAW!**



Shown here are several houses, typical of those now under construction by this building firm. Standardization on SKIL Saws has speeded work, with ease of handling and greater convenience in every sawing job.



Here Mr. Hamm uses the new Model 825 SKIL Portable Saw. He says, "SKILSAW continues to make the best there is. This fine saw shows the same quality materials, the same dependable workmanship I've known through 23 years' experience with the first SKIL ever made." He praises SKIL improvements, saying, "The addition of bevel and depth adjustments, made with the twist of a wing nut, plus many other improvements, make this Model 825 the finest saw you can buy!"



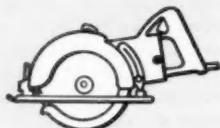
SKIL Drill



SKIL Belt Sander



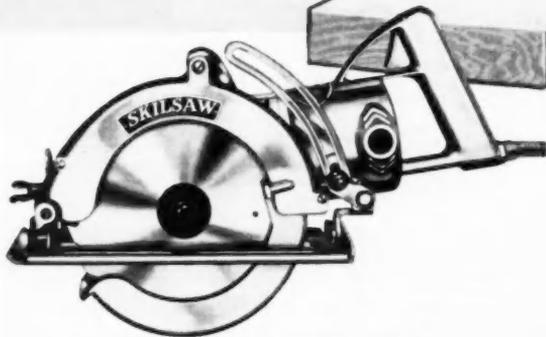
SKIL Disc Sander



SKIL SAW

says **GEORGE H. HAMM**,
construction superintendent,
JOHN FEIST
BUILDING COMPANY,
Buffalo, New York

"And still going *strong*," adds Mr. Hamm.
"Yes, sir! Our company bought this Model E
SKIL Saw in 1929, and it's still in excellent
condition with the best performance record
I've ever seen. I *know*, because I've used
this very saw since the day we got it in July,
23 years ago." George Hamm adds, "Natu-
rally, with this proof of SKIL quality, we
standardized long ago on SKIL Saws."



SKIL Saw—Model 825. Powerful, heavy duty 8 1/4" saw, built to withstand continuous use on large construction projects. Base adjustment: 0" to 2 1/4" vertical depth of cut; 0° to 45° bevel adjustment; 2 1/4" depth of cut at 45°. Free speed of blade: 3000 r.p.m. Overall length: 18". Weight: 17 1/4 pounds.

See your distributor
for complete information
or call your nearest
SKILSAW factory branch

SKIL
PORTABLE TOOLS

SKIL Products are made only by SkilSaw, Inc.,
3033 Belden Avenue, Chicago 30, Illinois
SkilSaw Factory Branches in 34 Principal Cities
In Canada: SkilTools, Ltd., 3601 Dundas Street West
Toronto 9, Ont.

Mark says



It really when you use

Nu-CALK **SPEED LOAD**

America's Favorite Calking Compound

Every calking job will be "top notch" when you use high quality Nu-Calk Speed Loads. Nu-Calk "stays put" — will not dry out, run, crack, harden or pull away. Speed Loads are easy to use, too! User's hands never touch the compound. Always has a smooth, even flow, and easy trigger action. Try it yourself and you'll see why Nu-Calk Speed Loads enjoy such nationwide popularity!



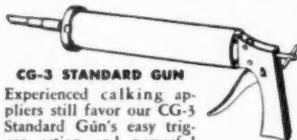
Nu-CALK CALKING COMPOUND IN CANS, TOO!

The "standard of quality" in the calking field! Same fine product as in Speed Loads, but also available in 1/2-pint, pint, quart, gallon, 5-gallon cans. Also 55-gallon drums! Order a supply, today!



CG-4 SPEED LOADERS

Here's the streamlined gun that goes with Nu-Calk Speed Loads. This SPEED LOADER calking gun is light, sturdy, fool-proof. Simply slip in a load and you're ready to calk!



CG-3 STANDARD GUN

Experienced calking applicators still favor our CG-3 Standard Gun's easy trigger action and powerful piston action. Fitted for use with Nu-Calk Speed Loads or bulk calking.

Also
available
in
Nozzle-Type
Load
if desired

FOR FAST DELIVERY, ORDER NOW!
Your order will be shipped
same day received!

- Full freight charges prepaid and allowed on orders of 100= or more.
- Nu-Calk Speed Loads, Nu-Glaze and Nu-Phalt may be combined to make a 100= shipment.

"Stays Put"

M-D Quality Products

Nu-Phalt PLASTIC ASPHALT CEMENT

For Sticking Down Asphalt Shingles and General Repair on Roofs and Flashings!

Comes in popular load form like M-D's famous *SPEED LOAD* for calking guns, or in 2½ lb., 10 lb., 50 lb., and 550 lb. containers.

NU-PHALT HAS DOZENS OF USES!



Stick down asphalt shingles or other roofing repair work.



Perfect around gutters and valleys. Applicable to all roofing work.



Apply around chimney flashings with calking gun or with putty knife.



Handy for sticking down loose asphalt tile, and many other uses.

Use *Nu-Glaze* GLAZING COMPOUND instead of putty!



Nu-Glaze overcomes all the old bugaboos about putty because it "always stays put!" Never dries out, hardens, cracks or peels off!

Nu-Glaze is not a putty, but a plastic glazing compound that's perfect for glazing, filling cracks, setting plumbing, boatwork, etc. Comes in ½-pint, pint, quart, 5 lb. cans. Also available in drums — 25 lbs., 50 lbs., 100 lbs., and 880 lbs. Order your Nu-Glaze today!



Also available in Nozzle-Type Load if desired



MACKLANBURG DUNCAN CO.
OKLAHOMA CITY, OKLA.

ATLAS MORTAR

"spreads like butter"...

"makes our
work easier,"



SAYS EMEL ZANCANARO, mason contractor, pleased with the performance of Atlas Mortar Cement on the big Kenwood Apartment job in Hammond, Ind. Mr. Zancanaro has been an Atlas Mortar booster for 5 years.



INTO THE MIXER goes one of 6,000 bags of Atlas Mortar used to put up 700,000 face bricks and additional concrete masonry work on the Kenwood job.

On the job, and in the laboratory, Atlas Mortar has proved itself. It complies with ASTM and Federal Specifications for masonry cement. For further information write Universal Atlas Cement Company (United States Steel Corporation Subsidiary), 100 Park Avenue, New York 17, N. Y.

OFFICES: Albany • Birmingham • Boston • Chicago • Dayton • Kansas City
Minneapolis • New York • Philadelphia • Pittsburgh • St. Louis • Waco



STANLEY FOSTER, an experienced mason, prefers to work with Atlas Mortar. "Easiest spreading masonry cement I ever used," he says.



FINISHED PRODUCT, one of 26 two-story buildings, pleases architect, James McClure Turner, who praises the color, appearance and strength of Atlas Mortar.

AB-MC-322R

SKILLED HANDS PREFER

ATLAS MORTAR CEMENT

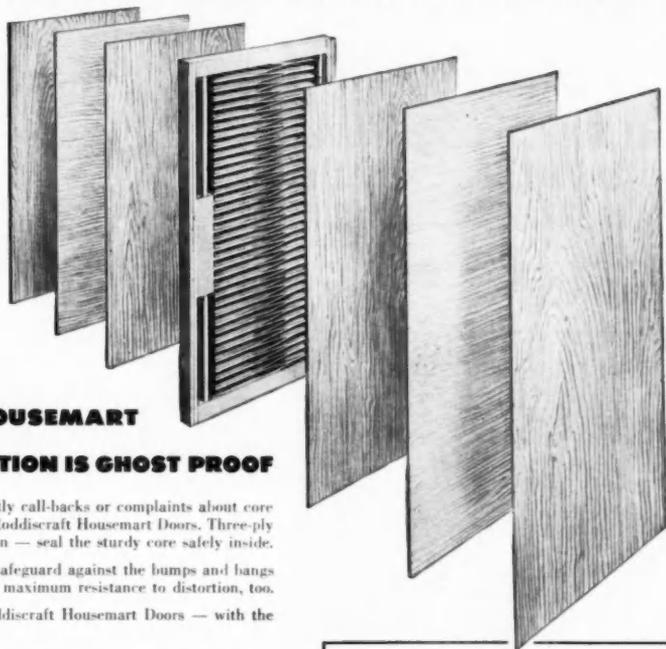
THE SATIN OF MASONRY CEMENTS



"THE THEATRE GUILD ON THE AIR"—Sponsored by U. S. Steel Subsidiaries—Sunday Evenings—NBC Network



EVER HAUNTED BY CORE PATTERN GHOSTS?



Roddiscraft HOUSEMART 7-PLY CONSTRUCTION IS GHOST PROOF

You'll never be haunted by costly call-backs or complaints about core pattern showing through, with Roddiscraft Housemart Doors. Three-ply face panels give triple protection — seal the sturdy core safely inside.

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

Why take less — order Roddiscraft Housemart Doors — with the 7-ply construction.

NATIONWIDE Roddiscraft WAREHOUSE SERVICE

Cambridge, Mass. • Charlotte, N. C. • Chicago, Ill. • Cincinnati, Ohio • Dallas, Texas • Detroit, Michigan • Houston, Texas • Kansas City, Kan. • New Hyde Park, L. I., N. Y. • Los Angeles, Calif. • Louisville, Ky. • Marshfield, Wis. • Milwaukee, Wis. • New York, N. Y. • Port Newark, N. J. • Philadelphia, Pa. • St. Louis, Mo. • San Antonio, Texas • San Francisco, Calif.

Roddiscraft

RODDIS PLYWOOD CORPORATION

Marshfield, Wisconsin

Finding houses harder to sell? Take

Meet Mr. D. C. Johnson, president of Newlin-Johnson Development Co., builder of homes in Terre Haute, Indiana. He erects houses that range from \$11,000 to \$40,000. He says:

"You'd be surprised at the number of people who call attention to the G-E trade mark on the appliances as soon as they walk into the kitchens of our houses. The G-E symbol is a

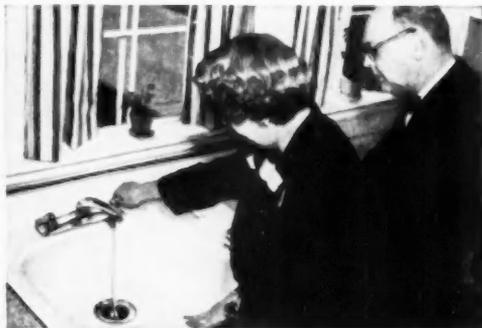
big plus. It represents the same kind of quality that goes into the houses we build.

"G-E appliances have been stimulating our business for 15 years now. They've helped us sell thousands of homes, and will continue to help us sell many more.

"General Electric is a great organization to do business with."



Here's Mr. Johnson, the builder, calling on Mrs. Gordon Prevo of Ohio Blvd., Terre Haute. He is most anxious to get Mrs. Prevo's reactions to her General Electric Kitchen now that she has lived in her new home for more than a year.



"I want you to know, Mr. Johnson, that the G-E Dispos-all® is my favorite appliance. I've always hated to empty garbage and now those days are gone forever because I just wash it away. And, of course, there's never any garbage smell in the kitchen.



"Is it a work-saver, Mr. Johnson? I'll say it is—and it's a dish-saver, too. I used to break a lot of dishes, but no more.

"The G-E Dishwasher gets the dirtiest dishes clean. I wouldn't want to be without it.

a tip from Mr. Johnson...and G.E.



"Frankly, this new range has encouraged me to do a lot more cooking than I used to do, Mr. Johnson. It's a very easy range to keep clean and it heats up so quickly! It's very much better than my old gas range."



"As you know, Mr. Johnson, we don't get around to shopping very often, and that's why I particularly like the separate freezer compartment. And, by the way, this refrigerator is so easy to keep clean."



"For once, we've got more storage space than we need. Now I can keep everything up in front, within easy reach. The doors are quiet. The wire shelves are easier to keep clean. They're so different from my old warped cabinets that wouldn't close tight."

No luxury this! Anyone who can afford even a modest home can afford a General Electric Kitchen!

As a builder, you'll be pleased to know that even under today's credit restrictions, a complete General Electric Kitchen adds as little as \$3.50 extra to monthly mortgage payments.

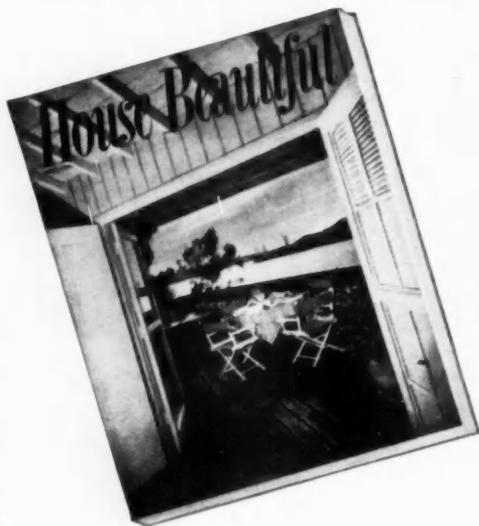
That's why even families with \$50-a-week income

are enjoying the comfort of a G-E equipped kitchen.

Why not let the General Electric name increase the preference for your houses, too? Contact your local G-E distributor, or write to the Home Bureau, General Electric Company, Louisville 2, Kentucky.

GENERAL  ELECTRIC

FOR ADDED LOCAL PRESTIGE



tie-in your
Spring promotions
with products
featured in June
House Beautiful

IT'S EASY!

Profitable selling power can quickly be added to your displays and local advertising by building them around the forthcoming issue and the top-quality names on its advertising pages — names like the typical best-sellers whose informative trade messages appear below!

COMFORT CONTROL — Individual electric heating for every room plus air circulation during summer months — are the features stressed in the June *House Beautiful* ad on **THERMADOR HEATERS**. These heaters are another high-quality product from the makers of the well-known Thermador Built-in Ranges and Ovens.

"HOW TO HAVE COMFORT FROM MOVING AIR" — Modern living includes window, floor, attic, kitchen fans for greater comfort, cleaner, healthier homes. Soaring fan sales curve can pull your sales up too! **Vairified Tag** merchandising in national advertising helps sales by identifying for consumers air-moving units having quality Torrington components. Request free book showing 150 products, sources.

Kitchens and small rooms must be ventilated at the ceiling level to do a thorough job. **TRADE-WIND CLIPPER VENTILATORS** come in two types, for installation in a cabinet over the stove or in the ceiling. Both provide complete, quiet ventilation, are simple to install and give years of trouble-free service.

Nowadays it's the little "extras" which sell one house in preference to another. In **PLANK-WELD**, the builder has a handsome, easy-to-install hardwood paneling which catches the eye of the prospect. Yet many builders have found that its cost, compared to conventional wall materials, is reasonable. Install one or two Plankweld rooms in your next house and watch the results!

WELDWOOD GLUE, FIRZITE AND SATINLAC — famous "Wizards With Wood." Weldwood Glue makes joints stronger than the wood itself, for making or mending things. White Firzite pro-

duces magical "Woody" effects on soft woods or hard, plywood, solid lumber. Clear Firzite tames that wild grain in fir plywood. Satinlac works miracles for modern natural wood finishes, brings out beauty of grain and natural color of wood. United States Plywood Corp., New York 36, New York.

KING O' LAWN POWER EDGER saves three hours out of every working day. Self-balancing, 75% self-propelled. Edges at any angle — vertical for along walks, walks; angle for scissor work around trees and flower beds; horizontal for making beds. Has 18-inch rotary mower attachment. Pays for itself in 30 days ordinary use.

CHAMBERS GAS RANGES "cook with the gas turned OFF"; saving food, flavor, time, fuel and labor. Seven beautiful decorator colors plus exclusive features make the Chambers the most beautiful as well as the finest range in the world. Ten minutes gas burning does 60 minutes cooking, saving hours of pot watching every day.

CHURCH PLASTIC WALL TILE — offers the beauty, serviceability and luxury finish without the weight or cost of conventional tile. 23 lovely "decorator" colors, two new sizes and other features exclusive with Church (makers of the famous "Best Seat in the House"). Beautiful, economical, easily installed. See your floor covering supplier.

GENERAL ELECTRIC YEAR-ROUND AIR CONDITIONING places summer cooling plus winter heating within everyone's reach. Now going into 210 Dallas homes priced \$12,500. Helps builders sell homes faster without extra

cost to them. Buyers pay as little as \$6 monthly extra in realty mortgage. Write General Electric Co., Bloomfield, N. J. for full information.

The **GENERAL TWIN-12** is a complete floor machine . . . the only floor machine that features exclusive "Guide-A-Matic Balance"! It actually takes the strain out of floor care — because it Won't Walk . . . Won't Wander . . . Won't Pull! And General Twin-12 does all 7 floor care jobs! It Scrubs, Polishes, Waxes, Buffs, Sands, Refinishes, Dry Cleans — every type of floor!

Free full color catalog shows rich, vibrant colors which make **KENRUBBER** perfect for the floors in your home. Kenrubber stays lovely despite heavy traffic. Smooth non-porous surface is amazingly easy to clean and keep sparkling. Also receive a free, easy to follow, instruction booklet showing how to install these distinctive floors yourself.

KITCHEN MAID Corp., Andrews, Indiana manufacturers of factory finished wood cabinets in the new Natural Finish and seven colors. Aluminum drawers, big-line styling, fine furniture construction. Advertised in *House Beautiful*, *Better Homes & Gardens* and *House & Garden*. A complete selection of literature, direct mail material and newspaper mats is available to dealers.

Build an **OUTDOOR FIREPLACE** — the subject of a profusely illustrated 52-page book containing complete details and plans of numerous fireplace designs, plus information on needed materials, construction helps, cooking tips and recipes. Title is "How To Enjoy An Outdoor Cook-Nook". Price 25c. **THE MAJESTIC CO.**, Inc., Huntington, Indiana.

AND HIGHER UNIT SALES . . .

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.

MIRAPLAS, manufactured by the S & W Moulding Company, is the original Styron Wall Tile. It is offered in 19 attractive colors. **STYRON WALL TILE** is now being used in homes of all price classifications. It is easily installed and

with only minimum care and normal use will hold its lustrous beauty indefinitely. Not affected by common household acids or alkalis or extreme changes of temperature.

SPEEDLINE ADJUSTABLE LAWN BROOM is the only steel fingered broom rake that can be adjusted in a moment to suit work. Spreads extra wide (20") for sweeping grass and leaves, or draws down to stiff 11½" wide comb for cleaning in corners and under hedges, and for gathering trash.

SUNBEAM HEDGE TRIMMER answers trim-

ming needs of all shrubbery, hedges, ornamental trees, etc. Powerful, high speed, lighter, easier to handle. Saves time, gives perfect results without arm-aching drudgery. Perfect for side trimming and shaping — cutting weeds, coarse grasses. A precision instrument and powered to do long tedious trimming jobs.

SUNBEAM RAIN KING AUTOMATIC: Ideal sprinkler for wide lawn or narrow parkway. Control dial can be set instantly for any area 5 to 10 feet. Whether set for small or large areas, the spray is always broken up by the speed of the revolving arms to provide a natural rain-like shower.

**BRAND NAME
BUILDING SUPPLIES**

as currently seen in
House Beautiful



SEND TODAY . . .

for handsome "Right from House Beautiful" display cards . . . an effective tie-in newspaper mat. They're available free of charge.



SEND FOR YOUR FREE DISPLAY MATERIAL . . .

For display cards, mounted with June advertisements you want to feature, check any or all of the products on the listing below that are preceded by a number. For a mat, in which product 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.

1. AUTOGAS HEATER
2. BRIGGS BEAUTYWARE PLUMBING FIXTURES
3. CASE ONE PIECE WATER CLOSET
4. CHAMBERS GAS RANGES
5. CHURCH SEATS AND PLASTIC WALL TILE
6. CRANE PLUMBING FIXTURES
7. CRYSTAL MIST REMOTE CONTROL LAWN SPRINKLER
8. CURTIS SILENTITE WINDOWS
9. DOUGLAS FIR PLYWOOD SHEATHING
10. DUBOIS FENCES
11. ELKAY STAINLESS STEEL SINKS
12. GATE CITY AWNING WINDOWS
13. GENERAL ELECTRIC AIR CONDITIONER
14. GENERAL FLOOR MACHINE
15. GOODYEAR VINYL TILE
16. HABITANT FENCES
17. HEDGEMASTER BY KAUFMAN
18. HEIMEKE EXCELLO POWER MOWER
19. HOMKO POWER MOWER
20. HUNTER ATTIC FANS
* HYPONEX PLANT FOOD
21. ILG DUALAIRE FANS
22. INCLINATOR HOME ELEVATORS
23. INERTOL RAMUC ENAMEL FOR POOLS
24. KING O' LAWN POWER EDGER
25. KITCHEN MAID KITCHENS
26. JACOBSEN POWER MOWER
27. K-VENIENCES

28. KENRUBBER FLOORING
29. KOOL VENT AWNINGS
30. LEVOLOR VENETIANS
* MAJESTIC OUTDOOR FIREPLACE
31. MARTIN SENOUR NU-HUE CUSTOM COLORS
32. MINNEAPOLIS-HONEYWELL ZONE CONTROL THERMOSTATS
33. MIRAPLAS WALL TILE
34. MOSAIC TILE
35. NATIONAL LOCK SET
36. NATIONAL GUARD SCREEN DOOR GRILLE
37. NUTONE DOOR CHIMES
38. OLD QUAKER PAINT
39. PHILCO FREEZER
40. PITTSBURGH PLATE GLASS
41. PORTLAND CEMENT CONCRETE HOUSES
42. PRECISION FOLDING STAIRWAY
43. ROBBINS AND MYERS ATTIC FANS
* ROTO NOE
44. SHEPARD ESCALIFT
45. SMITH AUTOMATIC WATER HEATER

46. SPEEDLINE LAWN TOOLS
47. STERLING SLIDING DOOR HARDWARE
48. SUNBEAM HEDGE TRIMMER
49. SUNBEAM RAIN KING SPRINKLER
50. THERMADOR ELECTRIC HEATING
51. TORIDHEET AUTOMATIC HEATING
* TORO POWER MOWER
52. TORRINGTON AIR MOVING UNITS
53. TRADE WINDS CLIPPER VENTILATORS
54. U. S. CARPET CUSHION
55. U. S. PLYWOOD PLANKWELD PANELING
56. U. S. PLYWOOD SATINLAC & WELDWOOD
57. U. S. RUG UNDERLAY
* VIGORO PLANT FOOD
- * WEBSTER BASEBOARD HEATING
58. WEIRTON OUTDOOR FURNISHINGS
59. WILLIAMS OIL-O-MATIC HEATING
60. WIN-DOR JALOUSIES

No counter card available.
 "Seen in House Beautiful" Mat.

NAME _____

ADDRESS _____

CITY _____

AMB June

ELJER

MARTHA WASHINGTON
LAVATORY



Extra FEATURES
FOR
Extra SALES APPEAL

1. Concealed front overflow and front anti-splash rim
2. Smooth, unbroken back surface for extra beauty
3. Generous shelf ledge for extra convenience

Homeowners always appreciate the extra features of the Eljer Martha Washington. Made of Eljer Vitreous China, the lustrous finish resists stains and is impervious to the effects of ordinary household acids. Available wall-hung or with chrome-plated legs, towel bars, combination supply and pop-up waste fitting. Ideally adapted to single or multiple installation. Furnished in White, Colonial Yellow, Pastel Green, Twilight Blue and Coral Blush. Sizes: 24" x 20", 20" x 18", 18" x 15".

The style, beauty and superior quality of the Eljer Martha Washington Lavatory will please your most discriminating clients. It also has the sales appeal to add that desirable *extra* to speculative-built homes. For complete information, see your Eljer plumbing contractor or write Eljer Co., Ford City, Pa.

See *Eljer's Condensed Catalog in Sweet's File for Builders.*





ASSOCIATIONS

Their Plans and Activities



Interest High in Dealer Conventions; Illinois Has Record 4,789 Turnout

"The most outstanding and successful in the history of the organization in the point of interest and attendance" was the consensus of officials of the Illinois Lumber and Material Dealers Association in regard to the group's 63rd annual convention at the Sherman Hotel, Chicago.

Total attendance was 4,789, the highest mark reported for a dealer meeting so far this year. The figure included 2,416 dealers or their employees in groups from Illinois, Indiana, Wisconsin, Iowa, Missouri, Kentucky and individual delegates from several other states. There were 1,345 representatives of exhibiting manufacturers and wholesalers.

Dirksen on program

Featured convention speaker was Illinois Senator Everett M. Dirksen. Others on the program included James C. Downs, Jr., president of the Real Estate Research Corp.; Edward H. Libbey, secretary of the National Retail Lumber Dealers Association; and Clarence A. Thompson, Champaign, Ill., dealer.

W. Lindley Huff, Decatur, association president, and Paul Howard Leach,

Joliet, vice president, were reelected during the meeting. New directors named are George H. Gonigam, Walnut; Paul A. Sparks, Pontiac; and Ervin J. Niemann, Mt. Olive.

MIDDLE ATLANTIC

The flat charge that government practices in lumber buying not only waste millions of dollars annually but also force home costs upward featured the 60th annual convention of the Middle Atlantic Lumbermen's Association held Feb. 6-8 in Atlantic City, N. J.

George L. Felter, president of the Philadelphia Wholesale Lumber Dealers' Association, charged that government insistence on top grade lumber for all purposes and in 16-foot lengths despite shortages is reducing the stockpiles of quality wood "terrifically." Much of this lumber is used for boxes which, he charged, would be served equally well by No. 2 common grade at one-third the cost. This practice, he went on, tends to raise the price of the remaining upper grade lumber available to home builders.

Bowers named president

G. Hunter Bowers of Frederick, Md., who succeeded Claude G. Ryan of Lancaster, Pa., as president last December, presided at the sessions. More than 1,500 registrations were received and 82 exhibitors filled all available booth space in the Haddon Hall Hotel. Bowers, expressing optimism over near future business prospects, declared there was no scarcity of materials for building purposes and that bad weather alone was responsible for any delays in activity.

Joseph A. Livingston, economist of the Philadelphia Evening Bulletin, concluded the program with the prediction that the nation is over the inflation hump and nearing the end of the price boom.

WESTERN

A business program with a variety of interesting subjects, and a complete building product display, helped make the 49th annual convention of the Western Retail Lumbermen's Association one of its most successful, W. C. Bell, managing director, reports. The 1952 meeting was held at the Olympic Hotel, Seattle.

Speakers included U.S. Representative Charles Halleck of Indiana; Dr.

(Continued on page 32)



"EVERY BUILDER MEMBER BONDED" crest has been added to Chicago association's "Seal of Dependability"

\$100,000 Association Bond Guards Chicago Home Buyers Against Downpayment Loss

All active builder members of the Chicago Metropolitan Home Builders Association are now bonded up to \$100,000 a year against misappropriation of home buyers' downpayments.

In announcing this new action to build public confidence, president E. C. Mahoney revealed that two years of negotiation had gone into arranging the bond, which indemnifies the association against loss of downpayments made to any of its builders in connection with the sale of a home or other construction, or the sale of real estate.

A perfect record helped make the bond possible, according to Mahoney. He said that during the entire life of the association (which will mark its 12th birthday in June) no member has ever defaulted with money paid to him to bind a contract or in any other kind of downpayment.

The new protection is a free membership service included in regular dues and unit assessments, Mahoney said, and every builder who joins the group, either directly or through its Northern Illinois or Northern Indiana chapters, is automatically covered.

Each eligible member has been furnished a certificate, suitable for framing, stating that he is a "Bonded Active Builder Member" and that "payments accepted by him, or his authorized representative, in connection with housing construction or the purchase of real estate, are protected against misapplication under a \$100,000 Fidelity Bond."

Louisiana Dealer Leaders



AT ANNUAL CONVENTION of Louisiana Building Material Dealers Association, these officers were named to serve for the year ahead. They are (seated, from left) George Becker, New Orleans, first vice president; J. Morton Myatt, Baton Rouge, president; Harry V. Balcon, Bossier City, second vice president; (standing) R. Needham Ball, Baton Rouge, executive vice president; and George E. Knoop, New Orleans, treasurer. The meeting was held at the Jung Hotel, New Orleans, March 19-20.



Dealer's Viewpoint

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

National Supply Picture Hazy Without Index of Inventories

As the time approaches when construction controls will be removed or are liberalized to the point where they do not effectively curtail construction volume, the question arises as to what sort of a supply and demand situation we then will face.

The question actually applies only to materials now under control because the supply of lumber, roofing, and other building products has been more than ample.

Will there be a temporary seller's market in steel, aluminum, and copper, or will production of building materials utilizing those metals expand as rapidly as the demand?

The answer isn't too clear, largely because we still don't have enough information about inventories. It was the inadequate information about inventories of controlled materials—in the hands of manufacturers, distributors, and builders—that caused so much faulty guessing about the immediate outlook for construction during the last two years.

Individual producers naturally are reluctant to disclose too much information about their own inventory position, because they might damage their competitive position. But the construction industry would be better off, and could plan and operate in a more orderly manner, if some means were devised for setting up an

index of inventories at all levels.

It now is completely obvious that the reason why the loud predictions of shortages of materials used in home building failed to materialize, except in isolated instances, was not because producers received generous allotments but because inventories of both basic materials and finished products were larger than anyone thought.

Unless some step is taken to make the desired information available, we will face the same sort of confusing situation the next time we go into an economic emergency.

By the same token, the answer to whether we are going to have a seller's market again after controls cease being a factor depends in part on what our inventory position is at that time.

The solution doesn't necessarily lie in calling on the government for help. The lumber industry voluntarily provides the facts needed to determine supply conditions with reasonable accuracy and others could do the same when they recognize the value, to them and to the rest of the industry, of making the information available.

Until we know where we stand, we will continue to operate too much in the dark, to the detriment of everyone concerned.

Credit is Real Bottleneck, Downs Tells Tulsa Builders

"The big bottleneck in the present housing situation is a credit shortage, not a material shortage," James C. Downs, Jr., president of the Real Estate Research Corp., Chicago, told 350 builders, realtors and building material dealers at the recent annual banquet of the Tulsa, Okla., Home Builders Association.

Downs predicted the Federal government would relax credit controls this year "to allow thousands of wage earners to buy homes."



FEATURED ROLES in Tulsa association's annual banquet were played by (from left) I. A. Jacobson, retiring president; James C. Downs, Jr., guest speaker; and Charles Skaistis, 1952 president.

Charles "Eddie" Skaistis, in his inaugural talk as president of the Tulsa group, outlined a 10-point association program for 1952 with the goal of "obtaining the best possible home for the least possible money so that all of our people can be better housed."

The retiring president, I. A. Jacobson, reviewed association activities for 1951, during which a membership increase of 110 per cent was reported.

25th Birthday Marked By Detroit Association

More than 800 persons attended the recent silver anniversary banquet of the Builders Association of Metropolitan Detroit, the largest crowd in the group's history, according to Irving Rose, entertainment committee chairman.

Rose said the association, founded in 1927, was the second oldest building organization in the country, having preceded the National Association of Home Builders by 12 years.

A feature of the program was testimonial for Frederic W. Gerhardy, 1951 Detroit president. Gerhardy was presented a plaque, a watch and a scrapbook containing newspaper and magazine articles and photographs that appeared during his administration.

New Grand Rapids Leader

John E. Vandenberg has been elected president of the Grand Rapids (Mich.) Home Builders Association, succeeding Harold Albert. Other officers named were John Brunsink, vice president; Richard Brooks, secretary; and Tom Newhof, treasurer.



PLANS FOR HOME SHOW are given final check by members of Home Builders Association of Stark County, Canton, Ohio. Seated are John Dougherty (center), general chairman of the planning committee; Robert R. Schneider (left) and C. A. Seran, co-chairmen. Standing: Robert Colaner, Harry LaBreaque, Gus Dannemiller, E. L. Cutler and A. R. McConnell. The show, held March 4-9 had more than 100 exhibitors, was seen by approximately 50,000 persons.

Cash, Bermuda Trip Will Go To Mason Apprentice Champ

Cash prizes and a trip to Bermuda await the nation's No. 1 brickmason apprentice, the one who wins the Fourth Annual Brickmason Apprentice National Competition sponsored by the Bricklayers, Masons and Plasterers International Union.

Finals in this year's competition will be held in Boston May 18-24, Harry C. Bates, union president, has announced. He said that about 7,000 apprentices, most of them war veterans, are eligible to compete. Registered apprentices from all states may take part, provided they have not completed more than two years of training by June 1, 1952.

The national champion will be the guest of Structural Clay Products Institute on its convention cruise to Bermuda and Nassau next November. He will also be presented the Belden trophy by the brick and tile manufacturers.

At least four cash prizes will be offered to finalists, who will be judged on the basis of manipulative skill and workmanship, Bates said.

Carl D. Franks Named to New Portland Cement Post

Carl D. Franks, vice president for promotion since 1948 of the Portland Cement Association, has been appointed to the newly-created post of executive vice president, Smith W. Storey, board chairman for the association, has announced.



Carl Franks

Franks' new duties will include taking the president's responsibilities during that official's absence. The position of PCA president was left vacant by the death of Frank T. Sheets last November and has not yet been filled.

A member of the association staff since it was established with its main offices in Chicago in 1916, Franks was first a district engineer at Indianapolis. He became midwestern regional manager in 1924.

Franks was graduated from Purdue University with a degree in civil engineering.

Plan NOW to participate in
NATIONAL HOME WEEK

MAY 1952

Cortright's Column

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



Deadline to Convince Congress Controls Aren't Needed: June 30

IN LAST MONTH'S column we discussed the hot Washington issue of "Guns vs. Butter." In this column we will talk about "Controls vs. Economic Freedom."

The dramatic resignation of the nation's chief mobilizer, Charles E. Wilson, was no surprise to informed Washington observers. The immensely difficult task of superimposing war-time controls on a peace-time economy was the job Mr. Wilson struggled ably with for fifteen months. The Controlled Materials Plan was placed upon home building and everything else because statistically it was estimated that there would be insufficient steel, copper, aluminum and many other metal items to do both jobs. With the recent exposure of the fact that American free enterprise and production could meet the problem, there were bound to be repercussions and substantial readjustments.

The Congress of the United States in its current deliberations on extending the Defense Production Act is squarely faced with the decision of the degree of controls necessary. Between now and June 30 when all control power expires, they will have to decide on the kind of economy we shall have.

It is not a completely simple matter for a number of reasons; the military program and our aid to Europe has not yet taken its full bite of copper, molybdenum, cobalt, manganese and other items. Much of our production effort has been in the blueprint stage and the full schedule of ships, planes, tanks, electronic equipment, ammunition, etc. has not yet begun to roll off the production line.

The matter is further complicated by the Inflationary spiral which is about to be started on another dizzy spin by the recent decision of the Wage Stabilization Board granting steel workers a large pay increase. This brought to a head the bitter conflict between management and labor and caused such a serious breach between the White House and the Economic Stabilizer on one side and Mr. Wilson and industry on the other that resignations on principle were the natural outcome.

Unfortunately, the Congress does not have the power to prevent the beginning of such another round of wage increases, nor does it have the power to control the granting of cost increases to properly match the wage increase. Therefore, it has postponed deliberations on the Defense Production Act—the continuance of authority to impose such controls—pending the outcome of the present conflict in the steel industry and the governmental agencies concerned.

This leads directly to the numerous controls in that Act over housing—specifically such mortgage finance controls as Regulation X, the authority to restrict the metal content of housing and, of course, rent control. Whether or not the industry should be permitted to build housing to meet the market demand, or should continue to be restricted, will be decided before June 30.

The builders of the nation believe that controls are not necessary. They will build housing within the limits of the supply of metal items. Further, they will build only such housing as they can finance satisfactorily and can sell within the limits of home purchasers' ability to buy.

It is apparent, therefore, that all the facts related to housing must be brought to the attention of individual members of the Congress since the ability of this industry to function will be entirely dependent upon their decision in this issue of "Controls vs. Economic Freedom."

This is a job which must be done by builders individually and collectively through their local, state and national organizations. Adequate housing for the people of this country in the years ahead hangs in the balance.

With Canada's Builders



With this issue *American Builder* presents a new feature, a regular monthly column by **ANGUS GORDON**, secretary, National House Builders Association (Canada). The editors believe that since their Canadian readers find a great interest in the activities of associations on this side of the border, American readers are equally interested in what is happening in Canada. Mr. Gordon, a former newspaper man in Canada, with a long background in building, is well qualified to address both Canadian and American readers.

The only solution to Canada's urgent housing problems lies in enabling more people to build their own homes, states Premier Leslie Frost of Ontario, who considers that at least 50,000 new homes are needed annually to catch up with existing demand in this province alone.

The Ontario premier has been most outspoken of late in his talks with Federal government top brass in the housing field, including Federal Resources Minister Honourable Robert Winters and D. B. Mansur, director of the Crown Agency, Central Mortgage and Housing Corporation. He blames the Federal government's credit restrictions primarily for the present slump in starts.

Remove credit and material restrictions and there would be no bar to an all-out program which would soon catch up to the demands of a fast growing population.

It is possible that the Ontario Government might again enter the picture as it did once before to ease the situation. At that time a second mortgage system was introduced which acted as an immediate fillip to the house-building program.

So successful was it that the Federal government prevailed on the Ontario government to turn over the scheme for Dominion-wide use.

This was done and operated suc-

cessfully as the by now familiar one-sixth mortgage loan. However, it did not last long. A year ago the scheme was withdrawn with disastrous effects to the whole industry.

Representations from the NHBA resulted in a substitution by the present loan structure **WITH AN END PRICE**. This has met with a mixed reception. There's as yet no way of judging how it is going to react.

The intervention again of the Ontario government might again prove to Ottawa that the provinces are by no means satisfied with Federal bungling. They are at odds on the question of taxation, especially relating to the heavy burden real estate is bearing at the moment at the municipal level. Then again, Ontario is nearing the end of its agreement with the Federal Government on income taxation and other matters. Perhaps this means that Premier Leslie Frost will be able to wield a big stick in future talks on housing legislation.

From Premier Frost's recent utterances it would appear that he and his government are certainly determined that provincial housing programs are to continue. Which means of course that the rest of the provinces might receive some inspiration.

Dealer Conventions

(Continued from page 29)

W. G. Dubach, head of the political science department, Lewis and Clark College; Norman Mason, past president of the National Retail Lumber Dealers Association; and Rev. William Hills, Victoria, B.C., the "Vic of Cadboro Bay."

W. L. Johnson of Boise, Idaho, was elected president of the association for the year ahead, succeeding J. W. Copeland, Portland. Vice presidents for 1952 are Harvey O. Hoff, Caldwell, Idaho; Gunder W. Kjosness, Lewiston, Idaho; R. E. Harlan, Lakeview, Ore.; Clayton C. Morse, Astoria, Ore.; I. E. Snyder, Enterprise, Ore.; T. W. Gamble, Spokane, Wash.; W. H. Schumaker, Edison, Wash.; and R. M. Tollefson, Kelso, Wash.

MISSISSIPPI

Exhibitors got a better than usual chance to be a part of the show at the meeting of the Mississippi Retail Lumber Dealers Association in Biloxi; the exhibition hall in the Buena Vista Hotel was opened to the public on the Sunday before the convention officially began;



W. P. Kelly,
Mississippi President

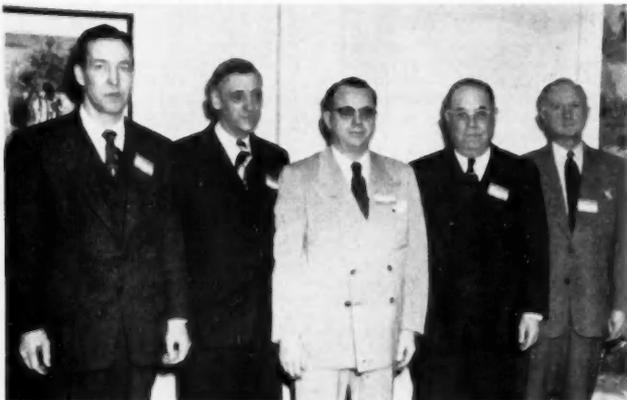
and, as a part of the official program, dealers were directed to the exhibits from 8 to 11 a.m. on Monday and again on Tuesday from 8 to 10:30 a.m.

Around 400 persons registered for the meeting, the Mississippi group's 26th annual.

Keynote speaker was Dr. J. L. Brakefield, public relations director of the Liberty National Life Insurance Co., Birmingham, Ala., whose topic was

(Continued on page 200)

Michigan Dealers Name New Officers



NEW PRESIDENT of Michigan Retail Lumber Dealers Association, elected at the group's recent 63rd annual convention in Grand Rapids, is Walter A. Peacock (center) of Port Huron. Other officers (from left) are Harold H. Hager, Lansing, treasurer; T. P. Peterson, Grayling, vice president; Hunter M. Gaines, Lansing, secretary; and Donald P. Verkes, Jr., Northville, vice president. Approximately 1,930 persons attended the meeting and more than 500 contractors and architects were on hand for a special showing of the 118 exhibits.



**"Our DELTA Radial Arm Saw has worked
6 hours a day for 5 years—MACHINE COST
ONLY 29 CENTS AN HOUR"**

THE HUNKIN-CONKEY CONSTRUCTION CO., CLEVELAND, OHIO

**"IDEAL FOR CUTTING FIRING STRIPS, STAIR RUNNERS, TRIM, JAMBS,
CASEMENTS, CONCRETE FORMS AND OTHER ITEMS."**

Both small and large building firms are realizing big savings by installing Delta radial arm saws *at the job*—speeding the work, eliminating handling and hauling operations.

"This saw turns out the cross-cut work of 6 men with hand-saws—and will out-rip 10 men," says the superintendent of Hunkin-Conkey's Nottingham Filtration project.

"Six carloads of plywood for concrete forms have been cut at the rate of 1000 pieces per day. Our operator cuts 22

wedges a minute, largely from 2 x 4 waste. Templates for repetitive work save much time.

"In addition to saving an enormous amount of time, our Delta saws—we have seven of them—save men's backs. Our operators are proud of their output and of the saws that make it possible."

You, too, can cut costs, increase profits, by installing Delta tools *at the job*. More and more builders are doing it—small concerns and big ones. Talk it over with the Delta dealer

Total Operating Cost '3 an Hour

Based on 6 hours operation per day or 1500 hours a year, the Delta radial saw on the Nottingham project shows operating costs as follows:

	Per Year	Per Hour
Depreciation 10% and average interest at 2%	\$75.00	.05
Maintenance and repair allowance (average of 7 saws)	30.00	.02
Saw blade depreciation	36.00	.024
Saw sharpening, 3 16" blades a week	150.00	.10
Power cost, 7½ hp motor		.10
Machine cost per hour (1500 hour year)		2.94
Labor		2.70
Total operating cost per hour		2.994

Cost of the saw itself is only 10% of the total hourly cost, or only 1/9 of the cost of the operator.

There's a Delta Power Tool for Your Job—

WOOD OR METAL WORKING

53 Machines—246 Models—More Than 1300 Accessories

For Delta dealers, see your Classified Phone Directory under "Tools", or write for their names.

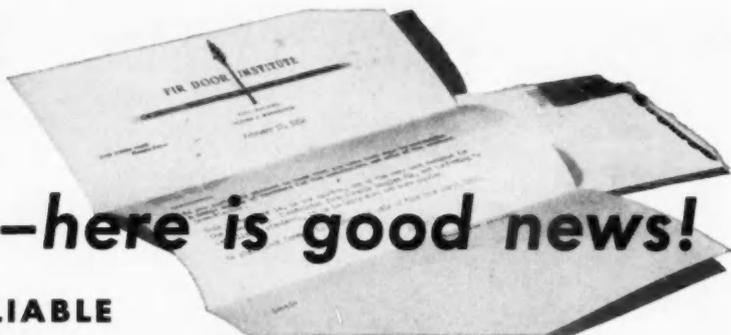
Write for new idea book filled with ways to cut building costs using this saw.

DELTA POWER TOOL DIVISION
Rockwell
MANUFACTURING COMPANY
635 E. VIENNA AVE. • MILWAUKEE 1, WIS.

- Please send idea book
 Send me the name of my Delta dealer

Name _____
Address _____
City _____ Zone _____
State _____

**Jobbers
Dealers
Builders—here is good news!**

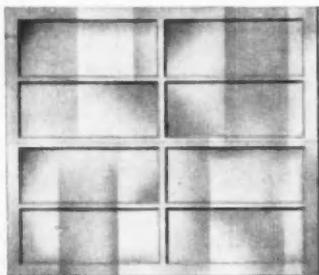


THE RELIABLE

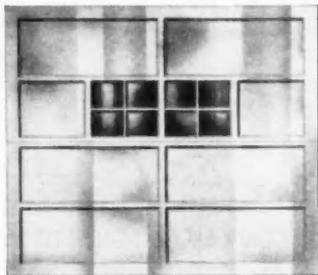
Craw-Fir-Dor

OVERHEAD-TYPE GARAGE DOOR

is available again in quantity



Craw-Fir-Door No. 44



Craw-Fir-Door No. 45



Easy-to-use, automobile type lock is furnished with Craw-Fir-Door hardware.

This time-tested favorite is now available in any quantity you need. Immediate delivery is assured for popular Craw-Fir-Dors. Stocks of the easy-working Crawford hardware are now adequate to supply all demands for these units.

And the same outstanding Craw-Fir-Dor features are also back . . . attractive appearance in 2 styles; Douglas Fir durability, strength and weatherproof panels; automobile-type lock and keys . . . and low cost!

Pre-assembled Crawford hardware requires a minimum of handling and provides quick, easy installation and operation. Only 2" headroom is needed.

Sold only through lumber dealers, Craw-Fir-Dor is a fast-moving, profit building item . . . profitable for dealer, jobber and builder.

**Be sure to include Craw-Fir-Dors in your
next order of doors from mills of the
Pacific Northwest door manufacturers!**

Put your houses years in front with the greatest new heating of all



Ceiling radiant heating coils of Bundyweld Tubing are quickly, economically installed, then plastered over to form invisible source of gentle, even radiant heat.



Amenity of radiators and registers in room with Bundyweld ceiling radiant heating permits furniture arrangements that save you best. Even, too, are used wall cracks and heavy dust deposits on furnishings.



Warm floors are a feature of the house with Bundyweld ceiling radiant heating. The radiant rays, like the sun's radiant rays, are directed downward.



Bundyweld is the only tubing double-welded from a single strip. It's steel tubing, copper-welded inside and out. Leadproof, takes high pressures, transmits heat quickly.

Amazing warmth, cleanness, savings— yours with Bundyweld ceiling radiant heating

Going to remodel, build, or buy? Look into the exciting advantages of Bundyweld ceiling radiant heating right now. It's the most comfortable, most economical, cleanest heating of all, growing by leaps and bounds in today's housing.

Here is heating that truly radiates swiftly downward from the ceiling, gently warming all the room, with even temperatures from floor to ceiling. Here's heating so natural, fresh, and invigorating it's like having the sun in your ceiling.

Clean, economical, too

Draft-free Bundyweld ceiling radiant heating won't spread heavy dust layers over curtains, draperies, fur-

niture. It won't cause hay film on mirrors, dishes, and glassware. It shortens daily housekeeping chores. Too, Bundyweld ceiling radiant heating eliminates space-eating, wall-streaking radiators and registers; postpones wall washing and redecorating for years.

Bundyweld ceiling radiant heating costs little if any more to install than forced-hot-air heat. In addition to reasonable first cost, it gives you continuing yearly home-maintenance economies and fuel savings that make it your lowest-cost heating of all in the long run. Most important, of course, the heating comfort is priceless. Get the full story. Send for free brochure at right.

Get the full story before you decide on any heating system. Send for free brochure.



Fascinating, beautiful 20-page brochure gives you complete story of Bundyweld ceiling radiant heating. It takes you behind scenes, explains radiant heating clearly. Gives full story of tremendous advantages, answers dozens of questions, reports views and experiences of people who live with Bundyweld ceiling radiant heating. Send for your copy now.

Radiant Heating Division, Dept. B5
Bundy Tubing Company
Detroit 14, Michigan

Send me free 20-page "Home Owner's Guide to Bundyweld Ceiling Radiant Heating."

Name _____
Address _____
City _____ Zone _____ State _____

BUNDY TUBING COMPANY

Detroit 14, Michigan

WORLD'S LARGEST PRODUCER OF SMALL-DIAMETER TUBING



Bundyweld ceiling radiant heating will put your houses years ahead in sales appeal.

It's low in cost—often no more than forced-air heating and frequently less. It's easy to install, simple in operation, trouble-free.

Bundyweld ceiling radiant heating is one of the most talked-about house features today. Thousands upon thousands of prospective home owners are clipping coupons from ads like the one at left and sending them in to get information.



Home owners who live with it want nothing to do with any other heating. The architects and builders who work with it know they have a good thing that's growing bigger every day.

Get the full story on the heating of today and tomorrow. Mail coupon today.

Radiant Heating Division
BUNDY TUBING COMPANY
Detroit 14, Michigan

Many of your prospects, among hundreds of thousands of other future home owners, have had their eyes opened by this Bundyweld ceiling radiant heating ad. It's the second in a 4-color, year-round series bringing news of today's fastest-growing, most advanced heating method to the readers of *Better Homes & Gardens* and *American Home*.

SEND FOR FREE LITERATURE

Send for Bundy's free 20-page brochure that explains Bundyweld ceiling radiant heating fully and clearly, gives views of people who live with it—including a heating engineer and a plumbing and heating contractor who work with it every day.

Radiant Heating Division, Dept. AB 552
Bundy Tubing Company, Detroit 14, Michigan

- Send me free 20-page consumer brochure on Bundyweld ceiling radiant heating.
 I would also like Bundy technical radiant heating bulletin.

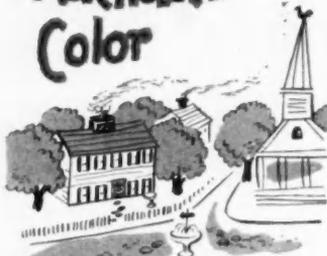
Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Authentic Color



CABOT'S COLLOPAKES

house and trim paints

Your home buyers will appreciate the true region colors of Cabot's Collopakes. The charm of old New England in Haddam Barn Red and Harwichport Blue . . . the soft tones of Moravian Gray. Cabot's Colors are authentic — matched to buildings of the region.

Cabot's Paints give you a porcelain-smooth finish that lasts . . . won't show brush strokes . . . won't collect dirt. They're non-fading too.

Write Today for complete color card showing 32 different shades, many available from no other source. Samuel Cabot, Inc., 531 Oliver Bldg., Boston 9, Mass.

CABOT'S COLLOPAKES



LETTERS

We're Sorry For the Typo

Sir: In the Technical Guide section of the March issue of the *American Builder* your article on two inch solid plaster partitions using lightweight aggregates gave the fire resistance rating of 1/2 hour. We would like your readers to be informed that the figure should have read 1 1/2 hours.

Lloyd H. Yeager, Gen'l Mgr.,
Gypsum Association,
Chicago, Ill.

Thanks So Much

Sir: Thanks so much for your thoughtfulness in sending me the file of Convention Dailies. I've read them with much interest and congratulate you on an outstanding job of public relations.

Kalman B. Druck, Vice-President,
Carl Boyoir and Associates,
New York 16, N.Y.

Tremendously Helped

Sir: Thank you for your letter of February 29 and the file of NAHB Convention Dailies. You are certainly to be congratulated on such a splendid achievement. The light construction industry should be tremendously helped by the efforts you have put forth in its behalf. We are proud to be even so slightly connected with the *American Builder*.

David Murray, Gen'l Mgr.,
Cuprinol Division,
Darworth Incorporated,
Simsbury, Conn.

Whale of a Kick

Sir: Your formal letter of February 28th in regard to the NAHB Convention Dailies reminded me that I had not done something which I thought of doing, i.e., a letter of congratulations. . . .

"I got a whale of a kick out of the reports and evidences that I see—you are really doing a job!"

G. M. Fletcher, Adv. Mgr.,
The Stanley Works,
New Britain, Conn.

American Builder Award

Sir: I want to express both my personal appreciation and that of the Wichita Association for the "American Builder Award" received for our participation in National Home Week. At the same time, I want to assure you that we have no thought

of relinquishing our first place position next year. We will be back in there battling for this most coveted award, stronger than ever.

Ken Stowell, President,
The Wichita Assn. of Home Builders,
Wichita, Kas.

▶ Thank you for your letter. It was indeed a pleasure to award the plaque to the Wichita Association of Home Builders. Best wishes for a repeat performance next year.—The Editor.

Would Like To Keep Up

Sir: I have read the *American Builder* and found it to be very interesting. Although I am a carpenter at Local 1996, Libertyville, Illinois, I have been recalled to active service and would like to keep up with the building trade. Enclosed you will find a money order of \$5.00 for a three-year subscription to the *American Builder* magazine. I have come in contact with other useful information from Simmons-Boardman Publishing Corporation on the building trade and would like to know if I could get information on other literature that is available? While here, at Chanute Air Force Base, I am taking a course in architecture at the University of Illinois and any information pertinent to this subject would certainly be useful to me. I'll appreciate hearing from you in the near future.

Lt. Chet Travers,
3350 S.S., Box 9177,
Chanute A.F.B., Ill.

▶ Good work, Chet, keep up with the building business while serving in the Armed Forces. You can secure information by filling out the catalog ordering form that follows our New Catalog section. Books and a book review are included in each issue. Of course the latest technical and on-the-job reports will be featured each month.—The Editor.

Where Can I Get?

Sir: Where can I get full information in building cupolas for homes, garages, and out buildings, in various different styles?

M. Brakus,
Canton 8, Ohio

▶ In the March 1952 issue of the *American Builder* you will find a Better Detail Plate on the subject.—The Editor.

(Continued on page 38)

Don't  forget me...
when building
a house include an



A typical kitchen in the Rosemont Acres development by Harold Campbell includes electric refrigerator, ventilating fan, electric dishwasher-sink with food waste disposer, and the range—of course, it's **ELECTRIC!**

These ranch-style homes in Rosemont Acres, near Bethlehem, Pa., are in the \$17,000 to \$24,000 price range for seven rooms and two baths, depending upon size. Every home is equipped for electric living. All provide plenty of closets, and adequate wiring.



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 • WESTINGHOUSE

MAY 1952

*electric
range!*

I'm the one who really buys the house—and that's as it should be, because I spend most of my time in it. And the kitchen is my most important room, because I have to prepare three meals a day there. If everything else is O.K., the feature that can swing the sale is the *Electric Range* in the kitchen!

"Today there just isn't any question about the demand for electric cooking," says builder **HAROLD S. CAMPBELL** of Bethlehem, Pa. "They call me a 'merchant builder,' and as a 'merchant,' I like to cash in on a pre-sold market. Home buyers certainly are sold on the *Electric Range*. They like its automatic features, its cleanness and economy of operation, its assurance of a cool kitchen. If we didn't install *Electric Ranges*, our customers would make us include them!"

*EQUIP
YOUR HOUSES WITH*
ELECTRIC RANGES 

Choose...

WILLIAMSON WARM AIR FURNACES

for quality low cost homes



WILLIAMSON
GAS FORCED AIR



GAS



OIL



COAL



PIPE & FITTINGS

"Name" home equipment which reflects built-in quality and performance and does not add to construction costs always adds "eye" and "buy" appeal to any home.

WILLIAMSON Warm Air Furnaces are modern in design, made of top quality materials and have built-in craftsmanship of over 60 years of furnace design and manufacturing experience. There are WILLIAMSON Warm Air Gravity and Forced Air Furnaces for any type fuel and any size home with basement or utility room. WILLIAMSON'S complete line of Pipe and Fittings round out the full package of equipment required to heat any home comfortably and economically.

Write for details.



Williamson Furnaces are nationally advertised and have over 60 years of home owner acceptance.

THE WILLIAMSON HEATER COMPANY

4564 E Marburg Ave.
Cincinnati 9, Ohio

Have an authorized Williamson Representative give me information on:

Gas Oil Coal LP Gas Pipe and Fittings
 Basement installation Utility Room installation

Name _____

Street _____

City _____

Zone _____ State _____

Letters...

(Continued from page 36)

You Didn't Par the Course

Sir: We believe *American Builder's* provocative feature "Can You Guess Them?" has a high reader interest, but in the February issue it appears the column's writer hasn't quite par'd the course. *American Builder's* answer to photograph #1 is metal lath for plaster and stucco when actually the product is our Steeltex style 38-16 for stucco. Steeltex is a paper backed reinforcing mesh which the metal lath people don't wish to have aligned with their product, nor do we desire it.

The proofreader must be the scapegoat for the trouble arising from the answer to photograph 3. Those odd looking nails are furring nails instead of firing. We manufacture this type of nail for use with non-furring style 38-16 Steeltex.

If any readers have commented on this new labeling of Steeltex we'd appreciate hearing of it for we feel certain our advertising effort has had reasonable success over the years.

Robert E. Clarke,
Pittsburgh Steel Products Company,
Pittsburgh 30, Pa.

▶ Par for February's course has been lowered.—The Editor.

How Can I Get It?

Sir: Please advise me how I might obtain complete working drawings for the *American Builder* Blueprint House No. AB175 (*American Builder* 74-1, page 120-125). I am enclosing a stamped addressed envelope for your reply.

Robert A. Aiken,
Wheat Ridge, Colo.

▶ Complete 1/4-inch scale working plans of any *American Builder* Blueprint House can be had at a very reasonable price from the *American Builder* Home Plan Service, 30 Church Street, New York 7, N. Y.—The Editor.

Send Us Six Copies

Sir: Will you send us six copies of the February issue of your magazine and charge to this company? We wish to distribute them to our Loan and Mortgage sources.

Your article is a very excellent report on our development and homes. Thank you for covering it.

James F. Peacock, Sales Manager,
Place and Company, Inc.,
South Bend 21, Ind.

(Continued on page 40)

AMERICAN BUILDER

New— a colored shingle that will appeal
to both builders and owners!

looks like split wood...
lasts like stone!

"Century" NU-GRAIN

asbestos-cement siding...

At last, for re-siding old homes and for new construction you can use a colored shingle that has the architectural appeal of the old-fashioned split wood shingle... but the wearing qualities of stone itself.

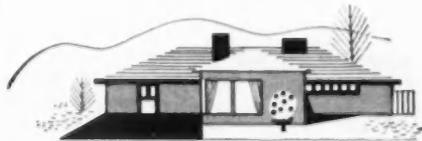
For the "Century" NU-GRAIN Asbestos Shingle duplicates exactly—in colored slate granules—the coarse and fine score marks of split wood.

These granules are permanently imbedded under hydraulic pressure, to make shingles in three colors that will not fade... NU-GRAIN Green, NU-GRAIN Gray, and NU-GRAIN Brown. And fire can't burn... rain can't soak... snow can't rot... and termites *hate* "Century" Asbestos Shingles!

You'll find the texture markings strong and visible with a straight butt shadow line so deep, it seems etched... the kind of texture that speeds sales.

Whether you're siding one home or a thousand, "Century" NU-GRAIN Shingles give you a low initial cost and easy application that increases your profit. Ask your K&M Distributor for details... or write us direct.

"Century" No. 58 NU-GRAIN
Asbestos-Cement Siding Shingles,
in NU-GRAIN Brown. Also
available in NU-GRAIN Gray and
NU-GRAIN Green. 57 shingles
per square, 1 1/2" head lap.



America's first maker of Asbestos-Cement Shingles

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA



"EVERY
DAY WE FIND
A NEW USE FOR
Ramset"

says Mr. F. A. Birkhauser,
Purchasing Agent,
Hutter Construction Company,
General Contractors,
Fond du Lac, Wisconsin.

"It is a great timesaver for fastening
steel and wood to concrete."

You can cut costs up to 75% and time up to 90%, for fastening into steel and concrete with simple, strong, easy-to-use RAMSET® TOOLS and Tru-Set Fasteners. More contractors rely on RAMSET than on any competing method. They know from long experience that RAMSET gives them more effective fastenings, better service, saves more time and money, on every job.

New Tru-Set Fasteners, at lower cost, bring added speed and economy. The elasticized Red-Tip Pilot guides the fastener straight and true to the work, on the spot where it's wanted.

Versatile RAMSET SYSTEM can be profitably applied to hundreds of fastening jobs. See your local dealer or write us today for details on how its amazing performance saves time and reduces costs.

Ramset Fasteners, Inc.

Pioneer in powder-actuated fastening
12117 BEREA ROAD • CLEVELAND 11, OHIO

Product Patent No. 2470117. Other Patents pending



Letters . . .

(Continued from page 38)

Please Send

Sir: Can you send us by express collect 24 copies of the January issue of the *American Builder*? We will sincerely appreciate your helpfulness.

John M. Gaughan,
Advertising Manager,
Wadsworth Homes,
Mission, Kas.

▶ We appreciate your interest and are sending the magazines.
—The Editor.

They Are Worthwhile

Sir: Enclosed you will find two suggestions submitted by myself. Is it necessary to draw diagrams or sketches on suggestions that could be easily understood without?

I enjoy reading the *American Builder* and eagerly await each new issue. Also I think that the Technical Department and the How-To-Do-It sections are a very worthwhile part of your magazine.

Ralph L. Rogers,
New Britain, Conn.

▶ Drawings are always welcome when you enter suggestions for the How-To-Do-It section. Many times where the problem can be understood without the drawing, it isn't necessary. However, when an idea is illustrated, a mistake cannot be made.—The Editor.

Last of the Basement Cellar Controversy

Sir: As a long time reader of the *American Builder* I am quite interested in your magazine and especially "On and Off the Record." I am interested in your article "Basement vs. Cellar."

I have been in the building trade for 54 years, so I would like to know the difference between basements and cellars. Here in northwest Iowa we have in our little city many basement homes and if we would call one of them a cellar to the owner we would get ourselves in a mess.

In the American everyday dictionary, a basement definition is: a story of a building partly or wholly underground; and cellar: a room for storage of foodstuffs usually under a building.

Hope we can find the difference in your paper.

Henry H. Husinga,
Sibley, Iowa

▶ The editors stand fast in their assumption that no matter what
(Continued on page 42)

Every feature you could ask for in ASBESTONE WALLBOARDS

UTILITY OR FLEXIBLE ASBESTOS-CEMENT SHEETS

PRETTY AS A PICTURE

Perfect medium for modern exteriors. Big (4' x 8') sheets give simple, clean effect. Smooth, natural gray finish is beautiful and gives ideal surface for painting.

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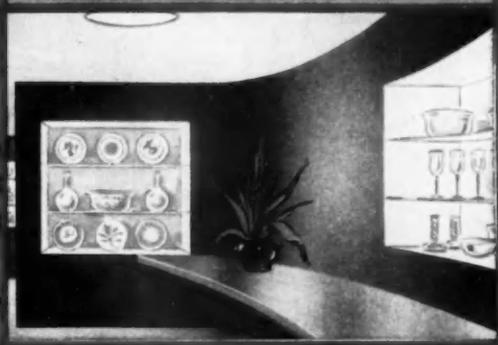
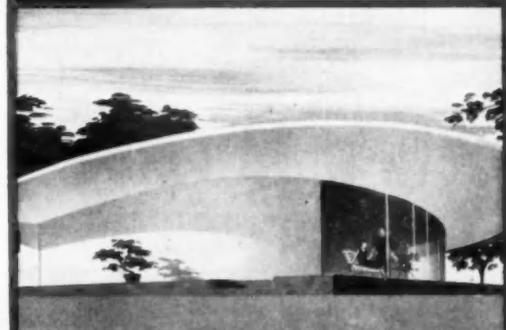
Wears for life of building—under any climatic conditions. Fireproof and non-corrosive; needs no upkeep. Unexcelled for all around protection and long-range economy.

PRACTICAL AS A SLIDE RULE

Easy to install without special tools, using nails, screws, or adhesives. Can be sawn, scored and broken, or cut with shearing jig. Ideal for use over light framing.

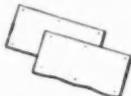
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Specify with confidence for complete exteriors and interiors of residences and commercial buildings—plant interiors, shower stalls, air ducts, laboratory interiors, garages. Hundreds of other uses.



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SIDING SHINGLES
Attractive
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CORRUGATED
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"Standard 400" and
lighter "Economy 250"



See Asbestone Section in Sweets Architectural File

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Please send us free specification catalogue and literature on the following products:

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Name _____

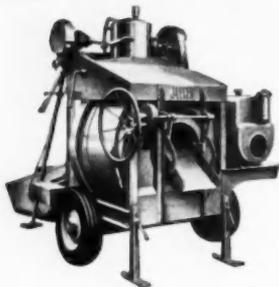
Street _____

City _____

State _____

41

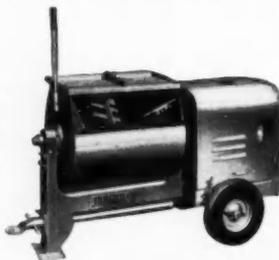
Get more work done for wages paid with Jaeger-ENGINEERED equipment



New Jaeger 3 1/2 Ft. Plaster-Mortar Mixer: Will mix more material—faster, more thoroughly. Has 3 1/2 ft. capacity instead of usual 3. Four mixing blades instead of usual two. Only 29" wide, 34" high. For the small job or for larger jobs where two small mixers offer greater flexibility than a large machine.

Jaeger 3 1/2 S "Auto Loader": Mixes 12 to 15 more yds. of concrete a day because it can be loaded while previous batch is being mixed, then hopper automatically shakes load into drum in a flash. Jaeger engineered for long life. Machined steel drum tracks ride on car-wheel rollers. Automotive transmission.

65, 115 and 165 Mixers, with Jaeger "Skip Shaker" loader and "Dual Mix" drum, are fastest charging and discharging mixers built for bigger work.



Jaeger Holster Tower: Speeds construction, cuts placing costs, eliminates cost of scaffolding. Quickly assembles on the ground to 37'—goes up under its own power. Add 10' extensions up to 67' with gin pole. Exclusive automatic safety device prevents platform from falling if cable breaks. Transport trailer attachment.

Jaeger Model 75 and 125 ft. Compressors give you up to 25% more air than others, to get more work done with the same men and tools.

Jaeger "Sure Prime" Pumps are compact, portable, yet have big capacity. Light 5100 and 9000 gph aluminum models, semi-steel pumps from 4000 to 240,000 gph. Recognized as leading line.



Write for catalogs on any of these machines or see your Jaeger distributor.

THE JAEGER MACHINE COMPANY

521 Dublin Ave., Columbus 16, Ohio

Distributors in 153 cities

Letters . . .

(Continued from page 40)

the dictionaries state, the room under a house is referred to by different names in different parts of the country.

To introduce another idea on the subject, let's take another building term that deals with the same subject. This term is very common in today's construction lingo and might be the answer to the present controversy. The term is "basementless construction." This term for slab and foundation crawl space construction is used throughout the country, even in areas where the term cellar is used.

Of course when spring cleaning time rolls around and the little woman wants the male animal to clean the basement or cellar it might be called other names.—The Editor.

Want A Back Copy

Sir: On November 30, 1951, we purchased a home at Six North Terrace, Maplewood, N.J. Upon doing so we discovered several interesting facts about the construction of the house. It seems the house was built under the personal supervision of Kenneth W. Dalzell, one of the foremost residential architects of the metropolitan area, many of whose homes are to be found among the finest homes in Short Hills, Summit and nearby communities. He received a substantial prize in national competition for the plans for this house. At the same time your magazine, then *Builder's Age*, used the house as the cover for the then current issue.

The house is approximately 25 to 30 years old, possibly a little older or a little younger. It is my desire to obtain all data possible on this matter, perhaps being fortunate enough to actually obtain an old issue of the magazine that featured it.

Mrs. Frank D. Sweeten,
Maplewood, N.J.

► We would be happy to send you information on your house but will need more information in order to find it. Mr. Dalzell was one of the country's foremost architects of that period and many of his houses appeared in our magazine. If you send a photograph we might be able to find the information that you need.—The Editor.

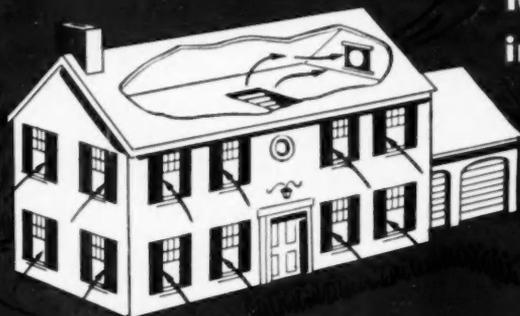
• Letters to the Editor should be sent to 79 W. Monroe St., Chicago 3, Ill. Your comments are invited.

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It's Good Business



to Install a "Niteair" Fan
in every home you build!

and here's why:

1. "Niteair" Fans help you sell homes more quickly and more profitably!
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These "Niteair" Panel Units

are easy to install! add to property value! do a *real* cooling job!

- For Residential, Commercial and Industrial use
- Five sizes: 24"—30"—36"—42" and 48"
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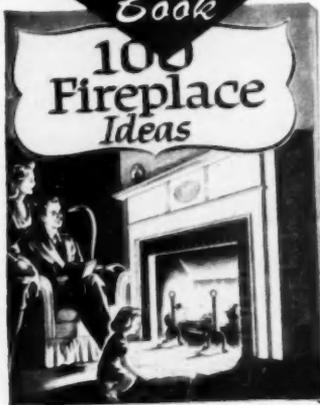
Write today! Ask for specification sheets #629 and #630 and Manual #601. Local LAU representatives can engineer fans to the specifications of homes you are building. Two-speed motors available on all residential fans.



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Valuable
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Ideas



help owners
decide on the
design and
materials of their
fireplaces



It describes the Fyro-Place
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mortar joints and provides
the time and material-
saving "Ductmakers"

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ON and OFF the RECORD

PUBLIC HOUSING—Annual meeting of the National Housing Conference, Inc., was announced some time ago for May 5 and 6. Judging from the language of the announcement the so-called National Housing Conference is the lobby for the promotion of public housing.

CONCERN—The announcement reflects serious concern over the fate of the public housing program, which is meeting vigorous opposition in many places.

ARGUMENTS ADVANCED—The case of public housing is not very strongly presented in the announcement of the annual meeting. Some of the arguments advanced are based on unwarranted assumptions and false hypotheses.

GROWING SHORTAGE—The announcement refers to "the growing housing shortage." That is little short of ridiculous in the face of the facts. And if there were a "growing housing shortage" certainly the answer is removal of all government restrictions, and not emphasis on public housing. The over-all need now is for unrestricted competition in home building to provide a balanced inventory of new homes in all price classes. In the normal course of events such a program releases an adequate number of adequate housing units for low income groups.

LOWEST INCOME GROUPS—There's a difference between housing low income families and the lowest income group. It is true that the home building industry never has tried to house the lowest income group. But, it always has housed low income families, and has done a much better job of it in the past five years than ever before.

PUBLIC HOUSING—It is a wasteful operation. Any industrial function absorbed by government has to be wasteful by the very nature of government. It is true now, always has been, and perhaps always will be that certain families cannot take care of their own housing needs. Neither can they take care of their own clothing and food needs. The simple, direct and most effective way to care for such families is through local handling of the problem, preferably by a group of civic-minded citizens acting without monetary compensation. This immediately saves the gross waste of a Federal bureau, and

permits the problem of caring for the indigent to be tailored for specific local needs by people who know those needs, and where and how to get help.

BIG GOVERNMENT—No one has ever questioned the fact that the few families unable to house themselves must be subsidized. But it has been argued that the families who can house themselves by making an effort should be required to make that effort. Federal public housing consistently has been designed for the low income groups and not the lowest or non-income groups. The evidence has been conclusive that Federal public housing cannot be selective enough to help only those families who really require help. In going beyond the point of real need to start with there is no stopping point, and eventually public housing becomes an important feeder to bigger and more wasteful government.

THE BATTLE—It can be expected to go on, in spite of the fact that anyone who dares raise his voice in protest of public housing is immediately branded as a tool of selfish or entrenched interests, and accused of spreading misinformation. The fact that the case for Federal public housing is growing steadily weaker can be attributed to the logic of the opposition argument, and the other fact that about all the proponents of Federal public housing have had to offer is name-calling and branding the opposition as purveyors of misinformation.

COMMON SENSE—It is one of the characteristics of the American public, although instant reaction to an emotional blurb is another characteristic. But given time and logic, emotions are stilled. If the public housers expect to win they will have to come up with something more convincing than branding builders, realtors, home owners and others as entrenched, selfish interests. And they will have to learn that they cannot discount the logic of Fritz Burns or dismiss him from the public mind simply by saying that he is "a Los Angeles builder who has been spreading misinformation about the low-rent housing program."

NOT ENOUGH—That isn't enough to discount Fritz Burns and many others. The public, as it has indicated by its voting in the past several years, requires proof that Mr. Burns is
(Continued on page 46)



MENGEL MAHOGANY *Flush* DOORS

add *Greatly* to *House Values*-
YET COST LESS THAN MANY DOMESTIC WOODS!

Everyone knows the sales magic of "Mahogany". The very *word* means extra luxury, extra quality, extra value. . . .

Now Mengel offers you *Mahogany* Flush Doors at remarkable savings.

You can equip any building with these beautiful African Mahogany doors for less than comparable doors faced with many domestic woods!

Why? Because The Mengel Company operates its own logging concession and mill in the best Mahogany section of Africa, and imports this King of Woods in tremendous volume. Then Mengel manufactures its famous doors in two of America's greatest factories, geared to the mass production of highest-quality doors.

Choose Mengel Mahogany Doors and you get doors of unbelievable beauty. In both Hollow-

Core and Solid-Core types, they are the *greatest door values in America!*

Enlist the Magic of Mahogany in your own projects. Mail the coupon for all the facts, *now!*

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



THE MENGEL COMPANY
Plywood Division, Louisville 1, Ky.

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

Name _____

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THIS BEAUTIFUL NEW HOME HAS
AMERICA'S FINEST WINDOWS

Fleetlite

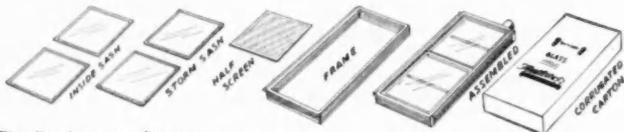
Double, Double-Hung Aluminum



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70 Contribute Modern Beauty
 Reduce Building Time
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A Fleetlite Window is different
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 assembled in the factory and it is shipped complete, ready to install.



Fleetlite is a complete year-round unit amazing in its ingenuity of design and in the benefits it offers home builders and home owners.

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.

WRITE TODAY
 for complete literature on
 Fleetlite Windows



As advertised in House Beautiful, House and Garden, Small Homes Guide, American Builder, Practical Builder, Architectural Forum, and Sweets Architectural File.

Made by...
FLEET OF AMERICA, INC.,

112 PEARL STREET, BUFFALO, N. Y.

On and Off the Record

(Continued from page 44)

spreading misinformation. When that proof is not forthcoming, the public rightly assumes that it is not Mr. Burns who is spreading misinformation. It then votes against public housing.

GROWING CITIES—There are a lot of them, particularly west of the Mississippi River. Until recently they were compact little rectangular trading centers on the rolling prairies of the west. There were enough vacant lots to accommodate normal growth for many years. Now, they are rapidly growing industrial cities, some of them designed to become great metropolitan settlements, and there is no place to grow.

WICHITA—It's a good example. The population continues to increase. There are no more building lots inside the corporate limits of the city. And there are no sewer or water facilities outside the city. Wichita is growing, and it will continue to grow. It has to expand. There is only one move open to the city fathers. It is to extend the corporate limits ten or twelve miles on each side, then find money to improve the land for home building. It is more than probable that the city will have a population approaching one million in less than 50 years. Wichita has a choice of expanding its corporate limits in anticipation of such growth, or permitting the development of a ring of incorporated satellite communities whose populations will work in Wichita, use Wichita streets, water and sewers, and pay no taxes for the privilege. Most cities east of the Mississippi River already have this headache. Suburbanites use their streets, and while working in their factories and offices use their water and sewer facilities. Wichita can avoid this, and also prevent the development of numerous separate city governments, police and fire departments. With immediate expansion, Wichita can plan now for broad multiple-lane highways to carry metropolitan traffic in and out of the downtown area, and for fringe shopping districts, industrial areas and apartments located near the smaller working centers.

THE ALTERNATIVE—Or Wichita, and perhaps Des Moines, Colorado Springs, Albuquerque, Bismarck and many others, can, through failing to foresee their destinies, just drift along, and acquire all the penalties and handicaps that today plague the older cities of the east who were

(Continued on page 48)



BAKED-ON FINISH

Dua-Laps*

red cedar shingles
are always thoroughly dry.

Infra-red, BAKED-ON drying
process gives a harder, more
durable finish...eliminates
on-the-job staining...retains
original beauty for years!
10 handsome colors.

*Reg. U.S. Trade Mark

SPECIFY

American
Dua-Laps

ON YOUR NEXT JOB

Now ALL Dua-Lap*
colors are finished
with the infra-red
baked-on process for
a more durable finish.

The **American** Stained Shingle Co.

General Offices: Spruce and Dennison Ave., Columbus 8, Ohio

Sand Floors nearly Twice as Fast with
AMERICAN SUPER 8



SAVE LABOR
 WITH THESE
 "PLUS" FEATURES!

Shift into high gear in your floor sanding operations . . . *step up production* with the sensational American Super 8 . . . *increase your profits!*

Contractors say "It's tops!"—because the Super 8 meets their needs today . . . *saves time and labor . . . reduces costs!* Check these American Super 8 features that mean high production . . . low upkeep . . . long-life dependability! Powerful 2 H.P. motor . . . drum driven by vari-speed transmission . . . drum speed range from 1600 to 2800 r.p.m. for greatest efficiency under varying conditions . . . drum speeds easily selected by "dialing" Drum Pulley . . . great range of drum pressures selected by variable control —52 lb. to 103 lb.—to meet all conditions in floors. Operates efficiently with low voltage! Has double volume dust pick-up . . . low center of gravity . . . many more plus features!



Powerful 2 H.P. motor starts under a "no load" condition due to automatic take-up of motor pulley.



American Sustaining Device provides variable control of drum pressure to meet all conditions in floors.



Single adjustment quickly changes drum speed . . . range 1600 to 2800 r.p.m.

AMERICAN
 FLOOR MACHINES • PORTABLE TOOLS

The American Floor Surfacing Machine Co.
 511 So. St. Clair St., Toledo 3, Ohio

Please send free description and prices on the new American Super 8 Floor Sander. No obligation.

Name.....
 Street.....
 City..... State.....

Send Coupon!

On and Off the Record

(Continued from page 46)

overwhelmed by industrial development before they had a chance to learn what was happening to them.

THE NEGRELLI FAMILY—

Short one to be a baseball team, this interesting octet of Clevelanders is a highly effective home building team. They are Joseph Negrelli, president of DiCarlo Builders and his seven sons, all members of the firm. Last year the Negrelli team was responsible for one million dollars worth of new homes in Greater Cleveland, and



in addition, made two million dollars worth of real estate sales. Left to right, they are: Peter J., president and in charge of construction; Anthony J., sales manager; Humbert M., brick work foreman; Joseph M., vice president in charge of masonry and brick work; Frank J., secretary and in charge of real estate sales; Sam A., in charge of all carpentry work; Carmen N., treasurer and construction supervisor; and Joseph, the father, one of the founders of the company, which was organized in 1908 as a mason contracting business.

TAXES—If you make less than \$1,000 a year you pay 23.4 per cent of it in taxes; \$3,000 a year, 31.3 per cent; \$5,000, 35.4 per cent; \$10,000, 43.1 per cent; \$20,000, 77 per cent. These are the figures of Dr. Rufus S. Tucker, General Motors Corporation economist and Prof. Richard A. Musgrave, University of Michigan. The figures prove that we already have a high degree of government centralization and stifling bureaucracy. The increased tax load varies from about 25 per cent to about 33 per cent over 1948 in various income brackets. In the lowest bracket it is well over 30 per cent.

TAX LIMITATION—Virginia passed the tax limitation resolution in February. Approval of only four more states is required to force consideration of the measure at the national level.

For Roof Systems . . . Floor Joists

Specify Stran-Steel[®] Framing

Stran-Steel framing members bring twofold savings when specified for commercial and industrial construction. There's the initial saving of time and money during construction—and the permanent saving over fire hazards. With Stran-Steel roof systems and floor joists, the destructive effects of fire can be reduced to a minimum.

Stran-Steel framing is easily adapted to modern design, has great rigidity, and is precision pre-cut for rapid assembly. The nailable feature of Stran-Steel framing allows a wide choice of collateral materials and speeds building close-in. Interior work can proceed before exterior completion, thus saving delay in sub-trade work.

Write for complete literature and specifications data on Stran-Steel framing; or see Sweet's Architectural or Builders' files.



Non-combustible Stran-Steel framing members were used for exterior walls, interior partitions, roof trusses, and floor joists in New York State Conservation Department building at Sherburne, N. Y.



Virginia Square Shopping Center in Arlington County, Va., uses Stran-Steel joists on the first and second floors and roof. Roof construction includes poured Pyrogyp deck plus built-up roofing.

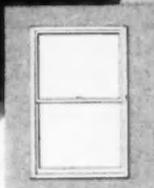


FREE—Write us today for your file-size copy of our 138-page Architects' Reference Manual. Fully illustrated. Complete engineering tables.

GREAT LAKES STEEL CORPORATION
Stran-Steel Division Ecorse, Detroit 29, Mich.
NATIONAL STEEL CORPORATION



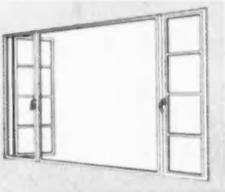
When dew means



Ceco Aluminum
Double-Hung Windows



Ceco Steel Casements



Ceco Picture Windows

**Do Windows
Cause Condensation?**

NO!

HOW OFTEN have you heard a home-owner complain of windows "fogging-up"?

Many times—no doubt.

It's important then that the real reasons for this condition be understood. Right off—consider this—windows do not *cause* condensation—they merely *reflect* the first effect of it.

Condensation is caused by an overabundance of moisture vapor in the air—when the saturation point meets the proper temperature it becomes water.

**CECO
STEEL**

In construction products **CECO ENGINEERING** *makes the big difference*

don't!

DEW has been lauded in lyrical poetry—artists have painted its shimmering beauty. Yes, in some places dew looks good.

But not on windows—here it is a *warning*.

Here it means DON'T—don't blame the windows and don't delay getting at the real cause, for water is at work dangerously all over the house. Water on windows means the "dew-point" has been reached—that air is saturated with moisture vapor and has found release to stain walls, attack paint, and rot structural timbers in the home.

The less romantic name for this phenomenon is **CONDENSATION**.

How Condensation is Created...



Today's changed living habits, plus tightly constructed, compact homes have much to do with causing condensation. Here are some of the sources.

1 Washing left-over dishes and cooking can release as much as 5.76 pounds of moisture.



2 Washing and drying clothes at home can release as much as 30.73 pounds of water.



3 Two shower baths can add a pound of moisture to the air, while two tub baths can build up 0.24 pounds.



4 External vapor generated by uncovered earth in crawl spaces may be greater than all sources combined.

How to Control Condensation...



The home-owner can do much toward decreasing condensation. Here are four methods of control.

1 Exhaust fans control moisture in kitchens in addition to eliminating cooking odors.



2 Windows in the laundry room should be opened slightly when laundering is being done.



3 Moisture can be controlled in the bathroom by opening windows and keeping the door shut.



4 Ventilation of crawl space and covering earth with roofing felt is another condensation control.

Send for valuable booklet telling complete story on how to control condensation in the home.

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Offices, warehouses and fabricating plants in principal cities

Ceco Steel Products Corporation
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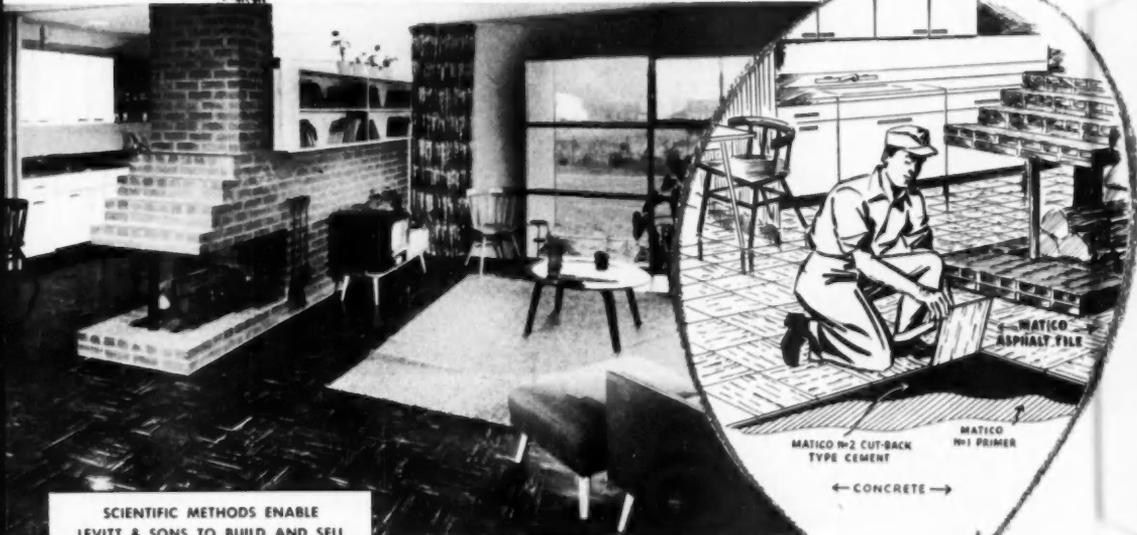
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LEVITT AND SONS
INCORPORATED

MAHASSSET - NEW YORK

MAHASSSET 7-1100

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CUTS COSTS



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The experience gained in building close to 25,000 homes during the past 20 years has enabled Levitt & Sons to produce what is called a miracle of scientific planning. In the huge Levitt & Sons development in Bucks County, Pennsylvania, luxury homes of the type pictured above sell for only \$9,990 each. This low cost is due to overall planning on community level as well as the expert selection of materials and the mass production of houses. Contributing to the economy, and also to the beauty, of Levitt homes is MATICO ASPHALT TILE FLOORING.

Levitt & Sons also use MATICO for flooring every room of thousands of their economy type and luxury type homes in Levittown and Roslyn, New York.

QUALITY CONTROLLED

MA-TI-CO
TILE FLOORING



HOW FORTIFIED* MATICO SAVES
TIME AND MONEY FOR BUILDERS

*MATIO ASPHALT TILE FLOORING — fortified with polystyrene plastic resin — offers many outstanding advantages, yet costs no more than ordinary asphalt tile.

The plastic content makes possible square tiles with sharp corners and edges, and a smooth surface. Installation is easy, fast, economical.

Breakage is reduced, too—an important cost-cutting factor. And MATICO floors are long-lasting because the high molecular weight of polystyrene gives extra toughness, strength and flexibility.

Bright, enduring colors are also assured by plasticized MATICO, providing extra beauty to homes. MATICO is available in a great variety of colors, including beautiful pastel "Petal Tones".

GET TO KNOW MATICO! For free samples, literature,
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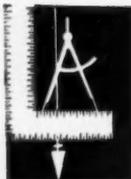
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TECHNICAL GUIDE for Builders and Craftsmen



WHEN FINISHING the surface, a coat of good primer-sealer should be applied to the surface. A lime locking cold water primer or a pigmented oil primer is recommended. For a good three coat job, both are applied in the order mentioned, followed by the finished coat of paint

2-Ply Wallboard Application

TWO-PLY gypsum wallboard is the modern, up-to-date method of application to obtain attractive interiors. It is also a rugged and enduring system of wall surfacing because two sheets of $\frac{3}{8}$ -inch gypsum wallboard are laminated together, each reinforcing the other. In this manner the resistance to bending or impact is more than twice that of a single ply. Wallboard is manufactured in a four-foot width and lengths up to 12 feet. Use the longest length to reduce end joints to a minimum. The use of the two-ply system does not require special framing.



1ST PLY



2ND PLY

SIDEWALL height not over 8 feet 3 inches. First layer is erected vertically. Second layer is applied horizontally. If wall is 12 feet or less in length, large size panels should be used

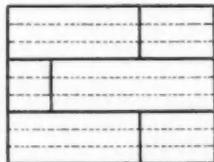


1ST PLY

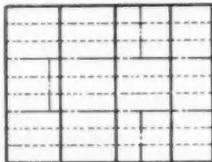


2ND PLY

CEILING with neither dimension more than 12 feet. The first layer is applied parallel to the joists along the full room dimension. The second layer is cross laminated to the first. Note: both layers extend from wall to wall without end joints



1ST PLY



2ND PLY

CEILING with one dimension 12 feet or less. The first layer is parallel to the joists with as few end joints as possible. The finish layer is cross laminated. Note: if the direction of the joists is reversed the same layout should be used

How to

INSULATE MASONRY WALLS

CREATE 1" WALL SPACE

GET 2" to 3" DRY INSULATION VALUE

At 12¢ a Square Foot

Convert to active use—for playrooms, storage, laundries, workshops, even living-quarters—basements and other areas which have walls of brick, stone, cinder or cement blocks, or poured concrete.

Create comfortable *insulated* areas in factories, warehouses, piers, terminals, garages, etc.

This requires solving the twin problems of insulating against DAMPNESS and HEAT LOSS.

The solution: Install TWO or THREE aluminum sheets, spaced to create FOUR reflective air spaces. They are vapor-proof with ZERO permeability; non-condensation-forming; and waterproof.

The air spaces practically eliminate heat flow by CONDUCTION. The aluminum surfaces throw back 95% to 97% of heat RADIATION, and block heat flow by CONVECTION.

Pre-fabricated with tough, accordion aluminum sheets, and ONLY ONE-HALF INCH DEEP, this is commercially known as Type 4 Jr. Infra insulation.

INSTALLATION TECHNIQUE

On 16" centers, attach 1" furring strips to walls. Tack flange of Type 4 Jr. to FACE of furring with staples, flat surface facing room. Nail rough lattice strips over flanges. This prevents contact with wall and creates additional air space. Finally attach wall-board or lath for plaster.

*Cost of furring, lattice strips and Infra installed, 12¢ sq. ft.

TYPE 4 Jr. THERMAL FACTORS, IN 1" SPACE

Wall-Heat C.150, R 6.66 = 2 $\frac{3}{4}$ " dry rockwool

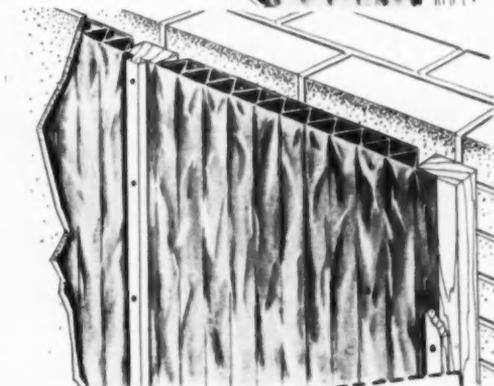
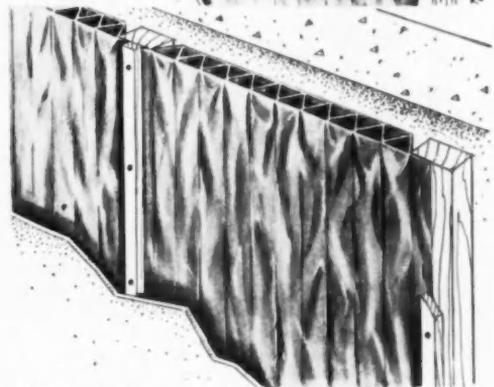
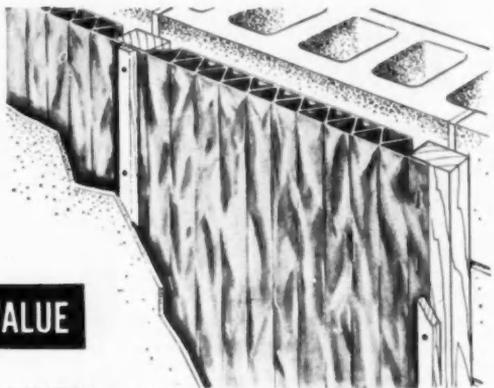
Down-Heat C.097, R 10.30 = 4 $\frac{1}{2}$ " dry rockwool

Up-Heat C.194, R 5.15 = 2 $\frac{1}{2}$ " dry rockwool

INFRA INSULATION, INC.

525 Broadway, New York, N. Y. — WORTH 4-2241

MAY 1952



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under floors.

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Type 4 Jr.

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Address _____

Send prices of Infra Insulations
Send Sample



TECHNICAL GUIDE for Builders and Craftsmen

2-Ply Wallboard Application

(Continued from page 54)



CUTTING AND SCORING

Gypsum wallboard should be cut to measure by scoring rather than sawing. With the finish surface up, place a straight edge along the line to be cut, and with a sharp knife cut the surface paper only.

BREAKING THE CORE

Slide the board until the score mark is over the end of the pile. Press down on the extending end and the gypsum core will snap off straight and clean.



FIRST PLY

First select the pattern layout that will require the minimum of joint treatment of the second ply. The use of large panels usually reduces the amount of joint treatment.

Start with the ceiling. Cut the board to size so it fits without forcing. Use 13 gauge cooler-type, uncoated nails 1 1/2 inches long, spacing them six inches on centers along the joists. Start

nailing near the center of board working outward toward the edges. Press the board hard against the framing while nails are being driven. The last hammer blow should set the nail flush with the surface without breaking the paper.

Start the sidewalls at one corner. Use the same technique and size of nails as described for the ceiling, except that the spacing of nails may be eight inches or less on centers.



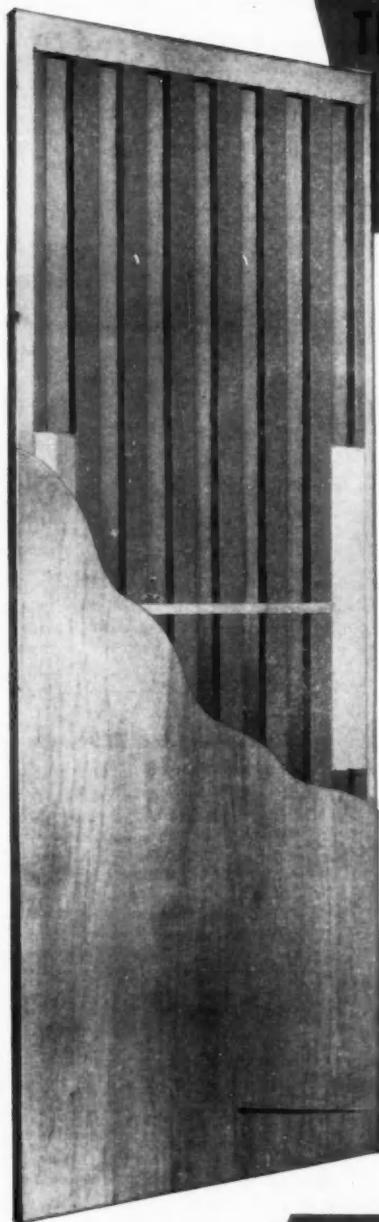
Photographs and drawings courtesy of the Gypsum Association

SECOND PLY

The second ply of gypsum wallboard is laminated to the first with the same cement that is used for joint treatment. To the backside of the second ply, spread the adhesive with a notched trowel in an irregular pattern to an even distribution. The adhesive should extend to the extreme edges of the board. Trowel notches should be approximately 1/4 x 1/4 spaced not more than two inches on centers.

As soon as the adhesive has been applied to the backside, the second ply should be erected in place without delay, starting

first with the ceiling and finishing with the sidewalls. If the sidewalls are applied horizontally the top course should be applied first, the lower course last. The second ply should be pressed tightly against the first, but no attempt should be made to completely level out the ridges of the adhesive with undue pressure. Continuous and intimate contact between the two plies is unnecessary. In lieu of nailing, the second ply of gypsum may be held in position simply by shoring with props and headers to insure adequate pressure for proper bonding. Always clean tools and mixing pails between batches. Do not re-temper



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 3x25 (5x25 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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86 N

for Single Panel
Screen Doors

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for Combination
Storm Doors



Coffman adjustable size Screen Door Grilles are value packed . . .

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COMMON SENSE CALLS FOR COFFMAN

Flush or Recess Mounting Optional with Nos. 86S and 87S Grilles. Attachment clips for Flush Mounting are included.

FREE Write for descriptive catalogue and information on the complete line of Coffman Grilles

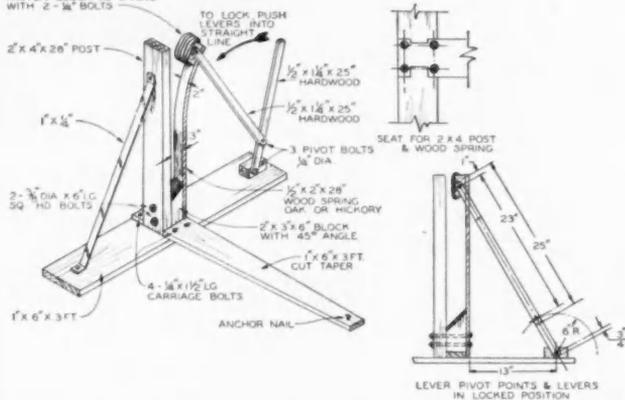
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How would you do it? Ideas for the man on the job

Lightweight Portable Door Holder

PIECE OF OLD TIRE ON 2" X 2" X 4" BLOCK FASTEN BLOCK TO SPRING WITH 2 - 3/8" BOLTS



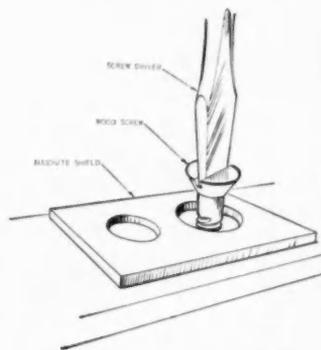
This hand made lightweight portable door holder can be used for planing and for a-plying hinges and locks. The pads of rubber made from an old tire prevent the surface of the

door from being marred while work is in progress. Door holder can be anchored anywhere on floor with an 8 penny casing nail.—Abel Fotems, Corunna, Mich.

Scars Avoided Through Use of Shield

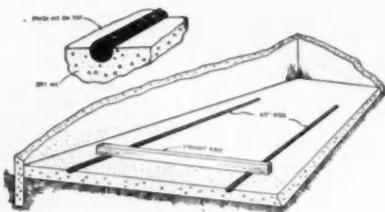
A great help to carpenters is the Masonite shield placed over a screw or nail while in the process of either screwing or nailing.

A series of holes are bored in the surface of the Masonite to accommodate various screw sizes, the holes to be larger than screw head. This method will eliminate the screw driver scars and hammer marks on the finished wood surface.—Fred Chott, Cicero, Ill.



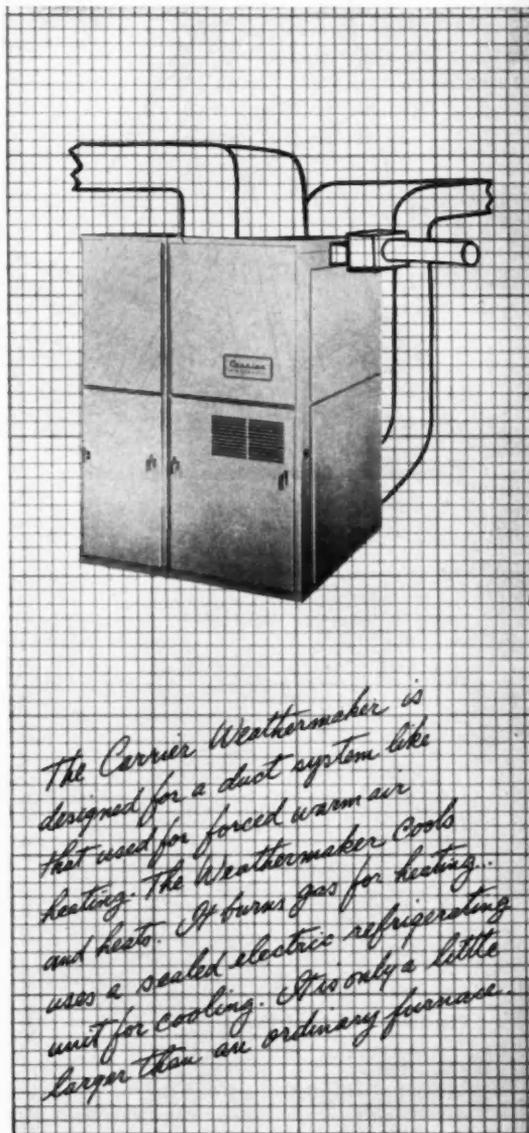
Leveling Concrete Topping

When putting in a basement floor, level off the rough concrete as usual and tamp it down. Use two 3/8 inch steel rods as screeds for the topping. The grooves left by the rods can easily be filled while floating the top.—John Menkeweld, Grand Rapids, Mich.



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orientation

You have more freedom in choosing exposures and orientation in a Weathermaker Home. You can face the house as you normally would and get a bonus in the form of lower cooling and heating costs. Or you can let the Weathermaker give you a practical solution to a view to the west.

windows and walls

You have more freedom to group windows, more freedom to place them as you will on the walls in a Weathermaker Home. You don't have to compensate for glass with louvers or other halfway measures. You can leave windows off one wall or more without worrying about cross or through ventilation. You can use solar heating in the winter, and still know that the Weathermaker will keep those rooms cool in the summer.

interiors

You have more freedom to arrange the interior living zones for comfort and convenience in a Weathermaker Home. You don't have to place doors in relation to windows. Interior bathrooms become highly practical. Windowless walls gain space for storage. But all this is only a starter. We're sure that you can design new and wonderful homes that may even cost less including the Weathermaker than traditional designs.

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NEVER-STAIN

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**GIVE YOU AN EXTRA
\$25 TO \$40 PROFIT
PER HOUSE**

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Aluminum Nails are economical in many ways. For only an additional cost from \$1.80 to \$3.00 more than common nails, the elimination of countersinking and putting (approved by the FHA) will give you an extra bonus from \$25 to \$40 per house. In addition, a longer paint-life is assured since aluminum nails will never cause unsightly rust streaks or stains on the surfaces to which they are applied. Your customers will like this protection against the frequent repainting of the exterior of their homes.



NOW CONVENIENTLY PACKAGED

"Never-Stain" Aluminum Nails in a wide range of types and sizes are now available in "packaged for the job" containers and in 50 lb. cartons. They are easy to stock—easy to handle. Save selling and inventory time. Aluminum Nails are etched for greater holding power. They are strong and easy to drive.

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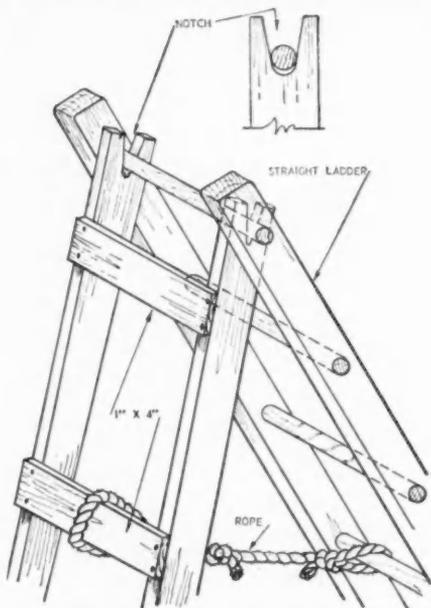
Sinker and Casing Head Wood Siding Nails, Cedar Shake and Shingle Nails, Asbestos and Insulated Siding Nails, Gypsum Lath Nails and Standard Shingle Nails. Also Roofing Nails with plain shank or screw grip with or without neoprene washers. Write for complete descriptive circular of types and sizes.



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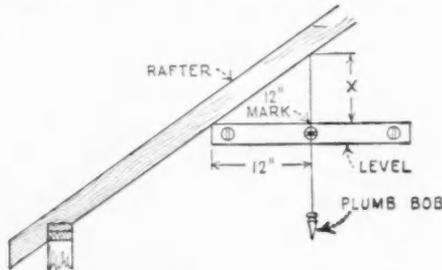
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How would you do it? Ideas for man on the job



Converting Ladder into Step Ladder

A common eight or 10 foot straight ladder can be converted quickly into an emergency stepladder by using two notched 2x4's. If the ladder measures eight feet long, take two 2x4's of the same length and make a deep notch in the ends of each. Two short 1x4's are then nailed across the 2x4's in the manner shown in the sketch, making the bottom one about six inches longer than the top one. In use, simply slip the notched 2x4's under the top rung of the ladder, spread the legs of ladder about four feet apart and tie a rope between the two as shown.—Herbert E. Fey, New Braunfels, Texas.



Finding Pitch of Roof

To find pitch of roof from the inside of building make a mark 12 inches from top of level. Drop plumb bob from rafter, raise level until 12 inch mark intersects plumb line and glass shows level distance. X measured with rule will be unit rise.—Joe Burba, Shenandoah, Pa.

You'll save more than \$200 a house

Assembly line methods pay off, whether you're building one house — or hundreds. Thousands of builders are discovering the DeWalt way to faster, more accurate "on-location" cutting. The DeWalt makes every cut necessary in completing a house to tolerances of 1/100th of an inch. One builder, using a DeWalt with its exclusive Safety Power Feed, saved over \$200.00 a house by eliminating waste and recuts alone!

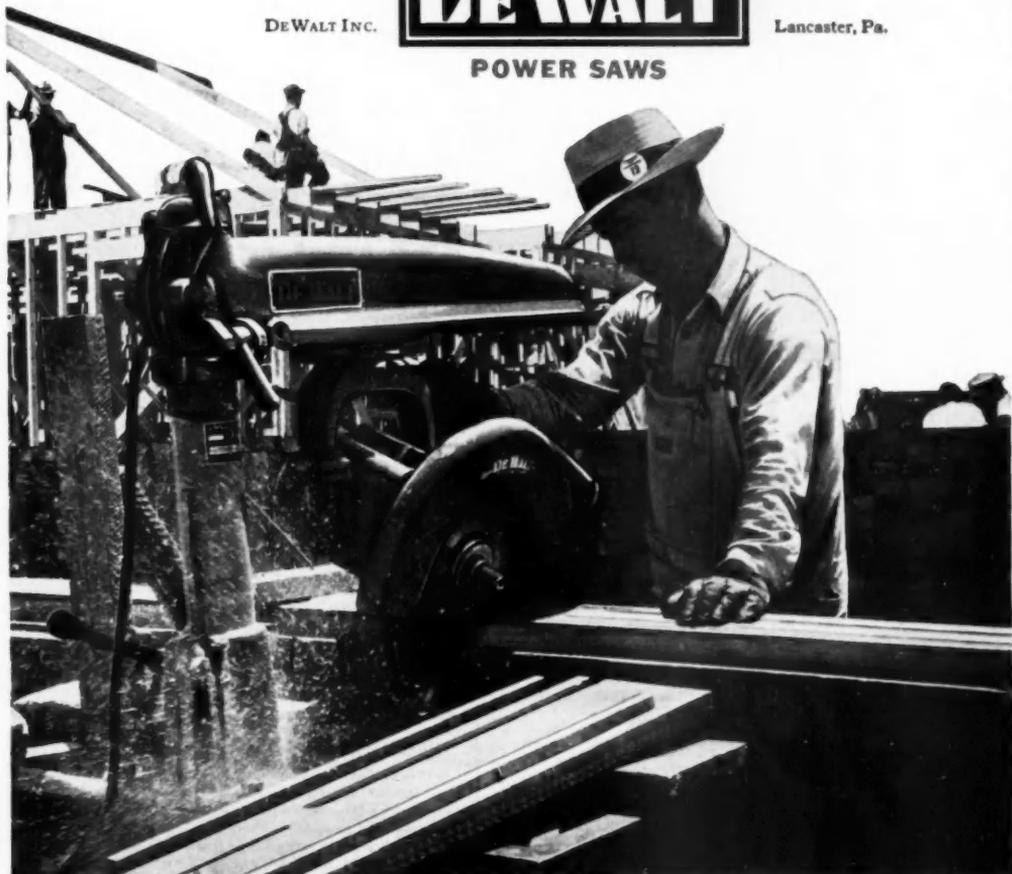
It will pay you to investigate the savings only a DeWalt Power Saw can offer. Available in five models — 1/2 to 10 hp. Write for complete information.



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POWER SAWS



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smart in style • weatherproof
both sides identical



ANGEL—DOORS WITH SOLID-CORE CONSTRUCTION

What can you do with a line of exterior flush doors that has 48 styles to choose from? For modern "mansion", ranch house or colonial cottage. Quality guaranteed by the makers who have been master woodworkers for a quarter century. Angel Doors add value to your homes.

You'll like Angel exterior doors because they are strong, sturdy, solid-core, flush doors faced on both sides with beautifully grained unselected birch or fir of 3-ply exterior grade plywood. They hang better, look better, are better. Weather and warp resistant, they are bonded with water-resistant glue under high temperature and tremendous pressure. Each bears the Angel mark of quality on the edge.

- 48 Styles. Two Sizes: 2'8" and 3'0" x 6'8" x 1 3/4"
- Faced (both sides) exterior grade plywood, bonded under high heat and pressure
- Raised moldings on both sides around glass. (Use either side out)
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- Water resistant
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Please send descriptive folder and free lithographed sheet showing 48 door styles

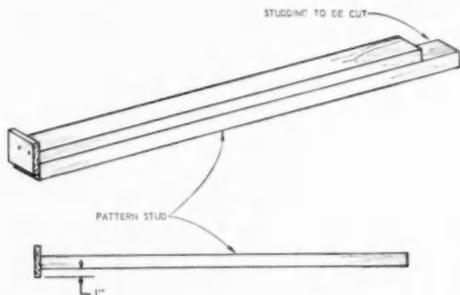
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Street _____

City _____ Zone _____ State _____

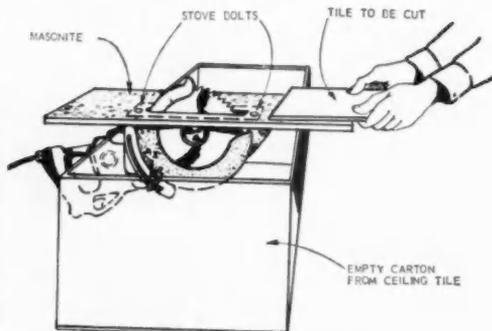


How would you do it? Ideas for man on the job



Measuring Gauge for Studs

When cutting studs to a fixed length, nail a block on the end of the pattern stud. This acts as a hook and saves time running from one end of the stud to the other.—John Menkveld, Grand Rapids, Mich.



Portable Saw Put to New Use

The installation of wall and ceiling tile requires a reasonable amount of cutting of tile for proper fitting. The cutting can be best accomplished by screwing a portable electric saw on the bottom side of a piece of Masonite board about 18x18 inches. Place the saw and Masonite over an empty carton in which the tile was delivered. The Masonite rests on the edges of the carton with the saw in an inverted position. This arrangement makes an improvised saw table on which the tile can be cut to any size.—Joseph Weislo, Indian Orchard, Mass.

What's Your Building Problem?

Is it insulation? Condensation? Damp basements? Measuring rafters? Specifying plumbing or electrical wiring requirements? Whatever it is, American Builder stands ready to serve you through the "Ask the Experts" department. Send your problem today to: "Ask the Experts," American Builder, 79 W. Monroe St., Chicago 3, Ill.



Kenwood Homes, Cedar Hills, Portland, Ore.
Al Norbraten, Builder

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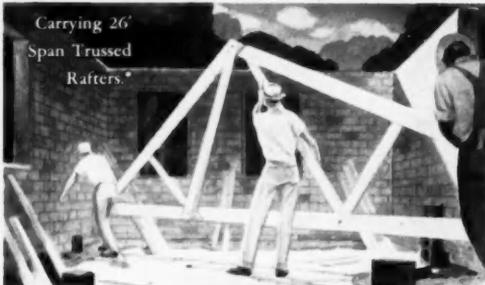
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Span Trussed
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In the constant search for more economical building methods, engineered timber construction points the way. Architect after architect is achieving maximum results with minimum cost outlay in the proper use of timber construction members.

Experience has proved that engineered timber construction withstands emergency winds and seismic loads. It resists combustion, free from the hazards of load-bearing collapse under extreme heat. It possesses all the elements essential to permanent construction.

Crossett timbers meet all tests in this new demand for structural wood. Big mill production at Crossett embraces every modern technique in quality control. Crossett timbers are engineered to specified stress values. Available in untreated, **WOLMANIZED®** treated and **Crosskoted** stock, they qualify under Southern Pine Inspection Bureau standards as well as Federal Specifications MM-L-751b.

FOR FURTHER DETAILS, write Crossett to obtain specific information regarding your own design problems. See for yourself how timber construction can answer many of your difficult design and building problems today.

*Employing Teco Connectors.

**Reg. U. S. Pat. Off.

JOIST TO TRUSS JOIST TO BEAM JOIST TO HEADER

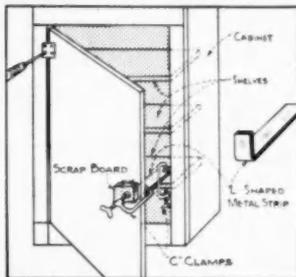


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CROSSETT, ARKANSAS

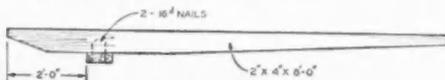
How would you do it? Ideas for man on the job

How to Hold Doors While Hanging

An L-shaped metal piece and two C-clamps are used to hold a small cabinet door in position when hanging the door single-handed. The metal strip is made about 12 inches long with a right angle bend at one end. In use the hinges are secured

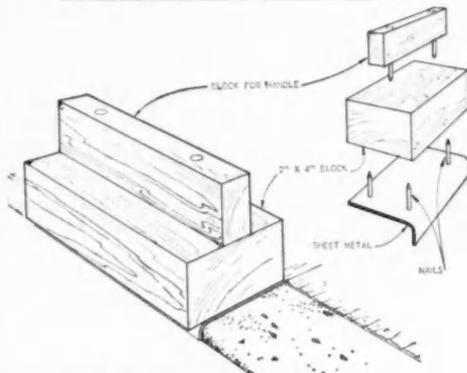


to the door in the usual way, after which the shorter side of the metal strip is clamped securely to the inside of the door. The other end is clamped to the top of the middle shelf as shown. A small piece of scrap wood is placed between the clamp and door to prevent the latter from being marred.—Herbert S. Fey, New Braunfels, Texas.



Quick Method of Removing Boards

With the use of this new tool, subflooring and roof boards can be removed faster and thus save a greater percentage for salvage. The tool is made from one 8-foot long 2x4 and two nails. The nails are secured into a scrap piece of wood that is used as a fulcrum. The handle is 6-foot long with chopped edges for ease in handling.—Os Johnson, Spokane, Wash.

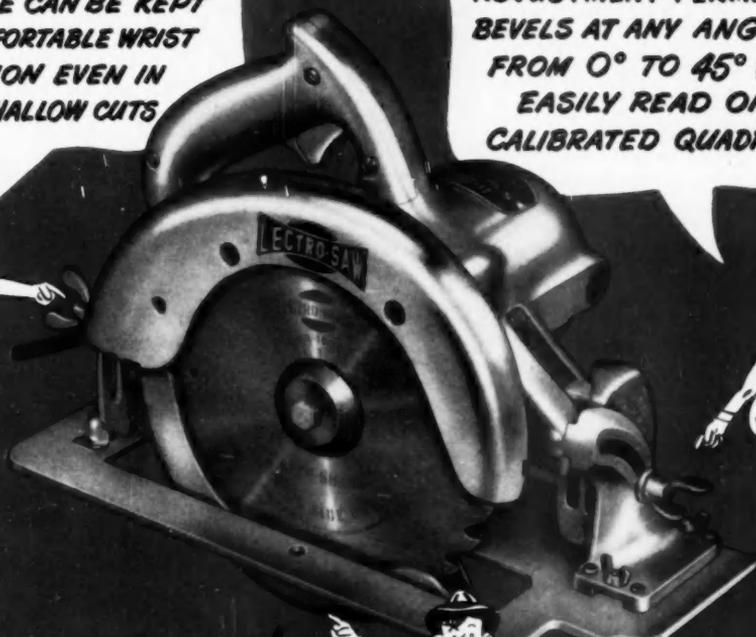


Home-Made Concrete Edger

A practical quickly made concrete edger can be built in the following manner: A piece of heavy tin or light sheet metal four inches wide and five or six inches long is nailed to the flat side of a 2x4 inch block, a curve or radius is bent along one side of the sheet metal about $\frac{1}{4}$ to $\frac{1}{2}$ inch from edge of the metal. A small strip of wood for the handle is nailed on the opposite flat side of the 2x4 inch block, running the full length of the block. This can then be used as any concrete edger with the radius rounding off the edge of the concrete.—Warren W. Howe, Longview, Wash.

**TWO QUICK DEPTH
ADJUSTMENTS--FRONT
AND REAR--MEAN THAT
HANDLE CAN BE KEPT
AT COMFORTABLE WRIST
POSITION EVEN IN
VERY SHALLOW CUTS**

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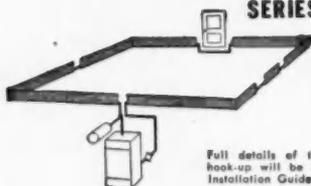
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Ideal for ranch type and basementless houses, the Series Loop System can be used with comparable results in the 2-story house with basement.

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Save pipe? You bet! A good fat 40%. Why? Because when you hook up Burnham BASE-RAY® Radiant Baseboards in the Series Loop System (shown above) it actually becomes part of the main. Just a glance at the diagram shows how it saves scarce pipe. And better still this foolproof system saves you 49% in fittings and 54% in installation labor costs. In these days that's to the good and remember you're giving your customers a modern radiant heating system to boot.

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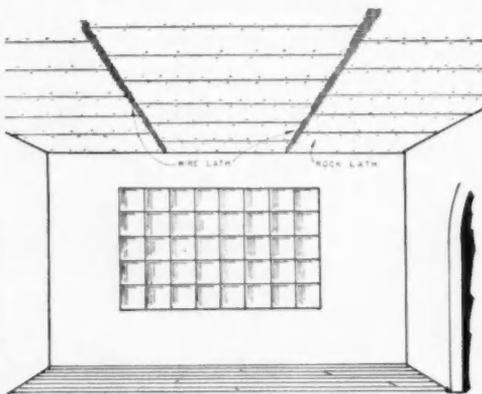
New 8 page BASE-RAY folder BASE-RAY Ratings and Installation Guide

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Address

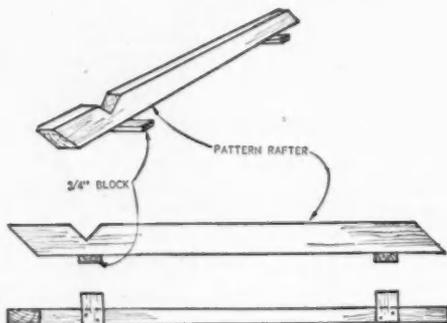
City State

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



How to Keep Plaster from Cracking

When nailing lath on the ceiling the long joints are staggered and the end joints which butt each other are continuous. These joints are covered with a 4-inch strip of metal lath. This method has eliminated the possibility of cracking.—John Menkveld, Grand Rapids, Mich.



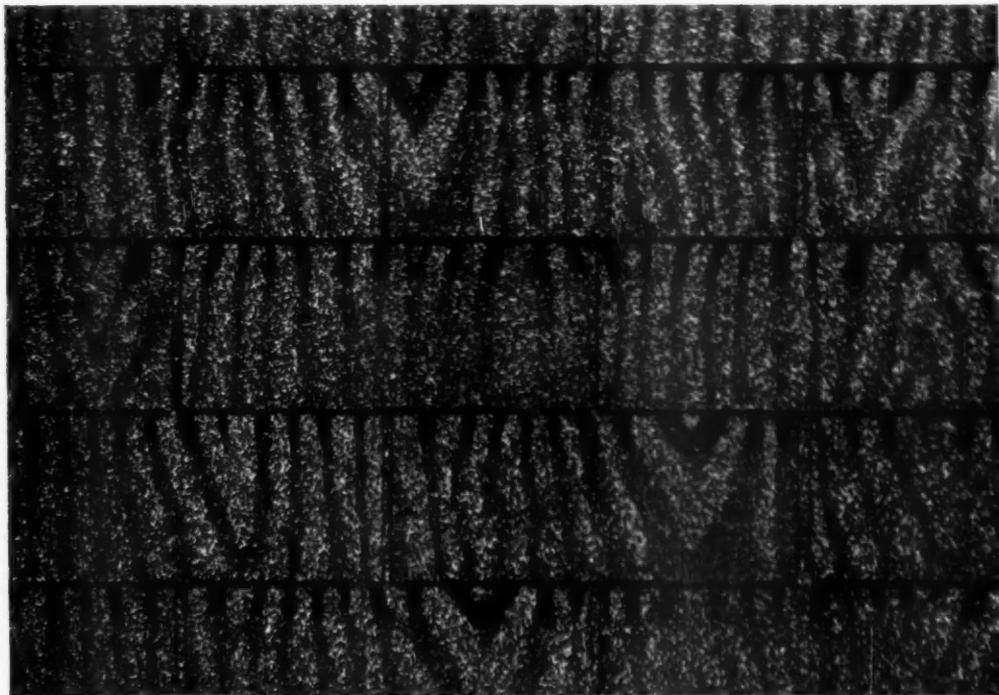
Pattern for Rafter Cutting

When cutting rafters, nail a 3/4-inch wood block on the top side of the pattern rafter near the top and opposite the crow foot. This will assure that the tops of the rafters are all even.—John Menkveld, Grand Rapids, Mich.

CASH FOR JOB SHORTCUTS

Let your suggestion pay you five dollars (\$5.00) in cash. This sum is paid by the *American Builder* for each short cut or job pointer that is accepted for publication. Send all material to *Architectural Editor, American Builder, 79 W. Monroe St., Chicago 3, Ill.*

They're here! Woodtex Pastel Blends



Illustrated—Pastel Green Blend

By popular demand, Woodtex Asphalt Shingles are now available in Pastel Blue Blend and Pastel Green Blend. These artistic blends offer just what many homeowners have been seeking—a distinctive-looking roof that offers years of assured protection.

For Woodtex is—first, last and always—a top-quality asphalt shingle. Its unique *raised* grain for beauty and high wind resistance and its 250 pounds per square make it a wonderful reroofing shingle, too.

Fire-resistant Woodtex Shingles, exclusively CERTAIN-TEED, now come in these 8 *luxurious* colors:

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Specifications: Mosaic Tile in gray, 30DK.
Wall pattern 2259-A. Floor pattern 1778-A1.

PHOTO BY HEDRICH-BLESSING
ARCHITECT. EUGENE VOITA

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Phone: Valencia 6-3924

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Phone: Mutual 7213

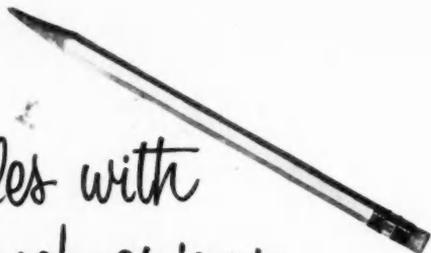
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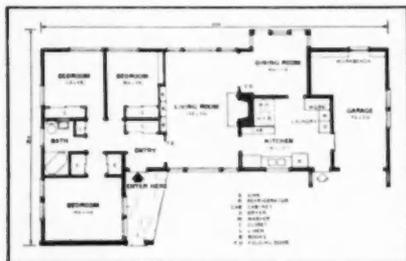
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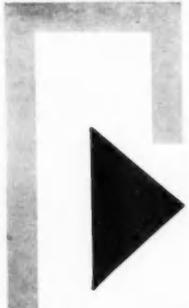
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*as fundamental as
interior trim...*



*A good house
is always better
when it includes
conduit for
telephone raceways.*

Interior details are often the most important details to your prospects. And one they'll rate high is concealed telephone wiring. Raceways, built into the walls during construction, will help protect the beauty of carefully finished walls and woodwork, will make the homes you build even more salable.

Making provisions for concealed telephone wiring is good practice — and profitable business. Your Bell Telephone Company will be glad to help you lay out economical raceway installations. Just call your nearest Business Office.

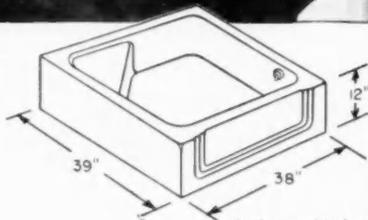
BELL TELEPHONE SYSTEM



To help you pack a lot of bathing ...here's the new



THE NEW RESTAL simplifies bathroom planning. It's an ideal way to add a complete second bathroom in a limited space installation. Featured with the Restal in this compact bathroom are a Ledge-wood lavatory and a Cadet water closet. All three fixtures are sturdily constructed, smartly styled . . . and budget priced.



LITTLE IN SIZE, BIG IN CONVENIENCE.

The 12" high Restal fits a finished compartment approximately 36" x 37", yet affords complete bathing facilities. It has all the advantages of sturdy construction, being made of rigid cast iron and smoothly coated with regular or acid-resisting enamel

that's actually fused to the iron. Available in white or five popular colors, the Restal comes in recess model with left or right hand outlet. Streamlined fittings are finished in non-tarnishing Chromard.

convenience into a limited space

Restal receptor bath

THE new Restal receptor bath provides complete bathing convenience in a shower stall space. And its cost is comparable with that of a properly-installed, conventional shower stall.

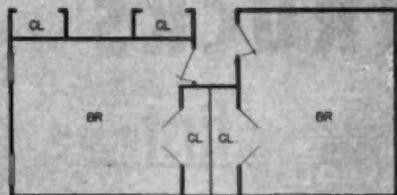
Doubling as both a shower receptor and a bath, the Restal permits you to add an extra *complete* bathroom in small space in the homes you plan. And when it comes to modernizing, you can turn an unused closet, alcove, or sewing room into a fully equipped bathroom with the help of this space-saver. The Restal is ideal for use in small bathrooms of apartments, hotels, and motels, too.

Designed for utmost convenience and safety, the Restal is so low that even elderly people can enter and leave it with safety. Its corner seat facilitates foot and sponge bathing. And the Restal is particularly convenient when bathing children.

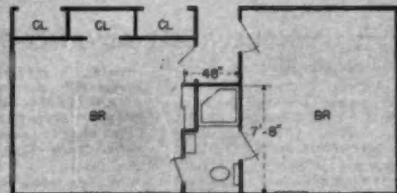
When you are faced with a small-space installation, remember the Restal. It may help you add the extra bathroom that means extra sales appeal. And it's sure to afford an added measure of bathroom convenience for your clients. For complete information about the Restal, contact the American-Standard sales office serving you or write for literature—Form No. 227. **American Radiator & Standard Sanitary Corporation**, Dept. AB-52, P. O. Box 1226, Pittsburgh 30, Pa.



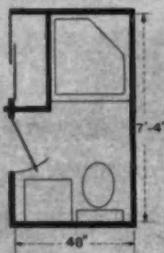
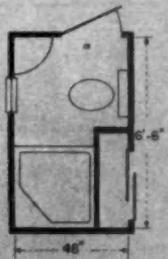
Actual home plans show how to add an extra bathroom with the RESTAL



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AFTER



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Let's get down to
"brass tack" facts about

CHEVROLET Advance-Design TRUCKS



Fact
No. 1

YOU PAY LESS TO BUY!

Get the price on the Chevrolet truck that's the right size, type and capacity for your work. You'll find that it lists for less than any other truck capable of doing the same job. Chevrolet has the lowest priced line in its field.

Fact
No. 2

YOU SAVE ON COST PER MILE

You can't beat Chevrolet's Valve-in-Head engine for over-all economy—fuel, oil, upkeep. It just keeps rolling along. And extra-rugged frame, hypoid rear axle, and Flexi-Mounted cab mean longer life, lower maintenance.

Fact
No. 3

YOU GET THE RIGHT TRUCK FOR THE JOB

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Fact
No. 4

YOUR TRUCK INVESTMENT IS SAFER!

Comes time to trade in an old Chevrolet truck for a new one, here's good news: Year after year, used Chevrolet trucks traditionally bring more money compared to what they cost, than other makes. The demand is there, because Chevrolet trucks stand up better.

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD ENGINES—Leadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load • **POWER-JET CARBURATOR**—for smooth, quick acceleration response • **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement • **SYNCHROMESH TRANSMISSION**—for fast, smooth

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without headaches"

says R. D. Terhune,

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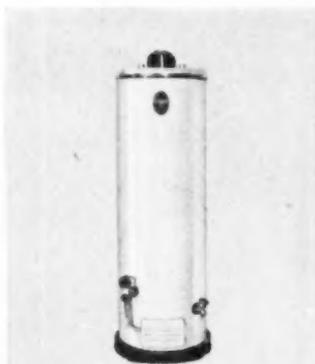
If it's *big values* you're interested in (and who isn't these days?), you've probably found that low prices mean little unless the product is *right*—and without a lot of servicing.

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Householders, too, know Bryant—a real advantage in "selling" the new homeowner. And what features Bryant offers: completely automatic operation . . . typical Bryant dependability . . . plenty of hot water . . . fast, easy temperature selection . . . cleanliness and economy . . . cathodic tank protection . . . all backed by a 10-year protection plan.

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NATURE'S BEAUTY and the splash of sunlight blend perfectly with any style of architecture. Here a WINDOWALL of Andersen Gliding Window Units adds these ingredients to a livingroom's charm.

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Texas construction firm by setting



New 18-story office building for the Prudential Insurance Company of America, where Straus-Frank Co. used Remington Stud Drivers for fastening air ducts to concrete ceilings.

*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.



Press loaded Stud Driver firmly against surface, depress safety lever and pull trigger. Explosive charge imbeds stud solidly.

LOOK AT ALL THESE FEATURES

COMPACT AND PORTABLE—Weighs only 5½ pounds, ideal for overhead work in inaccessible places.

SPEED—One man can set as high as 5 studs per minute on repetitive work at depths up to 2¾ inches, depending on material.

ELIMINATES INVESTMENT in outside power—completely self-powered.

FOUR WAYS SAFE—Plainly visible red dot indicator shows when Stud Driver is 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. If tilted at more than a slight angle, Stud Driver will not fire. Slight recoil. Low noise level.

RUGGED—All working parts of the Stud Driver are made of selected steels, cased in a strong aluminum-alloy housing. 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.



saves over \$8,000

fastening studs with

NEW Cartridge-Powered Model 450

REMINGTON STUD DRIVER

**Revolutionary new tool sets studs
in seconds... and does it safely!**



Construction job speeded at a substantial reduction in labor costs! That's the report from Straus-Frank Co., Houston, Texas, whose contract division used Remington Stud Drivers on a recent building project. In setting fastening studs for overhead air ducts, the Stud Drivers outproduced older methods eight to one... averaged 50 studs per hour, *including down time!*

Completely self-powered, the Remington Stud Driver needs no outside power source or extra equipment. The hinged construction of this lightweight fastening tool permits easy one-step loading—without the time loss of handling separate parts. Workmen like the Stud Driver's simple operation and safety features... Contractors like its lightning speed in firmly fastening steel or wood sec-

tions to concrete or steel. Studs have pull-out resistance as high as two tons!

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, mail the coupon below.

Speed all these jobs... with Remington studs designed for the job!

1. Fastening electrical fittings to concrete, steel and brick.
2. Hanging steel sash to concrete and brick.
3. Anchoring stadium and theatre seats to concrete.

4. Fastening wood to steel.
5. Anchoring wood plates to concrete floors and ceilings.
6. Hanging steel radiator housings to concrete or brick.



Only Remington studs are identified by this target trademark on the head.

STANDARD HEAD



BREAK-OFF HEAD



INTERNAL THREAD



EXTERNAL THREAD



Remington Arms Company, Inc.
Industrial Sales Division, Dept. AB-5
939 Barnum Ave., Bridgeport 2, Connecticut

I am interested in obtaining detailed information on the Model 450 Remington Stud Driver.

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"Ask The Experts"

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

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

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

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

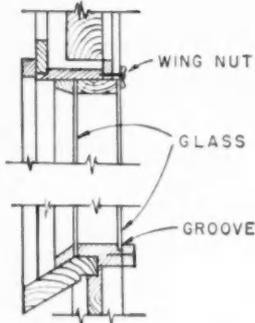
Address your questions to: "Ask The Experts," *American Builder*, 79 West Monroe St., Chicago 3, Ill.

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

What about Fogging?

Would it be possible in an adequately equipped carpenter shop to assemble a double-glazed window that would not fog up; if so how would you assemble and dehydrate the air between the glass? Could this be accomplished with double thick glass in lights as large as 4x5 feet?

F.B.S., Augusta, Maine



It is not possible, even with the equipment that you have in the carpenter shop to assemble and double-glaze windows that will not fog up. It will require special equipment and knowledge to dehydrate the air between the glass and assemble the units.

Normal double glazing, other than storm sash, has been used successfully by a number of builders in the Midwest. The drawing indicates the method. Two thicknesses of glass are used. One is a fixed unit toward outer edge sash. The other pane of glass is flush with the inside of the sash secured by a series of thumb screws similar to a storm sash. Occasionally the inside pane of glass can be removed for cleaning.

Concrete Block

Would you advise me where to get practical information concerning the use of 8x8x16-inch block in small house construction? Hope you can find time to comply with the above request.

E. M., Trenton, N.J.

The use of concrete block in small home construction is common practice in all parts of the country. The method of laying, and the cost of this type of block erection in a wall could best be obtained from your local supplier. In many sections, this type of wall is preferred for both the foundation and the walls above because of the economy of laying.

When used above grade several coats of good waterproof paint should be brushed or sprayed on the exterior surface to seal the pores. The 8-inch thickness for the wall is acceptable by most building codes for a one story house. More details may be obtained from the National Concrete Masonry Association, 38 So. Dearborn, Chicago 3, Ill.

Efflorescence

Please enlighten me as to the causes of efflorescence that happens on the outside of brick work and how it can be prevented.

G. K., Bronx, N.Y.

Causes of efflorescence on brick work are many. In some cases this condition occurs from the brick itself, then again an excessive amount of moisture that works its way into the wall through the mortar joints that are not properly stuck. As a rule, elements within the brick work themselves to the surface of the wall and cause discoloration.

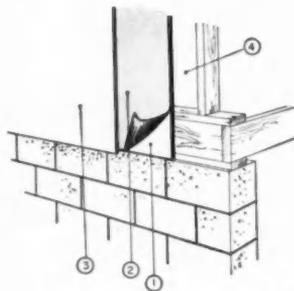
The Dow Corning Corp. of Midland, Mich. has been dealing with this problem for some time and they

have produced a silicone water repellent which is applied to the surface of the brick after it has been cleaned. It will make new and old brick resistant to efflorescence and stains. After it is applied to the wall, the repellent is invisible to the eye.

Is Paper Necessary?

I am submitting a sketch showing the construction of an exterior frame wall. No. 1 indicates asbestos-cement board in 4x8 foot sheets. No. 2 indicates 15 pound felt or a good quality of building paper. No. 3 indicates 25/32 rigid insulation board. Is the building paper No. 2 necessary when using insulating board and would it be necessary to install insulation between the studs at No. 4?

W.C.T., Benton Harbor, Mich.



The normal function of a 15 pound felt on the side walls is to form a windbreak between facing and wood sheathing. With the use of large 4x8 foot insulating board sheathing, the building paper is not necessary. Some builders continue to use paper with insulating board as an extra precaution. Insulation material placed between the studs is always good insurance. With the application of this material there is always a danger of creating a moisture problem within the wall unless a good moisture barrier is installed against the inside face of the wood studs.

Best Mortar

Which is the best mortar for cut stone masonry—lime or cement? Is any special sand necessary, and what proportions are correct?

What is the best method of caulking or pointing a masonry wall that leaks badly in a driving rain?

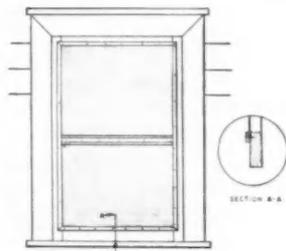
R.T.M., Lunenburg, N.S.

To properly lay up cut stone masonry, it will be necessary to use a good grade of waterproof cement mortar. This is mixed half and half with hydrated lime. Number 1 grade of torpedo sand is used in the mix. To seal an old wall against infiltration of moisture preparatory to pointing, first rake out the old joints to a depth of about $\frac{3}{4}$ inches. Then apply a good grade of waterproofing compound to the surface of the old joint that is to be pointed. Then apply cement mortar in the joints that have been raked out.

Hanging Wood Screens

I would like to know which is the correct way to hang wood screens. With the screen mould inside or to the weather?

H.L.J., Abingdon, Va.



The correct way to hang wood screens is with the screen mould to the outside of the window.

Pilaster Information

We are planning a building 60x100 feet. The roof will be laminated trusses 60 feet long. The load-bearing walls will be 8-inch structural clay hollow tile approximately 11-feet high. Will you inform us on the size and spacing of the pilasters we will need in this load-bearing wall?

G. M., Mt. Morris, Ill.

Best results will be obtained by providing six panels spaced evenly in the over-all length of 100 feet. This would necessitate five piers on each side. The piers should not be less than 24 inches wide by 16 inches deep. They should be built of brick or concrete block with the voids in the block filled with concrete.

Concrete Floor Joists

It is difficult to get accurate information on building problems and your "Ask The Experts" column is an answer. How shall

I support a 13x24-foot garage floor to be laid over six feet of fill? I plan an 8-inch block foundation going all the way to native soil. I thought of pouring 7½x7½-inch by 13 feet concrete joists reinforced with steel and building them into the wall. How many should I use and how many half-inch rods to each? Garage is to be attached to basement home.
C.D.M., Adrian, Mich.

You speak of using a reinforced concrete joist to span from wall to wall. In place of that we suggest that for this small job you purchase pre-cast concrete joists.

Sidewalk Surface Failure

I have a question to ask in regard to a sidewalk surface that crumbled after the first year. Please tell me what I can do about it?

W.A.M., Union, Mo.

Three things may have caused this condition: (1) The concrete was placed in freezing weather, or possibly exposed to freezing after the concrete was placed; (2) the mix may have been too soupy. This is sometimes indulged in, in order to make it easy to finish the surface. Where an excess of water accumulates on the surface very often the cement finisher will place a drier composed of cement and sand on top of the surface to absorb water. This causes the mixture to become very brittle, the result being that the surface begins to crack and crumble. (3) Excessive manipulation of the trowel which causes the water and the cement to come to the surface forming a paste with the aggregate left below the surface. This is bad as it creates the same condition as in (2).

Heavy Condensation

I have a house with 10-inch redwood siding applied over insulated sheathing which shows heavy condensation outside of the siding. The stain from the sheathing also shows through the siding. Please give me advice on how to overcome this?

A.R.W., St. Marys, W. Va.

It is rather difficult to cite a clear answer because of the lack of information in regard to the nature of the house and type of construction.

In a vapor problem, such as you have, it is necessary first of all to determine what the cause might be for the condensation. If it is a ranch

type house, it might be well to examine the attic and see if the area is properly ventilated with louvers or windows. It is possible for the cold air of the attic and that of the crawl space under the floor (if you have a crawl space) to combine in the wall and create the moisture condition that you have.

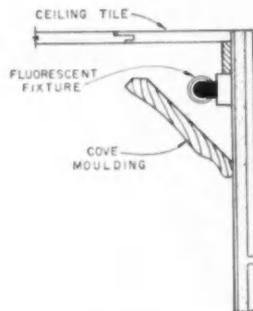
If a moisture barrier has been omitted from the side walls, it may be well to apply a good coat of aluminum paint to the plaster surface, and in this manner, create a moisture barrier inside. Basically the answer is a thorough check on the wall surface to determine the cause.

Church Basement

I hope the experts can solve my problems. In the process of converting a church basement into Sunday school rooms, I have the problem of a low ceiling (7 foot 6 inches) to consider in the matter of acoustics and lighting.

First, will an aggregate plaster ceiling absorb as much noise as a perforated acoustical tile? Second, because of the lack of height, indirect lighting is being considered, in a trough or cornice around the room. The room is 27x42 feet with little or no natural light. Would appreciate your suggestions on each of the problems.

L.C.E., Langhorne, Pa.



In regard to the matter of acoustics, far better results will be obtained by using the perforated acoustical tile. This is fastened to the existing ceiling.

In regard to the matter of lighting, it will require a continuous cove around all four sides of the room at the ceiling line. Continuous fluorescent tubes should be installed in the cove. These tubes should be of 40-watt capacity. This type of an arrangement would throw a sufficient amount of light over the ceiling to thoroughly light all portions of the room.

IF THE

SHOE FITS

**...it's no
accident!**

The "fit" comes first when you're buying shoes—or cement! Whether you pay \$5 or \$35 for your shoes, you first make sure that they fit—because your feet will complain in a hurry if they don't. And that's the way it is with air entraining cement. Although it often results in quality concrete . . . you'll find complaints in a hurry if you try to make it "fit" jobs that it can't handle.

Proper air entrainment is the key to better concrete—but no air entraining cement will guarantee proper air entrainment in concrete. Every brand is made according to Federal and ASTM specifications to deliver good results under "average conditions." But variations in local aggregates and even local climatic conditions affect the amount of air entrained, so the "average conditions" seldom exist.

It's just as easy—and just as important to be sure that your air entrainment "fits" as it is to be sure of your shoes . . . and you do it the same way—by measuring! Simply measure out the required amount of any well known air entraining agent and add it to regular portland cement at the mixer. It's the safe, simple and sure way to get air-entrained concrete that fits your particular job exactly.

Just remember to use air entraining cement only when you're sure that it can handle the job—and remember, too—you can't buy better regular portland or air entraining cement than Marquette.

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.

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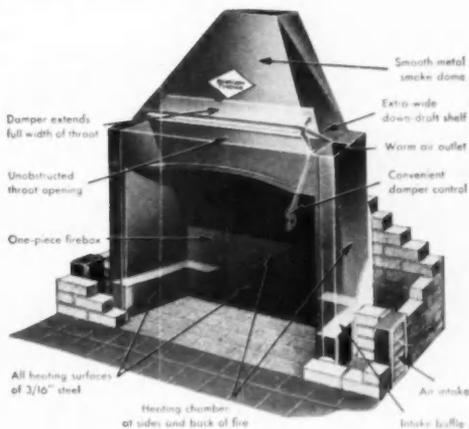
It's easier to sell a house that has a Heatilator Fireplace. The unit's scientific design assures trouble-free operation and eliminates the common causes of smoking. It circulates heat throughout the room instead of wasting it up the chimney. This is the kind of extra-value feature people are looking for these days . . . and it costs you less than almost any other important feature. So specify the famous Heatilator Fireplace . . . the name home buyers know and respect. Heatilator, Inc., 325 E. Brighton Ave., Syracuse 5, New York.

*Heatilator is the reg. T. M. of Heatilator, Inc.

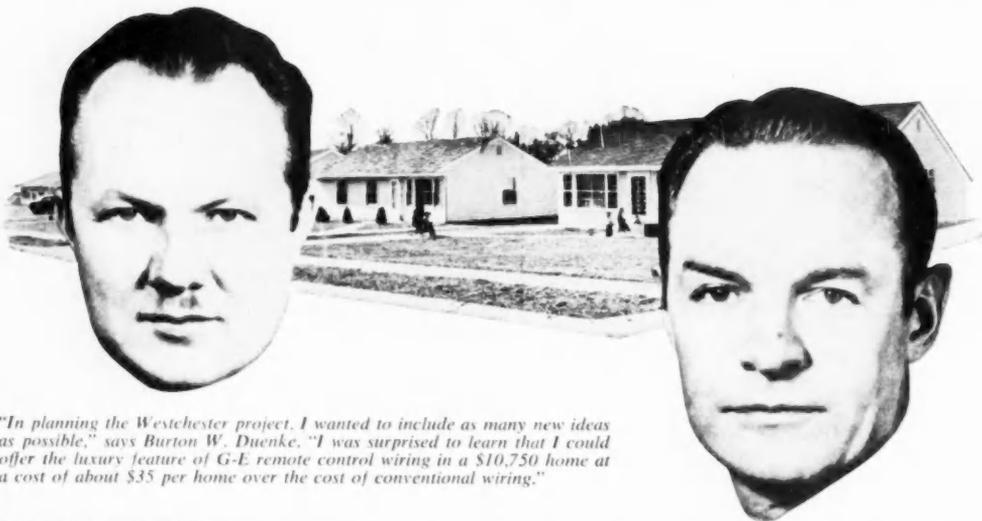
GOODBYE GRIEF!

**when you use
the famous**

HEATILATOR
T. M. REG. U. S. PAT. OFF.
FIREPLACE



"Buyers of my homes safety of G-E Remote Control



"In planning the Westchester project, I wanted to include as many new ideas as possible," says Burton W. Duenke. "I was surprised to learn that I could offer the luxury feature of G-E remote control wiring in a \$10,750 home at a cost of about \$35 per home over the cost of conventional wiring."



"I COULDN'T DO WITHOUT IT now that I've actually experienced the convenience of G-E remote-control wiring," says Mrs. Richard F. Savage, a home owner in the Westchester Homes project. "Switches are always right where I need them, and I must save hundreds of steps every day."

"I didn't think it could be done," reports Frank Hoog of Hoog Electric Company. "At first, remote-control wiring seemed more of a luxury than an economy. But after we wired the first few homes, I was convinced that G-E remote-control wiring is easy to install and doesn't cost much more than standard wiring."

BURTON W. DUENKE, MISSOURI BUILDER, REPORTS ON G-E REMOTE CONTROL

"Our Westchester Project of 119 homes built in Kirkwood, Missouri in 1951 had G-E remote control wiring throughout. Home owners in the project now have the convenience of remote control wiring for about \$35.00 more per home. This means that they are paying about 17¢ a month for this modern wiring system," says builder Burton W. Duenke.

"We are now beginning the Ridgewood Project of 300 homes in Crestwood and Webster Groves, Missouri. These homes are larger and more modern in design and will sell for from \$12,000 to \$15,000. The functional character and increased safety of G-E remote control wiring are in keeping with the modern design of these homes. The Ridgewood home owners will also get this step-saving convenience at a cost of about 17¢ a month.

"The remote control installations in both Westchester and Ridgewood include master selector switches for complete lighting control from the master bedroom and individual switches near the lights and outlets they control. Several home owners have been so pleased with the extra convenience of this wiring system that they have asked for additional switches in their homes," continues Mr. Duenke.

get the convenience and for about 17¢ a month"



"I am sure that G-E remote control will be a help to us in the Ridgewood Project now that home buyers are demanding more for their money. I recommend it to any builder who wants to add a modern idea in building at a low cost."



"**MASTER SELECTOR SWITCH** is the feature that starts conversation," reports Arthur Nalbandian, president of American Builders, Inc., Hackensack, N. J. "Twenty thousand people have come out to see it in our homes at Closter, N. J."



75 HOUSES in the \$26,000 to \$40,000 price range feature G-E remote control at Lake Park Estates, Dallas. "It's an important selling tool that costs about \$50 extra per home," says James D. Crow, builder. "Prospective buyers like the idea. Owners like the convenience it offers."



NEW SCHOOL in Asheboro, N. C., features G-E remote-control wiring for classroom lighting. Architect J. J. Croft, Jr. reports, "G-E remote control is what I've been waiting for, for this type of building."

GET THESE IMPORTANT SELLING AIDS

- 1. CONTRACTOR'S MANUAL**—Thirty-six-page manual gives you all the facts—layout, wiring time-savers, and important installation hints. Let this booklet bring you up to date on G-E remote control.
- 2. CONSUMER BOOKLET**—To explain the advantages of G-E remote-control wiring to your prospects, General Electric offers an informative, 8-page booklet. Write for a copy of the Remote-Control Consumer booklet, and ask for information on obtaining it in quantity.
- 3. LOCAL ADVERTISING MATERIAL**—A complete package of advertising material has been prepared for use with your remote-control program. Ask for this important selling aid.

For any of these aids, see your G-E Construction Materials distributor, or write Section D21-42, Construction Materials Division, General Electric Company, Bridgeport 2, Connecticut.

You can put your confidence in—

GENERAL  ELECTRIC



BIG. POWERFUL TOOLS such as this expensive loader are found to quickly pay for themselves—if kept busy and cared for properly. Spinning teeth at the bottom break up large chunks of packed or frozen earth into a “fluffy” mass before placing it in the buckets

Why It Pays

REPORT

1

POWER
TOOLS

THE home developer who owns his own power tools, takes good care of them and keeps them busy is in a position to cut his unit housing cost at least 5 per cent below that of a competitor who, other things being equal, depends upon hired equipment.

That's the experience of Hillside Terrace, now in the midst of its third large Long Island project of that name in as many years. Ownership under such conditions pays off in convenience, speed and economy, reports Samuel Levin, who with Joseph Carrillo and Joseph Wanes makes up a building team which has successfully developed the theme of “do it yourself” in many ways.

The company is working on the second hundred houses in its 650-unit Hillside Terrace at Hicksville community. Two types of homes are of-



SETTING UP FORMS faced with 4x8 sheets of $\frac{3}{4}$ -inch plywood for the pouring of a 10-inch concrete foundation. During the winter, about four foundations can be poured daily; in warmer seasons, the rate can be doubled or trebled



CLETRAC, equipped with $\frac{3}{4}$ -yard bucket, used where the going gets too tough for the “scoopmobiles.” It also has a blade attachment so that it can be used like a bulldozer for light grading work

To Own Your Own Power Equipment

ferred with full basements for the same basic price of \$11,590: a three-bedroom, one-floor dwelling and a two-bedroom model with expansion attic. Great dependence is placed on power to speed operations ranging from preliminary site-clearing to a certain amount of post-completion maintenance. Over 20 tools, from portable electric saws to a big conveyor belt loader, are used throughout the year.

"If we didn't have our own equipment, we would naturally subcontract the work," Levin said. "But when you hire a machine, the work depends upon the contractor—you are at his mercy. It is very hard to keep a contractor at your beck and call. You can ask for equipment the next day and if he doesn't show up for two or three days, you're held back. Thus, the job is subject to whims and delays, as well as possibly faulty work, of the contractor . . . and you pay a lot for part-time service.

Key figure behind the Hillside

Terrace power tool parade is a full-time mechanic. His primary job is to see that everything is kept in good operating condition. He has a large stock of spare parts to help make speedy repairs in case of a breakdown. As an extra precaution, there is usually an additional piece of equipment held in reserve, ready for use while a breakdown is being repaired. The mechanic has set up shop in a large rambling barn, where one or more of the machines can usually be seen going through an overhauling or rebuilding process.

Most valuable piece of equipment is the loader, which the company purchased new over a year ago for \$14,250. Kept busy all last year, it saved several thousand dollars, according to Levin, who anticipates that by the end of the second year it will have practically paid for itself. Such a machine, he pointed out, can be ruined in less than a year by a careless operator. The mechanic rebuilds it about every eight months and it is



CATERPILLAR D-6 diesel-powered bulldozer, at work on backfill. This machine is also used for preliminary leveling of the home sites, digging and grading



RADIAL ARM SAW, one of two operated by five-horsepower motors to pre-cut nearly all the framing lumber from plate to rafters, as well as gable ends



WAGNERMOBILE SCOOP, dubbed "scoopmobile" by the builders, pouring aggregate into one of the mixers. Three of these are on the job and each is estimated to save the labor of three men and do the work twice as fast



CONCRETE MIXER, which keeps a crew of three men busy pouring foundations. Two of these machines are used at each site. A third is set up in advance for the next foundation. A fourth mixer services a flatwork crew



PRECUT RAFTERS are delivered like this to all the houses



ELECTRIC SAW poised to do a quick job of cutting 2x8 joists. A generator supplies the power whenever an outside source of electricity is unavailable

expected to deliver at least five years of good service.

Working with two 6x6-foot dump trucks, the loader makes short work of leveling off a long section of high ground on one side of a street and building up the low area on the other side.

Four concrete mixers are used, usually two by concrete crews and one by a flatwork crew, with one held in reserve.

Working with the mixers are three Wagnermobile scoops and, for especially rough going, a Cletrac scoop. Unofficially, the first three scoops are sometimes called "stoopmobiles" because they do such a quick job in

**POWER EQUIPMENT USED
AT HILLSIDE TERRACE**

- 2 DeWalt radial arm saws
- 3 Fred W. Waggat power hand saws
- 2 Dodge 1 1/2-ton trucks
- 1 Studebaker 1 1/2-ton truck
- 2 G.M.C. 6x6 dump trucks with front wheel drive
- 4 Willys-Overland Jeeps
- 1 Caterpillar bulldozer
- 3 Kwik-Mix Dandie concrete mixers
- 1 Smith concrete mixer
- 3 Wagnermobile scoops, with lifts
- 1 Cletrac scoop, with blade
- 1 Fordson tractor, with scoop and backblade
- 1 Pettibone-Milliken Haiss loader
- 1 generator
- 1 pneumatic drill-hammer
- 1 automatic grease gun

pouring concrete into forms for front porches, being of the same width.

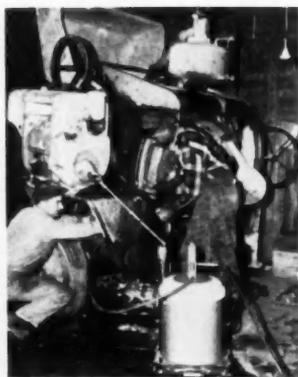
Preliminary leveling of home sites is generally done by a bulldozer, which is used for many other purposes, as is a tractor with scoop and backblade.

The previously mentioned trucks are Army surplus with specially-built bodies. In addition, the builders use three 1 1/2-ton trucks and four Jeeps to haul various materials.

With these and other power tools at their command, Levin declared "we have complete control. We get exactly what we want when we want it. And we can add to quality as well as speed."



FORDSON 8-N TRACTOR fitted with a front loader scoop (and not shown) a rear draw blade. Its principal job is that of fine grading for preparation of a lawn



FIRST AID for a "tired" concrete mixer in a corner of the mechanic's shop. Use of the automatic grease gun (in front) is an important time saver



FIVE-TON DUMP TRUCKS team up with the loader to move sand and dirt. This sand pit was discovered on the property after the project got underway



BASIC MODELS at Hillside Terrace. The Regent, two bedroom, expansion attic standby of the company for four years at its New Hyde Park, Albertson and Hicksville, L. I., developments; the Cambridge, a new three-bedroom plan for the same price,

\$11,590, which has superseded the earlier model in popularity at the Hicksville project. At the right is another Regent, with dormers, two additional bedrooms and a second bath upstairs. All the homes were planned by William Paul LaVallee, architect

CAMBRIDGE FLOOR PLAN, emphasizing new thinking in bathroom and kitchen design. Bath features include two lavatories placed side by side in a wide, stainproof vanity top; a 2 1/4 x 5-foot medicine and bottle cabinet, 6 inches deep and enclosed by two mirror doors which glide on roller bearings; a large built-in linen closet and a clothes chute to the basement

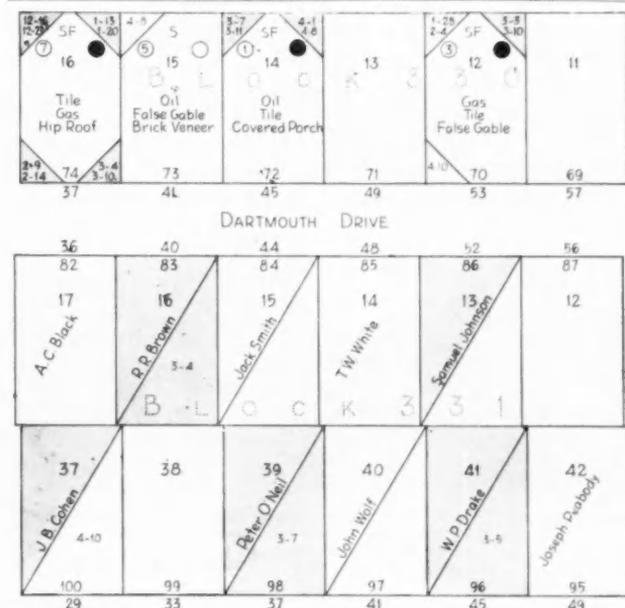


PLOT PLAN WALL MAPS

are used in an ingenious way at Hillside Terrace to provide at a glance a capsule digest history of the selling and improvement of each plot. Samples of each chart are presented on this small segment of the total plot plan.

Upper row—progress of house. Number in front of plot is the street number, while that inside the plot is the house job number. Red number inside blue circle indicates color scheme. Green circle indicates cesspool inspection has been requested and if circle has been shaded green, that inspection has been made. Letter "S" indicates foundation survey has been received; "FS" that final survey has been received. All corners of the plot rectangle are marked off in small triangles to indicate FHA or VA inspections. When first inspection is requested, diagonal line is drawn across upper left corner and date is written in small figures. The second set of figures in this triangle gives the date inspection was made, after which the triangle is shaded red. The process is repeated in the upper right corner for the first alternate inspection, while details of the second and third inspections are recorded in the lower left and right corners, respectively. Buyer's selections and extras are printed in the center of each rectangle.

Lower plots show how a sales history is recorded. The minute a binder is received, the name of the prospective purchaser is penciled in lightly on the plot. As soon as he signs a contract, a diagonal line is drawn across the plot and buyer's name inked in. When mortgage terms are approved the left half space is lightly shaded in red. As soon as a title closing date has been set, it is penciled in on the plot. Immediately after the closing, the balance of the rectangular plot is shaded light red.





VALUABLE ON ROUGH TERRAIN, this track-operated model 70 Buckeye back-hoe digs service lines

REPORT
2
 POWER
 TOOLS

Fleet of Machines Upholds Production Schedule



(TOP) HEAVY GRADER, International track dozer DT18 with a La Plant-Choate scraper moving earth 60-90 days ahead of construction. Machine also rough-grades streets. (Bottom) smaller machine rough-grades lots and cuts the proper slope from the house to the street. Machine is a Caterpillar D-6 with La Plant-Choate scraper

(TOP) CURB CUTTING is done with a Caterpillar Patrol grader. It is also used to level rock for the asphalt street base. (Bottom) Hutchinson and Carey water wagon mounted on a Ford truck chassis



(TOP) THE FRONT-END LOADER is pulling a sheepfoot roller compacting street fill. Front-end loader is a L.I. Case tractor. (Bottom) crawlspace construction requirements are 30 inches. Builder uses International TD-9 to push out for crawl space and foundations. Later machine will be used to backfill

(TOP) TWO MEN, one pour, and one operation add up to curb savings by using a special formed float designed by the builder (Bottom) concrete curbs are poured from a Smith transit mix truck. This is one of the few subcontracting operations employed

ATREMENDOUS power tool investment resembling a distributor's inventory list helps a Denver building firm build 10 houses a week in rolling terrain.

Hutchinson and Carey's large earth moving equipment and road machinery operate 60-90 days ahead of construction, ripping into the landscape and reducing it to well graded home sites. Other power tools are a few weeks ahead of the construction crews pushing out for foundations. Working alongside of the crews are still other tools. In the rear echelon, power tools turn out the never ending supply of pre-sized lumber and millwork needed in the operation.

When a tool is not available, the builder will invent one that will do the job and reduce costs. Tools such as a door machine, wallboard taper, and ripping claws are company designed inventions.

The major emphasis in the house design is placed in the interior room arrangements. Building to the dictates of the Denver buyers, Lew Carey stated, "Here people want large dining and utility rooms as well as eating space in the kitchen."

A few corners were cut to hold costs but these have found no buyer resistance. Garage floors are gravel instead of concrete, lawns are not seeded, and the exterior treatment of the house is asbestos shingles instead of a more expensive siding material.



(TOP) EASY MANEUVERABILITY of this two-bladed Fordson tractor fine-grades lawns economically. (Bottom) ripping claws attached to the blade of a Caterpillar dozer is an invention of the Denver concern. The close-up photo shows how reversing the machine rips the earth and makes dozing in hard or frozen ground easier. Normally, claws are in a raised position



PRECUT LUMBER is sized and then loaded at the centrally located yard. Saw is a Comet Clipper radial arm. Lumber is loaded on the trailer in the foreground for delivery to the site. A model A Ford moves the trailer mounted saw



LOADED TRAILER of framing lumber precut and pre-marked is ready for the carpenters. 1x2's in the load are used for shingle nailing under the insulated sheathing. Window and door units arrive in pre-fabricated sections



ENOUGH POWER TO OPERATE 8 power handsaws is delivered by a 37½ K.W. Buda generator. The rig is mounted on skids to be pulled along the ever moving building line



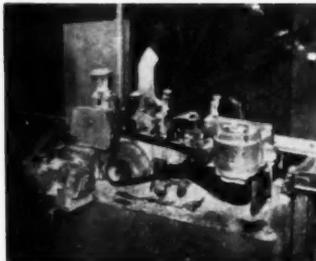
HEAVY LOADS are trucked to the site. A Ford stake truck delivers floor joists and subflooring prior to the arrival of the carpenters



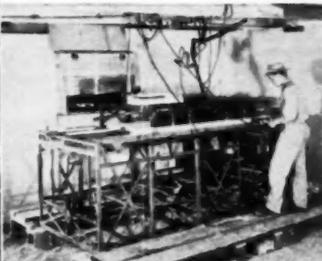
LARGEST LUMBER TRUCK is an Autocar 4-ton flatbed with a war surplus trailer. Plywood is being delivered to the precutting site



PORTABLE GENERATOR is assigned to the crew that lays floor joist and subfloors. The trailer mounted generator is a 7½ K.W. Hobart



MOLDING used by the builder is made on an "XL" moldmaker from upgraded lumber. The operation of upgrading for mill work represents a large lumber savings



COMPANY-INVENTED MACHINE sizes, drills, and mortises a door in seven minutes



FASTER AND CHEAPER is the pipe cutting operation using a Toledo 999 pipe cutter. Journeymen plumbers install but do not cut pipe. Various stack fittings are prefabricated in a plumbing shed



REAL MONEY MAKER is the upgrading operation where mill-run lumber is used instead of shop grade lumber. Scraps are used for shingle backers. Machine is an "XL" ripper



JUMP SAW is used for the length upgrading operation. Here workman cuts out clear span of lumber before sending to the mill. Machine is a Superior Speedster 8-inch jump saw

Here is a Graphic Statement of Cost Savings

Door Machine

Original Cost	Average life	Cost per year	No. of houses
\$2000	5 years	\$400	400
Cost per house			\$1.00
Labor Millwright at \$1.75 an hour			\$.17
Labor: carpenter in the field			\$.52
Total			\$1.69
Site fabrication using hand methods			
1 1/2 hours at \$2.35 hour			\$3.25
Savings by using machine			\$1.56

Trailers

Original Cost	Average life	Cost per year	No. of houses
\$100	3 years	\$33.33	400
Cost of trailer hauling per house			\$.08

Model A Ford

Original Cost	Average life	Cost per year	No. of houses
\$50.00	2 years	\$25.00	400
Cost of Model A Ford to transport trailers per house			\$.06
Total of trailer & Model A per house			\$.14

Truck

Original Cost	Average life	Cost per year	No. of houses
\$2000	3 years	\$666.66	400
Cost of truck transportation for one house			\$1.11
Savings by using trailer method			\$.97
Note: Indirect savings in the operation are the double handling labor costs if some vehicle is not present to load the lumber after it has been sized and marked.			



SIZING SCREEN DOORS on the job with a Stanley planer



A 12-INCH TABLE SAW (Davis and Wells) is used in the mill shop. Note table extensions made by the builder

JOINTING OPERATIONS in the cabinet shop are handled by a 6-inch Davis and Wells jointer

BELT SANDING finishes cabinet work. Used is a Porter Cable 3-inch belt sander



Wallboard Taper Saves Labor

When a needed machine is not available, Hutchinson and Carey invent one. That's why these builders rigged up a seam-taping machine that does a faster job of applying wallboard tape than the conventional buttering and taping method. Their machine enables a man to seam a 1,000 square foot house in one day—just 50 per cent of the time formerly required.

The tape emerges from the machine with the cement applied and needs only to be pressed against the seam. A number of handles on the device enables a workman to use the machine for any seaming operation, whether it be on a side wall or the ceiling.

"The secret of the machine," stated Lew Carey, company head, "is that the tape must press against the cement inside the cement box for the proper coating." (See photograph.)



WALLBOARD TAPER reduces taping costs approximately 50 per cent in a 1,000 sq. ft. house. Builder claims that a better job is done as the correct amount of joint cement is used. Later joint finishing is easier

\$18.05 saved on every 1,000 sq. ft. house

Regular Method		
16 hours at \$2.35 per hour		\$37.50
Taping Machine Method		
8 hours at \$2.35 per hour	\$18.80	
Machine depreciation, per house	.75	
	\$19.55	19.55
Saving per 1,000 sq. ft. house		\$18.05



TAPE ROLLS OFF BACK SPINDLE through the box which holds joint cement. Machine has built-in knife to press the tape against the seam



OPERATOR PULLS TAPE THROUGH MACHINE to start operation. When enough drag has been established the machine feeds tape as it is drawn along seam



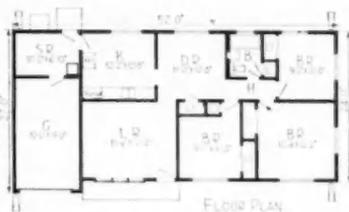
OPEN MACHINE shows how tape is run over the joint cement. Pressure against the cement coats the tape



THREE BEDROOM Hutchinson and Carey home has 985 square feet of floor space exclusive of the garage. The standard three bedroom model sells for \$10,900



SEPARATE DINING ROOM is the main attraction of the 3-bedroom "Suburban." Garage, utility room, and sliding-door wardrobes are other features of the house



LARGER, DE LUXE 3-BEDROOM "Modernaire" contains 1,080 square feet plus garage. House and lot sell for \$11,750



LARGER LIVING ROOM, kitchen, and dining room coupled with a window wall in the living room account for the de luxe labeling

LIST OF POWER TOOLS AND THEIR BRAND NAMES—

- | | | |
|---|---|--|
| 1—0-6 Caterpillar Tractor dozer | 1—1951 Dodge ¾ ton pickup | 1 ½ HP motor |
| 1—Model 70 Buckeye Crane back-hoe | 1—1940 Ford water tank truck | 1—6 inch Barton Jointer with ¾ HP motor |
| 1—Westinghouse portable electric welder | 34—4 wheel trailers | 1—6 inch Davis & Wells Jointer with ¾ HP motor |
| 2—D-4 Caterpillar tractor dozer | 1—18 inch Southbend lathe | 1—Davis & Wells single spindle shaper with 2 HP motor |
| 1—Y.D. 9 International track tractor dozer | 1—Wardwell Model GM saw gumming machine | 1—XL Moldmatcher with 3 motors, Series 150 |
| 1—Y.D. 18 International track tractor dozer | 1—½ HP Black & Decker 6 inch standard bench grinder | 1—XL Moldmatcher with 3 motors |
| 1—Caterpillar #12 Patrol grader | 1—½ HP B-line 7 inch standard bench grinder | 1—Comet Clipper 14 inch radial arm saw with 3 HP motor |
| 1—Model C 74 La Plant-Chaote scraper | 1—½ HP B-line 12 inch surface grinder | 1—Model 14 inch radial arm saw with 3 HP motor, on 4 wheel trailer |
| 1—Model C 34 La Plant-Chaote scraper | 2—15KW Masters generator on trailer | 1—DeWalt 16 inch radial arm saw with 5 HP motor, on 4 wheel trailer |
| 1—Medium Sheepsfoot | 2—5KW Masters generator on trailer | 1—Superior Speedster 8 inch jump saw with ¾ HP motor, mounted on 4 wheel steel dolly |
| 1—L.I. Cast tractor dozer and loader | 1—3KVA Hobart generator on truck | 1—XL Ripper, power feed rip saw with two motors |
| 2—Ford dozer tractor with front and rear blades | 1—37 ½ KW Buda diesel generator on trailer | 3—8 inch Speedmatic Saw, Porter Cable |
| 1—Auto Car tractor and trailer, (Lo Boy) | 1—7 ½ KW Hobart generator on trailer | 2—Porter Cable 3 inch Sander |
| 1—1948 Dodge 1 ton truck | 4—K-75 Speedomatic saw | 2—Stanley Router, Type HB4A |
| 1—1947 Dodge ½ ton pickup | 1—Portable Skilsaw | 1—Belt Sander with 2 motors & blower |
| 1—1942 Autocar 4 ton flat-bed, 4x4 truck | 1—Ther ½ inch Electric drill | 2—¾ inch Mall Drill |
| 2—1942 Studebaker 2 ½ ton flat-bed, 6x6 truck | 1—600 gal. Portable gas tank and pump with gas engine | 1—½ inch VanDorn Drill |
| 4—1946 Chevrolet 2 ton flat-bed truck | 1—Insulation blower with 6 HP Wisconsin engine | 1—½ inch Black & Decker heavy duty drill |
| 1—1942 Dodge Carryall | 1—Skreed with 6 HP Wisconsin engine | 1—¼ inch Black & Decker electric screw driver |
| 1—1948 Ford 1 ½ ton stake truck | 1—Roto Trowel with 6 HP Briggs Stratton engine | 1—Door machine, custom made with 2—1 HP motors |
| 1—1942 Dodge tractor truck | 1—Cement Mixer with gasoline 4 HP engine (Quickmix Handy, 6 cu. ft., Model 6) | 2—Croft 4-wheel trailer with flat bed |
| 1—1933 Plymouth ½ ton pickup | 1—Craftsman 8 inch table saw with 1 HP motor | 12—Ten foot conveyors and 18 stands |
| 1—1947 Chevrolet 2 ton dump truck | 1—Davis & Wells 12 inch table saw with | |
| 1—1948 Chevrolet 2 ton dump truck | | |
| 2—1942 GMC Van truck | | |
| 1—1929 Ford tractor truck | | |
| 1—1951 Ford ¾ ton pickup | | |
| 1—1951 Ford 1 ½ ton flat-bed truck | | |
| 2—1930 Ford tractor truck | | |
| 1—1931 Ford oil tank truck | | |
| 1—1951 GMC ¾ ton pickup | | |



SCHIELD-BANTAM CRANE lifts three roof trusses to the carpentry crew at one time. The machine is mounted on a U.S. Army surplus half-track. The crane can be fitted with a $\frac{3}{8}$ -cubic yard drag line

THE use of power machinery to hold labor costs down has made this project a 1952 contender for the title, "More House for the Money."

"Use of the right power machinery in the right places, and watching the little things, hold our construction costs down," said R. D. Mahoney, construction superintendent in telling about his 80 home development, constructed by C. A. Fielland, Inc., of Tampa, Florida for Lakeland realtors, Fusselle and Hook.

House designs are of one plan with many exterior variations, built

using site fabricated methods. Power tools used in the development and owned by the company range from the smallest power drill to large street laying equipment.

Unique in power machinery is a Schield-Bantam crane mounted on a surplus army half-track. The rig was designed and built by the construction firm for use in Florida's sand soil. The unit has a dual function, since it is used as a crane and a drag line. Site fabricated gables and trusses are hauled from the centrally located stock pile and hoisted into position

Here, Every

Builder

C. A. Fielland
Tampa, Florida

Designer

L. A. E. Gudmunson
Tampa, Florida

Architect:

H. V. Patterson
Tampa, Florida

Developer

Fusselle and Hook
Lakeland, Florida

by the machine. A $\frac{3}{8}$ -cubic yard drag line is attached to the crane and used to level land and back fill foundations. The under-slab tamping is done with a Jackson vibrator soil compactor. The unit has its own power plant and can tamp 12 inches of under-slab fill to highway specifications. The power plant can be used to operate other portable equipment.

Large crews of masons and plasterers are serviced by two plaster and mortar mixers, a No. 6 Wonder CMC and a No. 3 Muller.

Two 5 HP DeWalt saws are used

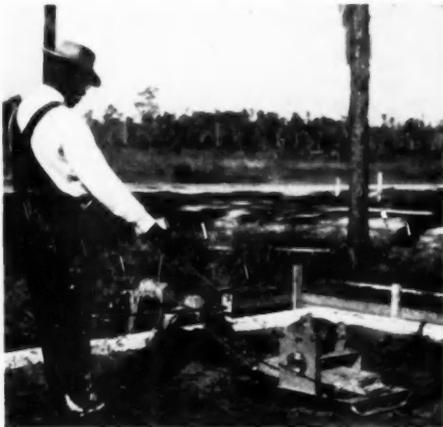


THREE-BEDROOM HOUSE uses a combination of slump and other brick for exterior treatment. Windows in the development are aluminum jalousies. Porches, color, and brick variations are used to vary the designs and avoid a "peas-in-the-pod" appearance



THREE-BEDROOM FLOOR PLAN has good circulation from the bedroom to the bath and the rest of the house. Many buyers plan to use the utility room, off the kitchen, as a breakfast nook

Operation is a MONEY SAVER



WORKMAN TAMPING the under-slab fill. The Jackson Compactor tamps 12-inch thicknesses to highway specifications. One man operates the machine



TRANSIT MIX CONCRETE is loaded into wheelbarrows for construction of the ribbon driveway. The overall view of the project shows roof lines and many house variations

in the site fabrication operation to cut, notch, and trim lumber. In addition, two Boice Crane 10-inch table saws and jointers are employed.

For street and road work in the project, a Caterpillar 112 patrol grader is used. A 10-ton 3-wheel Galion roller prepares the surface and asphalt is laid by an Etnyre asphalt distributor. A Grace street sweeper cleans the streets. Materials are trucked to the site in two 1½-ton Dodge trucks and a ½-ton Studebaker pickup truck. Four 6-yard Ford dump trucks are used for street work.

POWER MACHINERY USED

- | | |
|---|---|
| 1—Schield-Bantam crane mounted on a surplus army half-track | 1—Fardson tractor and landscaping attachments |
| 1—Jackson M-1 power plant | Complete assortment of portable tools |
| 1—Jackson vibrator soil compactor | 2—5 HP Dewalt saws |
| 2—Dodge 1 ½-ton trucks | 2—Boice-Crane 10-inch table saw and jointer |
| 1—Studebaker ½-ton pickup truck | 1—10-ton 3-wheel Galion roller |
| 1—# 6 Wonder CMC plaster and mortar mixer | 1—Caterpillar 112 patrol grader |
| 1—# 3 Muller plaster and mortar mixer | 4—6-yard Ford dump truck |
| | 1—Grace street sweeper |
| | 1—Etnyre asphalt distributor |



TWO-BEDROOM FLOOR PLAN features compact room arrangements with little lost space. Both bedrooms have steel, sliding-door wardrobes. Storage and utility room is located at the rear of the carport.



FEATURES of this highly stylized Lakeland, Florida, house are clay tile wainscoted bath, plastered walls, plaster or cypress ceilings, and aluminum jalousie windows. The two-bedroom model sells for \$6,850, three-bedroom for \$7,500



FOUNDATION AND SLAB: The first two courses of concrete block are plumbed and leveled so that they can be used as a screed in the slab finishing operation. A pipe brought up to level is the center screed. The long handled wooden float keeps finishers off the slab

Here are the little things that cut unit costs on the Fielland project



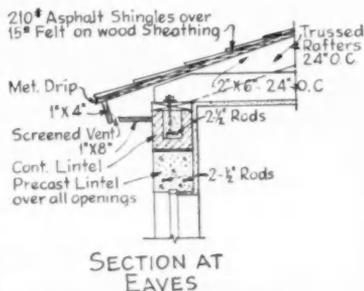
MASONRY: The concrete block exteriors are laid with horizontal joints raked and the vertical joints struck smooth. Variations of the exteriors are accomplished by the use of slump and other brick

FIELLAND'S UNIT COSTS			
Block erection	\$.16 1/2 each	Painting	175.00
Foundation placing and finishing	.04 1/2 per foot	Clay Tile wainscoted bath	115.00
Plumbing	660.00	Floor Tile 2-bedroom	115.00
Electricity	185.00	Floor Tile 3-bedroom	150.00
Plastered ceiling	1.70 yd.	Concrete work	.32 sq. ft.
Plastered sidewall	1.60 yd.		
Landscaping	55.00		

BRAND NAME PRODUCTS USED

Arnold aluminum jalousie windows
 Carey bathroom cabinet
 Crane plumbing fixtures
 Dixie Paint and Varnish Co. paint
 Formica counter-tops
 Johns-Manville insulation and shingles
 Kentile asphalt tile

Nepco hot water heater
 Southern Wood Industries kitchen cabinets
 Tegco hardware
 Thoroseal waterproofing concrete paint
 United States Gypsum lath
 Virginia Metals sliding doors and door frames



TRUSSES ARE SITE FABRICATED from 2x8 lumber and erected 24 inches O.C. Trusses used differ from conventional in that they do not carry the roof overhang. An outrigger made from scraps and truss cutoffs is nailed to the truss to support the overhang. This method assures straight cornice lines explained the builder. The fascia board is set back on a 45 degree angle to shed water. An opening is left for a screened vent. Interior Framing: Truss construction enabled the builder to install all plaster lath before interior partition walls were erected. Room partition openings were moved over six inches to eliminate corners



PRECAST LINTELS: They are in two pieces in reduce the weight and enable the masons to handle them easily. The void between the lintels is wedged for the aluminum jalousie windows. R. D. Mahoney, construction superintendent, is pictured with the reinforced half lintels



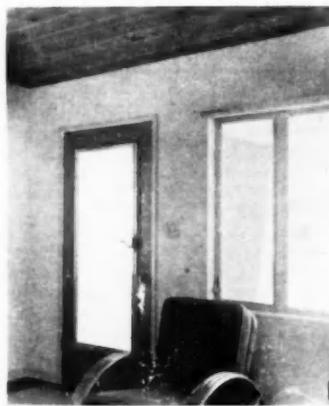
PLASTER: Special 2x4 foot gypsum lath is nailed to underside of truss as plaster base. An accelerator was mixed with the plaster to speed drying before the lath became saturated and sagged. This method permitted 24-inch truss spacing



KITCHEN: Shelves add inexpensive storage space. Wall units reach ceiling. Doors and Frames: Metal sliding door wardrobes are installed in each bedroom. Steel doors and frames were used throughout



BASEBOARD: Miami baseboard styling was used throughout the house at a considerable saving. The installation acts as a plaster ground as well as the finished base. The top of the board is beveled on the back side to allow the plaster to run down behind it. Plasterer scores the joint between the base and finished wall material



CEILING PANELING: Cypress paneled ceilings were offered to buyers at no additional cost. Fifty-nine per cent of the buyers chose the optional material that was merchandised by the builder in his model homes. The photograph also shows the jalousie door



WINDOW TREATMENT: Windows in the Florida development are aluminum jalousies. Clay tile window stools are installed throughout the house and represent a decided saving. The builder stated the cost was under \$1 each, installed



NINE DUPLEXES were constructed in this project by Better Homes of Milwaukee, Inc., for \$350,000. The buildings are each 37 feet by 47½ feet. A masonry party wall separates the units. Each unit has two bedrooms, rents for \$98.50. Financing was under FHA Section 608. Better Homes advertises this building type at \$40,000 "on your own lot"



Small Volume Builder Tells How to Make Power Tools Pay

POPULAR in Milwaukee as an investment type, this "fourplex," or double duplex design was used in a project of nine buildings built last year by Better Homes of Milwaukee, Inc. Headed by Arthur K. Hellerman, Better Homes does a general brokerage business and also engages in a cautious building program combining apartments with the erection of prefabricated houses made by Best Factory-Built Homes of Peoria, Ill. Last year, Hellerman produced 70 units, 48 of which were in 12 buildings of the fourplex type. The company retained ownership of the 9-building project shown here.

Hellerman's approach to power tools was naturally determined by his status as a small volume builder who must depend on subcontracting for all phases of the work except carpentry. He asked himself the simple question, "Can I do it cheaper myself with power tools?" Taking bids on cabinets, for instance, showed him that he could, with the right tools, make the cabinets himself for half of what it would cost to buy them. So he went all-out for a power tool setup which would see him through efficiently and economically on carpentry for this type of closely planned and supervised construction.

For the 9-fourplex project, he established his tool shop in one of two 6-car garages. An automatic heater was installed to make the space comfortable for winter working. The shop's proximity to the nine buildings under construction reduced the hauling problems to a minimum. For an investment of about \$1,000, Hellerman assembled a

collection of power tools which, he figures, paid for themselves on the first three buildings. Except for a 10-inch table saw which was a Sears, Roebuck tool, Hellerman used the Porter Cable Machine Co. line. The outfit set up will be found itemized on page 101.

Hellerman stresses the point that although power tools can be made to do a multiple-unit job at a cost saving, the tools don't run themselves. Equally as important are the men who use the tools. It is absolutely essential to have a supervisor who is skilled in laying out the job, and who can blueprint for the men on the tools the answer to "how many of what length?" This supervisor should also know "how many of what length?"

Hellerman's construction supervisor is Otto Knapke, a skilled carpenter and formerly an FHA inspector. He is responsible for laying out the power tool operations. During the 9-fourplex project, two men were developed out of a crew of 16 carpenters and apprentices to operate the tools in the shop.

Hellerman has, of course, seen that power tooling makes it possible to keep a well-balanced carpentry crew together in season and out. As a student of economics who believes that timing is the most important factor in any venture, Hellerman foresaw that the winter of 1951-52 would be on the slow side. With his power-tooled basic crew of six men, he can and has been taking on carpentry subcontracting work as it gears into and helps along the timing of his own building plans.

A SUCCESSFUL POWER TOOL OUTFIT FOR A SMALL VOLUME BUILDER

Investment: about \$1,000

3 8-inch saws } 1 6-inch saw }	with portable table to take an 8-inch saw	For framing, roof and finish work
1 radial arm	to take an 8-inch saw	For speed in cutting mass lots of dimensional lumber. Makes possible balloon construction in same time as platform construction
1 electric planer } 1 electric router }	with the hinged butt templates and stair templates which are used with this equipment	For hanging doors, routing out butts, for work on stairs, stringers, on cabinets and special mouldings
1 three-quarter h.p. tilting 10-inch saw,	with stationary table and moulding cutting head attachments	For ripping, dados, short lengths, cutting out drawer pulls and similar small specialties
1 electric drill and stand		For dowel holes, mass-production hardware drilling
1 electric sander		The 3-inch belt type works out well

NOTE: For every two 8-inch power saws it is wise to have a 6-inch saw which can be used on 1-inch material, thus freeing the more expensive saw for work on 2-inch material. The 6-inch also is lighter, can be carried around more easily.

HELLERMAN SAYS—

- 1 Don't expect a radial arm saw to produce unless you have a man who can lay out a job for mass cutting.
- 2 Don't expect to get the most out of power tools unless you discover men in your crew who have a natural love for tools.
- 3 Don't start a man on the hard things a tool can do. Take the easy jobs first. With the planer and the router, for example, start him on hanging doors, then graduate to simple stairs, cabinets. Stringers will come last.
- 4 Don't get mad if a man spoils a few stringers, or whatever. You'll save on the over-all job by helping him to gain continually in his confidence in the tool and his ability to make it perform.
- 5 Don't expect men working on power tools in winter to work in unheated quarters. They need to concentrate to get the most out of the tool.
- 6 In building cabinets with power tools, lay out the cutting job before you order the lumber.

American Builder to Repeat NATIONAL HOME WEEK CONTEST IN 1952

RESPONSE to the 1951 National Home Week Contest sponsored by *American Builder* was so enthusiastic that the contest, with some slight changes in the rules, and possibly different types of awards, will be repeated this year.

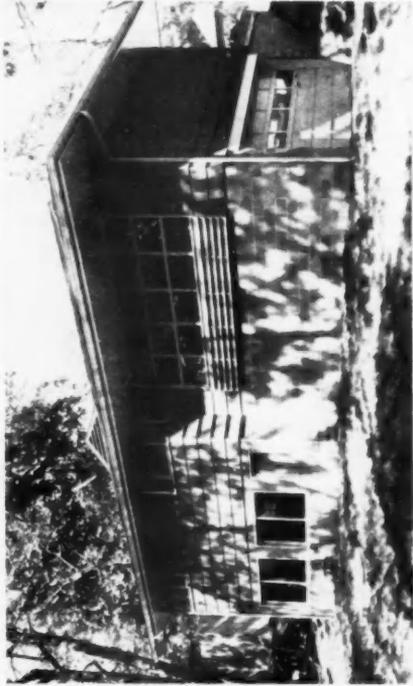
Last year's contestants will recall that there were two competitions, one for local chapters of the National Association of Home Builders, and one for individual retail lumber and building materials dealers in places where there is no formal organization of the home building industry. The 1952 contest will include these two classes of competitors again.

To give smaller chapters and retail lumber dealers in small communities equal opportunities to win awards, both types of entrants were divided into groups, with awards to the winner in each group. Local chapters were divided into four groups depending on chapter membership. Retail lumber dealer competition was divided into groups depending on the size of the community in which the retail operation was located. These classifications again will prevail, with the judges reserving the right to withdraw any entry from the class in which it normally falls, provided that in their judgment there are circumstances which warrant judging the given entry outside of a classification. This was done in 1951 in the case of the Long Island Home Builders Institute. This association had both advantages not available to other chapters in its class, and handicaps which did not confront other chapters. As a result, the judges withdrew the Long Island entry from Group 1, and gave it an unclassified first award.

The rules committee for the 1952 contest is at work, and within the next several weeks copies of the revised rules will be sent to all local chapters of the National Association of Home Builders, to the National Retail Lumber Dealers Association and its associated regional associations, and to the National Association of Real Estate Boards.

It is expected that this year will see a greatly increased number of entries in all classes of both competitions.

AMERICAN BUILDER BLUEPRINT HOUSE



A Sloping Lot Offers Many Advantages

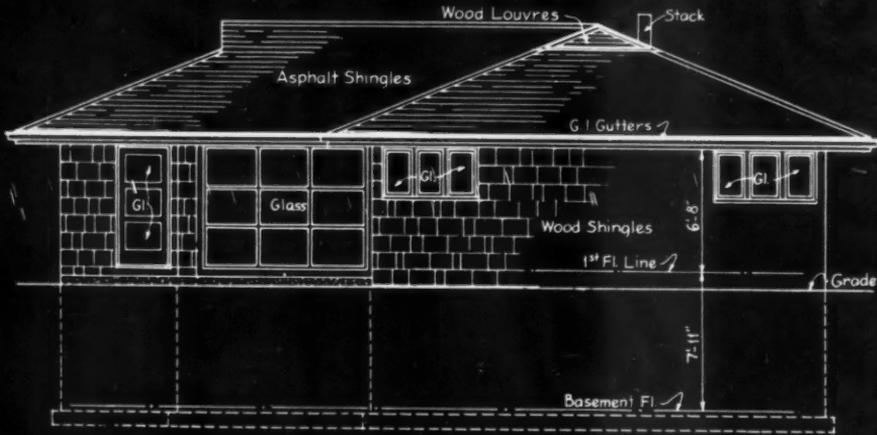
*Designed and built by
Bob Burns Construction Co.,
Des Moines, Iowa*

BUILDING on a steep lot with the average level below the street line offers space opportunities within the house that are not available on many other sites.

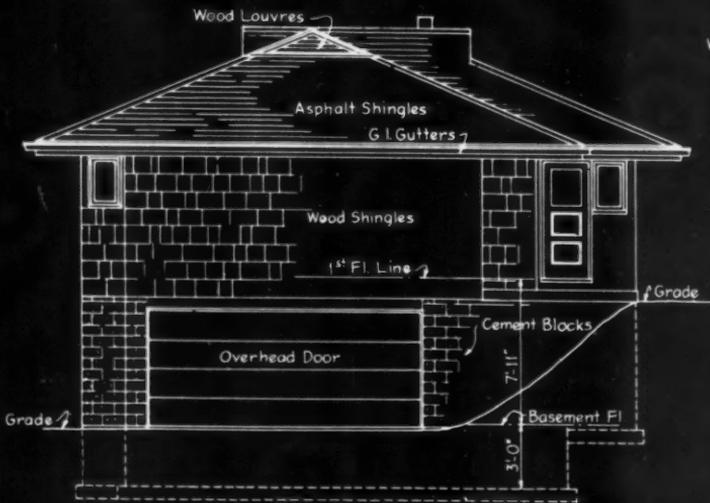
This month's blueprint house, from the street, appears to be a normal one-story, but from the rear, due to the drop in grade, another entire floor level is available. The main floor contains 1,150 square feet of living area with an equal amount of space on the lower level. At least 50 per cent of this space is lighted by full height windows. A door from recreation room leads directly to rear yard. Cost of house, including a 72x120 foot lot is \$20,700.

Above the foundation line the house is frame. The wall facing is pre-dipped shingle shakes. Large fixed windows are custom-built with hinged louvers in lower portion for ventilation. Roof of house is covered with thick butt asphalt shingles.

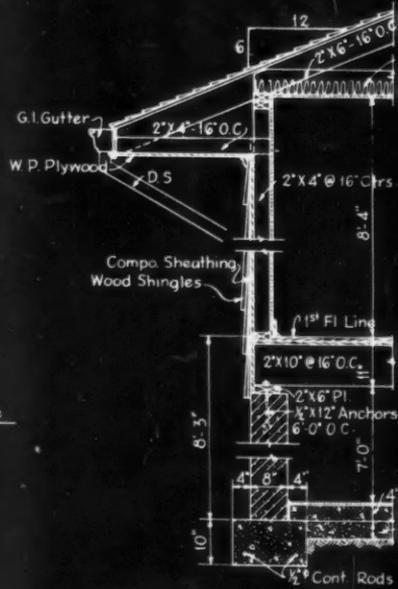




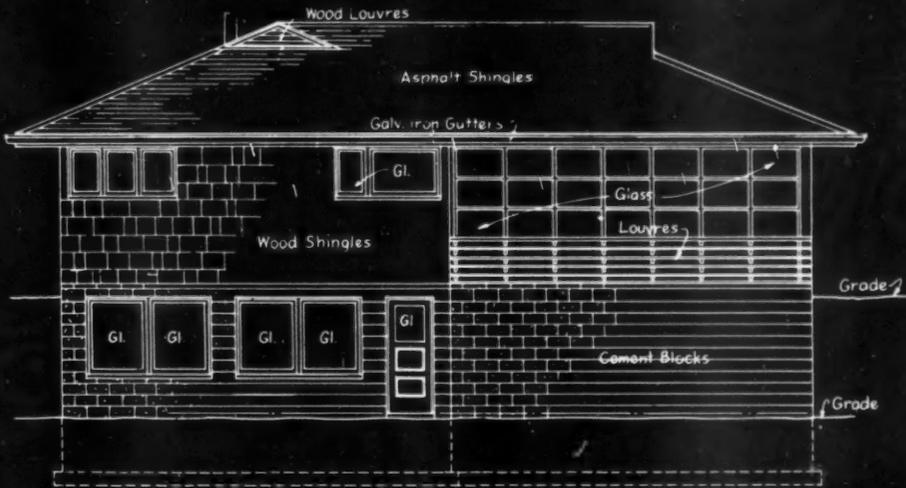
FRONT ELEVATION



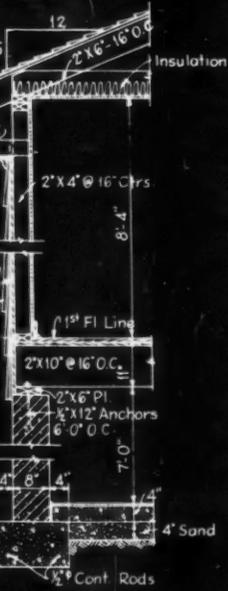
LEFT SIDE ELEVATION



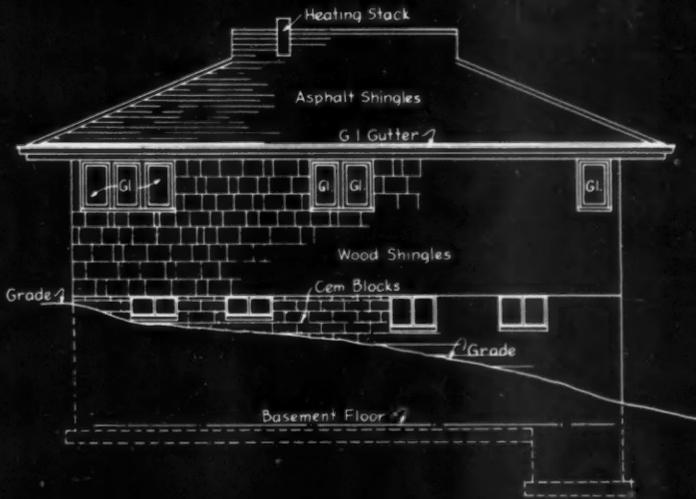
WALL SECTION
Scale $\frac{3}{8}$ " = 1'-0"



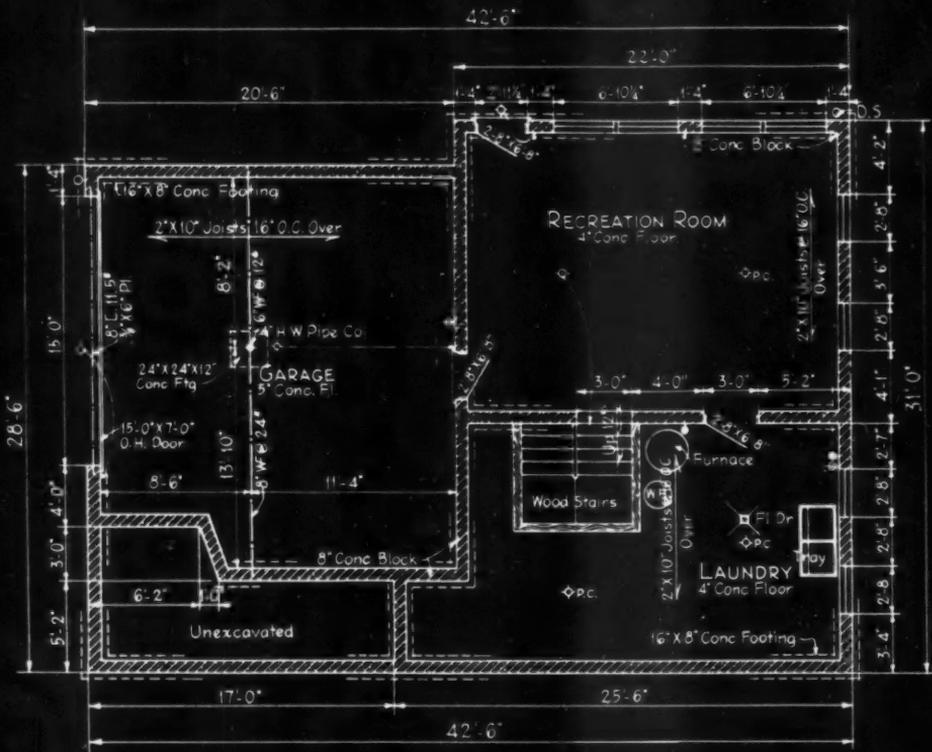
REAR ELEVATION



SECTION
1'-0"

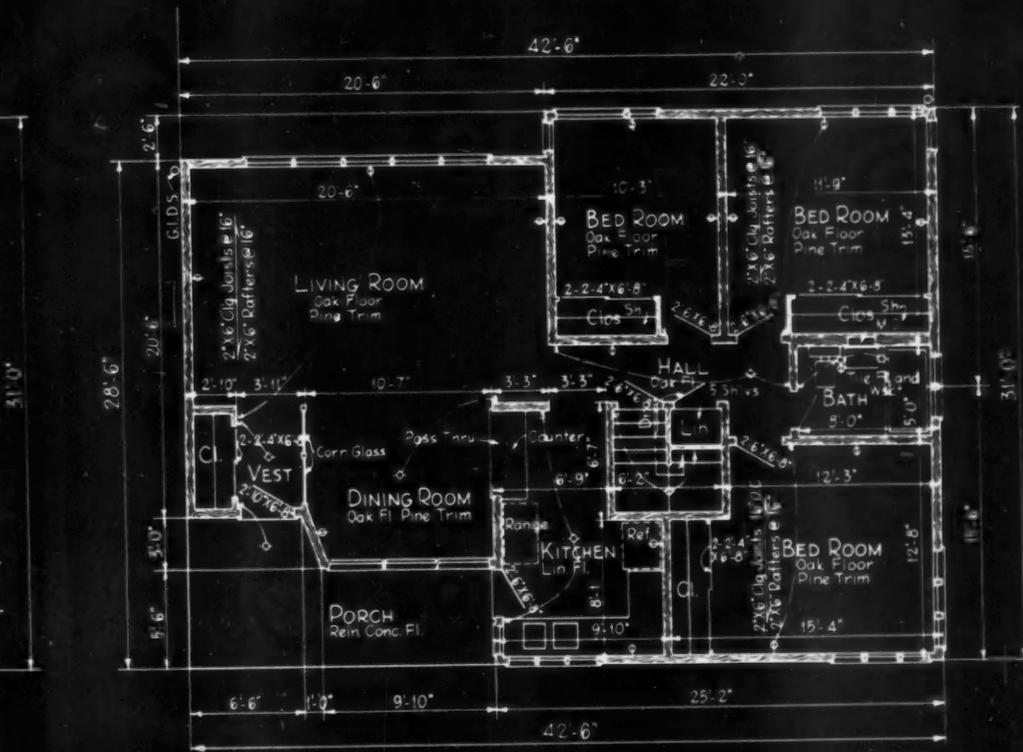


RIGHT SIDE ELEVATION



BASEMENT PLAN

Scale $\frac{1}{8}'' = 1'-0''$



FIRST FLOOR PLAN

Scale 1/8" = 1'-0"

DESIGN NO. A B 179
 AMERICAN BUILDER BLUE PRINT SERIES
 Designed By
 Bob Burns Construction Company
 900 - 59th Street Des Moines, Iowa
 Simmons Boardman Pub. Corp. 79 W. Monroe St. Chicago 3, Ill.

Quantity List of Materials

For American Builder Blueprint House No. AB 179

Bob Burns Construction Company, Designer

General Information

House — Type	Frame
Area	1,162 sq. ft.
Cube	22,078 cu. ft.
Height taken for cube was 19 feet	
Garage — Area	560 sq. ft.
Cube	Included in house
Porch — Area	112 sq. ft.

Excavating

Trench for foundation	73 lin. ft.
Chimney and column footings	1 — 2'x2'x1'2"
Excavation for basement	210 cu. yds.

Cement Work

Foundations (footings only)	154 cu. ft.
Concrete work	1,000 sq. ft.
Thickness	4 in.
Porch	112 sq. ft. reinf.
Anchor Bolts	50 — 1/2"x12"
Miscellaneous	310 lin. ft. 1/2" reinf. rod

Masonry

Type	conc. block
Walls	1,400 sq. ft. of 8" conc. block
Windows sills	conc. in conc. block
Flue lining	20' Transite flue

Iron Work

Structural	582 lbs.
Lally columns	1 — 4"

Millwork

Windows — Type	casement and fixed
Windows Glazed including trim	18 — 14"x28" 1 lt. casement
.....	1 — 40"x28" fixed
.....	1 — 21 lt. 30"x18" fixed with louver
.....	1 — 9 lt. 32"x24" fixed
.....	4 — 34"x44" casement
.....	2 — 2 lt. 12"x12" basement casements
.....	2 — 2 lt. 12"x10" basement casements
Exterior Doors	1 — 2'10"x6'8"
.....	1 — 2'6"x6'8"
.....	1 — 2'8"x6'8"
Garage Door — upward swinging	1 — 15'x7'
Exterior millwork	Louvers — 3 peak head
Interior doors including jambs and trim	8 — 2'4"x6'8"
.....	5 — 2'6"x6'8"
.....	2 — 2'8"x6'8"
Special interior millwork	Carpenter built stairs, kitchen cabinets, counter between kitchen and dining room, wardrobe fronts, linen cabinet

Carpentry

Foundation plates	14 pc — 2"x 6" — 16'
Joists	18 — 2"x10" — 18'
.....	21 — 2"x10" — 16'
.....	15 — 2"x10" — 22'
Bridging	325 lin. ft.
Studding and plates	60 — 2"x 4" — 12'
.....	184 — 2"x 4" — 8'
.....	18 — 2"x 4" — 16'
Ceiling joist	36 — 2"x 6" — 16'
.....	10 — 2"x 6" — 24'
.....	7 — 2"x 6" — 22'
.....	17 — 2"x 4" — 10'
Roof rafters	6 — 2"x 8" — 22'
.....	123 — 2"x 6" — 16'
.....	37 — 2"x 4" — 10'
Framing lintels	3 — 2"x12" — 20'
.....	5 — 2"x 8" — 10'
Subfloor	1,450 b.f.
Roof sheathing	2,000 b.f.
Side wall sheathing	940 sq. ft. compo sheathing
Side wall materials	10 squares wood shingles
Carpenter stairs	12 — 2"x10" — 3'
.....	4 — 2"x12" — 18'
.....	11 — 1"x 8" — 3'
.....	3 — 2"x 6" — 7'
.....	24 b.f. 1" — 4' fir floor
Flooring — Hardwood	870 sq. ft. area to cover
Softwood	108 sq. ft. area to cover
Exterior Material — Soffits	475 sq. ft. waterproof plywood
Eaves and Porches	included in above
Insulation	1,162 sq. ft.

Rain Conduction

Gutters	172 lin. ft. moulded gutter
Downspouts	70 lin. ft.
Fishing	vent on gas heater

Roofing

Type: asphalt shingles	Area — 16.5 squares
------------------------------	---------------------

Interior Walls

Area to be covered	3,000 sq. ft.
.....	Tile floor and wall in bathroom

● 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.

Here are SIX simple ways

for you to cut costs



Wallace Johnson, Memphis builder, gives you the percentages of the savings he effects in his building operations



1 30-60 PER CENT—Using a centrally located precut operation Johnson saves thirty per cent over a site power tool operation and sixty per cent over a hand tool operation. "In other words," stated Johnson, "we can cut one of our codes (code H—openings, studs, corners and tees) for \$1.75 labor cost in the shop against \$8.75 if it were done with hand tools on the job."



2 ONE PER CENT—This Memphis builder figures about one per cent saving by using trailers to haul materials instead of trucking and dumping on the ground. In round numbers the savings amount to \$90 per house. The advantages as stated by the builder are not easily determined



3 75 PER CENT—Power trenching in which footings and trenches for gas, sewer, and water lines are dug save 75 per cent in labor cost when compared with using hand labor, was a statement of George Young, vice president in charge of construction



MAKING miter cut on mantel board. All trim primed before cutting. Package for each house is tied, marked and delivered by truck



TWO MEN assemble sliding doors for wardrobes. One spreads glue on stiles, starts nails. Second man puts cabinet together, sets nails. Avoids making one man handle glue pot, nails and two stiles



STAPLING plywood to wardrobe frames. Three rows of staples six inches apart go in faster than 60 a minute by hitting Spotnailer stapler with rubber mallet. No countersinking necessary



How specialized crews and power equipment solved cost problems

COPING with extremely rough terrain, and fighting to save fractions of a cent in unit costs, Coronet Construction Co., North Hollywood, California, did most of the work on a recent development with its own 16 highly specialized crews and the use of as much power equipment as could be assembled in a job site fabrication compound.

The result was that the first 278 homes of the 800-home development, priced from \$15,005 to \$15,270, were sold out within three days after completion. People slept in their cars the night before the opening to get places well up in the line.

The first problem was to grade the site, located in the foothills of the San

Gabriel mountains overlooking Pasadena. This was accomplished with a formidable array of company-owned grading and excavating machinery. Here is the list:

- 1 D-S Caterpillar Earthmover and Carryall
- 1 Adams Motor Patrol (for heavy grading)
- 2 Huber Graders
- 1 Ferguson Tractor
- 1 GMS Water Tanker
- A fleet of Chevrolet and GMC trucks

So sharp were some of the grades even after the terrain had been leveled as much as practicable that it was necessary to build concrete re-

taining walls between nearly every home. The amount of concrete for this purpose and for the floor slabs, plus the cost of hauling concrete up the foothills to the job site, made it economical for the ready mix concrete firm to build a special ready mix plant on the job.

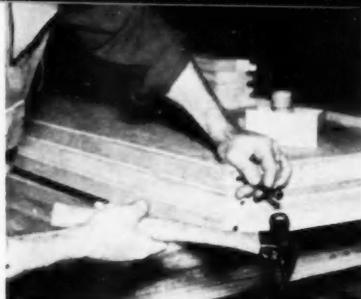
SPECIALIZED CREWS

To keep the work flowing smoothly without bottlenecks or costly delays 16 specialized concrete, carpenter, plaster and paint crews were carefully manned, trained and located. Following is a list of the crews and the work they did.

1. Construct forms for retaining walls
2. Pour retaining walls
3. Place forms for floor slabs. A set of forms was designed for each of the five floor plans used. This same crew stripped forms and cleaned and oiled them after each use.
4. Layout crews placed base plates
5. Framing crews erected walls up to top plates
6. Install fire-blocking and bracing
7. Install ceiling joists
8. Rafter crews. These crews included a specialist who stayed on the ground and cut and notched rafters with a Speedmatic. Each specialist cut for several carpenters, and had a laborer to bring the stock to



AIR VIEW of tract literally on mountain side indicates grading difficulties



DRIVING 3/8-inch nickel plated thumb tacks (one at each end) in groove at bottom of wardrobe door to facilitate sliding. Doors slide on hardwood guides pressed in slots



TEMPLATE is tacked to edge of door to rout out for butts



ELECTRIC screwdriver (Van Dorn) attaches butts. Foreman estimates 45-minute saving compared with ratchet type screwdriver

- him and then hand it to the men on the roof.
9. Apply roof sheathing
 10. Trim edges of rafters and apply fascia board
 11. Redwood crews. Because of the great quantity of redwood used both for decorative purposes and as structural members, these special crews did nothing but apply redwood.
 12. Apply shingles
 13. Install primed window and door frames
 14. Plastering
 15. Install trim, cabinets, doors, windows and other finish work
 16. Exterior painting
 17. Interior painting
 18. Paperhanging

All framing lumber except studs was delivered directly from the lumber yard to the location of the house on which it was to be used. Careful scheduling of deliveries from the lumber yard and upside-down loading minimized handling at the job site and kept the crews busy without interruption. Studs were delivered to the fabrication compound and cut to length with three power saws. Cutting orders were delivered to the compound each morning, and as the studs for a given house were cut, they were tied together, marked and delivered to the site.

Millwork and Trim

A small mill was set up in the fabrication compound for making wardrobe cabinets and mantels, and for cutting and mitering trim. Equipment in this mill included:

- 2 Rogers table saws
- 1 Walker-Turner table saw
- 1 Davis & Wells table saw
- 1 Rogers shaper

- 1 Craftsman jointer
- 1 Shopsmith bandsaw
- 2 DeWalt cut-off saws
- 2 Porter-Cable belt sanders

Control of Hand Tools

The company has developed a simple, effective method to eliminate the loss of hand tools. As each carpenter comes to work in the morning he is given a brass check with a number on it. When the carpenter gets to the house on which he is going to work, he nails the hand tool truck, if he is supposed to use a hand tool. He gives the brass check to the driver in exchange for the tool. At quitting time the truck makes the rounds, picks up the hand tools, and returns the check. The worker has to give the check to the timekeeper in order to get credit for his day's work. The system is used for handsaws and other carpenter tools as well as for picks and shovels used by laborers.



FASTENING partition plate to concrete floor with Drive-It. Avoids costly guessing about where bolt should go, placing in wet concrete, and finishing around by hand. Drive-It uses 3/8-inch case-hardened bolts, sinks two inches in concrete, costs 27 cents a shot, fires about 100 in an hour



FLOATING and finishing floor slab. Whiteman Model J machine weighs 105 pounds, has small trowel diameter for operation on small crowded areas and around obstructions. For small contractor



READY MIX plant specially set up on job site for this development to save costly trucking of concrete up mountain side

They Stood in Line To Buy Them



SELLING 278 homes within three days of their completion in the buyers' market of 1951, and actually getting people to sleep in their cars on the night preceding the opening in order to be among the first in line was the experience of Coronet Construction Co., North Hollywood, California.

All 800 of the homes included in the full development located in the foothills overlooking Pasadena, were sold before the end of the year. The success of the project was due to three factors. These are:

1. **A lot of home for the money.** (See the accompanying article on how costs were shaved by specialized work crews, subdivision of work and effective use of power tools and machinery).
2. **Unusual design and color treatment.** Architect Edward H. Fickett, Los Angeles, created five basic conservative-modern floor plans with such a variety of exteriors that a flavor of individuality was given to each house. Numerous combinations of exterior materials, structural variations and unique placement of garages together with a wide range of color applications were used.

3. **Location.** Lying in the foothills of the San Gabriel mountains high above nearby Pasadena, each house has a superb mountain or valley view.

Priced at \$15,005 and \$15,270, all of the houses contain approximately 1300 square feet. Most of them were sold to veterans at \$1300 to \$1400 down and \$85 a month including taxes, principal and interest. A few of the houses are finished with stucco, but most employ wood in one or more forms. These include wood shingles, horizontal siding, vertical siding, boards and 1x2 batts, and boards and batts using 10-inch boards staggered.

Most of the houses have wide overhangs, but where an overhang would interfere with a view it is omitted. Redwood was used liberally for embellishment. Garages were placed at almost every conceivable angle, and frequently the exterior treatment differed from that of the house. Nearly all garages have sides or fronts embellished with applique of some sort. Shingle roofs are interspersed with built-up roofs employing different colored granules. Numerous basic colors were used, and these were related to trim colors and to roof colors.

Garages often were used as entry spaces by placing them directly in front of a house. In such cases they were usually tied to the house with open framing or egg-crate. Frequently a grape-stake fence divides the space between the garage door and entrance door to the house.

Architect Fickett attached a "shed" to the front of the house or to the garage in some models. Some of these appear at first glance to be an after-thought that was just hooked on, but a little further study justifies them as unobjectionable devices for gaining interior space and



getting a little more variation in exterior appearance.

Floors are 12-inch parquet except for linoleum in bathrooms and kitchens. All models have a 4x6 window overlooking a garden. Concrete lanai 8x27 feet permits outdoor dining. Every house has a full bath and a three-quarter bath. Kitchens have double sinks with ceramic tile drains. The purchase price includes a lawn.

BRAND NAME PRODUCTS USED

Holly wall heaters	Fermabilt steel bathroom cabinets
Schlage locks	Bridgeport Brass sink
USG plaster	strainers
Tavern garage door hardware	Certain-lead building paper
Waste King disposal units	Circle F outlet receptacles
Insinkerator disposal units	Zonalite plaster aggregate
Leviton wall plates	USG plaster lath



AMERICAN BUILDER



REPORT
7
 POWER
 TOOLS

Crane is shown in action dumping slag fill into foundations. Magnet, $\frac{3}{4}$ yard clamshell, $\frac{1}{2}$ yard trash bucket, orange peel catch basin bucket, 3-tine grapple, or forked grab can be attachable

Starting with Raw Land? Check Your Power Equipment

POWER tools are the heart and liver of a development in which the builder must cope with the problems of starting with raw land, and must also free himself as much as possible from the delays which come with subcontracting.

Such an operation as this is Precision Housing Corporation's "Ridgewood Park," a 198-acre subdivision

which is being developed from raw land in Parma Heights on the west edge of Cleveland, eight miles from the Public Square. Here the Corporation is offering well-designed and well-built ranch-type houses with three bedrooms, attached garage, radiant heat, at present prices of around \$16,000. Sale prices have been upped \$500 by a recent labor

cost rise in the Cleveland area.

Precision Housing subcontracts only for electrical, plumbing and steam fitting work; the rest is done by the company's own year-round crew of 100 men using a full range of power tools. The company's motto is "Quality at the Lowest Cost," and the "precision" in its name also suggests its program of engineered



IN CUTTING ROOM, two DeWalt table saws, of 220 volts, carry the work load. Lumber for each house is cut, loaded neatly on a trailer and bound with steel tape by means of ratchet and steel binder. This package is then delivered to the individual site



RABBETING AND DADOING with a Delta table saw, and a joiner for straightening, are indispensable tools for Precision's cabinet making. Boards for cabinets are bought precut



ELECTRIC ROUTER (left) with butt templet and planer being used to hang doors

construction, using the latest improvements in tooling to do the job, whatever that job is. The company takes it for granted that doing the job the best way—which means using the right tools—saves on costs in the end and makes possible more house for the money. Some \$70,000 has been invested in power tools, as follows:

Earth-moving machinery includes 3 bulldozers, 1 trencher, 2 tractors with power winches, small dozers with winch or crane	\$35,000
General hauling and materials handling tractors with winch and crane, 1 Hydrocrane for heavy handling	\$25,000
Small power tools Portable saws, table saws, planers, routers, generators, drills, stapling hammers and other tools	\$10,000

The cutting shop in Precision's operation is located strategically on the tract to cut down on hauling time and cost. It is included within a working unit of sheds and buildings which house the engineer's office, machines

not in use, tools not on the job, truss jigs, and storage for lumber, garage doors, etc.

Ridgewood Park is laid out skilfully in line with the best principles of residential land use and is FHA-insured. Curvilinear streets, a variety of elevations and orientation, and different colors for exteriors help to establish individuality. The attached garages free the land pleasingly from a cluttered appearance. Lots are generous (about 7,500 square feet, with at least 60-foot frontage). Almost twelve acres of natural park land are being left through the center of the tract, and this helps to give distinction to this residential area. Some apartments are included in the project, but no shopping center. The company has been producing 150 houses a year in Ridgewood Park, has won national recognition for the value it is giving for the money. The whole group of buildings is securely fenced.

When completed, Ridgewood Park will include some 800 houses, about half of which have been built so far. Head of this big program is Maurice J. Fishman.



INSULATING BOARD is cut by Skilsaws powered by generators taken to the job



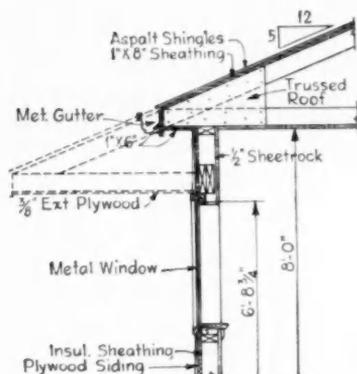
TRUSS SHED, adjacent to the cutting shop, receives cut lumber from the shop, makes it up on jigs

STAPLING HAMMER is used to save time in applying sidewall shingles. A larger and heavier stapling hammer is used for applying roof shingles



AMERICAN BUILDER

LATEST MODELS in Ridgewood Park feature horizontal sliding windows in bedrooms. Designer of these houses was Donald Kromer, son of Fred H. Kromer, vice president of the company



CORNICE DETAIL

11,000 SQUARE FEET, including garage, for \$15,000-\$16,000. Kitchens include electric garbage disposers. Kitchen cabinets are built in the company's own shop from precut boards. Birch doors. Plastic tile around tub recess. The house is fully insulated and weather stripped



SLAB FOUNDATION encloses pipes for radiant heat. After footing and foundation wall are poured, slag fill is poured in and leveled off. A dampproof asphalt paper is laid over the slag, and the heating pipes are laid on top of the asphalt paper. After testing the pipes, the foundation is covered with reinforcing mesh, the sill is bolted and the concrete is poured. Using a trencher makes possible pouring footing without forms.

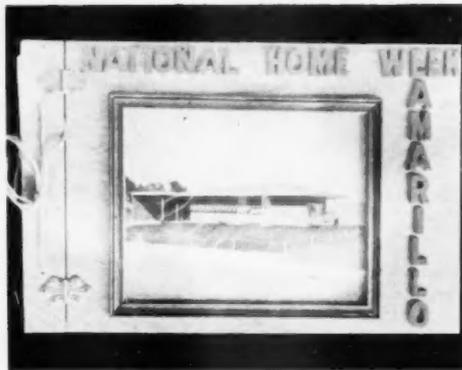


BOILER, hot water heater and laundry tub located in the garage. Storage space above garage is reached by a disappearing stairway



TYPICAL PLAN for a Ridgewood Park House

Novel Entries Like These Sparked National Home Week Contest



THE Arkansas Home Builders Association literally showed "the shape the state is in" in this 19x16 1/4-inch booklet detailing its observance of 1951 NATIONAL HOME WEEK for the *American Builder* contest.

This was the first Home Week promotion for the Arkansans (the group was organized in January, 1951) and although they didn't win an award, their entry came up for much favorable comment.

Main events of the Week's celebration were the Greater Little Rock Home Show and open house for 10 model homes in the area. Excellent cooperation from the press, local businesses and civic organizations, helped bring out good crowds for both features.

Approximately 20,000 persons visited the 72-exhibit home show in the big Arkansas Livestock Coliseum. Special features included an exhibition of miniatures of famous homes and a number of attractive prizes.

HARTFORD Honorable Mention Group II (100 to 249 members)

In their third annual observance of the Week, builder-members of the Home Builders Association of Hartford County (Conn.) exhibited 37 model homes, 32 of which sold during the week for \$514,800. Another 18 were sold by builders who didn't take part in the exhibition.

Special Home Week sections were published by three newspapers in the area and were given much of the credit for getting the people out to the homes. Around 5,000 turned out for the opening Sunday.



Plan Now for '52 Home Week

Start early and get maximum benefit from the construction industry's greatest merchandising and public relations "natural"—National Home Week. Builders and dealers in cities of all sizes can profit by tying-in with the nation-wide publicity and advertising which promote the big annual event.

See *American Builder* (January, February and March 1952) for stories of how builder associations and individual lumber dealers staged prize-winning demonstrations in 1951. Also see announcement of *American Builder's* 1952 National Home Week Contest in this issue.

ONE of the outstanding presentations in *American Builder's* 1951 NATIONAL HOME WEEK contest was this entry of the Texas Panhandle Home Builders Association, Amarillo, with its plywood cover and back, raised leather lettering and framed color photograph of the group's "Blue Ribbon House."

Highlight of the Home Week promotion, the house was the prize-winning design by Amarillo architect Robert Hucker in a contest sponsored last spring by TPHBA and the Amarillo chapter of the American Institute of Architects. It was built for the association by Troy Jones, a past president of the Texas Association of Home Builders.

During the Week more than 1,200 persons paid 35 cents each to inspect the model home. Proceeds went to the Cerebral Palsy building fund.

The Panhandle group won honorable mention in Group III (50 to 99 members).

SPOKANE Honorable Mention Group II

More than 27,000 persons visited the Spokane, Wash., "Home Builders Home for 1952" during last year's Home Week. Eleven other model homes also drew large crowds.

Sales resulting directly from display of the homes amounted to \$400,000.

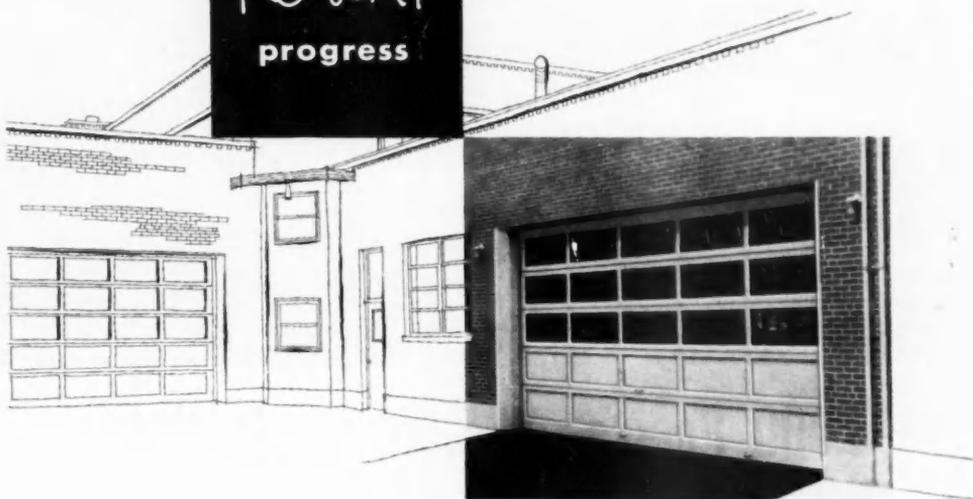
The "Home Builder Home" was built from a design which won a prize in a national competition for Bruce Walker, Spokane architect. The Home Builders Association of Spokane sponsored construction and exhibition of the home.

(More Honorable Mentions page 164)

AMERICAN BUILDER

RO-WAY

progress



goes hand-in-hand with automotive progress

New models, new features, new engineering achievements in Ro-Way Overhead Type Garage Doors have constantly gone hand-in-hand with the progress of the automotive industry. Today's Ro-Way Doors for the garages that house America's cars, trucks and buses are as advanced as the vehicles themselves.

Continuing the advanced engineering that developed Power-Metered springs, Friction-Reducing track, and Double-Thick Tread rollers, Ro-Way now offers two outstanding new features—

- 1 **TAPER-TITE CLOSURE**—Vertical tracks taper away from jambs at an angle of $\frac{1}{4}$ " per door section. In "down" position, door is snug-tight against the weather.
- 2 **SEAL-A-MATIC HINGES**—of graduated height, guide the closing door tightly against side and head jambs. On opening, hinges instantly free the door from jambs to provide easy, frictionless operation.

No other overhead type door offers so much. That's why so many architects, builders and owners look to Ro-Way for the most advanced garage door engineering ... for commercial, industrial and residential installations.

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



ROWE MANUFACTURING CO., 703 Holton St., Galesburg, Ill.

there's a Ro-Way for every Doorway!



"25,000 People out here on Sunday..."

"G-E Year 'Round Air Conditioning in our \$12,500 homes caused tremendous opening March 23. Other builders showing great interest in this development. Public interest so good it's hard to believe."

Laughlin & Silver, Lewis & Lamberth, Builders, Dallas, Texas

AMAZING SUCCESS STORIES like this will be repeated more and more often all over the country. Reason: General Electric has found the way to offer architects and builders summer cooling for the homes they build...at *low cost*. It's the year 'round comfort more and more home buyers will demand.

NO EXTRA COST TO BUILDERS! Buyers pay only a few dollars per month extra over the cost of a warm air heating system alone when cost is included in a long-term mortgage. Builders all over the country have proved that homes equipped with G-E Air Conditioning *sell faster!*

FLEXIBLE INSTALLATION. Any size home you build, no matter what the price range, can be equipped with G-E Home Air Conditioning. It can be installed in homes with and without basements with the famous G-E *Air-Wall System*, using for heating the new gas-fired Downflow or Horizontal Furnaces, or standard G-E gas- or oil-fired furnaces.

BUILDERS! ARCHITECTS! Your reputation for quality can grow because your customers will have these dependable G-E comfort benefits:

- ★ Summer cooling
- ★ Automatic comfort
- ★ Winter heating
- ★ Quiet, clean comfort
- ★ Dehumidification

You can put your confidence in—

GENERAL  ELECTRIC



LITERALLY "BUILT AROUND" the G-E Home Air Conditioning System, this is one of the plans of 210 new homes in East Ridge Park, Dallas, Texas. Note the small space required by the compact G-E Furnace and Home Air Conditioner.



SMALL HOME REVOLUTION is pointed out in new home by John B. Lowe, President of G-E's wholesaler in Dallas, Texas Distributors, Inc. Architect for homes was George M. Marble; Builders, Lewis & Lamberth and Laughlin & Silver.

FREE

General Electric Co.
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Please send me **FREE** information on G-E Year 'Round Air Conditioning.

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AMERICAN BUILDER

The internal construction of ATLAS FLUSH DOORS

means
lasting beauty and
lasting strength

The exterior beauty of an Atlas Flush Door rests not alone on the simplicity of its lines and the superior quality of its surface panels . . . Its engineered, internal construction is a major factor that assures permanently fine appearance.

Whatever you choose for surface panels — Northern Hardwoods, Southern Gum, Western Fir or rarer imported woods: Avodire, Mahogany, Prima Vera and the like—the principles of construction remain the same.

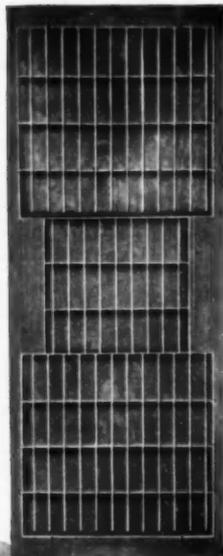
There is an Atlas Flush Door to fit every architectural scheme and every budget. If the door is to be painted, less expensive paint grade veneers are available. Similarly, stains on gum offer a choice of Mahogany, Walnut and other "furniture" finishes—with economy.

Every Atlas Flush Door is the product of a single, wholly integrated organization. From standing tree to completed door, there is one standard of control and inspection — one responsibility. We'd like you to know more about Atlas Hollow Core and Solid Core Flush Doors. For illustrated literature, kindly address your request to Department 67.



SOLID CORE

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 kiln-dried frame. Lock blocks on both sides permit the door to be hung from either right or left.



HOLLOW CORE

In the Atlas Hollow Core Flush Door, kiln-dried soft wood 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 White Fir or Ponderosa 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 counter-balance the pull of the final exterior finish.



18 MANUFACTURING PLANTS

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Crescent City, Cal.	Munising, Mich.
Laurel, Del.	Goldsboro, N. C. (2)
Brunswick, Ga.	Plymouth, N. C.
Houlton, Me.	Klamath Falls, Ore. (2)
Greenville, Me.	Portland, Ore.
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PANEL AND DOOR DIVISION
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PLYWOOD CORPORATION

24 SALES OFFICES AND WAREHOUSES

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Denver, Colo.	Tulsa, Okla.
Chicago, Ill.	Portland, Ore.
Evansville, Ind.	Pittsburgh, Pa.
Detroit, Mich.	Corpus Christi, Tex.
Gladstone, Mich.	Houston, Tex.
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MAY 1952

WADSWORTH HOMES ARE NOT "PRE-FABS"!



**They Are Conventionally Built — For Builders! —
From Full Dimension Materials Of First Quality
And By Skilled Union Craftsmen. They Can Help You
Build And Deliver More And Better Homes Each Year!**

There is a tendency among the home buying public and the builders alike to look upon *any* house that is not built completely on the site as a "pre-fabricated house." There are many builders of pre-fabricated homes who do deliver products of good quality. But, Wadsworth Homes are *not* "pre-fabs."

Wadsworth Homes Are "Pre-Built!"

A Wadsworth Home is built for builders, according to conventional methods. The one single difference is that the work of building is done in our factory and not at the site. We employ the modular system of design and construction.

What Pre-Building Means To You

By building a home section by section in our factory, we can maintain greater accuracy and better control of materials. These pre-built sections delivered to your building site mean that your crews can go right to work erecting the building. A 5-man crew can rough in a standard 28' x 32' house in just one day.

Wadsworth Homes Are Gaining Favor

In city after city, home buyers, home builders and leading lending agencies have come to know a Wadsworth Home as a *quality* home. Buyers get more for their money in a Wadsworth Home. Builders can build more homes using our method, and they can

build the year 'round. Banks, building and loan associations and other financing institutions accept Wadsworth Homes readily as a good investment.

Learn The Difference And Profit!

We invite you to learn more about Wadsworth Homes and this new method of building. Get our new FREE BOOK "30 Reasons Why Wadsworth Homes Are Not Pre-Fabs." It shows you how Wadsworth gives you all the economy advantages of pre-fabrication plus the quality advantages of conventional building methods. For complete details, write to us today on your letterhead and a factory representative will call on you.

BUILT FOR YOUR BUILDER... FOR YOU

W

Wadsworth

HOMES, INC.
2949 Chrysler Road

FAIRFAX INDUSTRIAL DISTRICT OF KANSAS CITY

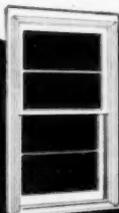
BILT-WELL SUPERIOR unit wood window

Thousands of home owners know the warmth and comfort provided by Superior Windows! And . . . Bilt-Well's exclusive* "flexible" jamb-liner makes the difference! It has meant for them not only complete weathertightness, but also ease of window operation as well. For this patented jamb-liner, exclusively Superior's outstanding feature, eliminates window sticking, leaking, rattling, and provides snug fitting windows at all times. Recommend Bilt-Well Superior Windows to your customers for year round satisfaction.

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Build Well
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- Superior Unit Wood Windows •
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- Basement Unit Windows • Shutters •
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- Corner China Cabinets • Ironing Board Cabinets
- Mantels • Telephone Cabinets • Stair Parts

*Takes care of sash
expansion and contraction

See our products in Sweets Ar-
chitectural & Builders Catalogs
pages 248 / CA and 17C / CA



Builder Beckenstein, left, examines Electronic Weather-aster with Honeywell salesman Bob DeWitt

"I tried Electronic Moduflow in 24 homes— and had to put it in 75 more!"

says Louis Beckenstein, Builder, Hartford, Connecticut

"In line with the policy we adopted for Green Acres, Inc.—the finest kind of ranch home at a reasonable price—we naturally wanted to use the very best heating control on the market, Honeywell's Electronic Moduflow.

"But we'd planned the cost of the homes so carefully we weren't sure our prospective owners would go for even the small additional expense involved.

"So, in our first group of 24 houses, we decided to make Honeywell Electronic Moduflow optional—along with several other 'extras.'

"As it turned out, some buyers wanted some extras, others different ones. But after we'd explained how they'd enjoy truly superior comfort, all 24 ordered Electronic Moduflow.

"This sure taught me that people really do care about comfort, that they're more eager to buy when you can promise them the finest. You can bet I took my cue from that.

"I guess it's not hard to see why I *had* to put Honeywell Electronic Moduflow in the 75 additional houses I had under way, and why I've ordered Electronic Moduflow for the next 50 on my building schedule."



Another Plus-Profit
Idea from Honeywell!

"Why Electronic Moduflow can make your homes easier to sell"

"As I learned at Green Acres, every prospect is comfort conscious—whether he knows it or not. And you can make this fact work to your advantage if you'll only give it half a chance.

"I've noticed a buyer becomes a whole lot more interested when you explain that in *this* house he'll be more comfortable—even in the worst winter weather—than he's ever been before.

"And when you show a house that's equipped with Honeywell *electronic* temperature controls, if your prospect is interested in buying at all, you're a lot further along with your sale.

"That's why I say the plus value offered by Honeywell Electronic Moduflow can make your houses easier to sell."

What owners say:



Harry A. Cross, Jr., 51 Mapleside Drive, Wethersfield, Connecticut.

"If you'd ask me why I think Electronic Moduflow is the best comfort control on the market, I'd point to the Weathercaster mounted outside our front door. It's the best idea for beating the weather I've ever heard of."



Joseph Clancy, 77 Mapleside Drive, Wethersfield, Conn.

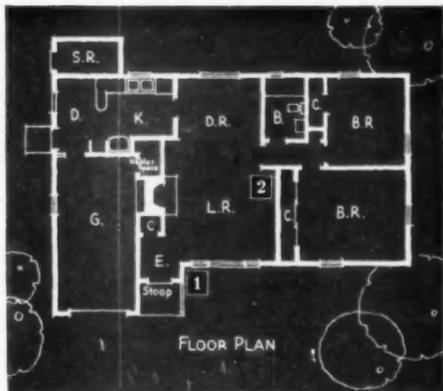
"Until we'd spent a winter in our 'Moduflow' home, I had no idea temperature controls could make such a difference in our comfort. Mark me down as a man who's convinced that Honeywell's Electronic Moduflow is the finest system going."

See your local Honeywell office—or send for more information

MINNEAPOLIS
Honeywell



First in Controls



Shown above is the floor plan of one of Green Acres' radiant floor panel Electronic Moduflow homes. Sensing elements of this system, as numbered on the floor plan, are: 1) the *Electronic Weathercaster*, which detects shifts in the outside temperature and resets the indoor thermostat to provide for weather changes; 2) the *Indoor Thermostat*, which the home owner sets at the comfort level that suits him best.



To date Green Acres, Inc., has built 99 Electronic Moduflow homes similar to this. And business is so good they're going ahead with 50 more. The 5-room ranch style house was designed by Hartford architect Irving W. Rutherford.

MINNEAPOLIS-HONEYWELL REGULATOR CO.

Dept. AB-5-77, 4th Avenue South
Minneapolis 8, Minnesota

Gentlemen: Please send me more facts on your new Electronic Moduflow system for homes.

Name _____

Firm Name _____

Address _____

City _____ Zone _____ State _____

Painting Exterior Surfaces

This chapter deals with principles for painting on new surfaces . . . When to paint . . . Preparing surfaces . . . How woods affect paint . . . Selecting the right system for the job . . .



Free Lance Photographers Guild

MASONRY WALLS THAT ARE DRY, and constructed so as to remain dry after painting, may be decorated satisfactorily with oil paints. Soft or common clay brick is generally the most paintable of exterior brick masonry, and used brick is better than new. The factors that determine when to paint are the age and moisture content of the brick and mortar. Active alkali must be given time to leach out, and trapped moisture must escape. General opinion is

that at least 6 months should elapse before painting brick (although the time may be less if a mortar without lime is used). Then apply the priming coat only if there has been a week of clear, dry weather. If a brick wall has developed efflorescence, these deposits of soluble salts should be removed before painting. Brush them off, then wash with clean water followed by a wash with 10% solution of muriatic acid, then wash again with water. Paint when thoroughly dry.

THE first thing to remember in approaching the actual painting process is—buy the best paint available for the requirements of the job at hand, and then see to it that the paint is used in accord with the manufacturer's directions. The "best" paint is a matter of manufacturer reputation and neighborhood experience. If you think you can do better than using one of the well-known trade brands, be sure that you choose a paint which has been used successfully on other houses or similar surfaces in the neighborhood. Chances are that the price of a reliable non-advertised paint will rarely be found to be lower by any great amount than the trade-name brand. Beware of any paint purchase which purports to effect great "savings" in cost. Check on the going price of top-grade material and don't be willing to pay appreciably less.

The ideal time for painting in northern latitudes is from mid-spring to mid-autumn. In the South, the rainy season, if there is one, should be avoided. The chief hazards to a new exterior paint job are rain, dew, frost, or a sharp drop in temperature just after the paint has been applied. In cold weather, painting should not start in the morning until dew or frost has dried off; and the work should stop at least two hours before sunset. When a temperature drop of 20 degrees or more is predicted for the night, painting that day should be postponed.

The paint program should be carefully planned before painting starts, and it is bad practice to switch horses in mid-stream. Set up an intelligent plan and stick to it. Once the painting has begun, carry it through to completion as promptly as possible, especially when working under winter conditions. A priming coat applied in cold weather probably won't wrinkle, since much of it is absorbed into the wood; but it affords little protection.



PRIMING OF MEMBERS IN 3-COAT WORK may be done on the site. But if it's a 2-coat job, better procedure is to hold all priming until members are in place in the building. This assures two coats over the nails. If lumber is primed on the site, both sides of the board should be primed; this prevents cupping or warping that might otherwise occur from the unequal rate of change of moisture content on the two sides. Painting the butt ends with primer after cutting and fitting the boards and before fitting them in place is frequently omitted but is best practice . . . **Color of primer** sets up as

follows: white or pale gray for white finish coats; same color or a slightly darker tint of a similar color for finish paint of light color; gray or a tint as close to the finish paint as can be made by tinting the white priming paint, for finish coats in a deep color. . . . Painting should be done as soon as possible after erecting the woodwork, usually within a week. Don't let wood weather for weeks or months before painting. Don't let a lengthy period of weeks or months intervene between priming and applying the finish coatings.

and by spring will not be in condition to receive the finish coating. One coat should follow another as soon after firm drying as practicable.

Know Your Woods

Woods vary greatly in their ability to retain paint. Density of the wood and the texture of the surface painted are the determining factors. In the softwoods, the select grades are best for painting; edge-grain (quarter-sawn) lumber is best in the hardwoods. The wood should be well seasoned but not dry. The best rule is—paint the wood when it has about the average moisture content it will have during service. Ideally, this should be a moisture content of from 9 per cent to 14 per cent for exterior wood; between 5 per cent and 10 per cent for interior woodwork; for flooring, between 6 per cent and 9 per cent. The Forest Products Laboratory classifies the average shipment of the select grades of properly dried softwoods commonly used for building, as shown in accompanying table.

The capacity of a board of softwood to perform well as a painted surface depends primarily upon the amount and distribution of summerwood in it. As the Forest Products Laboratory defines it, summerwood is

the dense, horny, dark-colored portion of the annual growth ring of the tree, formed in the tree late in the growing season. It has wood cells

with thick walls and small cavities. Springwood, on the other hand, is softer and lighter in weight and color and is the portion of the growth rings formed in the early part of the growing season. It has wood cells with thin walls and large cavities. Paint penetrates farther into summerwood than into springwood but the oil that penetrates is separated from the coating and does not help to hold the coating in place. When the paint becomes old and brittle, it comes loose from the smooth summerwood but usually holds to the springwood. If the bands of summerwood in the boards are narrow enough, the paint coating may bridge over these strips of inherent weakness and hold. Therefore, the narrower the bands of summerwood in the board, the better a surface it is for painting.

Hardwoods, of course, are rarely used in building construction for exterior surfaces. Wherever used as a painted surface, hardwoods with large pores require filler because paint applied by brush or spray gun does not fill the pores properly. If the pores are not filled they will show up as depressions in the coating of paint and will also act as centers from which disintegration of the paint begins. Hardwoods which require filler

Group I Woods that retain paint longest and withstand weathering best:

Western redcedar
Other cedars except Eastern redcedar
Southern cypress
Redwood

Group II Woods that retain paint well if properly primed and withstand weathering moderately well:

Northern white pine
Western white pine
Sugar pine

Group III Woods that retain paint only moderately well and withstand weathering moderately well to poorly:

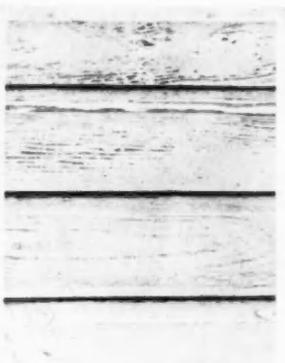
Commercial white fir
Eastern hemlock
Western hemlock
Ponderosa pine
Eastern spruce
Western spruce

Group IV Woods that retain paint poorly and withstand weathering poorly:

Douglas fir
Western larch
Southern yellow pine



Group I and II



Group IV

THE WOOD AFFECTS THE DURABILITY OF THE PAINT.

Woods in Groups I and II, shown at left, hold paint longer than woods in Group IV. (See table on page 125.) At upper left are two boards of Western redcedar; the two boards at lower left are Eastern white pine. The two upper boards in Group IV are Douglas fir; the two lower ones are Southern yellow pine. The paint, period, and direction of exposure were the same for both panels.

U.S. Forest Service, Forest Products Lab.

to prepare the pores before they will hold smooth, durable coatings of paint include: ash, chestnut, hickory, oak and walnut. These are not suitable for ordinary exterior painting with house paints because they require the extra pore-filling operation. Hardwoods with small pores and moderate density, such as basswood, cottonwood, and poplar, hold paint about as well as the softwoods of Group III. Heavier hardwoods with small pores, such as beech, birch, gum, and maple, hold paint about as well as the softwoods of Group IV.

If lumber is well seasoned, there is less danger from oils and resins in the wood than is generally supposed. But in green lumber, resin may exude when the painted wood is warmed by the sun or otherwise, and may either push through or loosen the paint coating. Oils in unseasoned lumber may prevent the drying of some paints.

Two Coats or Three?

Builders work mostly with woods in Groups III and IV above. For these woods a recommended procedure for painting new surfaces is to use one coat of aluminum house paint as a primer, or special aluminum priming paint, and follow it with two coats of house paint of good quality. The aluminum house paint enables these woods to hold their paint coatings nearly as long as the woods of Groups I and II. White paint and the lighter colors should last from four to five years; darker colors, two to three years longer than that.

Another acceptable method of dealing with the woods in Groups III and IV is to use the modern type of primer which does not contain zinc oxide and which provides controlled penetration. This priming coat may be followed with either one or two

coats of good house paint, but two finish coats are always better than one. For a 3-coat job, the Forest Products Laboratory's recommendation is: 600 square feet of surface covered per gallon of primer coat (the primer can be thinned with a small amount of turpentine or mineral spirits); 800 square feet covered to one gallon of the first finish coat, and 700 square feet covered for one gallon of the third coat. In a 2-coat job, the primer must not be thinned and should be strictly applied in a thicker coating, at the rate of no more than 450 square feet of surface to the gallon. The finish coating should not exceed 550 square feet of surface covered to the gallon. The Federal specification house paints are designed to build four to five mills of coating thickness on new wood either with two heavy coats or with three lighter ones, provided the spreading rates are gaged correctly.

The question of whether to use two coats or three for an original paint job is more serious than might at first seem. Most manufacturers offer 2-coat systems which are supposed to do the work satisfactorily, and the natural desire on the part of builders is to try them. Even FHA has set up specifications covering 2-coat systems in both ready-mixed paints and lead-in-oil, but reserves the right to accept such a system depending "on satisfactory workmanship." Also, if any such system does not in FHA's opinion "hold adequately," one or more additional coats may be required. In actual experience, the 2-coat system tends to be an uncertain proposition at best.

First of all, the paint used must be of high quality. Then, since the two coats must be applied very thickly, this system demands a high degree of painting skill. In cold weather even

the master painter finds it difficult to work with two coats because of the low spreading rate. Also, thick coatings tend to wrinkle when applied in cold weather. From every consideration, it isn't practical to try to do 2-coat work in the fall or winter. Even so, as one builder of large-scale housing projects in metropolitan Chicago puts it: "Unless climate conditions are ideal, with little rain, low humidity, and temperature ranging



Sherwin-Williams

NAILS ARE IMPORTANT TO PAINT. This is what happens when steel nails are used instead of nails which are rust-resistant. Corrosion and discoloration ruin the looks of an otherwise satisfactorily painted siding. Be certain that the nails used really are resistant to corrosion. Aluminum nails are recommended, as are heavily galvanized nails. For best appearance, exposed nails should be countersunk and puttied, then painted over, especially on all trim and door jambs. But even with this process, if rust-proof nails are not used there is danger that moisture seeping down into the nail hole will eventually produce rust and its accompanying brown stain on the siding.

from 50 to 80 degrees, the 2-coat job won't hold up more than a year. The 3-coat job is always the best deal."

In 3-coat painting where the painter mixes the material, as in work with pure white-lead paint used both as primer and finish coating, the pigment volume in each coat is generally established as follows: 20-25 per cent for the priming coat, 35-40 per cent for the second coat, and 25-32 per cent for the finish coat. With ready-mixed paint it is usually necessary to have the same pigment volume in both finish coats, but the second coat should never have a lower pigment volume than the finish coat. In using ready-mixed paint as its own primer on new wood, not more than one pint of linseed oil and one pint of volatile thinner should generally be added to a gallon. The second coat is usually thinned with one pint of turpentine and no linseed oil. No addition, as a rule, should be made to the finish coat.

For painting exterior plywood, the Douglas Fir Plywood Association recommends the same system that would be used for conventional wood siding.

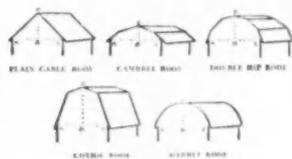
Rules-of-Thumb for Estimating

In figuring amounts of material needed it is better to over-estimate than not to have enough. The following formulas are recommended by one of the large paint manufacturers, Devco & Reynolds.

For exterior walls, measure around the house in feet and then multiply by the height of the wall to eave line. Never mind deducting for windows or doors—this compensates for eaves, board edges, etc. Usually, walls are 10 feet high for each story.

Gables must be figured separately. For plain gable roof, multiply width at the eave line AC by height BD and divide by two. Figure the same way for the gambrel roof and then add 25 per cent. Figure the same way

for the double hip, Gothic or barrel roof, and then add 50 per cent.

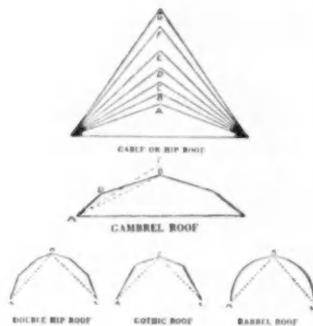


Dormer windows can roughly be counted as 100 square feet regardless of width. Never mind figuring eaves unless they are a foot or more wide. Then measure width and multiply by the distance around the house. Never mind figuring for trim units unless the trim is to be of a different color than the final coat (this is because windows and doors are not deducted from the estimated wall area). Figure only for the final coat of trim (since its first coat will generally be the same as the walls). Usually it is safe to allow for the finish color for the trim, one-quarter of the amount of the final coat on the walls.

The following formulas can be used for figuring trim units separately:

Doors can be roughly estimated at 20 square feet for one side without frame, or 35 square feet including frame. For windows, allow 35 square feet for one side, with frame; 15 square feet for one side, sash only. Allow 15 square feet for storm sash, both sides, and 15 square feet for screens, frame only, both sides. One pint should cover the wire mesh of about eight screens. Both sides of shutters, per pair, will take roughly 35 square feet. Gutters and leaders should be considered as linear square feet, and columns can be figured by multiplying the length around by the height. For railings, lattice, picket fences, and the like, multiply the area of one side by three.

Roofs are figured in two steps: first determine the flat area by multiplying the width of the roof by its length, including overhang in both dimensions. If the house has wings or porches, these should be measured and added to get the total flat area. Then add a percentage to the total flat area to allow for the slope or type of roof. For slope G, add 80 per cent; slope F, 60 per cent; slope E, 45 per cent; slope D, 25 per cent; slope C, 20 per cent; slope B, 12 per cent; slope A, 7 per cent.



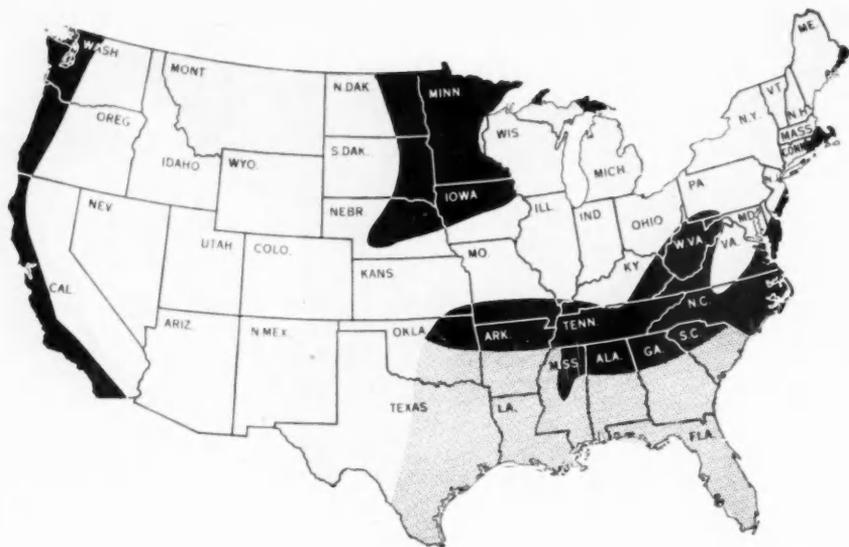
For a gambrel roof, use the average slope AC, midway between AB and AD, and add percentage as for the gable roof. For a Gothic roof, draw lines ABC and add the same percentage as for the gable roof. Then add an additional 20 per cent. The same formula applies for double hip and barrel roof.

Climate Differences

Climate has less effect on the selection of paint than was once supposed. The old saying used to be, "Lots of lead in the North, lots of zinc in the South." But the important thing is the consistent use of one type of paint, good application and



SIDING SHOULD BE NAILED both top and bottom to prevent curling. Exposed nails should be countersunk and puttied for best appearance and service, after the primer goes on. When the putty has dried, the siding is ready for the finish coating.



Modern Industries

HUMIDITY IS THE KEY TO MILDEW CONTROL. Dangerous and critical areas, shown respectively as the darkest and next-darkest areas, have high humidity (above 80%). The lightest area

is "vulnerable" while the white area in the West and Southwest is "relatively safe," with humidity below 60%. Use mildew-resistant paint in the danger zones. Fungicide additives are available.

wise maintenance. Mildew, however, is a very real paint problem in areas having a warm, humid climate. Manufacturers offer a type of mildew-resistant paint for use in such areas; or a fungicide may be added to regular house paint, the fungicide additive being designed expressly for this purpose by the manufacturer.

Preparing the Surface

Generally, little preparation is needed for new woodwork in buildings. It consists in cleaning off any marks of oil, asphalt, or lumber-marking crayon; removing any loose grain or splinters, and planing or sandpapering the surface smoothly. Soft resin may be removed by using mineral spirits or turpentine, and sometimes it is worth while to use a blow torch on pitchy areas in the wood and encourage bleeding of the resin before the resin is cleaned off. Sealing knots is expensive and of questionable value. An application of shellac or other spirit varnish may prevent early absorption of oil from the paint coating and so prevent loss of gloss of the paint over the knots. It may also help to prevent early discoloration from the pitchy substances

which exude from knots. But sealing does not prevent the paint from cracking badly over knots and even flaking fairly soon. A large knot may crack even after it has been well painted over, and the cracks may be too large to fill with new paint. If sealer is used, the Forest Products Laboratory considers WP-578 Western Pine Association Knot Sealer to be better than shellac. Nail holes and other imperfections should be puttied, but not until after the priming coat has dried thoroughly.

Using Preservatives

It is best to use wood treated with water-repellent preservative for certain members which are chronic troublemakers from water collection. Windows, for instance, are afflicted with cold-weather condensation which often causes wood decay and paint failure. Preservative treatment of windows is now widely practiced and is usually done by the mill-work manufacturer. Exterior doors, storm windows, fly screens and shutters are other members which can well stand preservative treatment to improve paint performance. The treatment should be given before any

painting is done and before the wood is fastened in place. If treated wood cannot be obtained, the preservative may be applied at the site after all cutting and fitting has been done. When posts, stringers, balusters of porch and stair railings, and bases of columns directly exposed to the rain are not made of the heartwood of naturally decay-resistant woods, they also should be treated with a water-repellent preservative for best paint performance.

NEXT MONTH

this discussion of painting exterior surfaces will be continued in a chapter which takes up troubles of application, painting exterior masonry, the problem of natural finishes. It will also discuss repainting, and will include a useful table showing *What to Use—Where and Why* for all types of outside paint need.



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If she drives—and each year more and more women are operating the family car—you don't have to sell *her* on Stanley "Roll-Up" Doors. Give her an upward-acting garage door every time . . . a door she can manage herself, in any kind of weather.

Drive or not, however, the smart modern appearance of Stanley "Roll-Up" Garage Doors appeals to every woman. "Dresses up" her home. And her preferences—not only in style of architecture but in garage doors and hardware—have an important bearing on the kind of house a family buys.

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Make the homes you build more desirable, and easier to sell—install Stanley Garage Door Equipment. There's a type for every house*, in every price range. Write for full details.

*For any residential garage door that lifts • slides • swings • rolls • folds

GARAGE HARDWARE DIVISION • THE STANLEY WORKS, NEW BRITAIN, CONNECTICUT



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One of the most popular types of upward-acting garage doors today, Stanley "Swing-Up" Door Hardware can be applied on new or old stock doors. With remodeling expected to outstrip new construction in the months ahead, "Swing-Up" Garage Doors should be one of your most profitable sources of income.

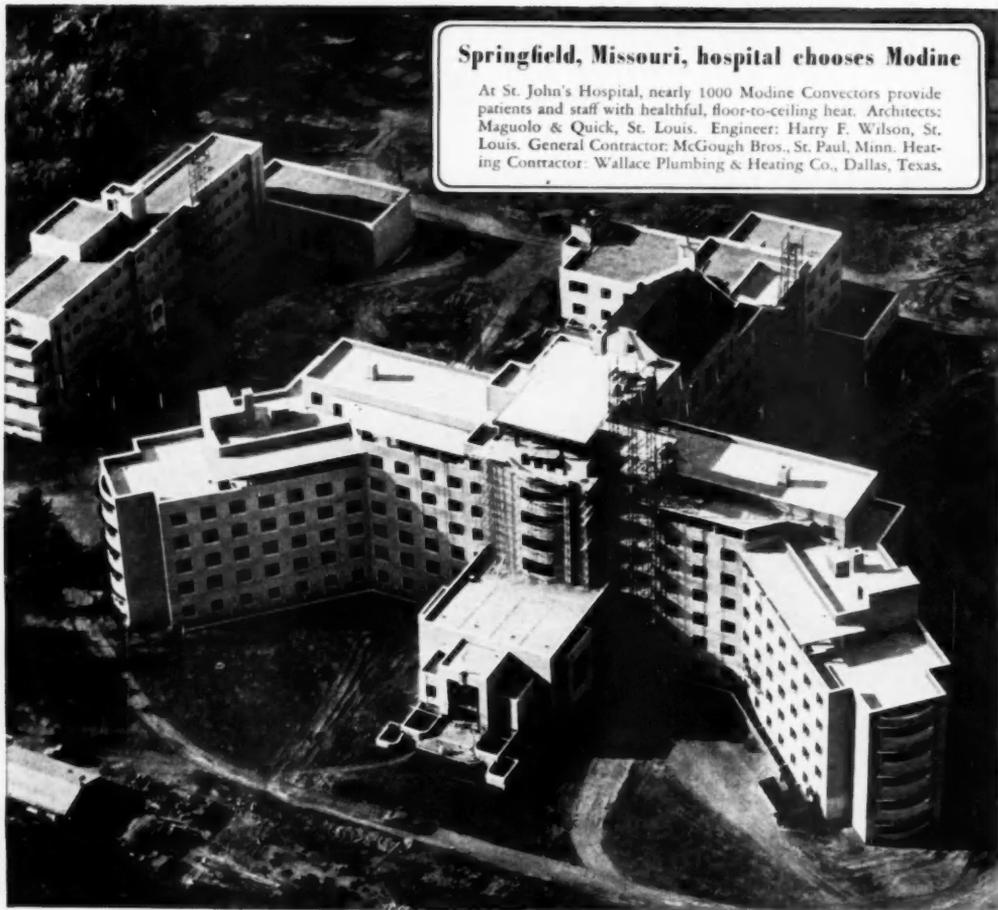
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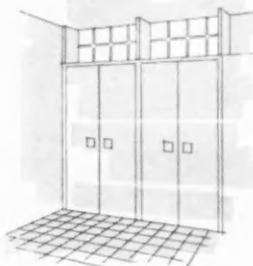
Bathroom.
8" x 8" glass blocks in panel
with wooden shelves and
decorative flower box.



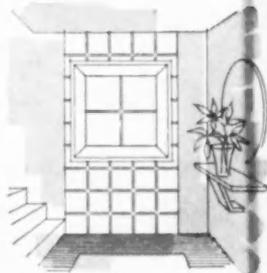
Bathroom exterior wall. Alternate
horizontal courses of 6" and 12" glass blocks
staggered with horizontal wood shelves
between. Stock ventilating sash is set
in 12" row between 5' and 6' level.



Dressing table wall. 12" and 6" Insulux
glass blocks in combination.



Clerestory over closet wall.
8" glass blocks above cabinets
to ceiling.



Stair Hall.
A panel of four 12"
glass blocks with a
frame in a wall of
8" glass blocks.

Bring daylight into homes with privacy and beauty

TO KEEP the most private room *really private* yet bright, specify attractive panels of Insulux Glass Block®.

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INSULUX GLASS BLOCK



A product of the Owens-Illinois Glass Company

IDEA of the Month —

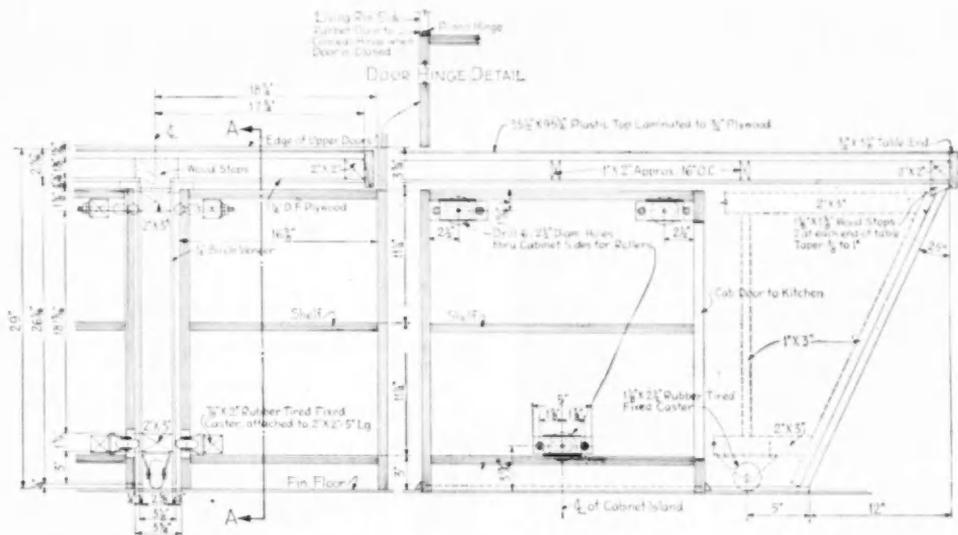
How to Save Dining Space

THIS sliding table is designed to eliminate the duplication of a formal living room dining table and chairs, and a breakfast nook table and chairs. It makes formal dining easy by permitting the loading and unloading of the table within the kitchen. The table will seat six persons comfortably.

It's the invention of J. Merrill Gray, architect of Portuguese Bend, California. It employs hardwood sides and a plastic top for both durability and appearance. Adjustable rollers in the vertical member or continuous leg, called a cabinet by Merrill, make for trouble-free operation independent of discrepancies in the floor or cabinet. The plywood box construction of the table makes it torsionally rigid in its extended position.

TABLE IS EXTENDED INTO DINING ROOM. Note that the wall section above the table is hinged to swing to the kitchen side. This is to facilitate service to and from the table. To block out kitchen, hinged sections remain closed.





SECTION THRU TABLE AT CENTER LINE OF ISLAND

SECTION ON LINE A-A

DETAIL DRAWING for constructing sliding table. Before starting, study both the detail and the assembly procedure

HOW TO MAKE IT

All parts are to be glued and nailed, or screwed, together, applying pressure wherever possible.

FIRST STEP: Place the plastic top upside down on a level surface. Be sure it is level to eliminate any twist in the top or leg. Attach 3x4 on dead center of table. Be sure it's dead center. Attach 2x2 edge frame flush with plastic top edge. Attach 1x2 frames. Attach birch edge, mitering the corners, and flush with the plastic top. Attach 1/4-inch Douglas

fir plywood bottom panels.

SECOND STEP: Cut table leg sides. Place side upside down on level surface, and lay out frame members. Frame members must be same width or rollers in cab will not contact during full table travel. Attach members to side. Attach birch ends. Attach other side. Attach two casters.

THIRD STEP: With table top in upside down position on level surface, glue and nail (or screw) table leg assembly in place, checking to be sure table leg is perpendicular to top.

Be careful not to scratch plastic top.

FOURTH STEP: Before assembling cabinet side panels, drill 2 1/4-inch diameter clearance holes for rollers. Before setting cabinet in place on job, attach roller assemblies and carriage bolts. Anchor cabinets securely to floor.

FIFTH STEP: Roll table into position in cabinet. Shim into position of same clearance on each side and tighten up on rollers until they all contact snugly. Tighten lock nuts. Screw wood stops in place.

Here's an Idea for a Planter

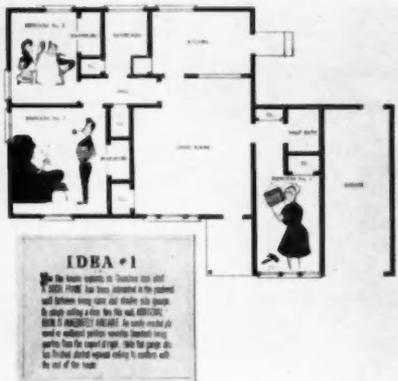
Just extend the flagstone chimney out on both sides. The builder got an attractive inverted T, and two planting boxes. This was done in California, but in the colder climates where the chimney serves both the fireplace and the heating plant, this planter might be an inducement for early blooming or a protection against late spring frosts.



Two Ideas For

I A Los Angeles builder sells the possibilities of rearranging present space to meet the need

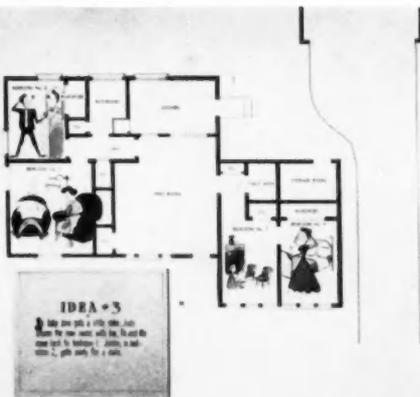
IN its Panorama City development, Kaiser Community Homes of Los Angeles sells the advantages of an expandable house by cartoon drawings of floor plans. These cartoons illustrate the flexible features of Kaiser homes in a manner both amusing and practical. These houses are placed on 60-foot lots to allow for a future driveway which will lead back to a future garage to be built separately at the rear of the lot when the time comes for the present attached garage space to be incorporated into living quarters. The Kaiser cartoons were posted



IDEA #1—Now the house expands so Grandma can visit. A door frame has been imbedded in the plastered wall between living room and double size garage. By simply cutting a door thru this wall, additional room is immediately available.



IDEA #2—Now July and Jr. are ready for rooms of their own. So they move into bedrooms 1 and 2. Meantime the stork has brought Jane so the house expands again. Ma and Pa move into the garage area and make the right section into a nursery for Jane.



IDEA #3—As baby Jane gets a little older, July shares the new room with her. Pa and Ma move back to bedroom 1. Junior, in bedroom 2, gets ready for a date.



IDEA #4—As time goes by, the children move into homes of their own. Thanks to the expandable features of the house, a young couple need not undertake a 3-bedroom dwelling.

Expanding Houses

2 A Minneapolis couple demonstrate how an extra room can be added

in the garage of the project's demonstration house, alongside a life-like painting of a door. The door was painted on the plaster at the exact spot where a door opening is framed for future expansion.

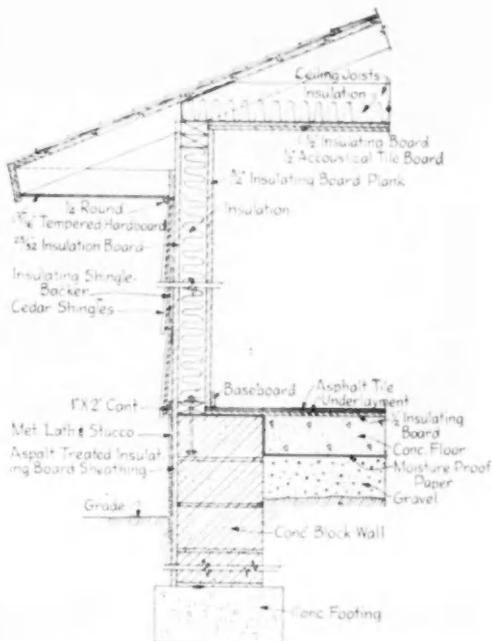
A young Minneapolis couple with two children found themselves with 912 square feet of space, in a 2-bedroom, basementless house with no attic expansion possibilities. A third child arrived, and more space was imperative. Plans were drawn for adding a room 12 by 12 feet, plus a small porch, at the right rear corner of the house.



A 6-FOOT PORCH and a 2-foot roof overhang give the new addition the length needed to tie in harmoniously with the house. Windows were framed into each of the three walls to give as much natural light as possible. A louver was installed to help insure proper ventilation above the ceiling.



A PATTERNED GLASS PARTITION was framed into the wall which divides the new room from the old. An opening was left at the top to allow cross ventilation. Three-quarter-inch factory finished insulating was used on the walls. Tempered hardboard in its natural brown color was used as facing on closets and drawers of storage wall.



Photos and data on this page courtesy Insulate Division, Mott Paper Co.



COMPLETE INSULATION is an essential feature of a job like this. Mineral wool batts were used. Insulating sheathing was used as well as an insulation board shingle-backer, instead of low grade shingles as under-courting.



REAR VIEW OF HOUSE before the additional room and porch were added



FRONT OF BUILDING shows manner in which slope was treated with planter. Wall is plate glass tilted outward in aluminum frames

Builder Solves Tough Design Problem

Has to provide waiting room and office space for 12 people in building on small, sloping triangular lot and overcome hostility of neighbors in community

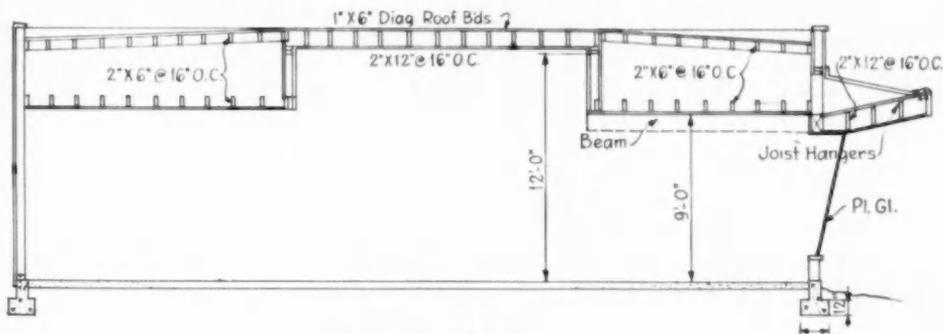


INTERIOR SHOWS WAITING ROOM, interior planter, president's office, some of ten salesmen's desks, and conference room

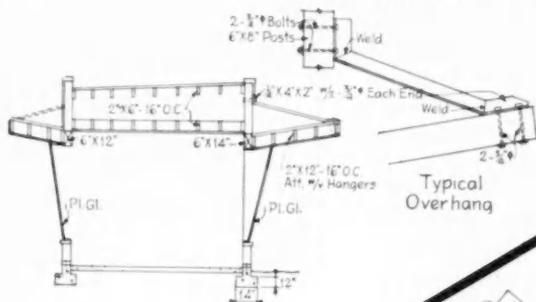
PROVIDED with a 50x60x55-foot lot having a four foot slope, and being required to design for it a real estate office to accommodate 12 people and a waiting room was only part of the problem that Luther Eskijian, Altadena, California builder, faced when he accepted a contract for design and construction.

The owners, Walter W. Gerlach Co., required that the design take full advantage of the location—through traffic on all three sides. Then, when the building was under way, the neighbors, aroused by the unfamiliar appearance of the frame, circulated a petition to stop the work. Eskijian, however, finally succeeded in making everybody happy.

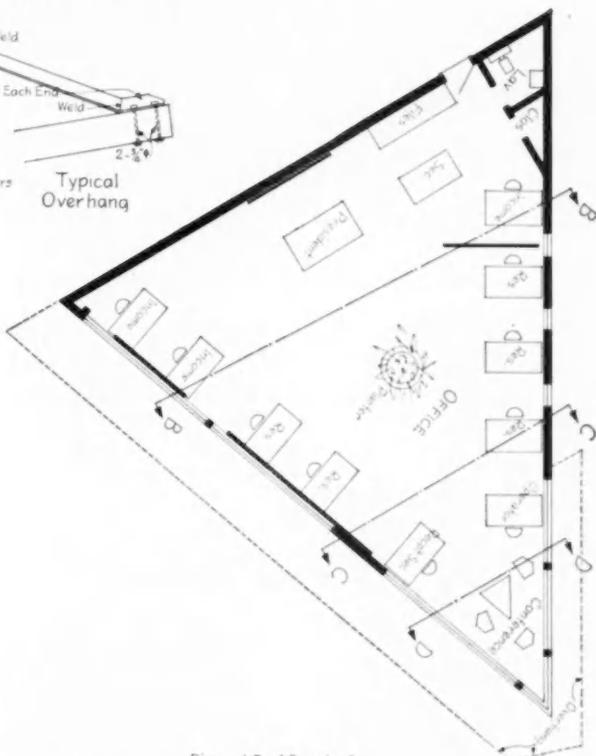
He did it by finishing the building, and proving by its appearance and layout that it not only housed the realtor, his secretary, and ten salesmen satisfactorily, but enhanced rather than detracted from the neighborhood. Using every square inch of the lot, devoting considerable space to exterior planting, providing an attractive interior planter, and color-styling the entire structure to har-



SECTION B-B



SECTION D-D



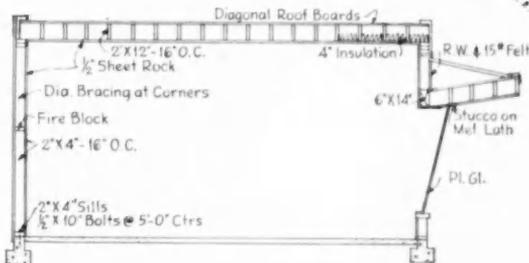
monize with its surroundings. Eskijian produced both utility and beauty.

Two sides, entirely of plate glass tilted outward, come to a sharp point at one apex of the triangle. The third side and the cornice above the plate glass are rough redwood, 1x12 boards with 2x4 battens. The ornamental pylon is 6x12 redwood. All exterior woodwork is finished by wiping green stain for an antique effect.

Outside planters have the dual purpose of decoration and acting as buffers for possible out-of-control motorists.

An important structural detail was covering the 6x6 post nearest the apex of the triangle with a 6-inch steel channel from foundation to top chord to stiffen the building and reduce sway of the roof. Eskijian fastened a continuous angle to the concealed beam over the three offices for joist bearing. He said this was cheaper than using joist hangers.

The exterior planters are made of wire-cut Roman brick. The building is floodlighted at night, and a spotlight plays on a large aerial photograph of Pasadena.



SECTION C-C



**OUTSIDE
EVIDENCE**
of an inside
job by **ARBORITE**

... all plastic pre-finished counter top and wallboard material

ARBORITE

... gives the buyers just what they want

EASY CLEANING

A swish of a damp cloth and ARBORITE is gleaming clean.

EXTRA YEARS OF WEAR

Arborite's DOUBLE-THICK Melamine surface adds extra years of wear.

BEAUTY

40 distinctive colors protected forever, by MELAMINE, from oils, grease, household acids and alkalis, discolorations or stains, the searing heat of carelessly tossed cigarettes.



Write for complete information on Arborite and its advantages for you. Ask for the 4-color ARBORITE brochure ASI-5.

ARBORITE

... gives you the builder, just what you want

EASY-on-the-job INSTALLATION

Your own carpenters install it, with the tools they normally carry, rubber base adhesives, and lip type moldings.

ONCE IT'S UP - IT NEVER LETS YOU DOWN

That's because of Arborite's DOUBLE-THICK Melamine surface ... for added years of wear. You're never bothered by irate householders complaining of cracked or crazed surfaces. Arborite's strength and thickness prevents curling and lifting due to excessive moisture and high humidity too!

ADAPTABILITY

Use it on any job or any surface ... vertical or horizontal. Arborite fits in anywhere in commercial or residential buildings where a tough easy to clean surface is needed.

**No. G-31 -
Show Window**

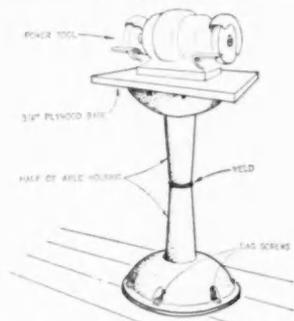
The major materials used in this modernization are Crab Orchard stone and redwood siding. The Crab Orchard stone in selected heights of one to three inches is set without trimming with 1/4-inch joints in dark green mortar. The Redwood siding in six inch widths is finished with a white filler to make a light finish. This surface is then lacquered to a smooth semi-gloss finish.

The vestibule floor is terrazzo with green marble chips in white porcelain cement and added color. The recessed bulkheads are precast terrazzo to match the vestibule floor. The show window metal moldings are aluminum.

The shallow projecting soffit that forms the show window top is made only deep enough to accommodate a small high hat electric fixture. This fixture accommodates a 150 W. Par lamp. A double row of Par lamps with continuous fluorescent lighting behind a shallow egg-crate cover produces a window with a reading of 150.

The vestibule ceiling in waterproof cement with a sand finish is painted off-white to provide a contrast to the redwood siding.

Axle Housing Stand



A stand for small power tools may be made from an old truck axle housing.

The housing is separated in the center where it is bolted. The smaller ends of the two halves are cut off so that the two pieces when put together will make a stand of acceptable height. The smaller ends are then welded together. One of the larger ends of the housing is then bolted or screwed to the floor. A piece of 3/4-inch plywood is bolted to the opposite housing which forms the top of the stand. Power tool is secured to the plywood face.—W.W. Howe, Longview, Wash.

J. A. DAVIES & COMPANY

314 STRAIGHT AVENUE, S. W.
GRAND RAPIDS 3, MICHIGAN

SALES REPRESENTATIVE OF THE ARBORITE COMPANY, LIMITED • MONTREAL, CANADA

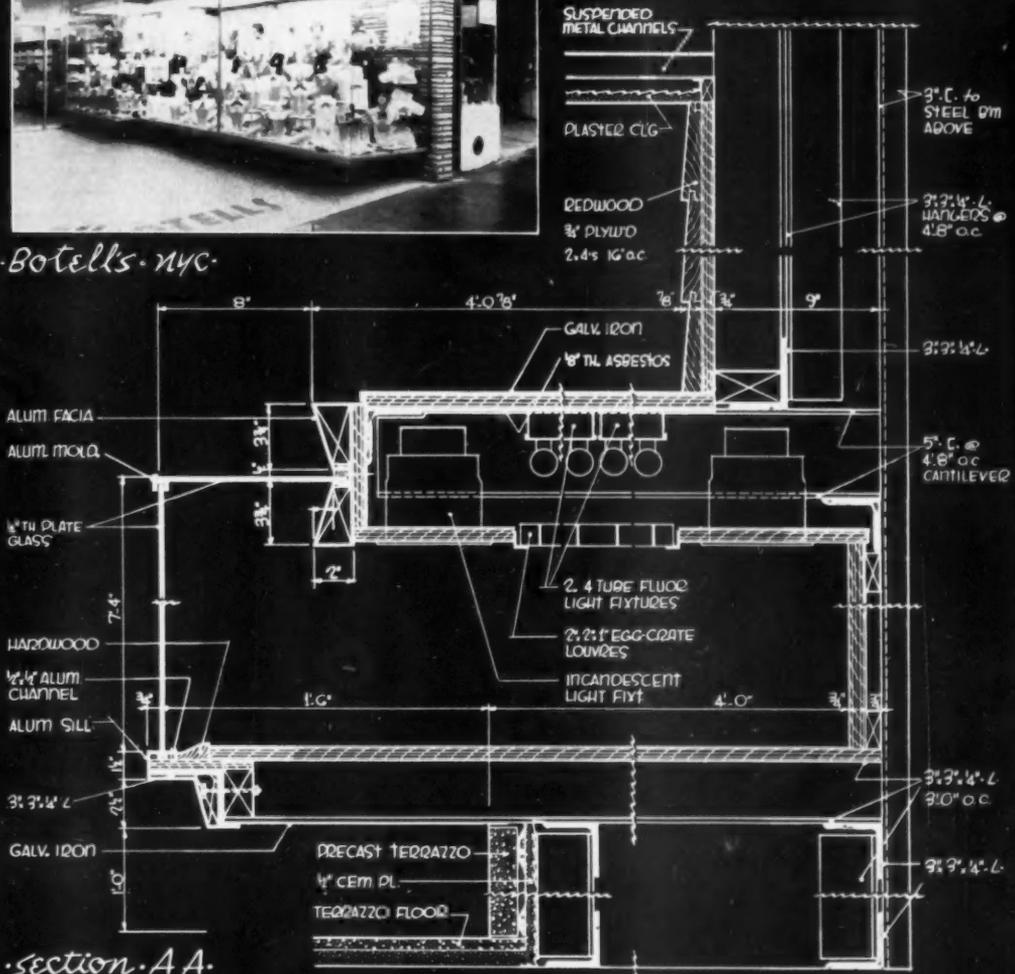
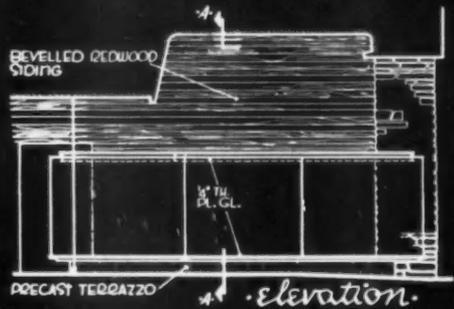
AMERICAN BUILDER'S STORE FRONT DETAILS

Designed and detailed by Louis J. Gluskin for American Builder

N° G-31 · SHOW · WINDOW · DETAILS ·



Botells · NYC.



One of the many extra-benefit features
built into

NATIONAL LOCKset
Patent Applied

**CLAMP PLATE QUICKLY ENGAGES
KEYWAY...MERELY TIGHTENING
CLAMP PLATE SCREWS FIRMLY
FIXES LOCK ASSEMBLY IN DOOR
...SAVES INSTALLATION TIME**

Shown here is another step in NATIONAL LOCKset's remarkably simple installation procedure. Extensively field proven on the job, NATIONAL LOCKset is fast becoming the Number 1 favorite among contractors, builders, architects because of important time savings.



AMERICA'S OUTSTANDING LOCKSET VALUE

Compare NATIONAL LOCKset point for point with any other lockset on the market. Note the use of selected cold rolled steel, brass and bronze.

Note the absence of any die-cast parts. Examine its exclusive engineering features. Make your decision after you have investigated thoroughly.



**NATIONAL
LOCKset**

- KEY LOCKS
- KEY CONTROL LOCKS
- TURNBUTTON LOCKS
- PUSHBUTTON LOCKS
- PRIVACY LOCKS
- KNOB LATCHES

ORDER FROM YOUR SUPPLIER



DISTINCTIVE HARDWARE... ALL FROM 1 SOURCE
NATIONAL LOCK COMPANY

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NATIONAL LOCKset

Patent Applied

MORE THAN

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Hard-Hitting Consumer
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● A Powerful, Expanded National Advertising Campaign in Six Leading Consumer Magazines is Carrying the NATIONAL LOCKset Story to Many of Your Best Prospects.

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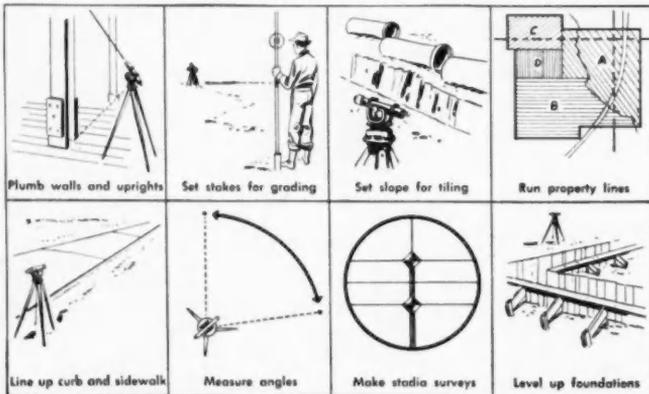
White Universal Level-Transit . . .



the most versatile instrument you can own!

Yes, the White "Universal" Level-Transit is the most practical, complete instrument on the market. Now available in a new improved model — the No. 3000 — with internal focusing, coated optics, guarded vertical arc. In fact, every feature to assure your lifetime durability and accuracy. And the price is *only \$185**, complete with tripod. See your dealer, or write DAVID WHITE COMPANY, 311 W. Court St., Milwaukee 12, Wis.

INDISPENSABLE FOR THESE JOBS—AND MANY MORE—



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7196

No. D-90 Built-ins



Built-ins are taking their rightful place in providing attractive storage areas in the major rooms of the modern, up-to-date house.

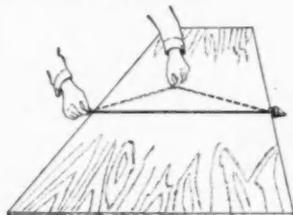
Details on the adjoining page show a wood and glass recessed buffet installed in a masonry wall, and a vanity table built in beside a closet in the bedroom. Both fixtures are lighted by fluorescent tubes installed within the units.

In the buffet, sliding glass doors and shelves are used in the area above counter line. This is used for the display of fine glassware and pottery. Area below counter is divided into drawers and storage space, with wood sliding doors covering the storage area.

An interesting arrangement is the division of the buffet into two separate units; one unit having a limited depth, the other having an excess amount of depth thus providing space for deep drawers and a tray storage above counter space.

An effective feature of the vanity is the blind that operates on a roller spring installed at the ceiling line. This blind when pulled down hides three useful shelves that are installed in the area between the ceiling and the top of the vanity. Fluorescent tubes are installed at the top of vanity and attached to the underside of shelf above. A length of plywood is attached to the edge of the shelf to conceal the fixture. The blind is lowered to the bottom of this strip of plywood.

Marking Plywood



To mark either plywood or plaster-board sheets for cutting, the following method is quick and easy: Snap chalk line with plumb bob, holding the far side of plywood or plaster board.—Os Johnson, Spokane, Wash.

AMERICAN BUILDER

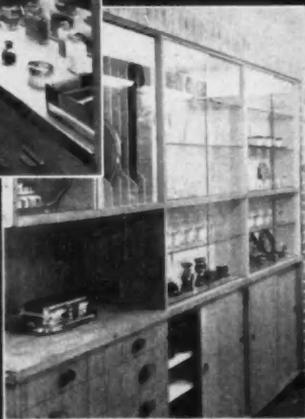
AMERICAN BUILDER'S BETTER DETAIL PLATE

Detailed by K. Roderick O'Neal A.I.A. for American Builder

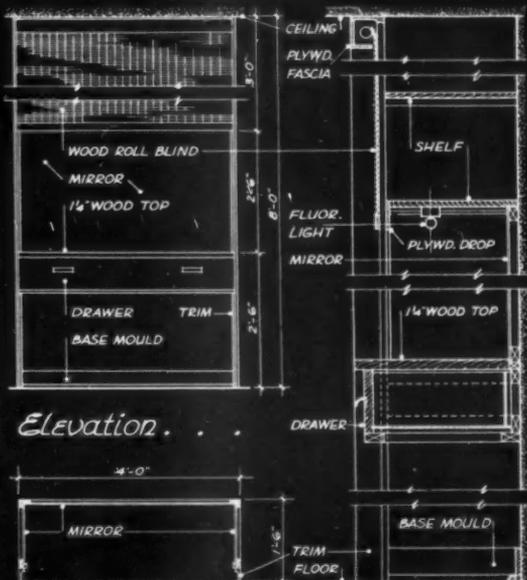
NO D-90 BUILT-INS



Vanity. ▶

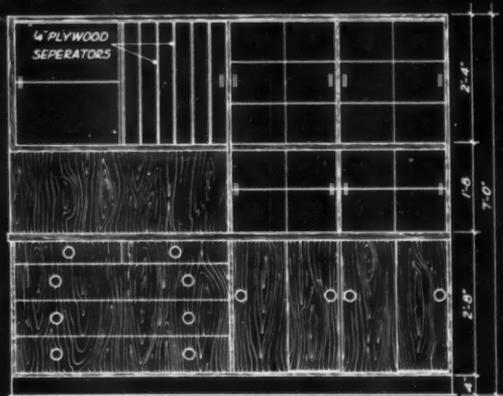


Buffet. ▼

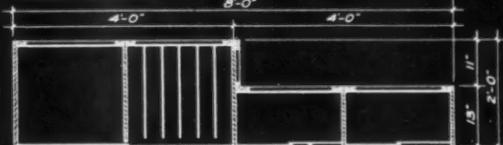


Plan . . .

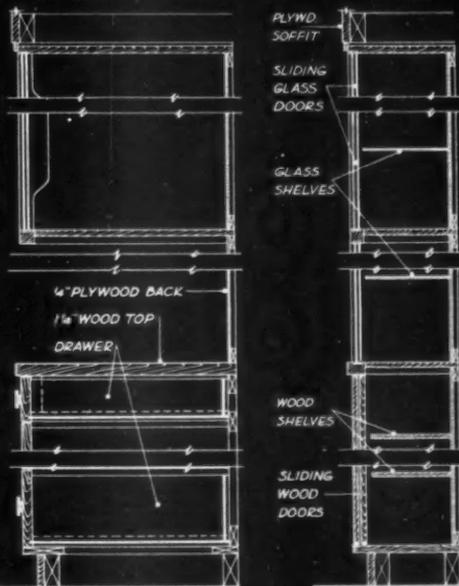
Section . . .



Elevation . . .

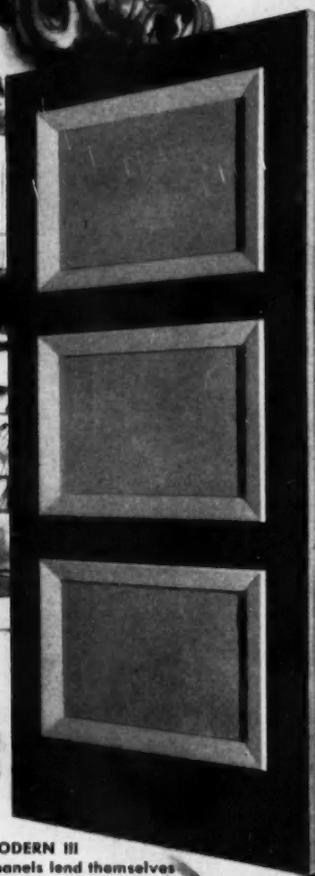


Plan . . .

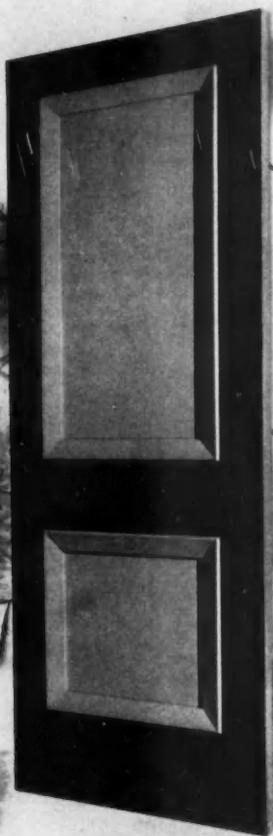


Sections . . .

Now

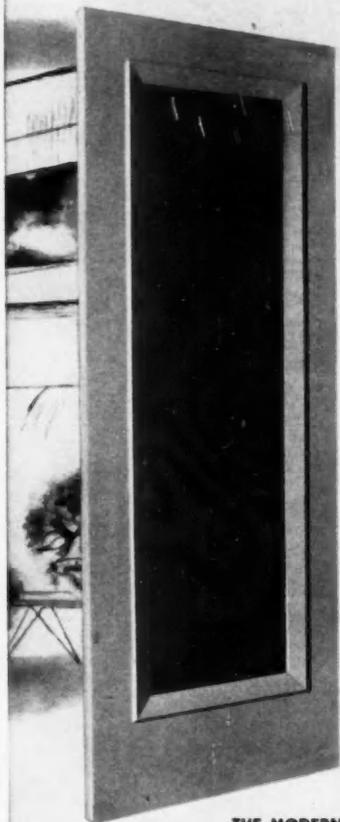


THE MODERN III
Three panels lend themselves
to striking color treatments.



THE MODERN II
Two contrasting panels
add interest to the unity
of this design.

... a custom-styled panel door in tune
with modern design.



THE MODERN I
The single panel creates
an effect of height in
traditional and modern settings.

The G-P Decorator Door

Here's how you can add dramatic modern accents to every home you build or remodel. G-P Decorator Doors offer an entirely new concept in door styling that combines the magic of modern design with the economy of panel doors.

G-P Decorator Doors will brighten doorways all through the house. There's a complete range of sizes and grades for *exterior* entrances as well as *interior* uses. And they lend themselves beautifully to unusual color effects through painting.

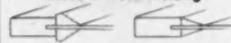
It costs no more to include the extra style and beauty of G-P Decorator Doors in your plans. Georgia-Pacific's mass production methods and exacting standards of quality control make possible a door that is custom-styled in appearance and quality yet low in price.

Beauty and Quality at a New LOW COST

Be sure to see the G-P Decorator Doors yourself before you start your next job. If your lumber dealer doesn't stock them yet, write for our new Decorator Door folder. Georgia-Pacific Plywood Company, 617-5C North Capitol Way, Olympia, Washington.

TESTED AND PROVEN
The United States Testing Company subjected G-P doors to a series of exacting tests. After 500,000 hard slams (equal to 137 years of normal use) there was virtually no sign of wear.

Available in either
raised or flush molding



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SOUTHERN & WESTERN LUMBER • DOORS

NEW PRODUCTS

Offered by Manufacturers



PAINT ROLLER AB55242
Lonel, a fabric developed especially for roller painting, has met the challenge of latex emulsion finishes, commonly called rubber based paints. Fibers used in rollers will not mat or smear the paint on the surface. The new material can be found on rollers of the E-Z Painter Corp., Dept. AB, Butler, Wis.



TILE FACING MATERIAL AB55225
A new kind of tile gives the appearance of natural stone and can be applied over interior and exterior surfaces. The material is faced with chisel marks and combines natural rock constituents with cement and color. It can be applied as tile over any surface. Heather Stone Tile, distributed by J. E. Rowland Co., Inc., Dept. AB, 4122 Kensington Ave., Philadelphia 24, Pa.



LEAK STOPPER AB55244
Dasoik, is an extremely fast setting liquid, developed for extreme pressure leaks. Initial setting is in 15 seconds with the final setting of 30 seconds. It will stop leaks against pressure without the removing of the pressure, stated the manufacturer, Dasco Company, Inc., Dept. AB, Baltimore 31, Md.



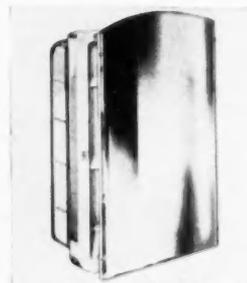
PLASTIC PARTITIONS AB55243
Plexolite, is a shatter-proof plastic material manufactured in 12 colors and available in either plain or corrugated sheets. Thicknesses of 1/16, 1/8, and 1/4 inch are manufactured and can be used for room partitions, window openings, sky lights, shower doors, awnings, and decorative effects. Plexolite Company, Dept. AB, 4223-25 W. Jefferson Blvd., Los Angeles, Calif.



WARM AIR FURNACE AB55224
Introducing a new oil and gas-fired basement model, warm air furnace with an output of 93,000 BTU per hour is a new product of the Delta Heating Corp. Factory assembled for fast installation it includes a full size blower and a three pass heat exchanger. The unit is 20x46x45 inches. Delta Heating Corp., Dept. AB, Trenton 8, N. J.



TRANSPARENT BUILDING PANEL AB55210
Commercially flat sheets of Duralux have a high degree of transparency and fibrous content. The material is reinforced with two ounces of glass fibers per square foot. It is highly resistant to impact and shock and will soon be available for industrial window panes, storm windows, and other uses. Corrulux Corp., Dept. AB, Box 20026, Houston, Texas.



MEDICINE CABINET AB55239
A modern styled medicine cabinet with rounded corners for easy cleaning has been announced. A new type catch with cushioned closing eliminates rubber bumpers. Mirrors come in square or rounded tops with or without metal frame. The door has a full length piano-type hinge. Copco Steel and Engineering Co., Metal Building Products Division, Dept. AB, 14035 Grand River Ave., Detroit 27, Mich.



CONCRETE MIXER AB55230
"Plus Mix" models of new mixers are a development of Jaeger. The unit is adaptable to varying conditions among ready mix operators. The new units are available in 3, 4 1/2, and 6 1/2 yard capacities. Many choices of equipment are available with the mixer. Jaeger Machine Co., 500 W. Spring St., Columbus 16, Ohio.



GAS BOILER AB55216
Controlling air and gas flow give positive combustion to a new type quiet power burner. The operation is successful at every stage of the burning cycle regardless of the draft variations, states the manufacturer. The unit also supplies year 'round hot water. Burnham Corporation, Dept. AB, Balter St., Irvington, N. Y.

New Products continued on page 148

DEXTER

THE *Lifetime* LOCK



The Lock with a Million Friends

DEXTER LOCK COMPANY

GRAND RAPIDS, MICHIGAN

A SUBSIDIARY OF NATIONAL BRASS COMPANY

Manufacturers of America's Original Tubular Locks

In Canada: Dexter Lock Canada Ltd., Guelph, Ontario

NEW PRODUCTS

(Continued from page 146)



INTERIOR WALL PAINT AB55228

A new, ready-to-use wall paint has been designed to meet requirements of builders. The new product has a velvet finish and is available in 16 colors and white. Guaranteed washable, "Quali-Kote" dries in one hour. The Sherwin-Williams Co., Dept. AB, 101 Prospect Ave., Cleveland 1, Ohio.



GAS RANGE AB55215

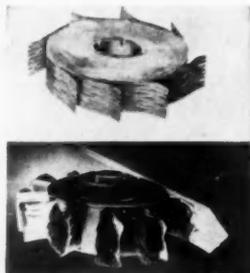
A gleaming white storage compartment and an automatic oven pilot light are the two new features of the Murray Gas Range. The 36 inch, four burner stove is model number CB-47. Murray Corporation of America, Home Appliance Division, Dept. AB, 1900 S. Washington St., Scranton, Pa.



FIRE DOOR AB55219

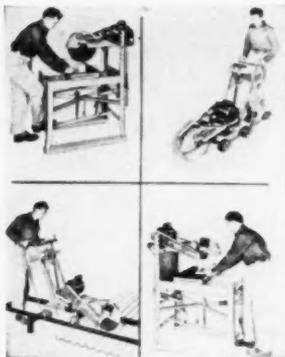
Underwriter approved "B" label, 1 1/2 hour fire door line, has been announced by the manufacturer. Standard sizes are in 2-inch multiples from 2 foot 6 inch to 3 foot 6 inch. The fire doors can be used singly or in pairs. The maximum size opening would be 7 by 7 feet. Doors are in flush metal door styling. Manufactured by Virginia Metal Products Corp., Dept. AB, 72 Hudson St., New York 13, N. Y.

148



CONTOUR SANDER REFILLS AB55214

A scored abrasive refill cartridge is available to be used with the Sand-O-Flex brush-backed contour sanders. The cloth abrasive has been processed on special machines and scored to increase its efficiency on smaller irregular parts. The refills are available in many abrasive grits for all sanding operations. Merit Products, Inc., Dept. AB, Culver City, Calif.



CONVERTIBLE MASONRY SAW AB55209

Owners and new purchasers of the Clipper model HD masonry saws can convert their equipment to a concrete and track saw by removing the cutting head and placing on a cart. The new equipment enables the sawing of concrete or asphalt patches, or trenches in floors, drives, and walks. Through such conversion it is possible to switch from one operation to the other in a matter of minutes. Clipper Manufacturing Co., Dept. AB, Suite 601, 2800 Warwick, Kansas City 8, Mo.



GARAGE DOORS AB55234

Now all five types of Strand garage doors shipped from the factory will have horizontal line styling. The new steel doors are in keeping with the latest architectural trends, states the company. All units are galvanized, ready for paint. Strand Garage Door Div., Detroit Steel Products Co., Dept. AB, 3101 Griffin St., Detroit 11, Mich.



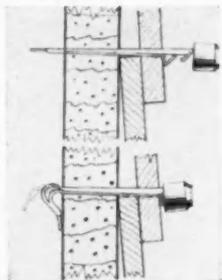
DEHUMIDIFIER AB55231

The Westinghouse air drier is large enough to dehumidify an enclosed space of 10,000 cubic feet and will take up to three gallons of water every day out of the air. A timer clock is available where continuous operation is not needed. The unit is intended for all areas where excessive moisture is a problem. Westinghouse Electric Corp., Electric Appliance Div., Dept. AB, 653 Page Blvd., Springfield 2, Mass.



WINDOW AB55241

Etlng Windows are said to eliminate the usual strains and hazards of cleaning outside windows. The double hung units swing to the inside by pressing a thumb tab on each sash for easy inside cleaning. The sash can be raised or lowered when open or closed. They are available in many sizes from Etlng Window, Dept. AB, Barberton, Ohio.



CLINCHING NAIL AB55238

A new self-clinching nail, Loc-Nail, will fasten asbestos or wood shingles to non-wood sheathing. Two sizes are available for 1/2 inch and 25/32 inch insulating sheathing. The radial action of the nail is fully compressed against the shingle. E. G. Building Fasteners Corp., Dept. AB, 101 Park Ave., New York 17, N. Y.

New Products continued on page 150

AMERICAN BUILDER

NEW... BEAUTIFUL... CUTS COSTS

These holes
promote easy
efficient
handling

This notch
aids speedy
fitting of doors
and windows

This design
gives new
beauty and
sales appeal

SCR brick*

Reg. TM, SCPRF, Patents Pending



Now... **BUILD SOLID BRICK HOMES
OF PREMIUM APPEARANCE AT A COST
COMPETITIVE WITH FRAME**

THE "SCR brick" IS A THRU-THE-WALL UNIT.

CUTS COSTS: eliminates materials and builds the wall with a single unit.

SAVES TIME: normally a mason can build 100 sq. ft. of "SCR brick" wall per day... an increase of 60%—100%.

Your inquiry for complete, detailed information is invited.



STRUCTURAL CLAY PRODUCTS INSTITUTE

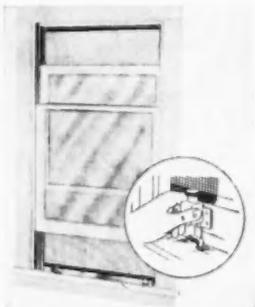
1520 18th Street, N. W., Washington 6, D. C.

NEW PRODUCTS

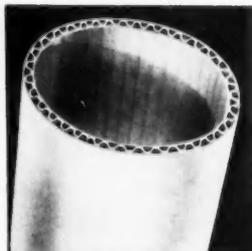
(Continued from page 156)



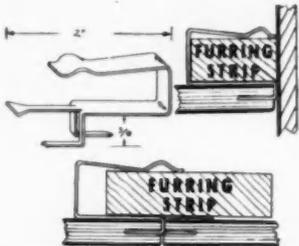
SLIDING DOOR AB55202
 Sli-D-o-o-r-s is a precision engineered sliding unit incorporating ball bearing rollers. The unit is designed to speed installation and engineered to hide any defects in the construction of the door frame. Oak saddles that blend with the floor form the bottom track. Jamb is grooved to hide any error in the plumb line. The doors are manufactured by the National Door Co., Dept. AB, Michigan Ave. off Route 29, Kenilworth, N. J.



TENSION SCREEN AB55218
 A new patented tension screen with an adjustable tension catch at the sill makes a tight, secure installation, states the manufacturer. The unit has a free floating bar which assures a snug fit even if the sill is not level. Keystone Wire Cloth Co., Dept. AB, Hanover, Pa.



ASBESTOS HOT AIR DUCT AB55212
 Introduced into the Los Angeles market is a new type heating duct manufactured from asbestos. The ducts are available in the California area in 3, 6, and 9 foot lengths with special collars attached. The manufacturer stated the unit has water repellent qualities, strength, sound deadening qualities, and little heat loss. Lynch Asbestos Co., Dept. AB, 2939 S. Sunol Drive, Los Angeles 23, Calif.

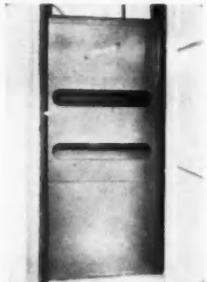


INSULATING TILE CLIPS AB55237
 The Sliding Loc-Clip is a new device for faster easier installation of insulation board tile. The tile units are clipped to furring strips and eliminate the need for hammer and nails. The unit will work with T and G, or square joint tile. The clips are designed for 1x2 inch furring strips. E. G. Building Fasteners Corp., Dept. AB, 101 Park Ave., New York 17, N. Y.



STEEL BUILDING AIDS AB55240
 An approved safe method of hanging and joining beams or joists to supporting members is this Copco Joist Hanger (left). The hanger is made of durable open-hearth steel, to fit single and double joists. (Center) The joist angles are approved reinforcement and connection where joists join headers. Can also be used over window openings. Made of heavy steel and punched for easy nailing. (Right) Steel Lintel shows the cross section of the new beveled edge design that permits nesting of bricks and aids in faster construction. Copco Steel and Engineering Co., Metal Building Products Division, Dept. AB, 14035 Grand River Ave., Detroit 27, Mich.

GARAGE DOOR AB55226
 A new 16 by 7 foot upward acting steel garage door is now available for two car garages. The unit is a four sectional door designed for rigidity and light weight. A tube compensates for the torque and keeps the door level. Morrison Roly-Door, Morrison Steel Products, 601 Amherst St., Buffalo 7, N. Y.



WIDE, SHALLOW FURNACE AB55206
 A new wider, gas-fired furnace cabinet to eliminate building wide walls. Requires smaller closet space, states the manufacturer. The units are 28 1/2 inches wide, 14 inches deep, and 61 inches high. They deliver 65,000 BTU's. Other gas-fired furnaces in the manufacturer's shallow-depth line have capacities up to 200,000 BTU's. Sequoia Manufacturing Co., Dept. AB, San Carlos, Calif.

DRAIN CLEANER AB55236
 The Hydraulic Water Ram cleans drains in all types of drainage lines through the use of water pressure. The device builds up a continuous water barrier between the Ram and the clogged obstacle. Air is pumped into the ram and the machine is actuated by a trigger. The air pressure forces the water through. The unit, stated the manufacturer, is ideal for maintenance men. The Hydraulic Manufacturing Co., Dept. AB, Kiel, Wis.



PICK-UP TRUCK AB55201
 Representative of one of 22 series offered by Chevrolet an 10 wheelbases is this 1952 half-ton pickup. The truck is powered by a 92 horsepower valve-in-head engine. Carburetion to assure peak efficiency and increased cab comfort are improvements this year. Chevrolet Motor Division, General Motors Building, Dept. AB, Detroit 2, Mich.

**USE THIS COUPON FOR MORE INFORMATION
 ON NEW PRODUCTS IN THIS ISSUE**
**Save Time—Just Insert Key Numbers and Mail To:
 American Builder, 79 W. Monroe Street, Chicago 3, Illinois**

Name

Address

City State

No. No. No. No.

When you address inquiries direct to manufacturers concerning a new product described here, please mention that you saw it described in American Builder

You'll build and sell faster with Westinghouse micarta[®] panels



Now you can install attractive MICARTA[®] Laminated Plastic work surfaces at a big saving in time, trouble and material. These convenient Westinghouse MICARTA panels are pre-bonded to Weldwood plywood panels—delivered to you ready to cut to size. You eliminate the bother of bonding, the need for special expensive tools. MICARTA can be sawed, drilled, trimmed and planed by any carpenter. It cuts with a minimum of waste, too.

Once you install MICARTA its warm colors and patterns will work to help you sell homes

faster. Women will appreciate the fact that it never requires maintenance. It stands up forever against food, alcohol, ink, oil—even boiling water! It resists denting, scratching, chipping, and burning. The super-smooth surface can be cleaned to a gleam with a wipe of a damp cloth.

The easily installed panels come in four sizes ... 24" x 96" ... 48" x 96" ... 30" x 60" ... 30" x 96" (all 7/8" thick). Ask your lumber dealer about MICARTA. For further information on this modern material fill out the coupon below.

J-06464

Westinghouse

micarta[®]

DISTRIBUTED BY UNITED STATES PLYWOOD CORP and W. S. MENZIES PLYWOODS, INC.

.....
 • UNITED STATES PLYWOOD CORPORATION
 • 55 West 44th Street, New York 18, N. Y.

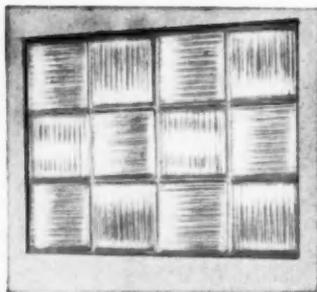
• Please send color guidebook and full application information on MICARTA.

• NAME _____

• ADDRESS _____

• CITY _____ ZONE _____ STATE _____

AB-5-52



"How we make our Garages lighter and private"



says a typical builder

"We know we're making a satisfied customer when we put in a panel of Insulux Glass Block®. We know the garage will be lighter and more private . . . that outsiders can never tell what's stored inside."

With glass block there's no upkeep—no repainting or repainting. Panels can be hosed down to clean—there's nothing to rust or rot. If garages are below house level, glass block panels are a natural. They're weatherproof, waterproof, and impervious to weather of all kinds.

Supplies of Insulux Glass Block and all of the installation materials needed are noncritical and immediately available in quantity.

Want more information? Write: Insulux Division, American Structural Products Company, Dept. AB5, Box 1035, Toledo 1, Ohio. *Subsidiary of Owens-Illinois Glass Company.*

INSULUX

"WALLS OF DAYLIGHT"



by the leaders of Daylight Engineering

Jersey Builders Set Up Pilot Plan for Handling Veterans' Complaints

Months of careful work on the part of the Home Builders Association of Northern New Jersey, has resulted in a test or pilot plan for handling the housing complaints of veterans. The plan is expected to eliminate hundreds of unjustified complaints from home owners, to educate them to their responsibility, and to ease the burden of the Veterans Administration in answering the numerous complaints.

Among the many obstacles to be overcome was the important one of obtaining a forthright declaration by state officials of the responsibilities of both the builder and the purchaser of a new home. Such a declaration is now mandatory in New Jersey, and the procedure that has been set up has the approval of Washington. It is believed that New Jersey is the only state in which the procedure has been put into effect.

Supplementary Agreement

Procedure for the handling of GI sales in New Jersey now consists of four steps to be taken at the time of the signing of the Agreement of Sale. The first is the sales contract. Attached to this is a letter from the builder to the buyer. This is really a supplementary agreement to the sales contract in which are set forth a time element of complaints and a warranty of specific items. In the letter the builder "assumes responsibility for the proper operation for the period of one year from the date of delivery of title, of the following major items: (1) Maintenance of the roof and roof flashings against leaks, except when caused by an act beyond the builder's control. (2) The septic tank, if one is installed. (3) The heating unit and heating system as to its function, subject to the condition that it is properly maintained. (4) Service of your basement against water conditions, resulting from seepage or pressure, if they develop."

"It is possible," continues the letter, "that you may find other items of a maintenance and upkeep nature which may need adjustment. The builder will service and adjust these items following the receipt of a list of said items from you, subject to the conditions that they are furnished to the builder within 30 days from the date of the delivery of title. . . ." Both the builder and the purchaser sign the letter.

Other Steps

The lender passes on to the Veterans Administration at the time of the request for individual Certificate of Reasonable Value one copy of the contract and one copy of the builder's letter to the buyer.

The third step in the procedure is that at the time the VA releases the Certificate of Reasonable Value to the lender, the VA mails to the lender its own letter. Here, the VA states the veteran's obligation with regard to payments, warns him to check carefully the property he is buying, and again states the builder's responsibility.

Finally, the fourth step provides the veteran with a booklet entitled, "Your New Home—Its Care and Maintenance." This booklet is given to the buyer at the time of passing title.

When there are complaints, the VA writes to the complaining veteran, advising him that his complaint is being sent to the builder of his home. The buyer is urged to sit tight for a period of 30 days to give the builder and the inspection service time to make a study of the case. Stephen Dudiak, president of the association, believes that most of the complaints heretofore received will be eliminated, and while only one half of one per cent of the complaints that have been received have been justified, it is expected that this will be cut measurably.



"I WONDER IF THERE'S ANYTHING IN OUR CONTRACT AGAINST KICKING FUTURE OWNERS OFF THE JOB?"

AMERICAN BUILDER

In Construction work...

Here's Gas Savings up to 14%



... MORE SPEED-HAULING POWER, TOO!

Now! Three new Ford Truck Engines feature **LOW-FRICTION**, high-compression, overhead valve design for more power and greater economy!

Ordinarily, friction in truck engines "wastes" power equal to about 4,200 miles for every 10,000 miles of truck travel. Now three new Ford Truck engines liberate much of this power "waste" by reducing friction up to 30%! They deliver more of the power they develop, save up to 1 gallon of gas in every 7!

Only Ford gives you a choice of V-8 or Six in five great truck engines developing up to 155 h.p. There's the new 101-h.p. Six and two new V-8's, plus the world-famous Truck V-8—now 106 h.p., and the Big Six—now 112 h.p.



SERIES F-6 is a ton-mile champion with top performance. Its body and payload capacity (with equipment and driver) is 11,300 lbs. on 8.25-20 dual rear tires. Engine choice of two economy-proved favorites now offering new power—106-h.p. Truck V-8 or 112-h.p. Big Six. Three wheelbase lengths. 2-speed rear axle available at extra cost.



NEW 6½-FT. PICKUP offers one of the biggest bodies in the half-ton field plus low 2-ft. loading height. Choice of 101-h.p. Low-Friction Six, or famous 106-h.p. Truck V-8.



SERIES F-2 with Utility body has 5,700 lbs. G.V.W., plus full floating, "heavy truck" rear axle for dependability. Rugged frame has six heavy cross members for rigid support.



FORD SERIES F-3 12-ft. (shown) or 9-ft. Stake, G.V.W. 14,000 lbs. on 7.50-20 duals. Choice of 101-h.p. Cost Clipper Six or 106-h.p. Truck V-8... both with Power Pilot economy.

Availability of equipment, accessories and trim as illustrated is dependent on material supply conditions.

LOOK at this 144-page Final Results Book and see how little it costs to run a Ford Truck in your kind of work. It has running cost reports on 50 million miles of trucking. See it at your Ford Dealer's now!



FORD TRUCKS for '52 cost still less to run!

MAY 1952

FREE! MAIL THIS COUPON NOW!

Ford Division of FORD MOTOR COMPANY
3269 Schaefer Rd., Dearborn, Mich.

Please send me without charge or obligation, complete details on the new Ford Trucks for '52 and the five great Ford Truck Engines!

FULL LINE HEAVY-DUTY MODELS
LIGHT MODELS EXTRA HEAVY-DUTY MODELS

Name _____
(PLEASE PRINT PLAINLY)

Address _____

City _____ State _____

Check here if student

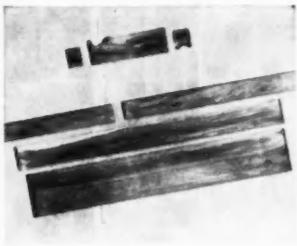
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Redwood in the News

Top quality finish grades of redwood are obtained at bargain costs when Shop Grade redwood is cut wisely, with an eye to uses requiring small sizes of lumber.

Because of the substantial savings offered by Shop Grade, the California Redwood Association has published an illustrated data sheet showing ideas for a great range of uses for this versatile grade. The data sheets may be obtained from the association at 405 Montgomery St., San Francisco 4, California.

Advertisement



Here's the sign of fine Redwood...

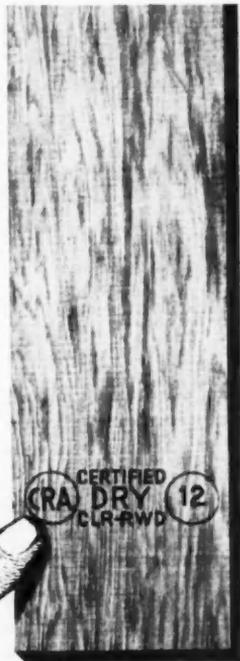
CRA REDWOOD

The CRA grade mark is your guarantee of Redwood that will always perform as only Redwood can perform.

It tells your customers they're getting Redwood that's uniformly graded, precisely milled, and carefully dried and seasoned.

Why take chances? Always feature CRA grade-marked, trade-marked, Certified Dry Redwood—the Redwood you can be sure of—the Redwood processed by the member firms of the...

CALIFORNIA REDWOOD ASSOCIATION



WARM SPRINGS REDWOOD CO.
HAMMOND LUMBER CO.
NORTHERN REDWOOD LUMBER CO.
COASTAL PLYWOOD & TIMBER CO.
THE PACIFIC LUMBER CO.
ROCKPORT REDWOOD CO.
SIMPSON LOGGING CO.
UNION LUMBER CO.
WILLITS REDWOOD PRODUCTS CO.
ARCATA REDWOOD CO.
HOLMES EUREKA LUMBER CO.

Campaign to Spur Home Building

The Celotex Corporation is going all out with its 1952 advertising appropriation to convince prospective home owners that this is the year to build or buy, and that attractive, modern homes are available at prices within the range of the average wage earner.



Marvin Greenwood
The Celotex Corporation

Opening the campaign in a number of shelter and other consumer magazines in February, the company showed an attractive one story house and floor plan, and explained that it can be built at moderate cost. The advertisement offered a colorful booklet of 20 modern homes at a small price. Response was so great that a third printing of the booklet was ordered within a month of the appearance of the first advertisements.

Backing up the consumer advertising is another campaign directed to the professional home building industry. This part of the campaign offers a sales kit consisting of the plan book, a large multi-color poster, a two-column mat for newspaper advertising, a proof sheet showing a dozen other advertising mats that are available, and a packet of 10 folders. The kit is also priced low.

Celotex officials believe that an unstimulated market for new homes in 1952 will result in a total far below the producing and construction capacities of the industry, and that every element from manufacturer to builder must sell intelligently and aggressively in the coming year. The campaign backs this belief with extensive advertising all along the line. The idea is not necessarily to sell the houses shown in the plan book, but to use them as examples of what can be purchased or built, and thus to help in crystallizing home owning desire into positive action.

Find the "Radiator"—

A Sale-able Idea in Heating



Find the "radiator"! Crane radiant baseboard heating is inconspicuous, efficient, does away with drafty currents. Easily installed in new or existing homes. Readily matched to any interior decorating scheme.

How Crane ideas for radiant baseboard panels help your customers get the most out of the homes you build

The idea here is to offer another feature in the houses you build. With radiant baseboard heating you can do it. Buyers of your homes can arrange their furniture for best effect and comfort, free of the limitations imposed by conventional radiators and warm air ducts.

This is one of the new ideas demonstrated in Crane's new "Sketchbook of Ideas," a basic part of Crane's new service to builders. This remarkable book includes suggestions and plans for kitchens, bathrooms and utility rooms... and

it's written and illustrated to help you get the approval of your prospective customers for new ideas and arrangements.

If you want further information on any of the rooms in the Sketchbook, we can furnish suggestions for room arrangements and decorating.

Ask your Crane Branch, Crane Wholesaler or Crane Plumbing Contractor for complete details.

COME TO CRANE FOR IDEAS

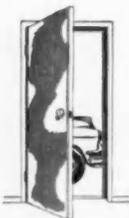
CRANE CO.

GENERAL OFFICES: 836 SOUTH MICHIGAN AVE., CHICAGO 5
VALVES • FITTINGS • PIPE
PLUMBING AND HEATING



HOW TO CUT DOOR And FRAME COSTS

WAY DOWN!



Use VMP flush steel doors between garage and house. Fireproof!



Use VMP flush steel doors for utility heating rooms. Fireproof!

VMP all-in-one piece steel frames require no on-the-site assembly

Pre-welded into complete one-piece assembly with butt hinges welded into the frame. Tack welded spreader channels maintain shape during shipment. Buck shapes for all wall construction.

Use VMP flush steel doors throughout house. Never warp, sag or crack! No customer complaints. No costly callbacks to repair doors or frames.

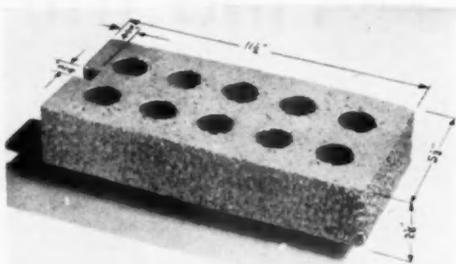
FREE: Architect's and builder's manual illustrated with two-color isometric drawings gives valuable door and frames cost cutting data. Send for your personal copy—yours without charge. Just write "VMP Steel Doors and Frames" on your letterhead or card, and mail today to Dept. GS



VIRGINIA METAL PRODUCTS CORPORATION

60 Hudson Street, New York 13, New York

There's a New Brick



The "SCR brick," a structural clay building unit designed to compete in cost with quality frame construction, has been put on the market through research development of the Structural Clay Products Institute

This new brick is a through-the-wall unit needing no backup materials. Conventional in appearance (it looks like standard Norman brick) the unit can replace present 8-inch wall construction in homes of 1 1/2 stories. Every major national building code permits 6-inch masonry walls for single-family one-story residential construction (9-foot walls, 15 feet at gables). FHA accepts such a wall.

Size of the SCR brick is modular but it can be used with non-modular design as well. The brick is vertically cored with holes of 1 3/8-inch diameter to lighten its weight. The unit weighs about eight pounds when made with the usual clays and shales. Smooth or textured surfaces are available in a wide range of color.

SCR brick is designed for use with furring on which the interior surface materials and insulation can be mounted. Two-inch by 2-inch wood furring is solely recommended, as it provides an adequate cavity to

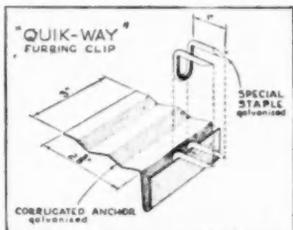


UNDER NORMAL conditions, a mason can easily lay 450 SCR brick per day, or 100 square feet of wall. The hole size and arrangement were selected to duplicate the grip and finger spread used by masons in laying 4-inch brick. SCR brick is laid with 1/2-inch mortar joints, turns corners nicely and builds jambs or openings without special additional units

AMERICAN BUILDER



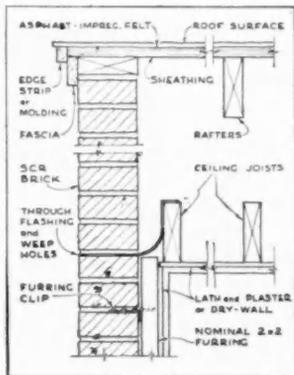
THE 3/4-INCH slot provided at one end of each SCR brick facilitates the installation of metal windows when they are mounted directly in the wall without a wood support



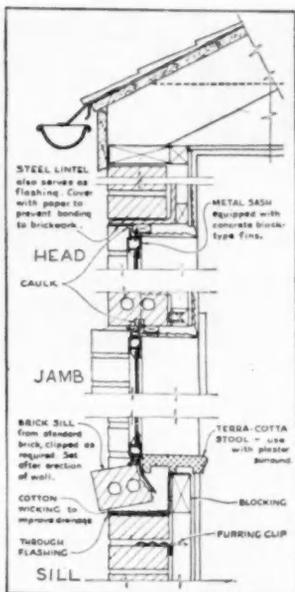
SPECIAL furring clip developed for use with SCR brick walls

prevent moisture penetration and reduces the number of nailing plugs required. It also permits easy wiring and installation of insulation. Using recommended furring, the builder can economically finish the interior of the wall to provide any desired U-factor. One-inch blanket insulation gives a U-factor of 0.12.

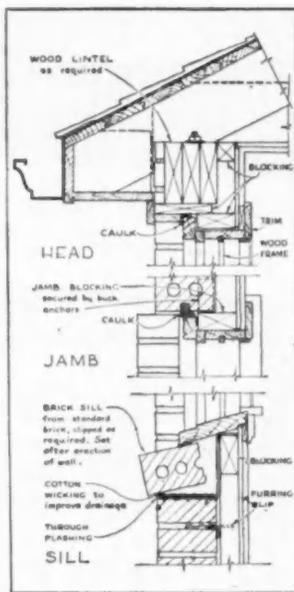
To simplify and reduce furring costs, the Clay Products Institute and the Peterson Products Co. of Janesville, Wis., have developed an improved version of the Quikway furring clip, to be used with SCR brick



GABLE DETAILS—masonry (left) and frame



WINDOW DETAILS—metal casement (left) and wood double-hung



walls. This new clip is now available through brick manufacturers handling the SCR brick.

Endorsed by the Bricklayers, Masons and Plasterers International Union (AFL), the SCR brick is the second major development of the Structural Clay Products Research Foundation established by the industry in 1950. The "SCR" insulated cavity wall, with a new pouring type of insulation permitting exposed masonry interiors with very low heat loss, was introduced in 1951.

FOUNDATION DETAIL—slab-on-ground

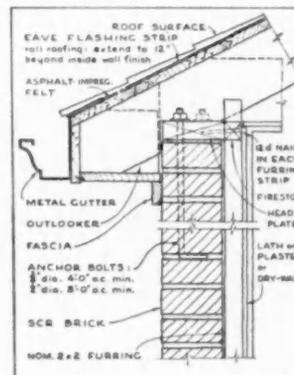
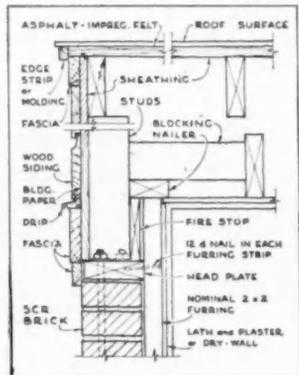
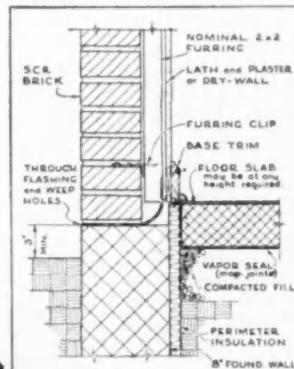


PLATE anchorage and eave detail

HERE'S PROOF

FOLLANSBEE TERNE METAL ROOFING

lasts as long as
the building stands

TERNE METAL ROOF 134 YEARS OLD!



The Kent estate, Christiansburg, Va., built in 1818, is still protected by the same Terne Metal roof installed 134 years ago, says H. B. Smith, Christiansburg roofer who replaced a portion of the roof last year:

... all I had to remove was half an ell on both sides. The rest of the ell and the main roof is still on and still does not leak. I can show you quite a few homes around here with Terne roofs which have been on for over 75 years and are still giving good service."

The Kent estate is an outstanding example of the lifetime-plus durability of Terne Metal Roofs. That's why architects and builders are specifying Follansbee Terne Metal both for new homes and re-roofing modernization jobs. It gives satisfied home owners a lifetime of comfortable, snugly weathertight roofing protection.

A Follansbee Terne Metal Roof gives any home fresh individuality and sleek lines that adapt beautifully to any architectural style. It is especially suited to the small, budget-wise home because it's economical yet long-lasting, fireproof, windproof and weatherproof. Moreover, Follansbee Terne can be painted to harmonize with the house exterior and surroundings.

More and more home buyers are asking about Follansbee Terne Metal Roofing. You will want to know the answers. Write for the complete file on Follansbee Terne Metal applications.

FOLLANSBEE STEEL CORPORATION

GENERAL OFFICES, PITTSBURGH 30, PA.

POLISHED BLUE SHEETS AND STRIP SEAMLESS TERNE ROLL ROOFING
COLD ROLLED STRIP



Sales Offices—New York, Philadelphia, Rochester, Cleveland, Detroit, Milwaukee, Sales Agents—Chicago, Indianapolis, Kansas City, Nashville, Los Angeles, San Francisco, Seattle, Toronto and Montreal, Canada.
Mills—Follansbee, West Virginia

FOLLANSBEE METAL WAREHOUSES

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

Catalogs—

and Manufacturers Literature



212—VENTILATING FANS

—"Modern Ventilation for Modern Kitchens" is the name of an attractive booklet describing and illustrating kitchen ventilating fans and issued by The Emerson Electric Mfg. Co., Dept. AB., St. Louis 21, Mo. Wall type, ceiling type and wall box ventilator fans are treated and complete specifications and details are provided. Drawings and diagrams explain details of installation.

213—CELLULAR RUBBER—A revised and enlarged catalog, together with a panel of actual samples of Rubatex closed cellular rubber, are now available at the Rubatex Division of Great American Industries, Inc., Bedford, Va. The catalog features a fully-detailed chart of the properties of Rubatex as improved to meet the recently revised A.S.T.M. Standards.

214—DISPLAY WALLS—

An 18-page booklet, "Dealer Display Suggestions," designed to provide dealers with ideas for building displays of Armstrong Cork Co.'s M-67 Monowall for showrooms, is being issued to lumber dealers. Planned primarily for use in helping dealers set up displays, the booklet contains drawings of a number of different types and sizes of displays and lists material needed to build them. Available from Armstrong Cork Co., Dept. AB., Building Materials Division, Lancaster, Pa.



215—WIRING DIAGRAMS—For the one who is planning to build or remodel a house, a brochure entitled "Electrical Living and How To Have It" is being made available to all electric utility firms to enable them to conduct promotional activities and to provide plans, wiring diagrams, novel lighting effects and appliance installation data. It is being offered by the Westinghouse Electric Corporation's Better Homes Bureau, through local electric utility firms.



216—SAFETY-STEP LADDERS—

A six-page, two-color catalog describes all-steel mobile ladders now available in models with from one to eight steps and to a working height of 11½ feet as well as the 4-step "Stockart" ladder, with adjustable push-bar hangers, for use with stock carts. Safety feature consists of spring-mounted ball bearing casters that automatically retract when a person steps on the ladder, putting the weight on rubber-tipped legs that prevent rolling. Manufacturer is the Ballymore Co., Dept. AB., Wayne, Pa.

(Continued on page 160)

12,000,000 reasons

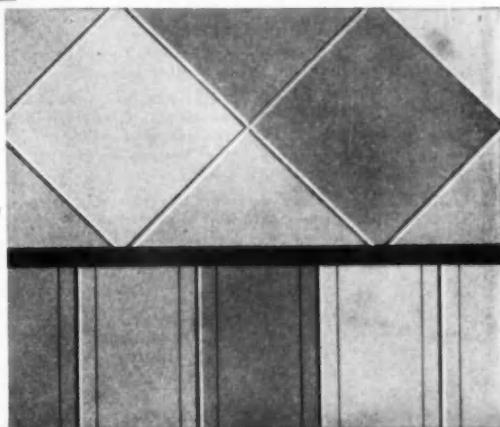
why you'll get more jobs with **GOLD BOND INSULATION BOARD**



THE latest promotion in Gold Bond's powerful "Add-A-Room NOW" campaign is the Insulation Board ad above—appearing in the May 24th Saturday Evening Post in striking full color. Among the 12,000,000 men and women who'll see this ad, there'll be many who want to "Add a Room" with Gold Bond Insulation Board and other Gold Bond Products. Ads like this develop profitable work for you throughout the year. Gold Bond Insulation Board, Plank and Tile goes up fast and easy, gives beautiful results. Each job is an ad for you! One satisfied customer will tell others.

Your local Gold Bond lumber and building material dealer will gladly show you the Plank and Tile in variegated blends. All three styles, large panels, Plank and Tile, also come in ivory color. New Gold Bond Duplex Insulation Tile goes up "two at a time!" Interlocking edges hide nails or staples.

Write for a copy of "Interiors by Gold Bond"—a colorful, illustrated booklet that will help you get more remodeling jobs.



ADD-A-ROOM NOW!
with **Gold Bond**

NATIONAL GYPSUM COMPANY • BUFFALO 2, NEW YORK

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

NO WRESTLING!

No work at all with new, efficient, time-saving DURALL tension screens!

SAVE TIME! Duralls snap into place inside your window. Two easy clamps grip screen to window frame. All in just 9 seconds!

SAVE SPACE! To store Duralls unsnap, roll up, slip into handy cartons, store in nearest closet! Duralls weigh just ounces!

SAVE TROUBLE! Duralls make window washing a snap. Release two clamps and Durall

hangs loose as a shade! So easy to reach outside.

SAVE WORK! Duralls never need painting or weatherproofing. They're rugged and durable. They never rust or stain your house!

SAVE MONEY! Duralls do more, cost less, last longer than ordinary, old-fashioned screens. Write for our Catalog AIA-35-P-1.



NEW YORK WIRE CLOTH COMPANY, New Canaan, Conn.

Catalogs

(Continued from page 158)

217—ALUMINUM SCREENS—Aluminum screen information is available for double hung and casement windows. The 4-page folder issued by the manufacturer shows stock sizes, hardware, and construction details. Fabrico, Screens and Fabricated Metals Corp., Dept. AB, 3323 Paterson Plank Rd., P.O. Box 31, North Bergen, New Jersey.



218—ELECTRIC TOOLS—A new 96-page catalog of electric tools is available. Descriptive information on the company's full line of tools including their latest models is contained therein. Stanley Electric Tools, Dept. AB, 300 Myrtle St., New Britain, Conn.



219—SNOW MELTING SYSTEMS—A study of 50 snow melting systems operating in 15 divisions of business in 17 states has just been published in a 36-page bulletin by A. M. Byers Co., 1501 Clark Bldg., Pittsburgh, Pa. The bulletin titled, "Byers Wrought Iron for Snow Melting Systems," traces the growth of systems and contains 83 illustrations.

220—GALVANIZED STEEL WINDOWS—An attractive lithographed catalog describing the process of hot-dip galvanizing of the Fenestra line of steel windows has been issued by Detroit Steel Products Co., 2250 East Grand Blvd., Detroit 11, Mich. The catalog tells how with its new Detroit plant Fenestra is able to hot-dip galvanize and bonderize its own window products, and describes and illustrates the important steps in the galvanizing process.

222—BUILDING TOOLS—Now available on request is the 1951 Tool Catalog of the Goldblatt Tool Co., 1912 Walnut St., Kansas City, Mo. The illustrated catalog contains 108 pages and describes many new tools and related items, together with a special section containing general information of interest to craftsmen. The Goldblatt line includes tools for plasterers, bricklayers, tile setters, cement finishers, lathers, building contractors and for all masonry trades.



223—BUILDING HARDBOARD—"How to and Where to Use Forest Board" is the title of a brochure prepared by Forest Fiber Products Co., 316 Pacific Bldg., Portland 4, Ore., manufacturers of Forest Board. The usage and application is not well understood by many in the building trade and the brochure is intended to give a better understanding of the advantages of hardboard, the firm reports. Step-by-step application instructions with illustrations are given with data on bending and painting.

(Continued on page 162)

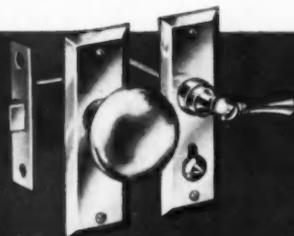
Screen Door Hardware

that reflects
smart building strategy

By making sure that screen door hardware is sturdy enough to stand rough use, builders avoid the possibilities of criticism and call backs. It's low-cost insurance. If you check the construction features of Russwin Screen Door Hardware, you'll see why it's preferred by good builders. See this line at your Russwin dealer's. Its extra quality is easy to spot . . . installation instructions, easy to follow . . . packaging, clearly marked. Other details supplied by your dealer. Russell & Erwin Division, The American Hardware Corporation, New Britain, Conn.



LIQUID SURFACE DOOR CLOSER. In quality of materials and craftsmanship, the No. 8 screen door closer compares favorably with the Russwin heavy-duty line. Requires only 3 1/4" between house and screen doors. Width of rail for inside application — 3 1/2" — for outside application, 2 1/2". Reversible. Speed control adjustment.



SCREEN DOOR CATCHES. Mortise type and rim type. No. 565 mortise type, for doors 3/4" to 1 1/2" thick, opening in or out. No. 510 rim type, for doors 3/4" to 1 3/4" thick, opening out . . . both equipped with lock stops . . . both offering smooth operation and extra long service life.

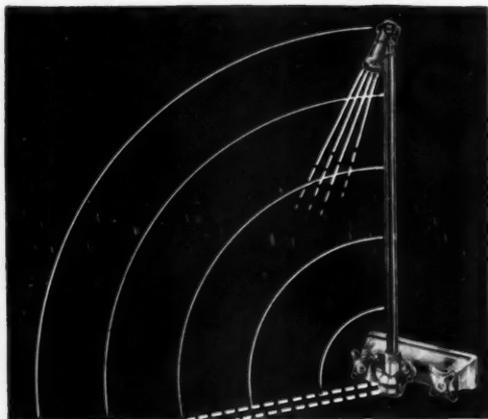


AIR-CONTROLLED SCREEN DOOR CLOSERS . . . made of wrought tubing . . . equipped with wrought brackets. The No. 5 (illustrated) is 18 3/4" long, has a coiled torsion type spring encased in tube protected from weather. The No. 2 is 14 1/4" long. It has a compression spring instead of coil spring. Both closers have an adjustment to control speed of closing and are reversible for right or left hand doors.

THERE'S NOTHING LIKE THE

ADJUSTO

SWING DOWN TUB-SHOWER FIXTURE



TURN THE HEAD
FOR TUB FILLER OR SHOWER

Quality plus LOW COST

Easily Installed outside of the wall

ADJUSTO:

- Eliminates a tub-filling spout.
- Only one set of valves is needed.
- Installs as easily as a swing spout sink faucet.
- Installed in half of the time required for conventional tub and shower fixtures.
- No danger of back siphonage.
- May be installed after tiling and decorating are completed.

For remodeling, it is easy to fit most existing fixture conditions.

A beautiful, quality fixture at LOW COST.

Ideal for builders.

See your plumbing contractor

Plumbers: see your jobber
or write direct

MILWAUKEE FLUSH VALVE CO.

323 E. Reservoir Avenue
Milwaukee 12, Wis.

Manufacturers of the Famous
Milwaukee Plumbing Fixtures
including:

- | | |
|----------------|-------------------|
| Sump Pumps | Trip Lever Wastes |
| Deck Faucets | Connected Wastes |
| Sink Strainers | Mixing Valves |
| Tub Fillers | Basin Fixtures |
| | Showers |

A variety of allied products



Catalogs

(Continued from page 100)

224—COVERED PLYWOOD—Kiln-dried Conner board can be used as an underlayment for carpet or linoleum and also sheathing. A two-color folder relates its advantages. Conner Board Division, The Conner Lumber and Land Co., Dept. AB, P.O. Box 112-M, Marshfield, Wis.

225—PIPE MENDING CEMENT—A 4-page folder explaining the application of the stick type mending compounds is available from the manufacturer. Used for water and soil pipes. Lake Chemical Co. Dept. AB, 607 N. Western Ave., Chicago 12, Ill.

226—ADJUSTABLE TUB AND SHOWER FIXTURES—A two-color folder describing various types of adjustable tub and shower fixtures has been released. The trade name of the fixtures is Adjusto, manufactured by the Milwaukee Flush Valve Co., Dept. AB, Milwaukee, Wis.

227—INDUSTRIAL STEEL WINDOWS—Pivoted, Commercial projected, and security windows for industrial and commercial buildings are described in an 8-page catalog. Engineering instructions are included in the catalog. Fenestra Industrial Steel Windows, Detroit Steel Products Co., Dept. AB, 3101 Griffin St., Detroit 11, Mich.

228—LIGHTING FIXTURES—As an innovation in presenting lighting fixtures, this catalog segregates the units into room divisions. The booklet is color keyed for fast location of the merchandise. The front cover contains a revolving disk so that various room scenes incorporating the manufacturer's product can be seen. Moe Light, Inc., Dept. AB, Fort Atkinson, Wis.

229—GARAGE DOORS—A 10-page booklet describes upward-acting garage doors. Framing details, specifications, as well as types of residential and commercial garage doors are contained in the publication. Also available is a folder on electrically operated garage doors. The Howell Manufacturing Co., Cottman St. and Hasbrook Ave., Philadelphia 11, Pa.

230—ROOF VENTILATOR—A bulletin issued by the manufacturer describes the complete line of straight through, powered, roof ventilators. The units are available in 16 to 60 inch sizes. The semi-circular dampers are held open by the air stream. The Swartwout Co., Dept. AB, 18511 Euclid Ave., Cleveland 12, Ohio.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department
American Builder
79 W. Monroe St., Chicago 3, Ill.

May, 1952

Please send me additional information on the following product items, or catalogs, listed in this department:

Numbers

Name

Street

City State

OCCUPATION*

*Please note that occupation must be stated if full service is given.

AMERICAN BUILDER

...in Key West



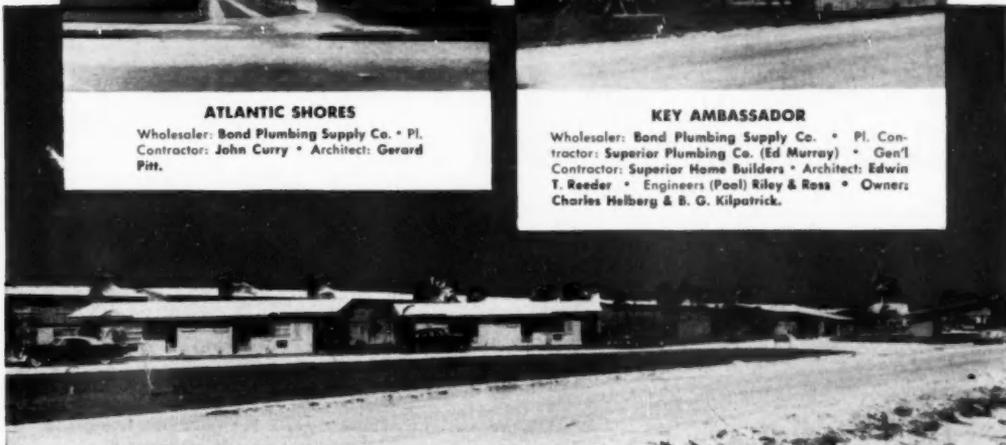
ATLANTIC SHORES

Wholesaler: Bond Plumbing Supply Co. • Pl. Contractor: John Curry • Architect: Gerard Pitt.



KEY AMBASSADOR

Wholesaler: Bond Plumbing Supply Co. • Pl. Contractor: Superior Plumbing Co. (Ed Murray) • Gen'l Contractor: Superior Home Builders • Architect: Edwin T. Reeder • Engineers (Pool) Riley & Ross • Owners: Charles Helberg & B. G. Kilpatrick.



KEY WESTER

Wholesaler: Bond Plumbing Supply Co. • Pl. Contractor: Superior Plumbing Co. (Ed Murray) • Gen'l Contractor: Superior Home Builders • Architect: Edwin T. Reeder • Engineers (Pool) Riley & Ross • Owner: Charles Helberg & B. G. Kilpatrick.

it's RICHMOND

Just recently these 3 motels opened in Key West, Florida. These are the last word in beauty . . . superbly designed . . . beautifully furnished . . . magnificently landscaped.

And all 3 installed Richmond plumbing fixtures.

You'll find this happening from coast to coast. Whenever quality and

beauty are desired, wherever economy and efficient operation are demanded, more and more Richmond is the choice.

Remember Richmond when you buy or specify any type of plumbing fixtures. You'll find the Richmond line of vitreous china and cast-iron fixtures is complete, and you're assured of customer satisfaction every time in every way.

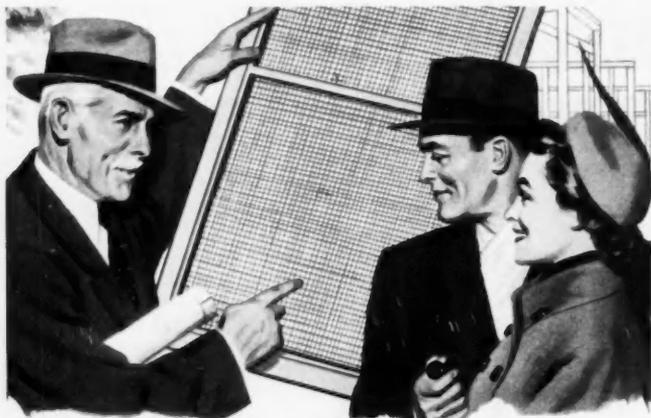


RICHMOND

RICHMOND RADIATOR CO. - 19 EAST 47TH STREET, NEW YORK 17, N.Y.

Richmond Radiator Company
19 East 47th Street, New York 17, New York
Please send me more information and literature on the Richmond Plumbing Fixtures. No obligation, of course.

NAME.....
COMPANY.....
ADDRESS.....
CITY.....ZONE.....STATE.....
We are plumbing wholesalers plumbing contractors building contractors.



It helps show your customers you build with the best!

BUILDING COSTS ARE HIGH—and home-buyers are looking for value. Often a small item, like LUMITE* saran screen cloth, says value in a big way . . . because:

It's a sign that you've built with the best materials.

It's proof you haven't overlooked important minor details.

That's how LUMITE plastic screening adds sale-ability to a house!

*Longest-lasting
screen cloth you
can buy!*

In actual comparison tests under the worst exposure conditions, LUMITE resisted the effects of weather outdoors better than ALL other kinds of screen cloth! Salt air, humidity, city smoke, acid fumes cannot harm LUMITE.



Sold through Hardware, lumber,
and building supply dealers
and screen manufacturers.

**FOR FREE
SAMPLE AND
FURTHER
INFORMATION: ▶**

Here are more LUMITE advantages:

- strongest, as proven in impact tests
- needs no protective paint or varnish
- does not cause stains
- unharmed by water and almost all chemicals
- can be left up all year 'round
- ideal for every exterior use
- priced right

LUMITE*

SARAN SCREEN CLOTH

*Registered trade-mark

Lumite Division, Chicopee Mills, Inc.
40 Worth Street, New York 13, N. Y.

Gentlemen: I am interested in the rustproof, stainproof, long-lasting qualities of LUMITE saran screen cloth. Please send me FREE sample and further information.

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COMPANY.....
ADDRESS.....
CITY.....ZONE.....STATE.....

NEW (Continued from page 116) Housewife-"Queen" and A Movie Starlet Led These Home Week Observances

The more people you tell about it, the more successful the Home Week, the Home Builders Association of New Orleans believes, and a summary of the association's 1951 observance reveals that very few bets were missed in focussing the city's attention on housing.

A "Queen of National Home Week" played a major role in the New Orleans program. This young housewife was crowned by the mayor, presided at a party for orphans, was honor guest at a number of civic club parties, and acted as hostess at display homes.

In addition to getting public attention through newspaper coverage of the queen's activities, the association sponsored construction displays on trucks in the downtown business district, and a big motorcade which toured Canal street.

The story of the New Orleans observance was received too late to be judged in *American Builder's* National Home Week contest, but the show was generally agreed to be a high-ranking one.

LOS ANGELES Honorable Mention Group II

An effective publicity campaign centered on the activities of "Miss Home Week of 1951," an attractive blonde movie and television starlet, helped make Los Angeles "home-buying conscious" and to attract good crowds to more than 100 display homes in the county.

In a city that is traditionally "publicity-shy," the Home Builders Institute's efforts were particularly noteworthy. A few of the ways Miss Home Week appeared in the press were: Making herself handy around the kitchen, posed on stacks of building materials, checking title insurance files, and wearing a hat shaped like a model home. She also appeared on a number of television shows.

TACOMA Honorable Mention Group III

More than 50 new homes were placed on display by members of the Tacoma (Wash.) Master Builders Association and 28 sales were made during the Week.

At the same time, the Tacoma Real Estate Board exhibited 65 older homes, of which Home Week visitors bought 18.



HAMMERS

SAWS

IMPACT WRENCHES

BELT SANDERS

Belt Sanders

Bench Grinders

Drills

Drill Stands

Fender Hammers

Grinders

Electric Hammers

Impact Wrenches

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Nut Setters

Polishers

Sanders

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Screw Drivers

Tappers

Valve Refacers

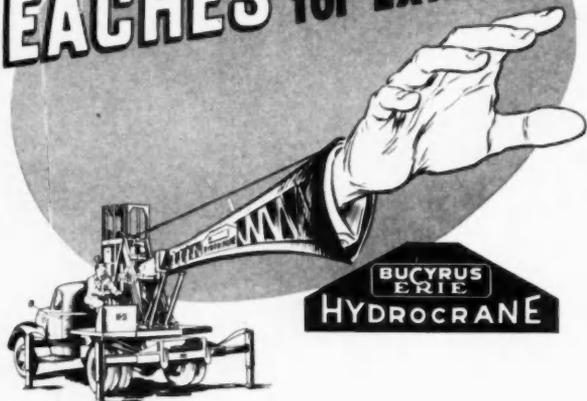
AN ELECTRIC TOOL TO SPEED EVERY ELECTRIC JOB!



Make mine Silver Line! Contractors throughout the country are echoing that phrase—Thor Silver Line, the only really new, modern portable electric tools, proving time and money savers on jobs everywhere. There's a size and model for every type of application—see your Thor distributor for a demonstration, or call your Thor branch.



Here's a Boom that
REACHES for Extra Jobs



The Bucyrus-Erie Hydrocrane with hydraulically telescoping boom reaches into windows and box cars . . . over fences . . . under beams and overhanging branches . . . between wires and rafters—without moving crane an inch! Boom extends and retracts a distance of eight feet.

The outstanding advantages of telescoping boom plus precision hydraulic control combine to make the Hydrocrane ideal for handling forms—placing concrete slabs, steel beams, wooden trusses . . . erecting pre-fabricated housing sections—hoisting brick, concrete buggies, fixtures—dozens of jobs.

Here is the crane that's right from every angle for building. Travels at 50 mph on open road, squeezes into close quarters, has cushion smooth hydraulic system, is extremely simple to operate. Write now for full details or see your Hydrocrane distributor.

181H52

Every crane function fully hydraulic—boom hoist, load hoist, swing, boom telescope, outrigger set and retract, bucket close.



BUCYRUS-ERIE HYDROCRANE DIVISION

South Milwaukee,
 Wisconsin



Plaster Pump Saves on Time, Costs

Introduced two years ago by the E-Z-On Corporation of Chicago, this plaster pump has been hailed as a revolutionary improvement in the ancient art of plastering. Information from contractors using it shows that one man operating this machine can scratch coat from 2,000 to 4,000 square yards per day, depending on the thickness of the scratch coat and the number of hours worked. National average for the same work by hawk and trowel is said to be about 300 square yards. One man can spray on from 600 to 1,200 square yards per day of brown coat with the pump, as compared with a national average of about 100 square yards applied manually. In the manual method, 70 per cent of the time is spent in carrying the plaster to the wall, and only 30 per cent in straightening. The pump is used for first and second coats; the finish coat still goes on by hand.

E-Z-On's machine is about 26 inches wide, 42 inches high, 60 inches long, and weighs 600 pounds. It has a hopper capacity of 4 cubic feet, is operated by a 220-volt, single phase motor. It can pump one cubic foot per minute, through a hose not exceeding 40 feet when perlite is used, and not exceeding 60 feet when using vermiculite. Only plaster made with lightweight aggregates is handled.

Luczak Bros. of Chicago, whose truck is shown in the photograph, are now operating 4 of these pumps, rate them as "very successful." The pump is leased but never sold, to contractors employing union help.



AMERICAN BUILDER

"NEW SAW-DESIGN CUTS COSTS" ...say Contractors

- **DEEPER** Vertical and Bevel cuts than other saws of same diam. blades. Milwaukee 6" portable saw miters 2" dressed lumber at 45°.
- **NEW "Carpenter Square" Construction** — a completely RIGID unit in every usable position and adjustment.
- **NEW DRIVING MECHANISM** lengthens life of helical-cut steel gears — quieter operation.
- **MORE MOTOR GUTS** — Model 650, 1¼ H.P. Motor; Model 825, 1½ H.P. Motor . . . both motors MILWAUKEE-BUILT.



Model 650
6½" blade
\$66.50

Model 825
8¼" blade
\$89.50

Metal carrying cases also available.



Profit by the experience of other Milwaukee Portable Electric Saw users. See your distributor or write us. Ask for FREE Folder No. SW-1.

MILWAUKEE ELECTRIC TOOL CORPORATION

5356 W. State Street • Milwaukee 8, Wis.
Canadian Distributor: MATTHEW MOODY & SONS CO., 740 Inspector Street, Montreal

ANOTHER

Milwaukee

QUALITY TOOL

Woman Manages Lumber Yard

Branch manager of the Hamar-Quandt Company lumber yard at Larium, Michigan is Miss Mary Tinetti who required only seven years to advance from her starting position as stenographer-bookkeeper to her present executive status. Starting in the yard in 1936, Miss Tinetti was appointed branch manager in January, 1943.

John N. Hamar, president of the company, whose headquarters are at Houghton, Mich., says that Miss Tinetti's ability to delegate authority and responsibility is the key to her success. Her yard staff comprises



Mary Tinetti

from nine to 15 employees, including one office assistant, one outside salesman and one yard foreman. The balance of the personnel are truck drivers, helpers and general yard labor. Miss Tinetti, in addition to the myriad of minor responsibilities incumbent on a manager, supervises all purchases, controls credits and collections, and keeps all the books.

The yard handles a complete line of lumber and building materials, coal, builders hardware, wallpaper, paint and allied products, and does a substantial volume of business in one of the larger communities of Upper Michigan's copper country. A fleet of six trucks and one salesman's car is required to properly service customers.

Miss Tinetti's principal hobby is running a successful lumber yard, but she is also an accomplished bowler, and captains a team under the Hamar-Quandt colors which has won the city championship four years in succession.

Cash for Job Shortcuts

Let your suggestion pay you \$5 in cash. This sum is paid by American Builder for each shortcut or job pointer that is accepted for publication. Send all material to Architectural Editor, American Builder, 79 W. Monroe St., Chicago 3, Ill.



They Came!
They Saw!
They Raved!
They Bought!

- **There is a National Home for Every Home Buyer.**
- **Unsurpassed in Quality, Durability, Livability, and Saleability.**

It will pay you to investigate the fine profit possibilities that National Homes offers franchised dealers. Write today for this information.



Need For Basic Plumbing Offers Unlimited Market

Urban and rural homes are still so short of sanitary and convenience facilities that years of unlimited opportunity are a distinct possibility for the whole construction industry and its suppliers, A. G. Zibell, plumbing and heating sales manager of Kohler Co., Kohler, Wisconsin, declared at the recent New England Wholesalers' Convention in Boston.

"In addition, there continues to be a definite, growing demand for schools, churches, institutions and commercial buildings, due to the rapid growth of cities and towns," Zibell said, asserting that temporary postponement of filling these needs will only add to the tremendous backlog.

Zibell told the New England group that 40 million Americans need bath and shower facilities, 27 million have no kitchen sinks, almost as many lack indoor toilet facilities and another 17 million could use indoor laundry facilities. He also stated that the farm market offers immense possibilities due to the rapid progress of rural electrification. He estimated

that two out of every three farm dwellings still do not have modern bathrooms despite the highest level of prosperity the American farmer has ever enjoyed.

"This tremendous potential makes the supply of plumbing and heating equipment an important matter today," Zibell stated. He went on to say that while current inventories and production capacity have now reached a higher level in relation to demand than has existed for some time, scarcity of some materials, notably copper and brass might quickly pose serious problems for manufacturers.

Speaking of the impact of a "peace-war program" on the construction industry, Zibell said that productive capacity of all American industry is much greater than ever before and is continuing to increase.

"During World War II," he said, "it was necessary to allot 45 per cent of all production to military needs. 1951 took only 10 per cent. For any year of rearmament, the figure probably wouldn't go beyond 20 per cent."

"It is not the desire of the plum-

ing and heating industry to seek copper or any other vital material at the expense of the military," he said, "but only a more equitable allocation in proportion to other industries, based on the essential need for our products."

"The health of our country cannot be jeopardized through lack of sanitary facilities, whether these be in homes to maintain reasonable family living conditions, rest rooms in places of employment or where the public gathers for recreation or entertainment, or for general health maintenance such as hospitals, clinics, doctors' and dentists' offices," Zibell said.

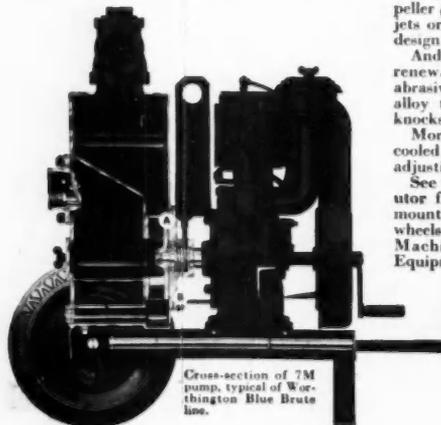
New Specifications Issued By Vermiculite Institute

New standard specifications for vermiculite plastering and acoustical plastic have been issued by the Vermiculite Institute, 208 S. LaSalle St., Chicago 4, Ill. The plastering specifications are in general agreement with American Standard Specifications for Gypsum Plastering, A.S.A. No. A42.1-1950.

The 12-page booklet covers the application of vermiculite plaster base coats of all types of lath and masonry bases, solid partitions, and standard finish coats, including the new vermiculite crown finish.

Simplest, sturdiest, most economical contractor's pump ever built

MADE BY THE WORLD'S
LARGEST PUMP MANUFACTURER



Cross-section of 7M pump, typical of Worthington Blue Brute line.

It takes Worthington's unequalled experience to give you the most in a self-priming contractor's pump.

Look—only two moving parts, the impeller (A) and shaft seal (B). And no ports, jets or valves to clog. That's the kind of design that keeps you out of trouble.

And look at the materials. Impeller and renewable wear plates made of special abrasive-resisting alloy . . . casing is a steel alloy that defies rust, erosion and hard knocks.

More trouble-savers: easy-starting air-cooled engine . . . fully-enclosed and self-adjusting dual shaft seal.

See your nearby Worthington distributor for the A.G.C.-rated sizes, base-mounted or with steel or pneumatic-tired wheels. Or write to Worthington Pump and Machinery Corporation, Construction Equipment Division, Dunellen, N.J.



RUGGED LIGHT-WEIGHT PUMP

Popular Worthington 4M has earned contractors' enthusiastic O.K. on all sorts of jobs. Has fabricated all-steel casing to take roughest service, yet weighs less than 75 lb. Hand carriage also available.

BUY BLUE BRUTES

WORTHINGTON



H.1.9

AMERICAN BUILDER



LOW-COST THERMOPANE

... lets you put insulating glass in every window

This *Thermopane** insulating glass is made with the same time-proved, metal-to-glass *Bondermetic Seal** that has been used for many years in more than 2,000,000 units.

It's made of window glass (DSA quality) not plate glass. Hence, it costs less. This *Thermopane* has a full $\frac{1}{4}$ " air space between its two panes. Its insulation factor is .65, compared with 1.16 for single-paned windows. And so it cuts heat loss almost in half.

Thermopane is available in a number of standard sizes for various types of sash. To keep costs down, and thus provide *Thermopane* in every window of moderately priced houses, many builders are simplifying glazing by using only two standard sizes

of *Thermopane* insulating glass for the entire house.

They use the panel window system—with $45\frac{1}{2}$ " x $25\frac{1}{2}$ " lights for fixed openings and $42\frac{1}{2}$ " x $22\frac{1}{2}$ " lights for ventilators. A window can be made up of as many units as desired, set in a frame of 2 x 6's. This is so popular that in some parts of the country you can buy prefabricated frames shipped in a bundle to the site for quick assembly.

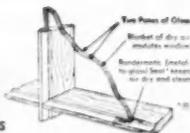
You can also use standard-size *Thermopane* of DSA glass in double hung and casement windows. Of course, for larger windows, and for windows where utmost clarity is desired, you'll want to use *Thermopane* made of L'O-F Polished Plate Glass.

Your L'O-F Distributor can give you more information. Or mail the coupon.



Thermopane

LOOK FOR THE NAME ON THE SEAL BETWEEN THE PANES



Libbey-Owens-Ford Glass Company
352 Nicholas Building, Toledo 3, Ohio
Please send me complete information on installation methods for low-cost windows of Thermopane.

Name (Please Print)

Address

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Make all homes weather-safer



Sisalkraft as sheathing paper and under flooring



Sisalation under and over concrete slabs



Sisalation as insulation for walls, ceilings and floors

at less cost with
SISALKRAFT
waterproof building paper
and

SISALATION
the reflective insulation
and barrier against moisture-vapor, wind,
drafts and dust

RIGHT for all types of homes
in all price ranges

FOR FREE SAMPLES
and installation specifications WRITE Dept. AB-5.



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only **ONE** easy Adjustment to
put Men at the Right Height **QUICKLY!**

"TROUBLE SAVER"
ADJUSTABLE
STEEL TRESTLES

- Your men can do more work because they will spend less time in erecting and moving "Trouble Saver" Steel Trestles.
- Only one, easy, positive adjustment — no tools, triggers or gadgets required.
- "Trouble Savers" are made of carbon steel . . . in eight handy sizes.

Write for literature—giving complete information on all "Trouble Saver" scaffolding accessories.



Manufacturers of
"Trouble Savers" since 1912

The Steel Scaffolding Company, Inc.

856 Humboldt Street Dept. AB Brooklyn 22, New York
Telephone: EVERgreen 3-5510

Lift Truck For Materials Handling

Progressive wholesale and retail dealers are streamlining their handling operations with many new devices and specialized attachments, but the basic unit for the great variety of moving jobs is still the lift truck.

The versatility of this type of truck is demonstrated in the opera-



LOAD OF CORNER BEAD is removed from delivery truck at warehouse platform



ROOFING ROLLS have been neatly palletized by lifting machinery of truck



PALLET LOAD OF NAILS is removed from storage. Truck has 4,000 pound capacity

tions of a Los Angeles retail firm, So-Cal Building Materials Co. So-Cal uses two lift trucks, one with a 4,000-pound capacity, the other 2,000-pound. Both trucks are used to unload, warehouse and load-out such items as roll roofing, flat roofing, shingles, tile board, panel board, building board, gypsum lath, plywood, nails, doors, insulating siding, as well as lumber.

AMERICAN BUILDER

To help you
build a
better home...



Permalite makes plaster 4 WAYS BETTER!

That's right... Permalite aggregate means a better house... extra value for the money. In base coat plaster, it provides: (1) Three times greater insulation than ordinary plaster; (2) Extra fire resistance; (3) More resilience, more crack-resistance; (4) Tons less dead weight for minimum settling and maintenance.

Permalite makes concrete INSULATING!

In concrete floor slabs, Permalite gives up to 20 times the insulation of ordinary concrete. Minimizing heat loss into ground, it's a superior base for floor radiant heating systems. Adds year 'round comfort, helps eliminate cold floors.

Send in this coupon today for full details. Learn how you can add much to housing quality, little to housing cost with Permalite.



A Building Product of
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Great Lakes Carbon Corporation
Perlite Division, Dept. 20-4
18 East 48th Street, New York 17, N. Y.

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

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____

VENKO
Koven
HOURS Saved
FUEL Saved
SPACE Saved

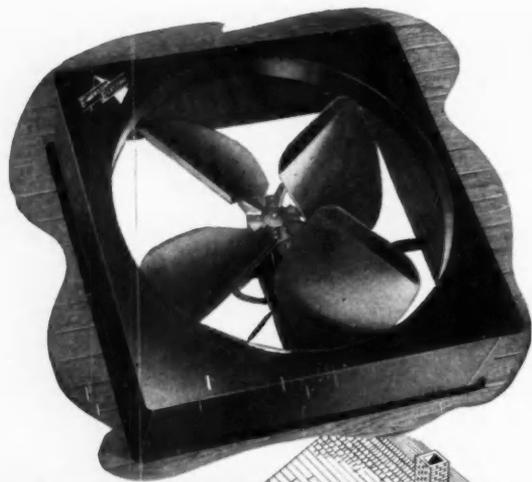
Economical HEAT AND HOT WATER
... modern home

Such value! That's consumer talk for Venko — the little boiler that gives the biggest dollar's worth of service. And here's the reason. Two sensitive aquastats assure a steady supply of economical heat and hot water. Modern design and selected controls net real fuel savings — years of trouble-free performance. Of course — installers have a word for Venko, too — time saver — because Venko comes completely equipped for speediest installation. All wiring in place. All parts properly installed. All controls thoroughly tested. Translated into dollars and cents this means no costly waiting for missing parts — no profit eating service calls — increased installations...



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WATERFILM BOILERS, INC.
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Plants: Jersey City, N. J. Dover, N. J.



EQUALLY IMPORTANT

... Fan Equipment for Summer Comfort
 ... Heating Equipment for Winter Comfort



SPECIFY EMERSON-ELECTRIC

ATTIC FANS

Architects and builders are adding Emerson-Electric Attic Fans to their plans and specifications to provide summer comfort... a necessary feature if the home is to be made livable the year 'round.

Your clients save half the installation cost if the fan is installed while the house is being erected, a saving that becomes an important consideration.

Write for complete installation data at once. Ask for Bulletin No. T 58.

THE EMERSON ELECTRIC MFG. CO.
ST. LOUIS 21, MO.



Also specify Emerson-Electric Kitchen Ventilators

You add "Kitchen Appeal" to your homes when you specify Emerson-Electric Kitchen Ventilators. Wall and ceiling models available for easy installation in any type construction.

EMERSON
 FANS • MOTORS



ELECTRIC
 APPLIANCES

Plywood Used in New Levitt Project

Between eight and 15 million square feet of a new type fir plywood sheathing will be used as roofing material for the initial 5,000 homes in the 16,000-home village of Levittown, Pa., according to Edward J. Maroney, vice president of United States Plywood Corp., the producing and supplying firm.

Also announced by Maroney was the sale for use in the Levitt project



MOVABLE WALL of Redwood Novoply in Levittown, Pa., project. Its use provides flexibility of living and sleeping space

of more than one-half million square feet of a new type wood panel, called Novoply. The paneling will be used as movable wall partitions.

The plywood roof sheathing is produced in 4x8-foot panels. Maroney said a new adhesive had been developed for it which is both mold-resistant and extremely durable, and that plywood fabricated with this adhesive could be stored in the open for considerable time before use.

The Novoply wall partition was designed by Alfred Levitt, vice president in charge of design and production for Levitt and Sons. It consists of three movable sections, permitting a large living room to be divided to form a guest room. The material is a three-ply laminate made of tiny wood chips and flakes.

Milwaukee Journal Issues 72-Page Home Section

The Milwaukee Journal 1952 Home Show section for Sunday, March 16, contained 72 pages with over 130,000 paid lines of advertising, both figures an all-time high, the newspaper reports.

The section, devoted exclusively to real estate and building news, had a four-color cover page and eight color advertisements, all but one a full page.

another **HOMASOTE FIRST**—designed to reduce the cost of building

SHEATHING and SHINGLING *in ONE Operation*

with the revolutionary Nova Insulated Sidewalls and Roofs

Wide exposures—up to 12" on roofs and 14" on sidewalls—with $\frac{3}{4}$ " shadow lines—have long been accepted as the highest standard in architectural design and exterior beauty.

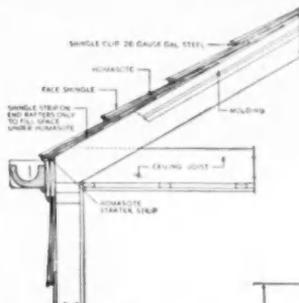
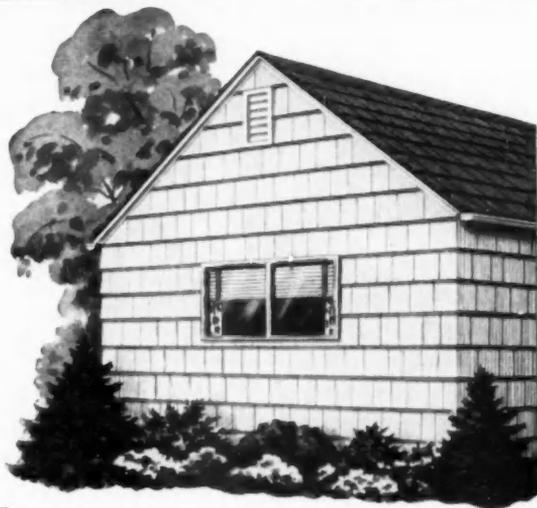
Now you can give your client these big advantages—plus complete sheathing—together with major savings in materials, time and labor.

Three fully tested products make possible this revolutionary new method of shingling and sheathing at one and the same time . . . First, the patented Nova Shingling Clip. Second, a panel of *weatherproof* insulating-building board. Third, a shingle of the finest cedar. Installation time: more than 1/3 less. Two men can sheathe and shingle the sidewalls of the average small home in one day!

Obviously, the details of a system as revolutionary as this, cannot be covered on a single page. Let us send you a fully illustrated folder with complete construction details. The coupon below will save your time.

Another group of NOVASCO PRODUCTS

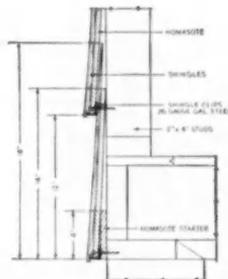
IN PREPARATION: THE NOVA SYSTEM FOR ASBESTOS SHINGLES



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KICK-PROOF CLUTCH ELIMINATES DANGEROUS KICK-BACK 100%!

SAFE

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A-6 only \$65⁰⁰
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TWO POPULAR MODELS Guild Model A6—Saw Blade, 6 1/2" dia., 3/4" round hole; Max. Depth of cut at 90°, 2" Net Weight, 12 lbs. Guild Model A3—Saw Blade, 8" dia., 3/4" round hole; Max. Depth of cut at 90°, 2 3/4"; Net Weight, 14 lbs.

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In Canada, write: Strongridge, Ltd., London, Ont.

Ford '52 Truck Line Has Wide Range of Power Combinations

Ford's 1952 truck line offers the widest range of engines and power combinations in Ford Motor Co. history, with models designed to fill 97 per cent of modern hauling needs, according to L. D. Crouse, vice president and general manager of Ford Division.

Crouse said the line offers five powerful engines, including three completely new high-compression,



"BIG JOB" SERIES F7 has 145 HP V-8 engine. Ford "Big Star Extra" cab features many comfort and convenience items

low-friction overhead valve units, and introduces a new sedan-delivery model, the "Courier."

Series F-1 through F-4 Ford trucks range from light pickup units to 114-inch wheelbase and 4,200 pounds gross vehicle weight up to



SERIES F4, for which 106 HP V-8 and 112 HP Big Six engines are available

extra heavy-duty trucks with a maximum 195-inch wheelbase and gross combination weight ratings up to 41,000 pounds.

In addition to the new engines, Crouse said, improvements have been made in the horsepower and torque of the Ford 239 cubic-inch V-8 and Big Six engines.



PICKUP TRUCK, Model F-1, comes with 106 HP V-8 or new 101 HP Cost Clipper 6

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**Ford '52 Truck Line
Has Wide Range of
Power Combinations**

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Crusoe said the line offers five powerful engines, including three completely new high-compression,



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low-friction overhead valve units, and introduces a new sedan-delivery model, the "Courier."

Series F-1 through F-8 Ford trucks range from light pickup units of 114 inch wheelbase and 4,700 pounds gross vehicle weight up to



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PICKUP TRUCK, Model F-1, comes with 106 HP V-8 or new 101 HP Cost Clipper 6

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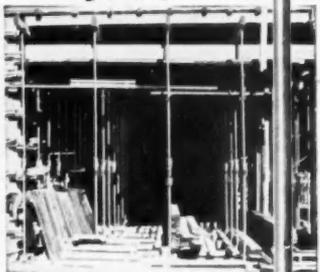
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- ★ Micro-Adjustable
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Substantial time and money savings can be realized on all your shoring jobs by using the new SAFWAY SHORE to support forms for concrete slabs, beams, columns, walls, tunnels, etc.

Heavier load-carrying capacities to 9,900 lbs. permit wider shore spacing, reducing the number of shores needed, erecting and dismantling time. Shores are easily carried, positioned and adjusted by one man. These profitable Safeway advantages help complete jobs faster:

NO NAILING REQUIRED—In most cases, if upright. U-shaped head plates seat 4 in. or lapped 2 in. lumber.

FAST ADJUSTMENT—Upper member is extended to approximate adjustment and fastened with pins... then sleeve nut is rotated, elevating head to exact height required.

NO BRACING NECESSARY—At heights to 12 ft., under most conditions. Bracing brackets available for greater heights.

ONLY 3 SHORE SIZES—Cover a range from 6 to 15 1/2 ft. above mounting surface. Each size permits a 5 ft. adjustment range.

PROTECTED THREADS—Sleeve nut covers threads during transportation and storage, protecting them from damage, rust, concrete, etc.

NO CLOSE DECKING—On high work, shores easily mounted on legs of standard Safeway frame-type scaffold to increase elevation.

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STEEL PRODUCTS, Inc.
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Tubular Steel Scaffolding and Equipment

California Redwood Display Available

A new, full-color portable display kit depicting the various uses of California Redwood in residential, industrial and special purpose fields is now being made available by the California Redwood Association.

Designed for exhibits, fairs, conventions and special dealer displays, the kit consists of an attractive fan fold set of six color panels, 20 inches high, which can be extended to an eight-foot length.

The display can be obtained on loan from the association at 576 Sacramento St., San Francisco 11, Calif.

New Defense Plant

Ground for a new defense plant in Niles, Mich., was broken recently by the Kawneer Co. Completion is scheduled for mid-1952. L. J. Plym, company president, said the building and complete tooling for production of aircraft sub-assemblies will cost about \$2 million.

Architectural work was handled by the staff of Kawneer under the direction of Trace Christenson, Jr., A.I.A. Of standard mill construction, the building will have a total area of 100,000 square feet. Engineering and construction are by Sollitt Construction Co., South Bend, Ind.

Woodworking Machinery Sales Firm Organized

Formation of a new sales firm, the American Woodworking Machinery Co., Hackettstown, N.Y., has been announced by the president, Robert H. Byrne. Byrne was associated for 12 years with the American Saw Mill Machinery Co., where he served as vice president and sales manager of the woodworking machinery division.



R. H. Byrne

Other officers are R. D. Wall and J. W. Birchard, vice presidents; G. D. Mayberry, treasurer; and L. A. Weiner, secretary.

Byrne said the company is specializing in woodworking machinery, and operates in all the principal cities in the eastern and north central states.

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Building contractors—large and small—use Prime-Movers—simply because P-M's are valuable machines to have on the job. The 10 cu. ft. bucket carries concrete and aggregates, plaster and like materials. The interchangeable platform with stakes handles large bulk items. 5 H.P. engine with forward and reverse climbs steep ramps.

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STANLEY SAFETY SAW
available in 4 sizes:
W65 — cuts to 2" depth
W7 — cuts to 2 1/2" depth
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W9 — cuts to 3 1/2" depth



STANLEY ELECTRIC HAMMER
— for general drilling, chipping,
or scoring work. (No. 310A
shown, 1 1/2" capacity).

J. W. MYLCHREEST, INC., Middletown, Conn.
Gets extra service with these powerful tools

J. Warren Mylchreest, Jr., says, "All electric tools pay-off at first, but it's the *long run* pay-off that really counts. That's why we use Stanley Electric Tools on every construction job . . . they keep right on paying for themselves year after year".

The photos above illustrate the rugged use this company makes of its electric tools. "Making fire cuts on 1023 of these 3" x 12" rafters is typical of the way we use our Stanley Safety Saw. And chipping plaster and brick is just one of the many tough jobs we assign to the Stanley Electric Hammer"

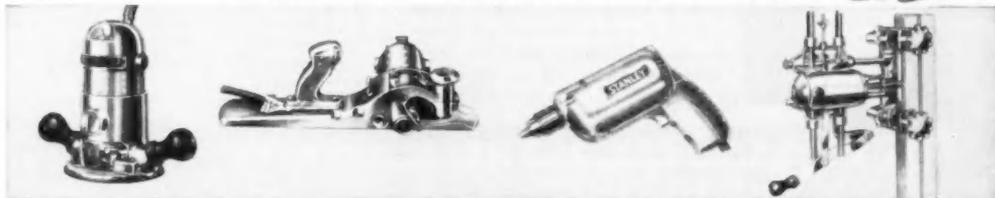
For more proof of the extra performance that's packed into every Stanley Electric Tool, ask your dealer for an on-the-job demonstration. He'll show you how the tool performs today, and why it will *continue* to perform that way in the future. For complete Electric Tool Catalog write: Stanley Electric Tools, 400 Myrtle Street, New Britain, Connecticut.

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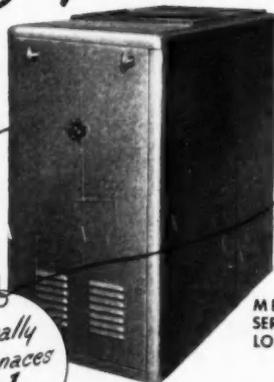


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NEW

**MEYER BI LO-BOY
5 in 1 FURNACE**



**MEYER
SERIES BI
LO-BOY**

*It's really
5 furnaces
in 1*

Here's the furnace contractor-builders have been waiting for!

It's really five furnaces in one...engineered to burn oil or gas equally efficiently. Burners for natural or LP [bottled] gas, dual gas [natural to LP], combination gas-oil, high pressure oil or vaporizing oil available...**EASILY CONVERTED FROM OIL TO GAS** with no sacrifice of efficiency!

	BI 110G [Oil]	BI 115P [Gas]	BI 95V [High-Pressure Oil]	BI 110GG [Dual Gas]	BI 120WG [Vaporizing Oil]
Input Btu/hr	110,000	131,000	120,000	110,000*	120,000
Output at Burner Btu/hr	88,000	105,000	96,000	88,000*	96,000
Air Delivery at 85° F and 1/2" S.P. exit cfm	960	1140	1050	960	1050

**WEIR-MEYER—the pioneer company in steel furnace manufacture—presents a new product of advanced engineering...
MEYER BI LO-BOY FURNACE**

Here's a furnace which surveys show is the right size for 83.6% of the homes planned for 1952. And it's engineered to handle any of the five different type gas and oil burners with all the standard-setting qualities and performance that have made WEIR-MEYER famous! Send for information on this and other leaders in the Weir-Meyer line of 114 furnaces and burners.



EASY TO INSTALL!

Comes factory-assembled. A heavy-gauge base pan eliminates building a base and cementing unit to floor! Just 29" wide x 48" high x 58" long, this Lo-Boy goes through the average doorway easily. Heavy skid rails make it easy to move even when uncrated.

Bottom View

THE MEYER FURNACE CO., PEORIA 2, ILL.

Manufacturers of Weir & Meyer Furnaces - Air Conditioners for Gas - Oil - Coal
Factories: Peoria and Peru, Illinois

WEIR-MEYER FURNACES - AIR CONDITIONERS



DISPLAY ROOM and warehouse were joined to give enlarged selling space

By Connecting Warehouse Dealer Remodels Into Two-Level Store

An attractive store remodeling and enlargement made an asset of two floor levels for McEvoy-Rogers Lumber Co. of Kirkland, Wash., a town of 5,000 near Seattle. Although this firm (successors to the J. P. McEvoy Lumber Co.) is only three years old, aggressive merchandising had increased business to a point where twice as much floor area was badly needed.

The easiest way to get space without extensive construction was to connect part of the main warehouse to the rear of the existing store. The yard occupies a sloping site, and the floor of this warehouse was about 4 feet higher than the one in the store. But the partners, Jim McEvoy



PAINT DEPARTMENT is passed on way to upper level and customer's counter

and Ernie Rogers, felt that careful planning could convert this into an advantage and achieve a much better arrangement than what they already had.

In the existing store, the order counter was at the far end with relation to the three warehouses and shop. This meant a great deal of daily walking by store personnel. So in the remodeling, the entire upper level was used for the bookkeeping department, a new semi-circular customer's counter, and tool displays. A connecting door into the main warehouse was installed—a compact integration that is saving much time and energy.

The former store area lower level was given over entirely to display

(Continued on page 182)

AMERICAN BUILDER

Right down the Line

**WE BUILD BETTER AND FASTER
REGARDLESS OF WEATHER**



PRE-STAINED CEDAR SHAKES

ARE ACCLAIMED BY OUTSTANDING BUILDERS

ALBERT BALCH SAYS:

"We are using pre-stained shakes for a number of reasons, but the most important are: economy, simplicity of application, color variety, and the fact that we find cedar shake exteriors have exceptional sales appeal."

Most of the big residential builders have discovered the *over-all* advantages of building exteriors with pre-stained cedar shakes. Here are the basic reasons why builders have increased the use of cedar shakes by 500% in four years:

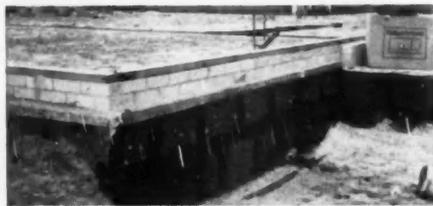
COLOR APPEAL: Available in a variety of colors, shakes are used to give variety to project houses.

LOW COST: No other material approaches the beauty and sales appeal of colorful cedar shakes at the reasonable price. Shakes are the only "luxury sidewall in the low-price field." Genuine cedar makes homes much more saleable.

ALL-WEATHER BUILDING: No weather delays for color application, because you buy 'em in color. Use cedar shakes on just *one* house. See for yourself how they can *reduce* your costs and *increase* your profits.

STAINED SHINGLE & SHAKE ASSOCIATION
4403 WHITE BUILDING • SEATTLE 1, WASHINGTON





FOAMGLAS is used to insulate the roof of this modern home, protecting the occupants from excessive summer heat and winter cold. Since this new home is of the basementless type, **FOAMGLAS** is also used to line the outside of the foundation wall, below grade, and the inside of the recessed hot air ducts under the floor slab. This makes it easy to maintain desired indoor temperatures . . . assures the occupants of a comfortable floor at all seasons.

Kenneth R. Vaughn, A.I.A.
Hammond, Indiana.



Build more **SELL** into your homes

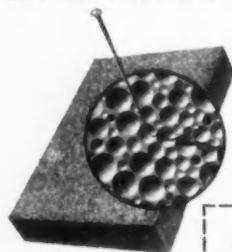
• You will make your homes a better buy when your plans include the proper use of an effective insulation. That fact has been proved by many successful builders who have long been using **FOAMGLAS** to insulate roofs, walls, foundation, and the perimeters of ground-borne floor slabs.

FOAMGLAS, by reducing heat losses, eases the load on heating and air-conditioning equipment. That means in-

creased living comfort and reduced operating expense. And **FOAMGLAS** retains its original insulating effectiveness *indefinitely*, without costly maintenance, repairs or replacement.

The additional value you offer in a home that is insulated with **FOAMGLAS** can be an important factor in closing difficult sales. Get full information now. Send the coupon for a sample of **FOAMGLAS** and our latest booklet.

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Please send me, without obligation, a sample of **FOAMGLAS** and your **FREE** booklet on the use of **FOAMGLAS** for homes.

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Address.....

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

The best glass insulation is cellular glass. The only cellular glass insulation is **FOAMGLAS**. This unique material is composed of still air, sealed in minute glass cells. It is light weight, incombustible, verminproof. It has unusually high resistance to moisture, chemicals and many other elements that cause insulation to deteriorate.

(Continued from page 180)
space and a new home planning center. The private offices of the partners were already at the lower end of the building, and continue to be readily accessible to customers who want to discuss projects privately.

The two levels were connected by six steps with 8-inch risers. By making the stairway and treads generously wide, the horizontal, and not the vertical, was emphasized and the ascent made to seem effortless.

Shelving was built in between the walls and under windows, and new display islands made in the yard's shop were added. To relieve congestion at the main counter, an extra desk was placed in the center of the



BIG DISPLAY of tools is eye-catcher

roofing display. New fluorescent light fixtures were put in.

The wall on the main entrance side and the low wall between the two floor levels were painted blue green with watermelon pink trim. Knotty pine paneling was installed on other walls, and new tan asphalt tile flooring was laid. The entire effect is spacious, cheery, and colorful, and has already been credited with increased business in the enlarged paint department.

The new home planning center features a display of kitchen cabinets and also contains illustrated suggestions and plans for garages, cabins, and farm buildings.

There are a number of reasons for the yard's rapid growth. A time payment plan for materials for remodeling and repair work is frequently featured in newspaper advertising. Tied in with this has been energetic promotion of installation, especially vermiculite fill which the customer can pour in himself.

"This mild climate wouldn't seem to make insulation a good sales possibility," Ernie Rogers said, "but our experience shows what can be done with a little pushing. Mr. McEvoy, who started the yard ten years ago, stocked vermiculite ever since it's been on the market, and each year sales have shown an increase. We

(Continued on page 184)

AMERICAN BUILDER

**you can build
REPUTATION, too
with
SILENTITE WINDOWS!**



Window troubles do not enter the homes which are equipped with Curtis Silentite windows. Owners don't complain of windows that let in drafts or allow precious heat to leak out. There's no sticking—no rattling, and operation is easy—always. No wonder so many builders throughout the country put these wood windows *first* in preference.

No other window can duplicate the patented "floating" weather-strip construction of Silentite double-hung windows—the special Curtis weather protection at head, meeting rail and sill. And no other casement has *all* the features which have made Curtis Silentite casements known as the most weathertight casements manufactured today.

Available in wide variety—and as completely pre-assembled units—Curtis Silentite windows cut installation time and assure complete owner satisfaction. Nationally advertised for more than twenty years, Silentite is America's best known window. It will help you maintain profits—and reputation, too. For more information, mail the coupon!



Curtis Companies Service Bureau
AB-5 Curtis Bldg., Clinton, Iowa

Gentlemen:

I want to know more about Curtis Silentite Windows. Please send me your free window booklet. I am Contractor, Architect, prospective home builder, student. (Please check above)

Name.....

Address.....

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



GALVANIZED SHEETS

For PROTECTION

Only galvanized sheets give you the strength of steel... the rust protection of zinc. Both are important in providing a strong, sound, leak-proof roof that double-guards valuable crops, livestock and machinery against damage and destruction for years and years. It's the first choice of farmers.

For STAYABILITY

Galvanized roofing holds at the nail holes... stays leak-proof and solid year after year with a minimum of maintenance. Farmers say it cuts down overhead by staying "overhead" — often for the life of the building.

For ECONOMY

Consider the economy of any roofing material with these three long-time cost factors in mind: (1) original price; (2) repair and upkeep; (3) years of serviceable life. Galvanized sheets are first choice of farmers because they know that the roof that gives them the longest, trouble-free service is the cheapest in the long run.

DON'T FORGET

Proper care pays! Material shortages are limiting new construction and replacement. Careful maintenance of present structures is more essential now than ever before. Expanding production of zinc and steel means ample supplies of galvanized sheets with the return of more normal conditions. In the meantime, a few simple steps with very little labor can extend the useful life of your galvanized roofing. The valuable booklets described below will tell you how.



AMERICAN ZINC INSTITUTE

35 E. Wacker Drive, Room 2605
Chicago 1, Illinois

Without cost or obligation, send the illustrated booklets I have checked.

- Facts About Galvanized Sheets
- List of Metallic Zinc Paint Mixes
- Directions for applying Galvanized Sheets
- Repair Manual on Galvanized Roofing and Siding
- Use Metallic Zinc Paint to Protect Metal Surfaces

NAME _____

ADDRESS _____

TOWN AND STATE _____

Send for FREE Booklets

(Continued from page 182)

encourage the customer to take home a few bags at a time and pour them in over a week-end. We'll run newspaper ads for insulation every week for six weeks in the Fall, and in 1951 we advertised vermiculite fill on billboards."

Newspaper ads are always good-sized (usually 3 columns wide) and are run almost every week (except during the summer) in the larger of two local newspapers. In the other, a front page column by Jim McEvoy entitled "Jim Sez" discusses community happenings along with product promotion.

Direct mail consists of following up building permits with an individually-typed letter explaining what the yard can offer for that particular job. Literature is enclosed with monthly statements.

McEvoy-Rogers carry a very complete stock of building materials and



TAKING ORDER at new counter is Wilbur Pierce. At right J. P. McEvoy, an owner

emphasize this fact in soliciting contractor business.

"A good local stock is a great convenience for the contractor," McEvoy said. "It is also economical for us, as we do not have to send our trucks on countless trips to our sources of supply, in order to give prompt service to our customers."

Window frames, cabinets, louvers, and molding are made to order in the yard's well-equipped shop. "Quite frequently a contractor will need a special detail for which he'd have to set up his own equipment or spend time trying to find," McEvoy said. "We can do such work for him much faster and more economically. It's particularly convenient on a remodeling job where there may be molding to match that hasn't been run for ten years."

In the past year, the shop has made a specialty of making sliding wardrobe doors for remodeling old closets.

As a friendly monthly reminder of the yard, McEvoy-Rogers subscribes to *American Builder* for their contractor-patrons. For the most part, the yard handles nationally advertised items.



Red Devil
PAINTERS' AND GLAZIERS'
QUALITY CUTLERY

P1 SERIES
Putty Knives and Wall Scrapers—Cocobola handles—Choice of stiff or flexible blade.

P1 - 1 1/2" - 4"

P23 SERIES
Putty Knives and Wall Scrapers—Full tang blade—Tenne handle.

P23 - 1 1/2" - 4"

P2 SERIES
Wall Scrapers—Oversize handles—Highest quality steelblade.

P2 - 2 1/2" - 4"

P17 - 1 1/2" - Putty Chisel

The most complete line of painters and glaziers' cutlery.



Products of
Red Devil Tools.
Irvington 11, N. J., U.S.A.



YEAH! THE BOSS HAS BEEN UP IN THE CLOUDS EVER SINCE HE FOUND HOW MUCH OVERHEAD COST READY HUNG DOORS ARE SAVING HIM!



Save supervision cost, insurance cost, social security cost and payroll cost. Do five weeks' work in one week with READY HUNG DOORS.



ASK FOR
Ready Hung
DOORS
THE NEW
DOOR AND FRAME
PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. A
FORT WORTH, TEXAS

AMERICAN BUILDER

BEE GEE

WINDOWS



BEE GEE modern wood windows
...the styling touch that makes the home

44 styles and sizes of picture and casement windows... dramatic beauty for modern living in the warmth and character of beautiful wood. Proportioned to fit with modern architectural trends, Bee Gee windows are skillfully styled, crafted and detailed to flatter any room. Bee Gee brings the air and sunlight indoors! In new construction or remodeling, there is no easier way to increase the charm and value of any home.

BROWN-GRAVES CO.

Akron 1, Ohio

See your lumber dealer or write today for complete catalog of BEE GEE Windows.

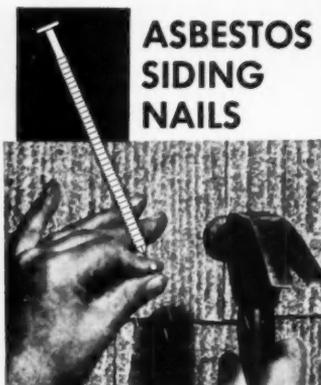
BROWN-GRAVES CO., Dept. AB-106
Akron 1, Ohio

NAME _____

ADDRESS _____

CITY _____

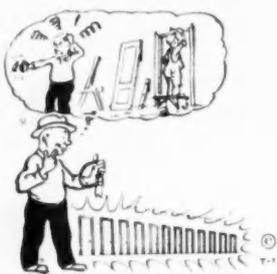
STATE _____



ASBESTOS SIDING NAILS

Hassall threaded asbestos siding nails are the choice of contractors throughout the country. Made of bronze and steel with plated finish. Note threaded shank which guarantees maximum holding power. Made of #14 gauge wire (.082) in 1", 1 1/4", 1 1/2", 1 3/4" lengths. Advise quantities. Prompt shipment.

JOHN HASSALL, INC.
188 Clay Street
Brooklyn 22, N. Y.
Established 1850



Install 12 **READY HUNG DOORS** while casing and hanging one door conventionally.



THE NEW DOOR AND FRAME PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. A
FORT WORTH, TEXAS

Use Hardboard Backing to Deaden Shower Sounds



METAL SHOWER CABINET is sound-proofed with backing of Masonite tempered hardboard. The usual metallic sounds caused by water spray are said to be deadened by the hardboard. Application is with mastic; here, workman presses board in place to assure a good bond. Shower unit is a product of Fiat Metal Manufacturing Co., which recommends sound deadening in all recessed residential installations

A Dealer's Booklet Does A Public Relations Job

What one retail lumber dealer can do in the way of promoting good public relations—not only for dealers but for industry in general—is well illustrated by a report published by the Merritt Lumber Co., Allentown, Pa., on its part in the city's recent "Business-Education Day."

Merritt's joined more than 100 Allentown business and professional firms in providing a "day in business" for all of the city's 697 school teachers. Stated purpose of the program was "to create an appreciation of the contribution of industry, commerce and the professions to the common welfare and to help equip teachers to give pupils counsel and guidance based on actual needs and opportunities in their community."

The attractive 20-page Merritt booklet, sent to teachers, school officials and chamber of commerce members, told in detail how the day was conducted within the dealer organization. Favorable results from issuing the report far exceeded the company's expectations, according to F. W. Harper, executive vice president.

Don't miss "ASK THE EXPERTS" pages 80 & 81, this issue

NOW! EARN BETTER PAY THIS EASY WAY

CARPENTRY ESTIMATING

Quick... Easy... Accurate with this simplified guide!

You can earn higher pay when you know how to estimate. Here is everything you need to know to "take off" a bill of materials from a set of plans and specifications for a frame house. Saves you time figuring jobs, protects you against oversights or mistakes that waste materials and cost money. Nothing complicated—just use simple arithmetic to do house carpentry estimating with this easy-to-use ready reference handbook:

"SIMPLIFIED CARPENTRY ESTIMATING"

Shows you, step by step, how to figure materials needed for (1) foundation, (2) framing, (3) exterior finish, (4) interior finish, (5) hardware, and (6) stairs. Gives definite "take-off" rules, with many helpful quick-reference tables and short-cut methods that simplify the work.

SPECIAL FEATURES: Lumber Checking List, Millwork Checking List, Materials Ordering Information, Quick-Figuring Tables for estimating concrete footings and walls, concrete piers, window frames, door and window areas, sash weights, nail quantities. How to figure labor hours per unit of work. Rules for linear, area and volume measurement. Mathematical reference tables, including decimal equivalents, lumber reckoner, conversion of weights and measures, etc.

TURN TO CHAPTER 8 and see the "Estimating Short Cuts" for quick figuring of board footage. Here are simplified ways to estimate lumber needed for floors, walls, ceilings, roof, door and window frames, inside trim for these frames, inside trim for inside doors, and drawers and cabinets. *This chapter alone can be worth the entire price of the book to you!*

Send No Money



EXAMINE 10 DAYS FREE Just fill in and mail coupon below to get "Simplified Carpentry Estimating" for 10 DAYS FREE TRIAL. If not fully satisfied, return the book and owe nothing. If you keep it, send only \$3.75 plus few cents postage in full payment. You take no risk. Mail coupon now.

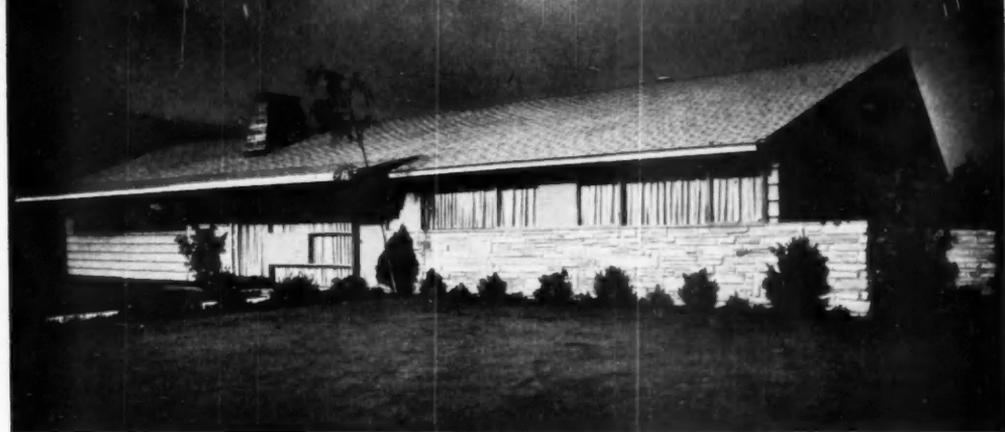
MAIL THIS COUPON

SIMMONS-BOARDMAN Publishing Corp. 5-52
30 Church Street, New York 7, N. Y.

Send me for 10 DAYS FREE TRIAL, "Simplified Carpentry Estimating." I will either return it in 10 days and owe nothing, or send only \$3.75 (plus shipping charges) in full payment.

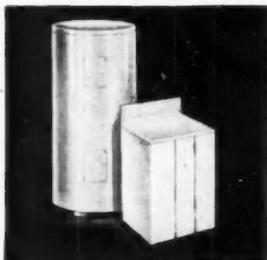
Name _____
Address _____
City & State _____

"Complete equipment includes
electric water heaters,"



This attractive Season-Master Model Home in Mountlake Terrace, Seattle, Washington, is in the \$12,000 price class. Kitchen designed for all-electric equipment. And the water heater . . . of course, it's **ELECTRIC!**

says Seattle builder **AL LAPIERRE**



"Completeness is the key to a full life in Season-Master homes," says Mr. LaPierre—"and to make them complete I include *Electric Water Heaters*. My customers appreciate really automatic hot water, and this equipment insures that. They also like the economical operation, helped by short hot water lines and the fully-insulated tank, which reduce radiation losses.

"The cleanness of operation is another feature they like—and I like the fact that it can be easily and efficiently installed, because there's no flue or vent. *Electric Water Heaters* are an important feature of a well-planned house."

Equip Your Homes with
electric water heaters

**THEY'RE WHAT
 PEOPLE WANT!**

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

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

NOW

STOCK IRON WORK

FIT ALL CUT-OFF
PACKAGED COMPLETE

READY TO INSTALL

HUNTINGTON

Artercraft

Cast Aluminum & Wrought Iron

- GREAT STRENGTH
- LIGHT WEIGHT
- EASY TO HANDLE
- WILL NOT BREAK
IN SHIPPING

Choice of wrought iron or cast aluminum—Hundreds of designs stocked or custom fabricated to your specifications.

ALL CASTINGS MADE
IN OUR OWN
FOUNDRY

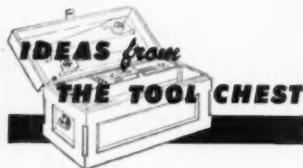
PROMPT SHIPMENTS

FOR FULL INFORMATION

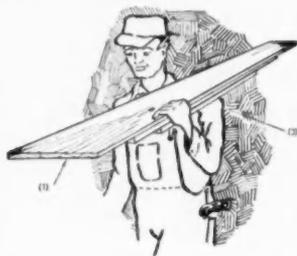
Write, Phone or Wire for FREE
Catalog and Measurement Chart

Huntington Industries

2368 PROSPECT STREET
MEMPHIS, TENNESSEE



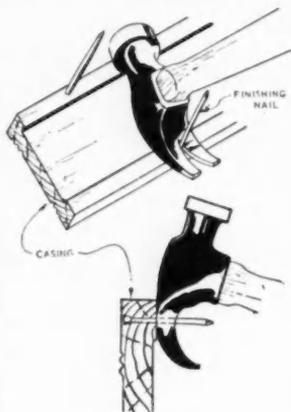
Carrying Long Lumber



When carrying long lengths of lumber on the shoulder the longest board (1) should always be on the top of the pile with the shortest board next to the shoulder.

Keeping the boards stacked in this manner while carrying will prevent them from bobbing up and down and slapping each other.—Warren W. Howe, Longview, Wash.

Removing Finishing Nails



Instead of driving finishing nails back through the casing, or any wood, in order to save the surface, it is suggested that they be pulled through from the back side. For this purpose use a good nail puller or hammer. Nail should be pushed sideways to start.—M. J. Hiland, Lansing, Ill.

CARLSON

BIG CHIEF

3/4 INCH WIDE 10 FOOT
WHITE BLADE



EXTENDS FARTHER
WITHOUT BUCKLING

Handy for all your measuring, the new BIG CHIEF is especially designed for extended overhead and reach-in measurements. The extra rigid 3/4-inch wide blade extends farther horizontally, and a full 10 feet overhead without buckling. Easy-to-read white blade is graduated in feet and inches.

- Double graduations feet and inches
- Ten second blade change
- Easy-to-read crackproof white face
- Built-in automatic brake
- Easy-action swing-tip

ORDER FROM YOUR JOBBER TODAY

Produced under patents 2089209, 2510939

CARLSON & SULLIVAN, INC.
MONROVIA, CALIFORNIA

SOLVAY
Calcium
Chloride

The Clean, Odorless Way to

END DUST
on Earth, Gravel and
other Unpaved Surfaces

SOLVAY CALCIUM CHLORIDE is the easy, low-cost effective way to eliminate dust. Anyone can use it without any special tools or equipment. And it's safe—clean, odorless, colorless. Start now to end your dust problem—order SOLVAY CALCIUM CHLORIDE today.

Dealers! If you are not now handling SOLVAY CALCIUM CHLORIDE, write for details and complete advertising and promotion material.

SOLVAY SALES DIVISION
Allied Chemical & Dye Corporation
40 RECTOR ST., NEW YORK 6, N. Y.

Wood Walls that
WON'T
BLISTER!



SHAKERTOWN SIDEWALLS eliminate the peeling problem

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

This remarkable absence of peeling, coupled with the obvious beauty, the recognized insulation properties and low maintenance cost of No. 1 cedar Shakertowns, is making history in the building material field. Top professional builders, architects and retail lumber dealers are increasing the use of cedar shakes so fast that we had to quadruple capacity to produce them during the last three years!

With the increasing importance of the remodeling field during the current restrictions on new construction, you should take advantage of the increasing preference for Shakertown Sidewalls. They are quick and easy to apply over almost any other sidewall material. For full details and color samples, write the address below.



The **PERMA**
PRODUCTS Company



5455 BROADWAY AVE. CLEVELAND 27, OHIO

Compare



WYTEFACE*

STEEL TAPE FOR

CLARITY...FOR

DURABILITY

You'll find... FAVORITE WYTEFACE is the only steel tape of its length with jet black markings on a white background (footmarkings in red) for easy and instant readings in any light!

You'll find... FAVORITE WYTEFACE is particularly durable, too. Full-strength steel line—resists kinks, wear and rust!

Available in 25, 50, 75 and 100 foot lengths. Your supply house or hardware store carries a full line.

"I'll take the WHITE one every time!"



KEUFFEL & ESSER CO.

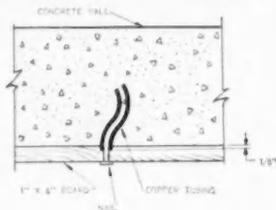
EST. 1867

NEW YORK • HOBOKEN, N. J.

Chicago • St. Louis • Detroit • San Francisco
Los Angeles • Montreal



Wall Inserts for Nailing



Short lengths of copper tubing are inserted into concrete wall or mortar for future nailing of boards to the surface while the mix is still wet. Tubing should be selected that will admit the nails that are to be used. Cut tubing into 4-inch lengths and bend into an S-shape as shown. When the board is to be nailed in place, hold it against the projecting tube and tap with a hammer to mark the reverse side. Drive a nail through board to mark position.—Herbert E. Fey, New Braunfels, Texas.

How to Make a Container For Cleaning Articles



A simple container for cleaning a miscellaneous assortment of articles on the job may be made from a single piece of building paper. This should be placed in a hole in the ground of the same size. Building paper is folded at corners in the manner shown in the drawing.

The proportion of the solution to be placed in container is composed of one can of lye to ten gallons of water. A stronger solution will soften the putty on window glass quicker. Glass that has been used will come out bright and shiny under the hose with all putty washed off after having been placed in this solution. Old hardware can be placed in the same solution with good results. The lye mixes with the oil that is washed off to form a soap.—M. J. Hiland, Lansing, Ill.

Looking for a Building Product?

LOOK IN YOUR

APRIL DIRECTORY ISSUE

OF AMERICAN BUILDER

YOU'LL FIND IT LISTED BY
NAME • TRADE NAME • AND
NAME OF MANUFACTURER

To Profit... Sell



Liquid Raw-Hide

Resin Free Finishes

USE THIS BLANK To Order Or Reorder

	Pts.	Qts.	Gals.
Redwood Finish Clear			
Redwood Finish Dull			
Redwood Color Sealer			
Redwood Color Preservative			
INTERIOR FINISH Super Pale CLEAR BLOOD			
Firm Name			
Address			

Send For Discounts, Full Information and Price Lists

LINSEED OIL PRODUCTS CO.

363 Del Monte Street
Pasadena 3, California

Pioneers in Redwood Finishes

"Good for Wood... All Kinds of Wood"

Liquid Raw-Hide



COUNTRY CLUBBER



LEVITTOWNER

Preference

is the word for

Tracy

**KITCHENS
at LEVITTOWN, PA.**

In the most fabulous community project of all time, Levittown, Pa., **TRACY** Stainless Steel Kitchens will serve over 5,000 this year—just as a beginning—toward the ultimate 16,000! This marks the fifth successive year that Levitt & Sons, Inc., has specified **TRACY** Kitchens exclusively. And scores of other housing and community projects across the country have shown and are showing the same preference for **TRACY** products.

Thousands of leading kitchen dealers are likewise featuring **TRACY** as the highest quality line—sensibly priced.

Irresistible
is the word for *Tracy*

STAINLESS STEEL KITCHENS

When houses must sell, when apartments must rent—when **FAST ACTION** is wanted, **TRACY** Stainless Steel Kitchens are **Speed Insurance**. Their appeal to buyers and tenants has been demonstrated over and over again. Jewel-like beauty—lifetime service—easy to clean and keep clean—and **LESS COSTLY** than any comparable surface material available.

Ask for information—submit your specifications—and we'll put you in touch with an alert, service-minded **TRACY** representative near you.



Tracy
KITCHENS



THE **COUNTRY CLUBBER** Tracy kitchen is a marvel of convenience and beauty, and exerts a powerful attraction for every visiting observer. It is axiomatic in the building industry that the kitchen is a major factor in selling houses. Levitt has demonstrated this in tens of thousands of instances.



LEVITTOWNER, the moderate priced design at Levittown, Pa., likewise boasts an all-steel Tracy kitchen with stainless steel sink. This is consistent with the Levitt policy to provide nothing but the best of everything.

TRACY MANUFACTURING COMPANY
DIVISION OF EDGEWATER STEEL CO., PITTSBURGH 33, PA.

LIGHT TOUCH

HEAVY DUTY

TROUBLE FREE

Extra Features

Colorspeed Keyboard
Error Control—Clear Signal
Instant Tape-Eject

LOW COST

\$107⁵⁰



Smith-Corona

ADDING MACHINE

YOURS FOR YEARS OF EASY
OPERATION — TOP PERFORMANCE

SIMPLIFY handling of tax reports, ledger accounts, trial balances, invoices and other accounting work in your organization. Ask your dealer for a demonstration, or mail coupon.

*Price for all states permitting Fair Trade laws. Subject to change. Tax extra on adding machine.

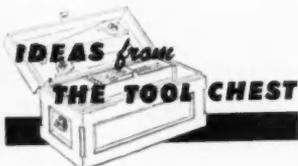
**Smith-Corona
Cashier**

A dependable cash register with adding machine advantages at lowest cost.

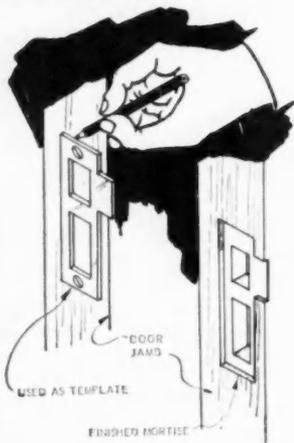


MAIL COUPON TODAY

- L. C. SMITH & CORONA TYPEWRITERS INC.
- 127 ALMOND STREET, SYRACUSE 1 N. Y.
- Rush me information on your Cashier and Adding Machine.
- Signed _____
- CLIP THIS TO YOUR LETTERHEAD AND MAIL

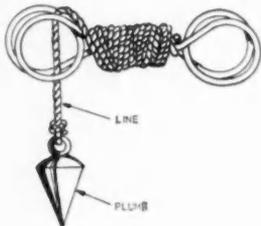
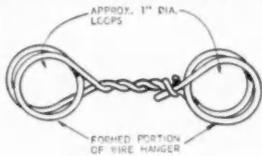


Fitting Door Locks



For a neat fit when fitting a lock, strike plate to door jamb, spot strike plate on jamb and fasten with a short screw. Scribe with a sharp knife and mortise to fit strike plate.—W. A. Woodard, Volga, So. Dakota.

Holder for Plumb Bob Line



An old wire coat hanger is formed in the manner shown in the drawing to hold plumb bob line secure in the loops thus formed.—James McGovern, Chicago, Ill.



Package Purchasing Planets—Buy six items in a package—READY HUNG DOORS.



THE NEW
DOOR AND FRAME
PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. A
FORT WORTH, TEXAS



CAULKING COMPOUND



for EVERY
caulking job

CALBAR is now available in 26 colors to match or harmonize with every building material on the market. It's elasticized, non-staining and complies with Federal Specifications and those of the Asbestos-Cement Products Association.

Write today for complete details

CALBAR PAINT & VARNISH CO.

Manufacturers of Technical Products
2612-26 N. Martha Street
Philadelphia 25, Penna.



AMERICAN BUILDER

CINCINNATI BUILDER* PROVES:

there's profit in wiring with "PLUG-IN" STRIP



... and
"PLUG-IN" STRIP
helps sell
HOMES!

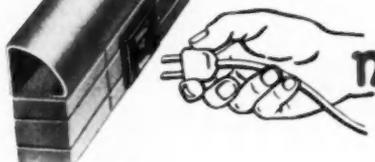
In a "rough wiring" test study, a Cincinnati builder found an increased demand for "Plug-In" Strip in his homes, providing 120 electrical outlets in another electrical house. An ordinary electrical outlet costs about \$1.00, according to electrical wiring standards. "Plug-In" Strip provides nearly 100% more outlets, yet cost only \$1.00 more. The builder saved \$100 in the wiring job on the "Plug-In" Strip house, increasing his profit. Builders to see the builder had switched to "Plug-In" Strip.

This builder, like so many others, discovered that "Plug-In" Strip helps sell his homes over competition. Home owners want more outlets . . . BUT they want them where they are *convenient to use*.

That's why architects and builders are including National Electric "Plug-In" Strip in their building plans. It provides a spread of electric outlets—every 18"—all around the room . . . allows perfect freedom in furniture arrangement and plenty of outlets for radio, TV, lamps, etc. It gives any home *added sales appeal* . . . a luxury touch for pennies more.

Three-wire "Plug-In" Strip (Type CF-3) is ideal for living rooms, bedrooms, den or library. It provides constant service plus wall switch control *from the same outlet*. Standard two-wire "Plug-In" Strip (Type CF-2) is a must for the modern kitchen—outlets every 6" around the work area.

Listed by Underwriters' Laboratories, Inc. Write for our catalog for complete details. NATIONAL ELECTRIC PRODUCTS CORPORATION, 1329 Chamber of Commerce Building, Pittsburgh 19, Pennsylvania.



EVERYTHING IN WIRING POINTS TO

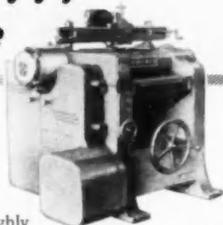
National Electric Products

Largest complete line of roughing-in wiring materials. Sold through leading electrical wholesalers everywhere. Offices in all principal cities. Plants in Ambridge, Pa., Torrance, Calif. and Elizabeth, N.J.



Small Floor Space . . . BIG Performance

Whitney 105 SURFACER — 24" wide. Planes stock 1/16" to 8" thick. Feeds 20 to 60 ft. per min. with Micro-feed Selector and Feed Indicator.



THESE space-saving Whitney Woodworking Machines are thoroughly dependable, and economical to operate. They are long on performance and short on upkeep expense—designed especially for the contractor and the builder for doing practically every planing and shaping job that comes into his shop. Whitney's long experience in building woodworking machinery and highest standards of precision combine to give you the production capacity and accuracy to meet your requirements.

Write today for complete information. Ask for bulletins P4 and S4.

BAXTER D. WHITNEY & SON, INC.
Winchendon, Massachusetts, U. S. A.



Whitney 510 SHAPER — Belted, motor drive. Table, 36" x 31". Vertical adjustment of spindle, 3 1/2". Detachable spindle top.

IN OUR
115th YEAR

Whitney
WOODWORKING MACHINERY

HOW TO SELL MORE HOMES

EVERY MONTH IN THE YEAR

Organize in **your own town**

NATIONAL HOME WEEK

A request on your letterhead will bring you a
COMPLETE HOW-TO-DO-IT MANUAL

Write today to

NATIONAL HOME WEEK

AMERICAN BUILDER

79 W. Monroe St.

Chicago 3, Illinois



**YOU GET DELIVERY—
PRICE—SERVICE!!**

Prompt Shipments . . .
Sensible low prices.
Used by builders Since
1922, American-how-
string gives you clear
span . . . column-clear
construction. For truss
data write—

AMERICAN Roof Truss

1038 East 87th



Chicago

Est. 1922

California Builder Takes Advantage of FHA Cooperative Housing

Some builders are aware that the amended National Housing Act, under Title II, in 1950 added a section providing for cooperative housing insurance. Known as Section 213, this new provision sets up FHA insurance of blanket mortgages under which non-profit cooperative housing



THE 2-BEDROOM MODEL in Kavanagh Manor carries a monthly payment, or rent, of \$52; 3-bedroom houses require \$62 a month. These payments run for the life of the blanket mortgage on the property—40 years. The houses are on lots 60 by 135 feet, are of frame and stucco construction with Sheetrock interiors, hardwood floors, picture window, cove linoleum in kitchens, tile sinks, 30-gallon water heater, gas furnaces

corporations can build groups of homes. For the purchase of a share of common stock in such a corporation, an individual has the right to occupy one of the houses, for which he pays a specified rent for the life of the mortgage. FHA holds the preferred stock in the corporation and controls its organization.

Under Section 213, an eligible mortgagor may be of two kinds: (a) a non-profit cooperative ownership housing corporation or trust, the members of which are to occupy permanently all of the dwellings to be built; or (b) a non-profit corporation or trust organized for the purpose of constructing homes for members of the corporation, or for beneficiaries of the trust.

Builder D. S. Kavanagh of Fresno, Calif., with Edward E. Harte and Kenneth L. Hatch, real estate brokers, have been the first to experiment with this type of housing promotion in the San Joaquin Valley. They are completing a building program of 124 houses, under a million dollar blanket mortgage insured by FHA.

\$100 Down

First step was to form the Kavanagh Manor Cooperative, a promotional corporation to organize a true cooperative corporation of stockholder-owners. Options were secured on a 34-acre tract, and a model house was built adjoining the tract. In just

(Continued on page 196)

AMERICAN BUILDER



SOLD



Big Demand for New Ceiling Tile



THIS YOUNG COUPLE is especially pleased with the modern beauty of their new UPSON Tile ceiling! These 6 ply laminated fibre tiles are smoothly, perfectly cut—12 inch squares—and are prefinished and waterproofed. They may be washed repeatedly.

Consumer Magazines Carry 44,000,000 Upson Ads This Spring

Better Homes and Gardens, American Home, House Beautiful, McCall's and Saturday Evening Post are among the fifteen national consumer magazines on the outstanding Upson advertising schedule. Business producing inquiries are already pouring in and as in the past they are being forwarded to dealers for action and profits!

Church Remodeling Offers Profitable Market



Reports from dealers and salesmen indicate that more and more churches are inquiring about the use of Upson Panels for re-covering cracked plaster! The Knight Memorial Methodist Church, Calais, Maine, and the Bethlehem Lutheran Church, Baldwin, New York are among several jobs that required the largest footage. Advertising has been scheduled this year in national church publications and is expected to produce more of this business for Upson dealers.

Upson Striated Panels



Announced

Latest addition to the Upson line was shown for the first time at the N.A.H.B. Exposition. The striking, striated sur-

face has a modern look that is much in demand for offices, homes, recreation rooms and dens. Practical, as well as beautiful, Upson Striated Panels are sturdy (6 ply), lightweight and waterproofed. 4 x 6' size. Destined to be a really big seller, for sure!

ADDITION TO HONOR ROLL

G. M. WATSON of Watson Lumber Service, Syosset, Long Island adds his name to the long list of dealers who have installed Upson Panels in their own new homes.

Look Out! More Plaster Falling!

A crash in the Montreal Stock Exchange recently proved once again that ceiling plaster is no respecter of protocol. A short time before, the British Embassy in Washington, D. C. was treated to a similar indignity.

Michigan Wholesalers, Inc.

Celebrating 20th Year of Growth!

Michigan Wholesalers, Inc. was founded in Jackson, Michigan in 1932 and has expanded rapidly under a policy of service, fair dealing and product merchandising.



M. L. McCreery

Today—with offices and warehouses in Fort Wayne, Indiana and Toledo, Ohio as well as Jackson, Michigan—Michigan Wholesalers is one of the foremost jobbing organizations in the middle west.

"We have always made it a point," says M. L. McCreery, Vice President and General Manager of the company, "to sell only the finest product of its kind in each field. And in the 17 years that we have sold and recommended Upson products, our opinion of them has never changed. Upson Panels are the finest in the field.

"The primary aim of our advertising and merchandising," Mr. McCreery went on to say, "is to give the dealer information about the quality and selling points of each product. Information that will help him increase his sales and win more satisfied customers."

Consistent merchandising of a consistently top-notch product is the one sure way to business success and the 20 year record of Michigan Wholesalers certainly substantiates this fact.



Free Delivery Service has helped build business for Michigan Wholesalers

THE UPSON COMPANY

World's Largest Maker of Fibre Wall Panels
815 Upson Point, Lockport, New York

Ask Your Jobber About

THE New BURKS



PUMPS and WATER SYSTEMS

- Competitively Priced
- Highest Efficiency
- New Exclusive Features

DECATUR PUMP CO., 78 ELK ST., Decatur 70, Ill.



more meshes per sheet with *Bostwick*
Diamond Mesh Metal Lath

Call a *Bostwick* Dealer

● When you get down to details, check with your dealer on Bostwick metal lath, corner bead, casings and accessories. They have, as you would expect, been used on the nation's finest structures... large and small. Send for data—we will answer quickly. There are no better metal lath products made.

Bostwick

103 HEATON AVE.
NILES, OHIO

THE BOSTWICK STEEL LATH COMPANY

FHA Cooperative Housing

(Continued from page 194)

six hours, from 9 A.M. to 3 P.M. one Sunday, 124 shares of common stock were sold at \$100 each. Each buyer of stock thus purchased the right to occupy one of the new houses. FHA issued a commitment on \$1,067,000, which with the \$12,400 paid by the stockholders covered the purchase of the land, construction of the houses and other promotional and selling costs as allowed by FHA. Ninety per cent of the stock had to be sold before construction could be started. The new corporation naturally let the building contract to Kavanagh.

No downpayment was required other than the \$100 which covered the purchase of the share of stock. The stockholder agreed to pay \$52 a month for a two-bedroom house, or \$62 a month if he wanted a 3-bedroom house. As the mortgage runs for 40 years, the stockholder's rent will continue for that term. However, individual ownership is possible under Section 213. At any time after the construction of a single-family or row house project, the blanket mortgage may be replaced in whole or in part by individual mortgages covering each individual dwelling in amounts not to exceed the unpaid balance of the blanket mortgage allocable to the individual property. Each such individual property may be insured under Section 213.

How Much Do They Cost?

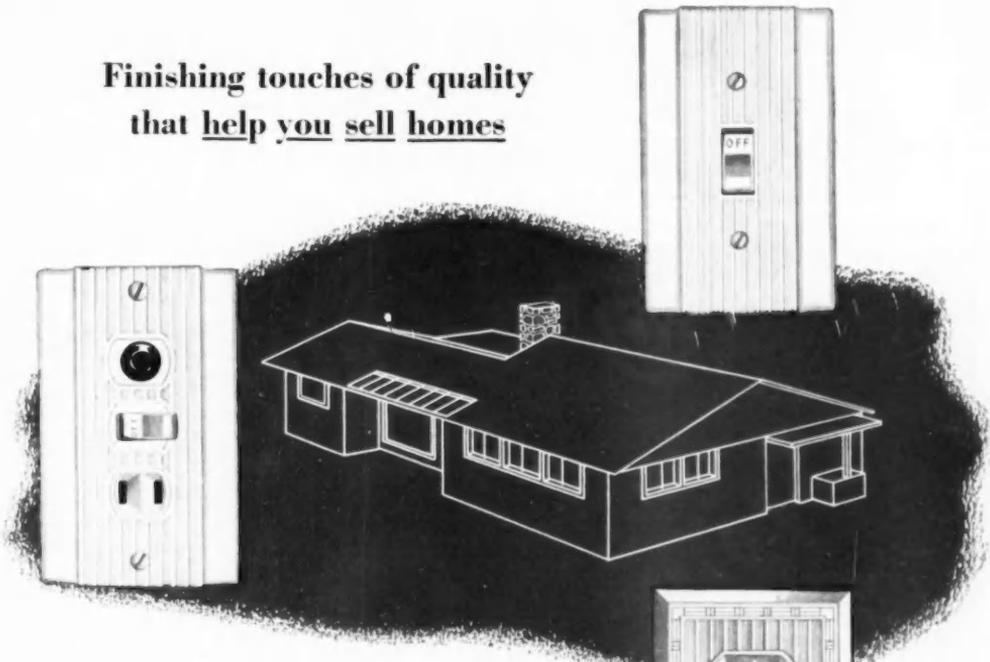
Most people naturally wanted to know how much they would be paying for the Kavanagh Manor houses. The salesmen were not permitted to answer directly because they were actually selling stock in a corporation. But the smart buyer could figure it out for himself. There are 63 3-bedroom houses and 61 2-bedroom houses, or a total of 6,830 rooms. By dividing the total number of rooms into the amount of the mortgage, plus \$12,400 paid in cash, \$7,900 turns out to be the cost of the 2-bedroom models, \$9,480 for the threes.

Regulations

When the promoting group has sold the stock necessary to cover the project, it gives way to a new corporation which is the true cooperative, being formed by the stockholder-owners. In the event the cooperative fails to follow the by-laws (written by FHA), the preferred stockholder (FHA) can step in and take over the reins. If a member desires to sell his share of stock at any time he may do so, but must secure the approval

(Continued on page 198)

Finishing touches of quality
that help you sell homes



IVORY PLASTIC

Wiring Devices
SMARTER • CLEANER
SAFER

YOU CAN add attractiveness and sales appeal to *any* home you build by specifying wall plates, switches and other wiring devices of Plaskon *ivory* plastic.

Ivory plastic is beautiful, lustrous, harmonizes perfectly with any color scheme your customer may select. It is easily cleaned—fingermarks and smudges wipe off with a damp cloth.

Wiring devices of *ivory* plastic are visible evidence of craftsmanship and quality in building,

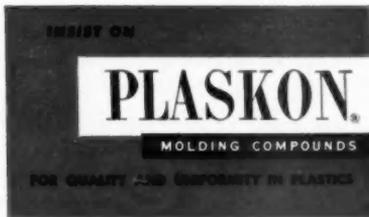
add a *plus* value that helps builders sell homes.

In addition, Plaskon ivory plastic affords protection against the dangers of electrical arcing, tracking and overheating. It is both fire- and arc-resistant.

Look into the advantages of Plaskon ivory plastic wiring devices as an added selling feature of your homes. Electrical contractors can obtain ivory devices and plates from all recognized electrical supply distributors.



Plaskon's full-color ads in the *Saturday Evening Post* are selling beauty-conscious new-home seekers on ivory plastic in wiring devices!



PLASKON DIVISION

Libbey • Owens • Ford
Glass Company

Toledo 6, Ohio

Branch Offices:

Boston • Chicago • Los Angeles • New York
Manufacturers of Molding Compounds,
Resin Glues, Coating Resins

In Canada:

Canadian Industries, Ltd. • Montreal, P.Q.



KOHLER ELECTRIC PLANTS

*Independent Source
of Electricity*



PORTABLE, low-cost model helps finish jobs faster, saves expense and bother of temporary power line hook-ups. Operates saws, drills, grinders, pipe threaders, cutters, other tools having universal (AC-DC) motors. Develops 1500 watts D.C. Compact, weighs only 75 lbs. Handles for carrying. Two-wheel, rubber-tired hand truck available. Other sizes, 350 watts to 15 KW. Write for folder 8-E.

Model 1.5M5, 1500 watts, 115 volt DC. Manual control. Length 18", width 14", height 21".

Kohler Co., Kohler, Wisconsin. Established 1873

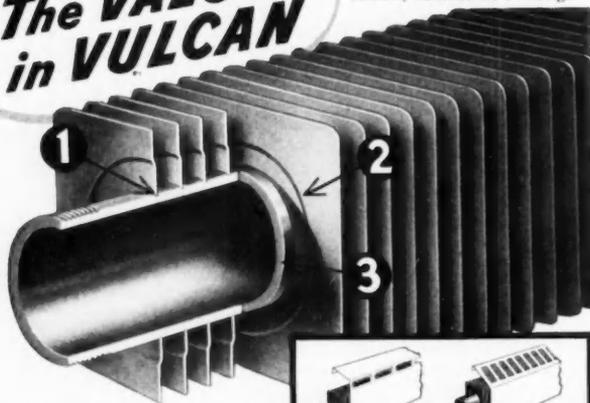
KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS
AIR-COOLED ENGINES • PRECISION CONTROLS

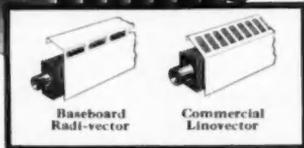
*The VALUE
in VULCAN*

FIN-TUBE RADIATION

Smooth Heating Comfort in homes, apartment houses, schools, commercial buildings.



1. FINS IMBEDDED — A special Vulcan process designed for best heat transfer. **2. FINS OFFSET** — For complete rigidity. **3. PRESSURE TUBE** — Quality steel pressure tube or copper water tube.



Representatives in Principal Cities.



**The VULCAN
RADIATOR
COMPANY**

HARTFORD, CONNECTICUT



Over Twenty-Five Years
A Leader in
Fin-Tube Radiation

21 FRANCIS AVENUE

FHA Cooperative Housing

(Continued from page 196)

of the corporation. If he fails to make his payments, or defaults in other ways, the corporation may pay him the fair market value of his stock. Three per cent of the monthly collections are set aside as a contingency fund for repairs and other work which must be done by the corporation if an owner moves out.

An eligible mortgage under Section 213 must have a maturity acceptable to the Commissioner of FHA, but cannot exceed 40 years, nor bear an interest in excess of 4 per cent a year on the principal obligation at any time. Such a mortgage cannot exceed a principal obligation of \$5 million, and also cannot exceed certain other amounts per dwelling unit, depending on the type of project planned. Commercial and community facilities may be included in a development worked out under Section 213.

5,000 Prospects Looked In

A half-page advertisement and 12 one-minute radio spot announcements brought 5,000 people to inspect Kavanagh's model house. In addition to the 124 who put down their \$100 for a share of stock on the spot, 150 more deposits were taken for processing, in case some of the first group failed to qualify. Some of the first group of 124 asked for their money back after reading the literature on cooperative ownership, which was given them at the time, but the fact that FHA was in back of the project sold most of them.



PLASTIC-FACED PLYWOOD was used to good decorative effect in these display fixtures for Westwood Industries, Paterson, N. J., lamp manufacturer. The material is GPX, manufactured by Georgia-Pacific Plywood Co.; the plastic overlay does not mask the grain of the Douglas fir beneath it.



Mr. and Mrs. Wallace E. Johnson,
nationally known builders of low-
rental homes.

How Wallace E. Johnson makes low-cost homes cool and comfortable

WALLACE JOHNSON SAYS:

"We build homes to give people comfortable living at lowest rentals. And no home is comfortable in hot summer weather without proper ventilation and cooling. Our experience has proved that Hunter Attic Fans provide the most practical and economical method of comfort-cooling homes and apartments. They are easily installed and are one of the most popular features of our homes."



Typical Wallace Johnson Housing with rentals as low as \$46.25



Easily installed—fits any attic

HUNTER ATTIC FAN 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. Occupants are comfortable in hottest weather.

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.

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 assembly guaranteed 5 years; motor and shutter, 1 year.

For complete data, write

HUNTER FAN AND VENTILATING CO.

381 S. Front St., Memphis 2, Tenn.



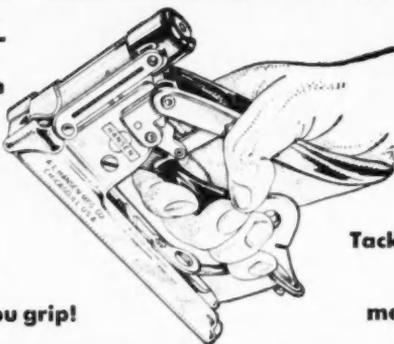
New automatic ceiling shutter

HUNTER

Attic Fans

See Our Catalog in Sweet's

Balanced
design —
easy
operation

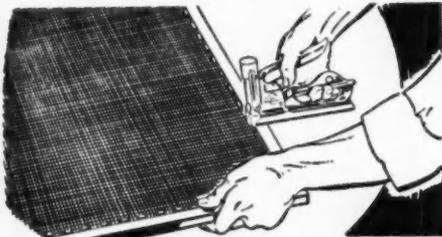


HANSEN —
the Tacker
with 1001
uses —

Tacks insulation,
ceiling tile,
metal lath, etc.

Zip! Zip!
Fast as you grip!

With HANSEN in Your Hand — you can do all kinds of tacking and fastening jobs. Thirty-six different models. Eighty staple lengths. For screens, ceiling tile, insulation, metal lath, etc. Ideal for all types of building and construction.



Tacks screens, too! Models made especially for screen tacking. Prongs on Tacker hook into screen, pull screen tight with one hand, for tacking in place. Many other uses.

Request Booklet

A. L. HANSEN
MFG. CO.

5059 Ravenswood Ave.
CHICAGO 40, ILL.

Association News, cont'd

(Continued from page 32)

"Americanism." Edward H. Libbey, secretary of the National Retail Lumber Dealers Association, gave a report on Washington regulations and proposals that may affect lumber dealers.

Other featured guest speakers were E. S. Egge, manager of Allied Building Credits, Birmingham, and Jimmie Arrington, newspaper publisher and ex-mayor of Collins, Miss.

W. P. Kelly, Winona, was elected president at a convention session. Named to serve with Kelly were T. A. Higdon, Forest, first vice president; R. L. Perry, Vicksburg, second vice president; and E. B. "Ted" Lemmons, Jackson, secretary treasurer.

WESTERN PENNSYLVANIA

Approximately 1,500 persons attended the 45th annual meeting of the Lumber Dealers Association at the William Penn Hotel, Pittsburgh, and there were 53 exhibitors.

Heading the list of featured speakers was Senator Wallace F. Bennett of Utah, whose topic was "Faith and Free-



V. L. Smyers
W. Pennsylvania President

dom," and Dr. Allen Stockdale, National Association of Manufacturers, "American Freedom is Your Business." Talks on Merchandising were made by Gates Ferguson, Celotex Corp.; Harold J. Row, Armstrong Cork Co.; and W. "Waddy" Wood, Small Homes Guide.

V. L. Smyers of DuBois was elected president, succeeding George B. King, Tidionte, who was named first vice president. Other officers are J. R. Cairns, Ambridge, second vice president; and R. F. McCrea, Pittsburgh, secretary manager; and R. P. Greiner, Pittsburgh, assistant secretary-treasurer.

MOUNTAIN STATES

Attendance at the 1952 convention business sessions was reported as the largest ever by the Mountain States Lumber Dealers Association. Around 500 persons were on hand for the first day and the average was 400 for each of the two days following. Paid registrations were approximately 900.

(Continued on page 202)

Build Profits By Promoting Home Sanitation

Majestic UNDERGROUND GARBAGE RECEIVER

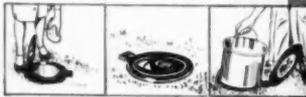
Buries The Garbage Can Problem!

Does away with that unusable, pest-attracting corner of the yard. With a Majestic Underground Garbage Receiver, odors are locked in, pests are locked out—refuse is stored below ground level where it won't freeze, won't ferment. Your customers will like the convenience of an Underground Garbage Receiver—the toe-tip lid lift, the easy can removal, the way it can be placed near the kitchen door, saving thousands of steps while keeping the yard neat and sanitary. Outer shell is guaranteed for 10 years. Inner shell lasts four to five times as long as ordinary cans.

Write for name of your distributor!

The Majestic Co., Inc.

300-D Erie St., Huntington, Ind.





GPX ... GETS THE BUSINESS!

Where an interesting effect, sales appeal and extreme durability are desired . . . you can't beat GPX. It has proved its versatility, economy and outstanding performance in countless construction, farm and industrial uses.

Georgia-Pacific's GPX is made from top-grade exterior Douglas Fir Plywood, with solid cores, bonded and surfaced with phenolic resin adhesive. Result: a satin-smooth, armor-hard surface, offering great resistance to abrasion and water absorption . . . withstands organic solvents, oils, vermin, mold and stains.

Discover for yourself the endless opportunities for building better at lower cost with GPX. See GPX at your dealer's now, or write for descriptive GPX folder and product sample.



GEORGIA—PACIFIC
PLYWOOD COMPANY
 617-5 North Capitol Way, Olympia, Wash.

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



GPX NATURAL GRADE

Beautiful, satin-smooth panels of GPX are ideal for dramatic natural wood wall paneling. Use it for sliding doors, built-in cabinets, flush panel cupboard doors, wainscoting garage doors and sliding—wherever a permanently finished wood surface is specified.



GPX WHITE PAINT GRADE (INTERIOR)

Manufacturers of kitchen cabinets and cupboards have saved as much as $\frac{3}{8}$ a foot and cut labor time in half with GPX White Paint-Grade. GPX's prefinished surface eliminates sanding and priming—one coat of enamel usually covers! Use GPX for all painted surfaces such as shelves, table tops, closets, laundry and workroom cabinets.



GPX BROWN PAINT GRADE (EXTERIOR)

GPX Brown Paint Grade for exterior uses fits today's trend toward ranch style homes. It can be sawed into wide widths and applied as lapped siding, or the lightweight, easy-to-install panels can be used with horizontal or vertical battens to vary architectural treatment. Laboratory tests indicated that GPX's smooth, hard surface covers evenly with less paint, extends its life 50%.

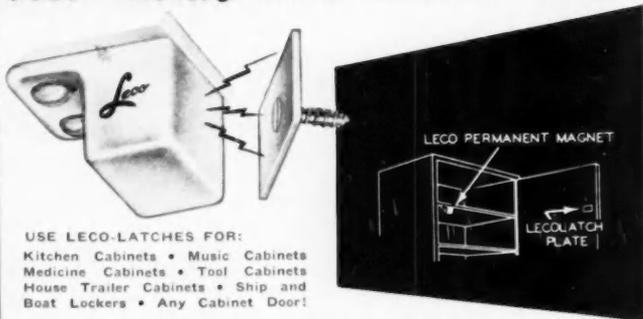


GPX CONCRETE FORM GRADE

Users of GPX for concrete forms obtain up to 50 repeated uses of one side of a GPX panel, with similar results from the other side! And GPX doesn't stop cutting costs there: ceilings poured into GPX forms set so smoothly that costly hand finishing is virtually eliminated, and no plastering is necessary before painting.

ADDS THAT EXTRA QUALITY TOUCH!

Leco-latch with the PERMANENT MAGNET!



USE LECO-LATCHES FOR:

Kitchen Cabinets • Music Cabinets
Medicine Cabinets • Tool Cabinets
House Trailer Cabinets • Ship and
Boat Lockers • Any Cabinet Door!

Lasts forever—nothing to get out of order. Works perfectly—even if doors sag or warp. Doors open easily—without snap, noise or jerk. Holds door in place firmly, yet gently. Easily installed. Improves appearance.

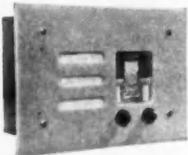
NATIONALLY ADVERTISED—In Better Homes & Gardens, House Beautiful, Sunset, Popular Mechanics.

Adding Leco-Latches is the easy way to add extra sales appeal to that next new home you build!

For literature, prices and name of distributor, write

LABORATORY EQUIPMENT CORPORATION
ST. JOSEPH 15, MICHIGAN

BUILT-IN RADIOS
WILL SELL YOUR HOMES!



- Fits in Standard 4" Partition
- Approved by Underwriters' Laboratories
- As easy to install as any Electrical Receptacle Outlet.

LOW COST!

Retail Price only \$34.95 plus installation.

Special Trade Prices on Request

Panels Extra: Masonite \$2.45. Plastic Colors \$4.45.

Specifications on Request.
Territory franchises available
to qualified jobbers and dealers.

FLUSH WALL

RADIO COMPANY

Dept. AA, 965 Broad Street, Newark 2, N. J.



Association News, cont'd

(Continued from page 200)

Among social highlights were the "Old Guard" breakfast for suppliers and retailers with 20 or more years in the business, and the annual banquet.

The meeting, the mountain state group's 59th annual, was held at the Shirley-Savoy Hotel, Denver.

NEBRASKA

Ralph Carhart of Wayne was elected president of the Nebraska Lumber Merchants' Association at the group's annual convention in Omaha. Named vice president was Frank Borin, Bloomfield.

Total registration for the meeting was 1,750, largest in association history. There were 120 booths, capacity for the city auditorium.

General Contractors Oppose Health and Welfare Fund

The Associated General Contractors of America, Inc., revealed at its recent convention the dissents which general contractor representatives on the Construction Industry Stabilization Commission made to the health and welfare policy for the building and construction industry which was recently approved by the Wage Stabilization Board.



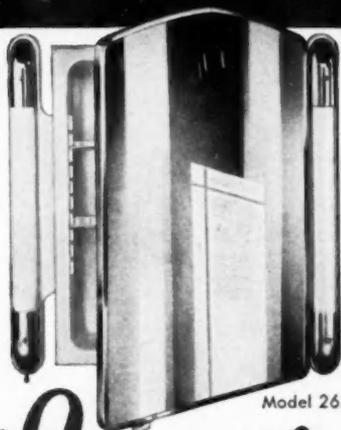
OLD AND NEW LEADERS of the Associated General Contractors of America chat at 33rd annual convention in Detroit: (from left) C. P. Street, Charlotte, N.C., vice president; A. S. Horner, Denver, president; and Glen W. Maxon, Dayton, Ohio, retiring president. Attendance at meeting was 1,000.

In announcing their dissents, the contractor representatives said that the increase or establishment of health and welfare funds in the construction industry creates many complex problems not encountered in other industries, and that the policy can lead to rushing ill-conceived plans into effect before they can be properly adopted in many local areas.

The policy approved by the Wage Stabilization Board upon recommendation of a majority of the Construction Industry Stabilization Commission

(Continued on page 204)

**A Beautiful,
LOW-COST FLUORESCENT
LIGHTED CABINET...**



Model 2654-80

by **Lawson**
with **OUTSTANDING
QUALITY FEATURES!**

- ★ **One-Piece Drawn Steel Body**
- ★ **Bonderized after Forming**

- Baked White Enamel Finish
- First Quality Plate Glass Mirror
- Full Length Piano Type Hinge
- Snap-in (no screws) Electrical Inspection Plate
- Stainless Steel Mirror Frame
- Convenience Outlet for Electric Razor, etc.
- Bar-Type Door Stop
- Razor Blade Disposal Slot
- Underwriters' Laboratories Inspection Label

Write for Catalog on Lawson Bath-
room Cabinets, Lavatory Mirrors
and Chrome Accessories . . .

THE F. H. LAWSON CO.
801 EVANS ST., CINCINNATI 4, OHIO

**WORLD'S LARGEST BUILDERS
OF BATHROOM CABINETS**

MAY 1952



**Builders Demand
Architects Specify**

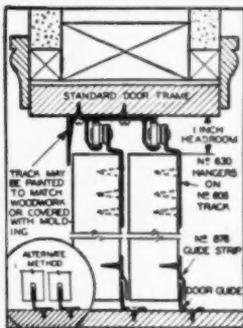


**Sterling
HARDWARE**

NATIONALLY ADVERTISED



600 SERIES SLIDING DOOR HARDWARE



The 600 Series includes Hangers for both $\frac{3}{4}$ " and $1\frac{1}{4}$ " by-passing doors. Track is aluminum.



No. 676 Guide Strips eliminate grooving bottom of door. Save installation time and trouble.



No. 642 Adjustable Hanger For Single Doors

Aluminum or Steel Track for Single Doors



ASK ABOUT THE Sterling 800 SERIES FOR HEAVY DUTY

STERLING CASEMENT WINDOW HARDWARE



No. 165 PULL-TITE CLOSERS

No. 61 CASEMENT OPERATOR



No. 190 EXTENSION HINGES

See Our Catalog in SWEET'S
Sec. 18D in Architects' File
Sec. 4E in Builders' File
or write direct for our catalog!

VISIT OUR DISPLAY
AT THE
ARCHITECTS SAMPLES
CORPORATION
NEW YORK CITY

STERLING HARDWARE MFG. CO.

2345 W. Nelson Street, Chicago, 18 Illinois

PARKS PLANERS

20" THICKNESS PLANER

The Parks No. 20

A modern, designed, low-priced, high-speed 20" x 6" planer that meets the surfacing needs of every type of wood-working shop. Ruggedly built for vibrationless operation—assuring quality work, increased production and low operating costs. Provides two feed speeds—20 and 40 F. P. M. and 40 and 80 F. P. M. Four-knife cutterhead has speed of 3600 R. P. M. Complete descriptive literature on request.

Also Available
12" THICKNESS PLANER

A compact, heavy-duty 12"x4" machine that offers precision and ruggedness at low price. Literature on request.



The **PARKS** WOODWORKING MACHINE COMPANY

Manufacturers of Quality Woodworking Machines Since 1887

DEPT. 30-G, 1546 KNOWLTON STREET, CINCINNATI 25, OHIO

Lux-Right

IMPERIAL

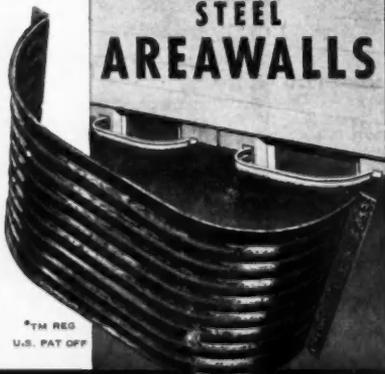
The Nation's Best
in
Quality, Strength, Design

LUX-RIGHT Arewalls!
Good-looking streamlined
Corrugated Steel Walls for
basement window wells.
Hot-Dip-Galvanized AFT-
ER forming means every
edge, every surface is pro-
tected against rust. Only
LUX-RIGHT gives you such
complete protection.

HUG-TITE Flanges mean
tight fit to the foundation.
TYPES: Streamlined-
Straight and Round. Both
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SEE your distributor or
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criptive Folder. AB-4

TM REG
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STEEL AREAWALLS



SAINT PAUL CORRUGATING CO.

SOUTH END WABASHA BRIDGE 67 Years of Service SAINT PAUL 1, MINN.

Association News, cont'd

(Continued from page 202)

would provide general approval of employer payments of 7½ cents an hour into health and welfare funds. These payments would not be charged against wage increases.

Western Builders Meet For 1st Annual Forum

Builders from every section of 11 western states met in Berkeley recently for the first annual Western Builders Forum, sponsored by the Associated Home Builders of Greater Eastbay as feature event of the group's Builders Market Week.

The all-day discussions were divided into three phases: "Builders' Tax Problems," led by Sylvanus G. Felix and John J. Griffin, Oklahoma City accountants; "Operation Trade Secrets," for which Earl W. Smith, nationally known as a builder of low-cost homes, was moderator; and a talk by Alan E. Brockbank, president of the National Association of Home Builders.

The forum was under the direction of John I. Hennessy, executive vice president of the Eastbay association.

Ponderosa Officers Relected

All top officers were reelected at the recent 11th annual meeting of the Ponderosa Pine Woodwork Association. They are F. E. Bissell, Jr., Carr, Adams & Collier Co., president; Arthur H. Mohring, Edward Hines Lumber Co., vice president; J. D. Rowland, Andersen Corp., secretary; and L. G. Carpenter, McCloud Lumber Co., treasurer. D. G. Pilkington continues as the association's general manager.

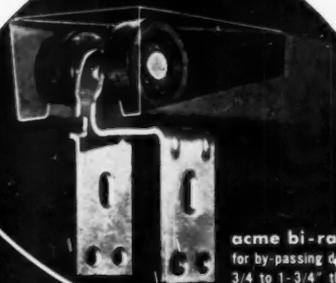
Residential Air Conditioning Manufacturers Organize

Representatives of 11 leading manufacturers of residential air conditioning equipment met in New York recently to organize trade association activities as the Residential Air Conditioning Section of the Air Conditioning and Refrigerating Machinery Association.

Heading the new group are J. A. Gilbreath of Servel, Inc., chairman, and A. B. Newton, Acme Industries, Inc., vice chairman.

Member firms of the Residential Air Conditioning Section:

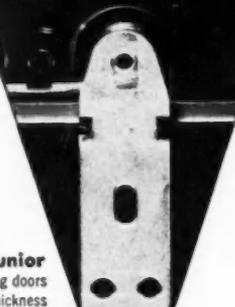
Acme Industries, Inc.; Airtemp Division, Chrysler Corp.; Brunner Manufacturing Co.; Bryant Heater Division, Affiliated Gas Equipment, Inc.; Carrier Corp.; Frigidaire Division, General Motors Corp.; General Electric Co.; Servel, Inc.; Westinghouse Electric Corp.; Worthington Pump and Machinery Corp.; and York Corp.



acme bi-rail
for by-passing doors
3/4 to 1-3/4" thickness



acme type z
for interior doors



acme junior
for by-passing doors
—any thickness

for further information write directly to the company or see sweet's files



MAY 1952

HUNTINGTON

Metal-Fold

SAFETY STAIRS

STEP UP YOUR SALES AND PROFITS

ELIMINATE
INSTALLATION COSTS
PACKED COMPLETELY ASSEMBLED



Finger-Tip
Flowing
Action

Check

These Features

- Engineered for absolute safety
- Cannot warp, break or come apart.
- Ready mounted adjustable spring tension.
- No counter weights or slides.
- Weighs no more than wood.
- All stair heights adjustable
- Requires only 8" attic clearance.
- Can be used for Attic Fan Opening

Non Skid Treads

NOW! IN 2 POPULAR WIDTHS
STANDARD 25 1/2" LUXURY 31 1/2"
46"-54"-60" LENGTHS-FOR CEILING HEIGHTS 7'6" TO 10'



AMAZING LOW PRICE!

Write, Wire or Phone
For Full Information

Huntington Industries
2368 PROSPECT STREET
MEMPHIS, TENNESSEE

CUT LABOR COSTS... SPEED PRODUCTION

WITH THIS
NEW...



Accurate, Precise, Solidly Built

This modern builders' transit-level will out-perform any other instrument on the market . . . pay for itself, over and over again, in decreased labor costs, increased efficiency and output. It's today's way to do all of these jobs faster, more accurately than ever before:

- MEASURE FROM PROPERTY LINES
- LAY OUT ANGLES
- LEVEL UP EXCAVATIONS FOR FOUNDATIONS
- SET SLOPES FOR DRAINAGE OR SEWAGE
- STAKE OUT BUILDINGS
- SET CONCRETE FORMS TO LINE AND GRADE
- DETERMINE THE AMOUNTS OF CUT AND FILL
- PLUMB VERTICAL LINES
- SET GRADES FOR THRESHOLDS, SILLS, LINTELS, ETC.
- SET STAKES FOR GRADING PROPERTY

Focuses on Objects as Close as 3 Feet Away

The durable materials, simple design and superior workmanship in K&E's Builders' Transit-Level assure accurate adjustment throughout years of rugged service. It's easy to operate; and its telescope is so good that you can see objects, quickly and clearly, even in poor light or inside buildings—actually focus on objects as close as three feet away!

For details of the No. N5155 K&E BUILDERS' TRANSIT-LEVEL (a transit and a level in one instrument), the No. 5153 K&E BUILDERS' LEVEL or K&E Leveling Rods, write to your nearest K&E distributor or to Keuffel & Esser Co., Hoboken, N. J. Easy-to-follow instructions with each instrument.



KEUFFEL & ESSER CO.

EST. 1867

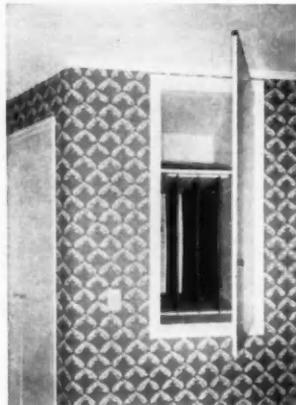
Drafting, Reproduction, Surveying Equipment and Materials. Slide Rules, Measuring Tapes

NEW YORK • HOBOKEN, N. J.
CHICAGO • ST. LOUIS • DETROIT • SAN FRANCISCO
LOS ANGELES • MONTREAL

I D E A S FOR CUPBOARDS



TWO CABINETS with sliding doors occupy one whole wall of a kitchen in a house built by Modern Home Builders, Inc., of Seattle. Left side of each cabinet takes brooms, mops, and towel racks. Right side has shelves for storage. Each cabinet is one foot deep.



A SPECIAL CUPBOARD for the storage of card tables and other large objects is very desirable when this type of a recess can be fitted in. This one is from a house in San Marino, Calif., built by Fred A. Stewart.

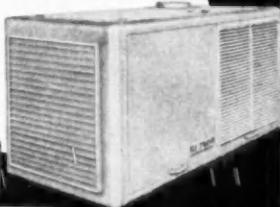
House heating with gas has expanded from a million homes to nearly six million in 10 years, says the Plumbing and Heating Industries Bureau. Almost 14 out of every 100 homes are heated by gas as against an average of three in 1940.

AMERICAN BUILDER

REZNOR'S *New Versatile* "PAC"

ALL-PURPOSE UNIT/CENTRAL GAS, FORCED WARM AIR HEATER

- UNUSUALLY COMPACT
- SPACE SAVING
- EFFICIENT
- DE LUXE APPEARANCE
- EASY INSTALLATION



A DE LUXE UNIT HEATER



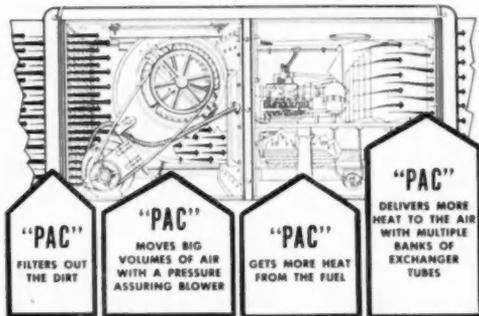
A COMPACT CENTRAL HEATING PLANT

● PAC is designed to implement the contemporary building objective of providing the greatest efficiency in the smallest possible space. This Reznor unit confines a remarkably efficient and top quality heating machine (including controls) within a trim, highly-finished casing. PAC can be either suspended or base mounted. Flanges on front and back are fitted with either standard Reznor louver frames or connected to duct systems.

REZNOR

"PAC" Provides Packaged Automatic Comfort with...

- Engineered coordination of heat production and air movement for maximum efficiency. PAC provides automatic temperature maintenance with balanced, synchronized control



● DATA — 100,000 BTU capacity; 22" x 22½" x 47" long; centrifugal blower; standard size filter; individually adjustable louvers; Reznor "airform" heat exchanger; interchangeable (top or side) flue connection; two removable doors on one side for easy access to all parts; tube oiling of back blower bearing; tapped, mounting sockets on top and bottom; Reznor burners for use with natural, manufactured, mixed or LP gases.

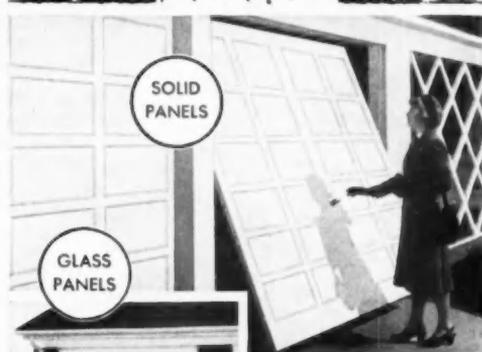
SEE SWEET'S CATALOG FILE

REZNOR MANUFACTURING COMPANY
47 UNION ST. - MERCER, PENNA.

Manufacturers of the World's Largest-Selling Gas Unit Heater

Now...an Old Favorite

IN TWO NEW RANCH STYLES



SOLID PANELS

GLASS PANELS

IT'S THE FRANTZ No. 10 OVERHEAD GARAGE DOOR

- Horizontal panelling of this new Frantz door blends with the long, low ranch-type lines of today's popular homes. The Frantz No. 10 door fits standard 8' wide x 7' high opening, with choice of four glass or all solid-wood panels. It's easy to install, because the doors are factory pre-fitted, with all bolt holes bored. Adjustable power springs provide smooth, automatic operation, with door requiring but 2" headroom. Toxic treated against rot, and easy-running ball-bearing steel wheels, give the Frantz No. 10 door a long, service-free life.

JUST OFF THE PRESS

Send for your free copy of the new Frantz Overhead Door Catalog No. 301. Colorful, and completely illustrated, this book has a handy door selector which makes it easy to select the right Frantz door for your needs.



FRANTZ

GARAGE DOORS AND HARDWARE

FRANTZ MANUFACTURING CO., STERLING, ILL.

**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
- Resists both heat and ordinary household chemicals
- Fireproof, waterproof, seals against insects
- Can be bent for corners or cut to fit
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- Economical to install
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STEEL · ALUMINUM · STAINLESS STEEL
VIKON TILE
BEAUTY · ECONOMY · METAL · DURABILITY

"The Original
Individual Metal Tile"
Est. 1926

VIKON TILE CORP. WASHINGTON, N. J.



"NOW FORGET YOU EVER MADE IT—IT'S FOR WHEN MY MOTHER-IN-LAW CALLS!"

Selling Course Developed For Plywood Distributors

A "Plywood Selling Series," featuring five 20-minute sound-slide film presentations, has been prepared by the Douglas Fir Plywood Association for instruction of wholesale distributor salesmen.

In announcing the course, the association said that the only equipment required is a sound-slide projector, and the only costs to participating firms are for reproduction of the film and reference booklets. The association bore the production costs and will distribute sales data manuals to salesmen completing the program.

Prepared specifically for distributors at their request, the series is also available to plywood producers, the association said. Detailed information may be obtained from the Douglas Fir Plywood Association, Tacoma 2, Wash.

Color Helps Control Roof Temperature, Tests Show

The sun can make an under-the-roof temperature difference of as much as 25 degrees, depending on the color of the roof, according to recent tests by Minnesota Mining and Manufacturing Co. and United States Gypsum Co.

The tests, made to determine the effectiveness of roofs with high reflective value in providing cooler temperatures in warm climates, indicated that there could be the 25 degree differential between light and dark colored roofs.

Also reported was the development of a white granule for asphalt roofing shingles, designed to give maximum heat reflective value. The granule was developed by Minnesota Mining and U.S. Gypsum has begun to use it to produce an all-white shingle.



**PREVENT
MOISTURE
DAMAGE**

Let Your House Breathe

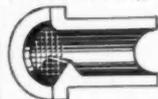
Damp Vents — small breathing units — eliminate moisture condensation in modern tightly-built homes.

PROTECTS PAINT AND INSULATION FROM DAMPNES

The Vents allow the exchange of moisture through walls without creating free-air circulation — keeps walls dryer. Damp Vents are made of rustproof aluminum or acetate tenite plastic. Built-in rain blocks and 30 mesh copper screen that keeps insects out but won't clog.



Patent applied for



EASY TO INSTALL

Simply drill $\frac{3}{8}$ " hole in siding. Insert Damp Vent.

Ask for Damp Vents at your local paint, hardware or lumber dealer or write direct to company.

DAMP-VENT CO.

Bettendorf, Iowa



Bored Workmen waste Boards. Eliminate Waste with **READY HUNG DOORS**



**THE NEW
DOOR AND FRAME
PACKAGED UNIT**

READY HUNG DOOR CORP., DEPT. A
FORT WORTH, TEXAS

AMERICAN BUILDER

CONTRACTORS • DEALERS • MANUFACTURERS



the first step in every sale



is locating a prospect



who needs what you have for sale!

DODGE REPORTS service takes this "first sales step" for most of the leading firms and salesmen in construction. IT CAN FOR YOU.

Dodge field men report when the people who buy or specify want to talk business with you. It is the job of Dodge field men to spend their time combing your market to find out what is coming up — being planned — out for bids — who got the contracts. This timely and vital information is mailed to Dodge users every day.

**DODGE
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*tell you
who to sell —
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Dodge users save time and money. They need not beat the bushes and chase down rumors. A few minutes each day with Dodge Reports pro-

vide more opportunities for doing business than you can get in any other way... point out more new prospects coming into the market... show up more opportunities for profitable contacts among the people you already know.

This money making service can be had in most local areas for less than the cost of four round trip bus fares or 2½ gallons of gas per day.

Find out now how Dodge Reports can help you... get this new book, the result of 60 years of service to construction men. It tells you how others use Dodge Reports to locate their prospects. The book will be sent without obligation, send for it *now*. Write today.



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Timely, accurate, comprehensive construction news service
THE FIRST STEP IN EVERY SALE



**Builders too...
can profit
BY BEING
Gate City
Awning Window Wise!**



More and more builders are discovering this popular "packaged" top-quality wood awning window...so easy and economical to install...so profitable to handle.

BEFORE YOU BUILD OR MODERNIZE...

**Gate City
Awning-Window-Wise**

You'll be **COOLER** in the Summer
... **WARMER** in the Winter
... **SAFER** all the time!

During 1952 millions of prospective builders will see this slogan advertised in national publications.

Local promotion by Gate City Dealers will also reach these prospects...your prospects!

Over 14,000 architects will receive literature each month, illustrating the advantages and adaptability of Awning Windows.

For complete information...refer to SWEET'S FILE 4d-GA, see your Lumber Supply Dealer or send the coupon today!

GATE CITY SASH & DOOR CO.
"Wood Window Craftsmen Since 1910"
P. O. Box 901, Fort Lauderdale, Florida

MEMBER OF THE PRODUCERS' COUNCIL, INC.

Gentlemen: AS-5

Send free literature and information about your Wood Awning Windows.

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DUPLEX BATHROOM—a two-compartment design of Matern & York, architects, in the new 800-family Mayfair Park development at Plainedge, L. I. N. Y. Builders Robert Grundt and Jack Greenman are installing this plan in all their \$11,490 and \$11,900 dwellings. The section off the hall contains a vanity-lavatory, mirror, fluorescent tube and floor-to-ceiling sliding door linen closet. In addition, there is cabinet space below the lavatory, a medicine chest and an 18x24-inch opaque glass window in the partition to admit light from the 5x7-foot bath compartment

Nailing Hardboard Flooring

In laying 2,000 square feet of Masonite 1/4-inch Tempered Presdwood as flooring in the Boyerstown, Pa., Packaging Co., workmen assured uniformity of nailing by drilling holes four inches O.C. in the 4x4-foot panels. A metal drill was used to handle four panels at a time, with the top one serving as a template. Drive screw nails 1 1/4 inches long were used in fastening the panels to the underfloor. A penetrating varnish sealer was applied as a finish.

New Small Panels Produced in Plywood

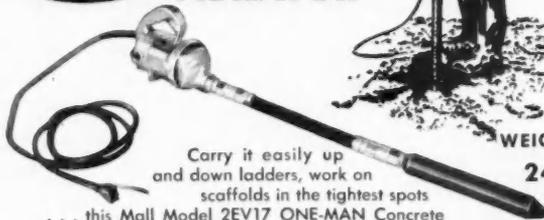
West Coast plywood manufacturers have launched production of small sizes of plywood in volume quantities, the Douglas Fir Plywood Association has announced.

The new, small units, called "Handy Panels," are being manufactured in both outdoor and interior types, both "one-side" and "two-side" grades, in stock sizes 24x28-inch and smaller, including such sizes as 24x44, 20x48 and 20x44.

Production of the smaller panels was aimed at meeting more closely the specific needs of many manufacturing operations.

**Work Easily Everywhere
with this ONE MAN**

Mall CONCRETE VIBRATOR



**WEIGHS ONLY
24 lbs.**

Carry it easily up and down ladders, work on scaffolds in the tightest spots

... this Mall Model 2E17 ONE-MAN Concrete Vibrator weighs only 24 lbs. You'll use it everywhere for edges, on expansion joints, smaller forms, thin walls... a hundred and one jobs. Motor operates on 115-volt AC-DC 25, 50 or 60-cycle single phase current. Also, 230 volt models available. 1 3/8" dia. by 12" vibrator head; 10,000 frequencies per minute. Model 1E12: Same rugged construction of Model 2E17, but with direct drive motor, 1 1/4" dia. head. More power to the pound... less pounds to handle. Write for catalog No. 40 covering all models.

40 Factory-Owned Service Warehouses, Coast To Coast, To Serve Our Customers and Thousands of Dealers.

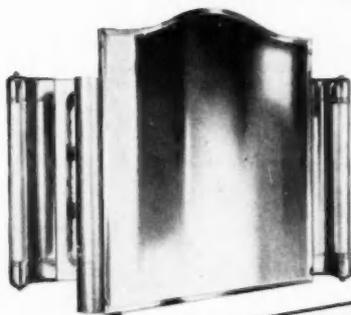
Mall TOOL COMPANY

7737 S. Chicago Avenue
Chicago 19, Illinois



AMERICAN BUILDER

SMARTLY STYLED LIGHT FIXTURES ON THE GROTE *Star-in-door* CABINET



CL-5199

Custom Star-In-Door model with 20" x 23" frameless mirror. Fluorescent lights. All chrome trim.

**ORDER FROM
YOUR JOBBER**

● Smartly styled light fixtures on deep drawn seamless bodies—equipped with the Star-In-Door extra space-giving feature—make these Grote Cabinets the favored choice for the modern bathroom. There's a Grote model for every type of installation.

Conventional Models : Lighted and Unlighted : In All Standard Sizes.

WRITE FOR COMPLETE CATALOG



CL-3204

Deluxe Star-In-Door model. 14" x 22" mirror. Fluorescent lights in chrome fixture.



MORE USEFUL SPACE IN GROTE
STAR-IN-DOOR CABINETS



CL-264

14" x 22" mirror in stainless steel frame. Incandescent lights.

THE **Grote** MFG. CO., INC.
Grote Square • BELLEVUE, KY.

"TROUBLE SAVER" SCAFFOLDS Save Time and Man-Power on Light Construction Jobs

Even on small jobs, "Trouble Saver" Sectional Steel Scaffolds are profit-makers for you. Prefabricated frames fit into place quickly and securely. This, *strong, safe* scaffold can be erected and dismantled in minimum time. Indoors and out, it is more efficient than old-fashioned built-on-the-job wood scaffold.

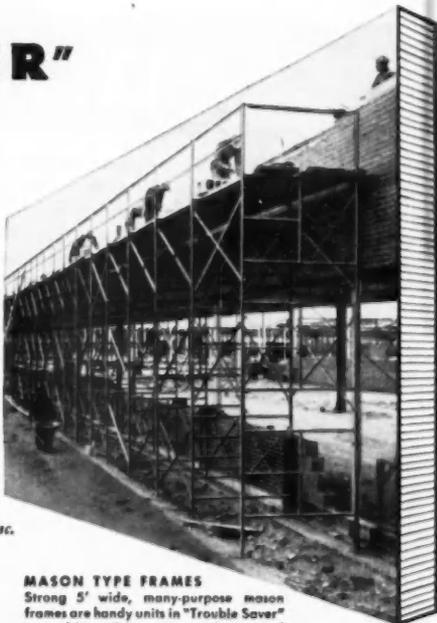
With "Trouble Saver" you erect a scaffold to fit the exact needs of each job. Time-saving and efficiency features include extension legs for levelling and built-in ladders.

Get the facts! Write for Bulletins PSS-15 and PSS-24. See how other contractors use "Trouble Saver".

Distributed by:

- Brick Laying
- Stone Setting
- Chimney Work
- Painting
- Stucco Work
- Sidewall Jobs

Approved by Underwriters' Laboratories, Inc.



MASON TYPE FRAMES

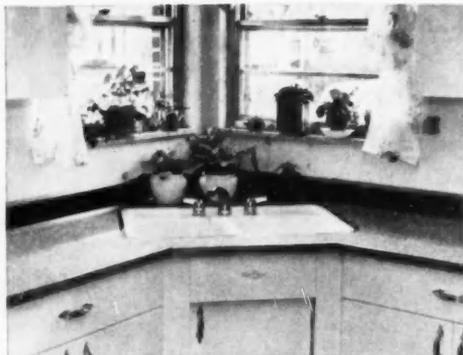
Strong 5' wide, many-purpose mason frames are handy units in "Trouble Saver" assemblies. Separate working and material storage levels are provided for faster, easier work. Rungs may be used as a ladder.



For Greater Safety...Efficiency...Economy

THE PATENT SCAFFOLDING CO., Inc.

38-21 12th Street, Dept. AB Long Island City 1, N. Y.
West Coast Plant: 6931 Stanford Ave., Los Angeles 1, Calif.



CORNER SINK allows ample work space on each side of the unit. View from window delights women. Large area at the back of the sink is used for plants

Corner Sink Has Sales Appeal

Ohio Builder finds widespread interest in corner sink arrangements utilizing standard materials

Good sales appeal has been found in a corner sink constructed of standard Youngstown Kitchen units by

N. F. Molnar Company of North Olmstead, Ohio. A one piece Formica top has the sink bowl pre-mounted. The base units and a simple wood bracing system support the sink.

First, both base cabinets are placed approximately 42 inches from the corner.

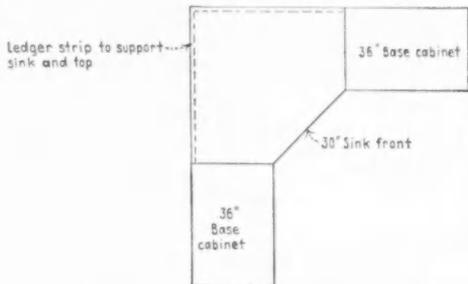
Second, the 30-inch sink front is attached to the base units.

Third, the wood bracing, consisting of a 1x2 ledger strip, is nailed to the wall at the base height to support the rear of the sink top.

Fourth, a 2x4 is nailed to the wall to support the lower shelf.

Fifth, the sink top is placed in position and fastened to the base units.

The complete corner arrangement consists of little extra carpentry and slight additional cost for the Formica top.



PLAN shows how a 36-inch sink front is used with cabinets to make a corner sink. A ledger strip supports the sink top



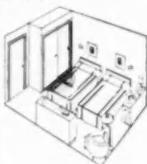
AMWELD[®] *the leader* IN "K-D" STEEL SLIDING CLOSET DOOR UNITS

AMWELD, the *original* knocked-down steel sliding closet door unit has been copied but never duplicated! There are more AMWELD "K-D" Units in use than any others. What makes AMWELD so popular? There are many reasons—here are a few:

- Low Original Cost
- Costs Less to Install than Wood
- A Screwdriver is the Only Tool Needed
- Won't Warp, Crack, Shrink or Burn
- Silent, Easy, Lifetime, Trouble-Free Operation
- Prime Coated—A Smooth Satin-Like Surface
- Will Take Any Desired Color, Finish or Wallpaper
- Quiet—Adjustable Guide Keepers Keep Doors Quiet and Prevent Derailing
- Available for 3, 4, 5 & 6-foot openings
- Available NOW

And look at all the space YOU SAVE

... from 6 to 9 square feet of floor space (shaded area) required for a swing door. AMWELD Sliding Closet Doors permit use of *all* this space PLUS wall space and full access to closet contents.



AMWELD interior steel doors and frames. The preference of builders and home owners everywhere because their attractive, modern flush design matches all types of architecture—they're easy to clean and keep clean—they require no maintenance, the cost is low and installation time is fast.

DEALERS: Ask us to send you complete information on how to become an AMWELD dealer.

AMWELD BUILDING PRODUCTS DIVISION

THE AMERICAN WELDING & MFG. CO.
310 DIETZ ROAD • WARREN, OHIO



Panels, header, jambs, track and hardware—complete in plainly marked, sturdy corrugated carton.



Now available!

Barrett's new Spun Wool

with extra "spring-back"



Big news from Barrett—new spun mineral wool with greater resiliency! Easier and more economical to *handle* and to *apply*, easier to *sell*. Better in every way than rock wool made by ordinary methods, Barrett's spun wool provides profit-making advantages not generally available elsewhere. When you sell Barrett* Spun Rock Wool, you sell *greater insulation value*, because the longer fibres and strong "spring-back" result in greater thickness when installed and because there is a greater number of permanently-retained air spaces to do the job.

Furthermore, the greater resiliency brings about considerable savings in time and labor costs for you. The batt stays firm—which means it's easier to handle, easier to apply, easier to cut on the job, easier to fit and easier to store. It can be compressed in storage to 60 per cent of its bulk—yet it bounces right back in amazing style!

All this is made possible because Barrett Spun Rock Wool is made by a simple, yet revolutionary spinning process that results in extra-long fibres and a cleaner, more "shot-free" product.

What's more, Barrett Spun Rock Wool costs no more than ordinary rock wool! At no extra cost, your customers can have a more comfortable, more healthful, cleaner home—*plus fuel savings that pay for the insulation in just a few years!*

BIG BARRETT PROMOTIONAL PLUS—Your Barrett line is backed by big-league national advertising—plus Barrett's position of leadership for almost a century in the building field. They help you *sell*.



*Reg. U. S. Pat. Off.

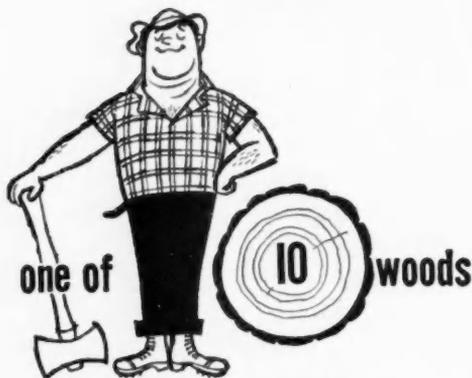
THE BARRETT DIVISION

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LARCH



from the **WESTERN
PINE
REGION**



A distinctive straight-grained wood with a strength, toughness of fiber and rigidity which make it ideal for structural and framing members of farm, home and industrial buildings. Excellent workability, fine texture and ability to take and hold all types of paints and stains recommend it for interior woodwork too.

This is but one of ten fine softwoods from member mills of the Western Pine Association. All are manufactured, seasoned and graded to exacting Association standards. Lumber dealers, builders, architects and wood users have found them dependable and best for many construction uses.



THESE ARE THE WESTERN PINES

IDAHO WHITE PINE
PONDEROSA PINE • SUGAR PINE

THESE ARE THE ASSOCIATED WOODS

LARCH • DOUGLAS FIR
WHITE FIR • ENGELMANN SPRUCE
INCENSE CEDAR • RED CEDAR
LODGEPOLE PINE



Write for free illustrated
book about Larch.

Address:
Western Pine Association,
Yeon Building,
Portland 4, Oregon.



AUTOMATIC AIR WALL register installation. Warm air is delivered upward along walls in fan-like pattern

Combine Radiant and Forced Warm Air Heat

"Air Wall" heating, a complete system which combines radiant heat with forced warm air heat, is proving adaptable to varied types of residential application, according to its developers, the General Electric Co.

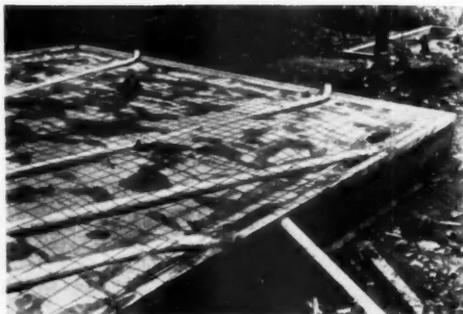
The system consists of a standard General Electric oil-fired or gas-fired warm air furnace and Air Wall register connected with a four-inch round supply duct system. Either seven-inch round ducts or a conventional return duct system may be used.

Registers are placed on outer walls where greatest heat loss takes place, and warm air is delivered upward, blanketing the walls in a fan-like pattern. The warmed walls radiate heat and help keep floors comfortable. The automatic type of register is equipped with built-in thermostatic damper.

Flexibility of planning is cited as another advantage of the system, since the four-inch ducts can be put in the slab of a basementless house, hung in a crawl space or used in a basement. There are also several possible locations for the furnace.

Air Wall as originally introduced was intended for the small home. It is now adaptable to large homes, the manufacturers point out. Large homes can be equipped with more than one furnace with each unit in many installations supplying a separate zone.

Some of the advantages cited for the system: freedom of furniture placement, even directly in front of registers; balanced heat flow to all rooms; uniform floor-to-ceiling temperatures; no disturbing air noises; condensation and window frost counteracted.



DUCTWORK PLACED prior to pouring concrete slab

Milcor Style K Access Door — Note exclusive hinge design which permits door to open 175° for easy work entry. Number of hinges and cam locks is determined by size of door.



MILCOR 50th Anniversary
Access Door
the standard by which all others are judged

**Installed at lower cost.
Conforms to modern design requirements**

MILCOR Access Doors install flush to the wall or ceiling — almost invisible — yet provide instant access to key points in piping and wiring systems. They blend with finished surface — just paint or paper right over them.

Low cost installation requires no special framing, no cutting or fit-

ting. Three types available for use, with plaster, masonry or wall board.

Quality design and construction make Milcor Access Doors the standard by which all others are judged. Specify them on *your* next job. Consult your Sweet's File, or write for complete information.



INLAND STEEL PRODUCTS COMPANY

*Reg. U. S. Pat. Off.

4025 WEST BURNHAM STREET • MILWAUKEE 1, WISCONSIN

BALTIMORE 24, MD. — 5300 Pulaski Highway • BUFFALO 11, N. Y. — 64 Rapin St. •
CHICAGO 9, ILL. — 4301 S. Western Blvd. • CINCINNATI 25, OHIO — 3240 Spring Grove Ave. •
CLEVELAND 14, OHIO — 1541 E. 38th St. • DETROIT 2, MICH. — 690 Amsterdam Ave. •
KANSAS CITY 41, MO. — P. O. Box 918 • LOS ANGELES 58, CALIF. — 4807 E. 49th St. •
NEW YORK 17, N. Y. — 230 Park Ave. • ST. LOUIS 10, MO. — 4215 Clayton Ave.

Halls Without Walls

Are Functional, Add Interest

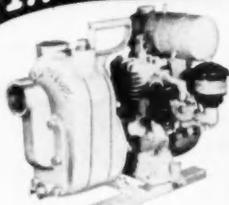
T-shaped planter (right) is made of oak, separates entry from dining end of living room. Also stores card table, folding chairs. (Center) Fluted glass panels set into grooved frames at ceiling and on top of birch music cabinet, screen dining area from living room entrance. (Left) Supported by metal rod and front-door wall, this decorative glass cabinet and music case "organizes" entrance to the room and at the same time gives focus to music center.



photos courtesy of Better Homes & Gardens

Proved

In The Field



Here's a handy pump that gives long, faithful service at lowest cost. This CMC DUAL PRIME Model 3M gives you the big advantages of exclusive CMC dual jet construction and advanced centrifugal design. Pumps up to 3000 gallons per hour. Open thrash type impeller handles solids up to $\frac{3}{8}$ ".

Write today for latest catalog. CMC DUAL PRIME models are available in sizes from 1 $\frac{1}{2}$ " to 10" — capacity from 3000 to 200,000 gallons per hour.

Dual Prime Centrifugal PUMPS

- Unmatched Self-Priming Speed.
- Suction Lifts of at Least 25'
- Operates Successfully when Ordinary Pumps Lose Prime and Become Air-Bound.
- Tested Under Most Severe Conditions.

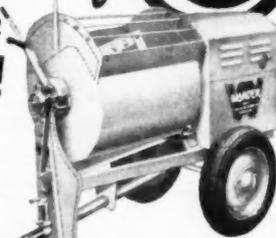
For Mixer Leadership

Look To



A BETTER MORTAR MIXER!

- Often pays for itself on first job.
- Triple mixing hoes with exclusive CMC adjustable blades. Perfect mixing is assured.
- Renewable, longer-lasting drum liner guarantees long-range saving.



TOPS FOR DEPENDABILITY!



- The CMC line of concrete and mortar mixers is built in a complete range of sizes to fill every need.
- If you want the best, the longest trouble-free performance and the absolute tops in ease of operation, the CMC line is FIRST CHOICE!

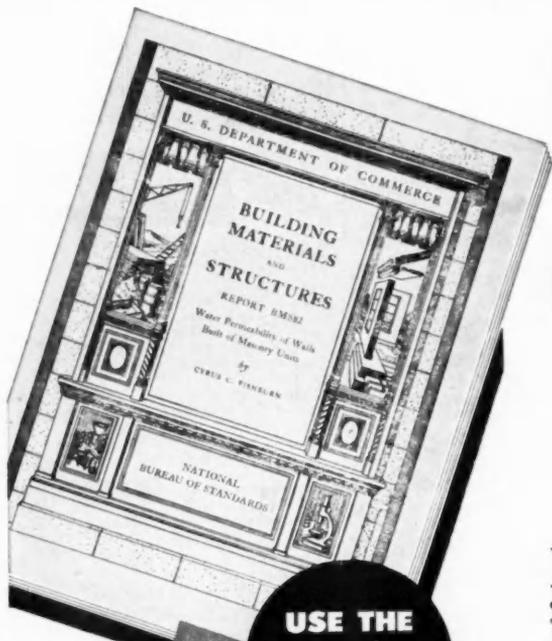
CONSTRUCTION MACHINERY C.O.S. WATERLOO IOWA U.S.A.



CONSTRUCTION MACHINERY C.O.S. WATERLOO IOWA U.S.A.



GOOD BRICKWORK = GOOD DESIGN + GOOD WORKMANSHIP + GOOD MATERIALS



WHAT CAUSES LEAKY BRICK WALLS?

**GET THESE
AUTHORITATIVE
BOOKLETS—FREE!**

For years the National Bureau of Standards has made intensive and constructive studies of the causes and prevention of leakage in masonry walls. The results are contained in the valuable booklets illustrated at the left, one published by the National Bureau of Standards and the other by the Structural Clay Products Institute.

Both these books are "musts" for anyone interested in watertight masonry construction. In a few fact-filled, well-illustrated pages they discuss every important factor in preventing leaky masonry walls. Here are a few of the chapter heads: "Effect of Suction Rate of Brick", "Effect of Kind of Mortar", "Effect of Design of Walls", "Effect of Workmanship", "Effect of Water Retentivity of Mortar".

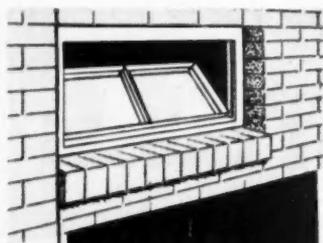
As manufacturers of Brixment, the world's largest-selling masonry cement, we are just as interested in watertight masonry construction as you are. Hence our offer to send you both books, without cost or obligation. The coupon is for your convenience.

Louisville Cement Co., Incorporated, Dept. 1
Second & Walnut Sts., Louisville 2, Kentucky

Gentlemen: Without cost or obligation, please mail me a copy of "Watertightness and Transverse Strength of Masonry Walls" and "Report BMS82 on the Water Permeability of Walls Built of Masonry Units".

Name _____
Firm _____
Street _____
City _____ State _____

LOUISVILLE CEMENT COMPANY, Incorporated, LOUISVILLE, KENTUCKY



**MONARCH
IN-A-SLIDES
are your
PROFIT LINE
in Quality
Windows**

In carrying the complete line of Genuine New Monarch In-A-Slide and Utility basement windows in the three standard sizes, together with a stock of Monarch Weather-Tight Mullions, you will have a combination that will meet the requirements of the most exacting contractor.

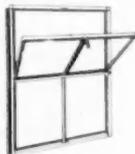
Genuine Monarch In-A-Slides—all-steel basement windows of top quality—are by far the best and most practical windows, whether for apartments, row houses, individual housing projects or smaller commercial buildings.

Every year, more and more builders are demanding Monarch In-A-Slide windows. The easy-lift-out and quick-installation features of these superior windows give them a special appeal to the economy-minded contractor.

In-A-Slide and Utility windows, with screen and storm sash to match, and Weather-Tight Mullions for multiple window units will give you an amazing increase in sales volume while enabling you to carry a minimum stock of sizes and types.

For Greater Dealer Profits, as well as customer satisfaction, it's the New Monarch line right straight through.

MONARCH UTILITY WINDOW



A sturdy, all-steel general purpose window for commercial and residential purposes. A 4-light 15" x 20" window. Removable sash. Opens on top only.
SOLD THROUGH DEALERS ONLY



When you think of Basement Windows... think of
NEW MONARCH MACHINE & STAMPING COMPANY
406 S. W. NINTH STREET DES MOINES 5, IOWA

**New Lumber Treating
Process Introduced**

A new vacuum sealer unit for treating sash, frames and other mill-work with pentachlorophenol preservative and water repellent has been announced jointly by the Wood-Treating Chemical Co. of St. Louis and Carr, Adams and Collier Co., Dubuque, Iowa.

Made in several sizes, the new unit consists essentially of a two-section vertical treating vessel, mill-work cage and the auxiliary units and controls for automatic operation.

The upper portion of the treating vessel is automatically elevated for feeding of the wood, and an electric timer controls the pneumatically-operated three-phase treating cycle of about 3½ minutes duration. The equipment can also be manually operated, and can be adapted to give other than standard treatments for special jobs.

In a normal sequence, the upper portion of the treating vessel is raised to permit feeding of the material, and lowered prior to drawing a vacuum which partially dries the wood. The cage is then submerged into a treating solution reservoir. Excess solution is quickly removed by a final vacuum.

**New Film Available
On Insulating Board**

Suitable for programs of builders' organizations, and other groups interested in building construction, is a color film just released by the Insulation Board Institute. Titled "The Professor Was a Salesman," the film takes its viewers to college and into a classroom where men and women of many ages are learning about the materials and services which are part of a modern lumber retailing business.

The professor in the film is a manufacturer's representative who has been called upon to instruct the students in the fundamentals of insulating board. To introduce his subject, the professor shows a film-within-a-film which tells the dramatic story of how insulating board products are developed from raw materials. The many and varied uses to which insulating board is put are brought out in discussion between the professor and the class.

NATIONAL HOME WEEK of 1932

September 14 to 21

Plan NOW to participate



**New BEVIL & DEVIL
Insulation Board Set**

ALL-PURPOSE SET... the tools you need for insulation board jobs. Sharp, strong, specially ground blades cut through toughest insulation boards leaving clean, smooth edges. Three tools—five blades.

All for \$5.85

Sent postage paid anywhere in U.S.A.

Extra Bevil-Devil Blades, of selected steel, ground to cut insulation board—package of 100 for \$4.00, postage paid.



**KIMBALL MANUFACTURING
COMPANY, INC.**
1629 SYCAMORE ROYAL OAK, MICH.

**DETROIT'S LEADING
COMMERCIAL HOTEL**



Stay at the newest, most centrally located hotel in the Motor City, completely fireproof, 750 outside rooms with bath, smart new furnishings, lowest comparable rates, ample parking space—a find for the cost-conscious traveler! **Dining Rooms Air Conditioned.**

The New Hotel

Detroit

Woodward at Adelaide
Convention and Touring Groups Invited

AMERICAN BUILDER

Sales Appeal...



Distinctive Character in the \$7000-\$12000 Price Range

**Investigate the New
Gunnison Catalina**

L-Shaped Designs
Low cost
Livable features
Luxurious details
Last word in
convenience

L-Shaped homes . . . ranch type homes . . . individually styled homes, so desirable for project building . . . in the price range that attracts the vast majority of home buyers. You can offer wide variety of designs . . . low first cost and quick occupancy for your customer. And assured final cost and profit for you.

Find out for yourself why so many have switched to Gunnison. Write Dept. A-25, Gunnison Homes, Inc., New Albany, Indiana, for interesting details.



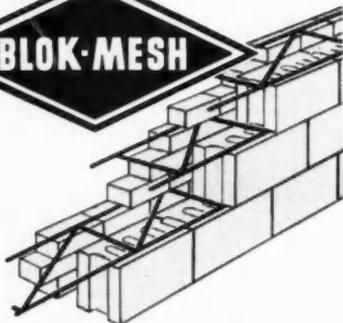
Gunnison Homes INC.
UNITED STATES STEEL  CORPORATION SUBSIDIARY
NEW ALBANY, INDIANA

Like REINFORCING STEEL in a CONCRETE BUILDING

Blok-Mesh is a high tensile steel reinforcing, laid in the mortar joints of masonry walls, to serve the same purpose as reinforcing bars in a concrete building. Blok-Mesh adds strength and rigidity... reducing the possibility of cracking at points of strain.

Masonry Wall REINFORCING

BLOK-MESH



Masons will tell you of the ease of laying Blok-Mesh. Architects and engineers recommend it because they know Blok-Mesh may save costly repairs. Cracks above lintels and below sills are practically eliminated... ordinary shrinkage cracks minimized. Blok-Mesh is manufactured in widths to accommodate all standard thickness of masonry walls. It is available in either plain or galvanized wire.

BLOK-MESH DEALERSHIPS ARE AVAILABLE

Write for descriptive literature... bulk quantities of which are available to Blok-Mesh dealers. Why not get the particulars and cash in on this profitable and greatly-in-demand product?

CONSTRUCTION THE MATERIALS

CARTER-WATERS

KANSAS CITY CORP. 8 MISSOURI
2440 PENNWAY



ABRASIVE stone wheel makes clean, fast cut

Power Saw Aids Stone Masons By Making Fast Accurate Cuts

For over fifteen years the J. J. and G. S. Murphy Company, in Bowling Green, Kentucky, general building contractors, have specialized in stone building. Since the war they have constructed nearly 40 houses, two churches, and several industrial buildings, all of stone.

But stone cutting troubles have always plagued them. Using a diamond wheel on a machine with a movable table, the firm's workers would push the table and stone toward the cutting wheel. The result was often cut stone which was unusable because the finished cut was not straight enough. And because water was used in the operation, cold weather often caused costly delays and interruptions.

Realizing that a new cutting method was desirable, J. J. Murphy experimented with an abrasive stone wheel installed on a radial arm saw. The idea was an immediate success. A Delta radial saw was purchased and since then labor cost savings have been over 100 per cent, and the completed cut stone is now much smoother.

Since no water is used in the new cutting process the company no longer loses time and money because of unfavorably cold weather conditions. Says J. J. Murphy: "After using other means of cutting, I know of nothing that will equal the use of a radial saw with an abrasive cutting wheel. I wish I had had it much sooner. And our stone masons like to operate the saw, too."

The Murphy labor force no longer has to worry about getting wet when cutting stone—a fact which raised worker morale considerably. An old-time mason with the Murphy's, Noel G. Towel, in the business for over 20 years, claims that the adaptation and application of modern power saws to stone cutting operations is the best method he has ever used. "It keeps the workers dry and, most important, it is twice as fast as earlier methods," claims Towel.



STONE VENEER being cut and laid with aid of radial saw equipped with special cutting wheel

Hide-away Laundry makes Kitchen do Double Duty

Here's an idea to help you get double value out of kitchen floor space. Combine kitchen and laundry in the same room—yet completely separate the two activities by using sliding doors decoratively faced with MICARTA® to conceal Laundromat® clothes washer, electric clothes dryer and electric water heater. This "room within a room" helps reduce your building costs, still giving the homemaker a separation of the kitchen and laundry. Planning is important. With today's high building costs, builders are looking for new ways to better utilize the space at hand. To help you make the best use of available space, the Westinghouse Better Homes Bureau has prepared a new book, "Electrical Living Homes . . . A Guide to Planning for Designers and Builders". Mail the coupon today for your free copy.

G-10227

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

NOW-PLANNING
is more important than ever



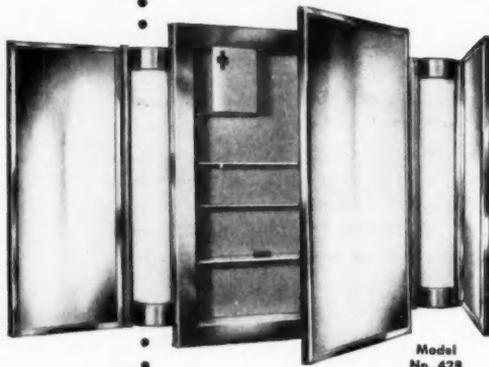
Better Homes Bureau
Westinghouse Electric Corporation
Dept. AB-5, P. O. Box 868, Pittsburgh 30, Pa.

Please send me your new 20-page book, "Electrical Living Homes . . . A Guide to Planning for Designers and Builders".

Name _____
Company _____
Address _____
City _____ Zone _____ State _____



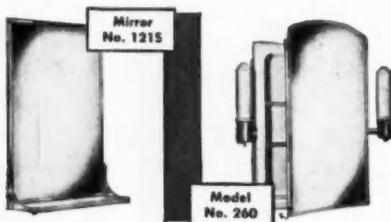
**Quality Costs
No More...
and Sells
Houses**



Model
No. 428

WISE builders know . . . a new house must have the right appointments in the bathroom or there's no sale! So choose HESS cabinets and mirrors for just that right note in restrained richness and dignity.

Hess quality cabinets have one-piece steel bodies, piano-type hinges, bullet door catches, chrome plated light fixtures, and are completely wired ready for installation. When they're in—you can forget them; they require no further servicing. 34 styles from which to choose.



Write for free catalog on our complete line of cabinets and mirrors

THE HESS COMPANY

1855 SOUTH 54th AVENUE
CHICAGO 50, ILLINOIS

MANUFACTURERS OF METAL CABINETS SINCE 1908



SIX AND 12-INCH glass blocks add a decorative touch as well as admit an abundance of light

**Decorative Effects
Obtained With
Glass Block**

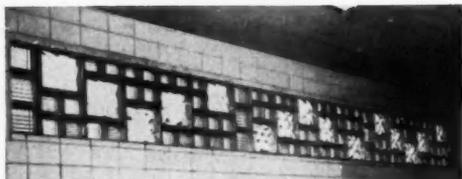
Current trends incorporate several sizes of glass block into single decorative panels. The construction technique used in these varies little from manufacturer's specifications. Because of variation in the panels, no set procedure concerning the patterns or sizes of block can be made.

The type of building dictates the shape of the glass block panel. Several vertical rows, staggered squares, and long horizontal rows are a few of the possible variations that can be achieved using various sized glass block and other masonry materials.

HOW TO INSTALL

- 1) Mop entire perimeter of opening with heavy coat of asphalt emulsion.
- 2) Adhere expansion strip to jambs and head. Make certain expansion strip extends to sill.
- 3) Place full mortar bed at sill—do not furrow.
- 4) Set lower course of block. All vertical and horizontal mortar joints must be full and furrowed. A rubber crutch tip on trowel handle should be used to tap blocks into final position.
- 5) Install wall ties in horizontal joints where required as follows:
 - (a) Place lower half of mortar bed. Do not furrow.
 - (b) Place wall tie centered in joint.
 - (c) Cover wall tie with upper half of mortar bed and trowel smooth. Do not furrow.

(Continued from page 224)



STAIRWELL OF BUILDING is lighted through the elongated panel of 6, 8, and 12 inch blocks

TWO WAYS TO

Add Glamor to Homes



1

Beauty Queen
Lavanette
• LAVATORY • VANITY
• MEDICINE CABINET

Here is the most talked about bathroom feature in years. Doubles bathroom convenience. Powdering, shaving, combing, washing . . . all can be done *sitting down*.

Picture the sales appeal this glamorous, practical feature has. No wonder the Lavanette has been acclaimed by women as one of the most desirable features in the entire house.

It's easy-to-install . . . all metal . . . Formica top . . . bowl with acid-resistant porcelain enamel finish . . . three sizes . . . four color combinations . . . drawers on right, left, or both sides. Even a lock is provided on one drawer so medicines may be locked from small children.

The Lavanette has breath-taking sales power . . . which can be quickly demonstrated. Actually, the possibilities for using Lavanette are unlimited since it's ideal for bath, bedroom or powder-room. And it's pre-sold for you in *House Beautiful*, *House & Garden*, *Living*, and *Small Homes Guide*.

Our new four color folder with suggested applications will be a big help to you. *Send for it and other details today.*



LAVANETTES

3 models . . . 4 color combinations. For bath, bedroom, or powder-room.



WALL CABINETS

14 models in a wide size variety. High quality construction.



KITCHEN UNITS

5 different complete kitchen assemblies 3 1/2' to 10' wide.



CABINET SINKS

3 complete lines. Also available for cast iron sink tops.



BASE CABINETS

7 models. Variety of colors . . . linoleum top, half shell.

2

Beauty Queen
CABINET SINKS

Stellar beauty is but one eye-catching feature of Beauty Queen cabinet sinks. Housewives also notice the quiet, smooth-running drawers . . . the toggle type hinges . . . the wonderful, wonderful one-piece, seamless drawers with no corners to catch dirt.

Best of all, these features are available through three entire Beauty Queen lines. There is a model for every type kitchen . . . and the correct size in the line you select, 42" to 66".

Furthermore, matching Beauty Queen wall and base cabinets are available to make a Beauty Queen kitchen of any floor area. Five specially priced complete kitchens are included in our latest catalog and price list.

Another important point: Beauty Queen products are unusually well crated for shipping. When they arrive they are in perfect condition. And they install easily and quickly without leveling because their four-side base frame provides extra rigidity.

TOLEDO DESK & FIXTURE CO., Dept. CG-52, Maumee, Ohio

Please send information on the items checked below:

Lavanettes Wall & Base Cabinets

Cabinet Sinks Complete Kitchen Units

Name _____

Firm _____

City _____

State _____

THE TOLEDO DESK AND FIXTURE CO., MAUMEE, OHIO
(Unit of Estate Heaters, Home Appliance Division of Noma Electric Corp., Hamilton, O.)



KNOW WHAT

THEY'RE

SAYING

ABOUT

BERMICO®

The Root-Proof Pipe For Outdoor, Underground, Non-Pressure Use

"In Big Demand!"

Bermico is a real money-maker. It is easy to stock and stack. Its fibrous, pitch-impregnated construction enables it to absorb jars and jolts without damage. It is a profitable, fast-selling pipe that turns over quickly.

"Handles Like A Dream!"

Bermico pipe is a cinch to install. Its convenient, 8-foot lengths, complete line of bends and couplings, and simplicity of assembly, make installation quick and easy. A few hammer taps seal joints tight—no joining compound is needed.

"No More Pipe Troubles!"

Users are delighted with Bermico's dependable, trouble-free service. It is corrosion-proof, unaffected by soil settlement, and is ideal for house-to-sewer connections, septic tank disposal units, downspouting and farm drainage.

Write Dept. HB-5 at our Boston office for information

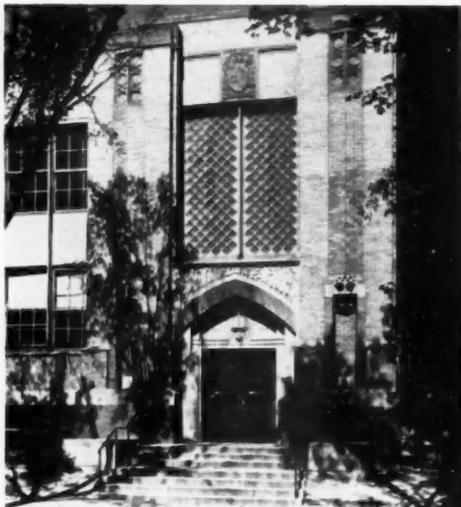
BROWN



COMPANY, Berlin, New Hampshire
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General Sales Offices: 150 Causeway Street, Boston 14, Mass.
Dominion Square Building, Montreal, Quebec

SOLKA & CELLULOSE PULPS • SOLKA-FLOC • NIBROC PAPERS • NIBROC TOWELS • NIBROC ROWTOWLS • BERMICO SEWER PIPE, CONDUIT & CORES • ONCO INSOLES • CHEMICALS

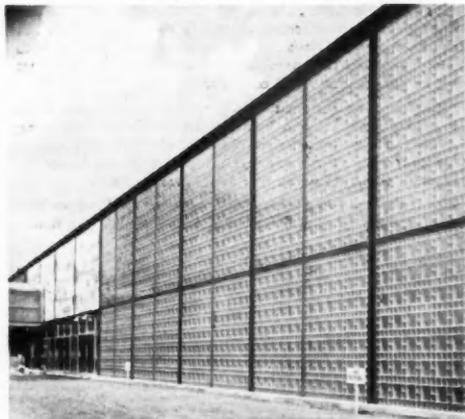


SCHOOL STAIRWELL is lighted by panels of glass blocks set on an angle. Clear blocks form two crosses to add religious touch

(Continued from page 222)

- (d) Wall ties must run from end to end of panels and where used continuously must lap 6 inches. Wall ties must not bridge expansion joints.
- 6) Place full mortar bed for joints not requiring wall ties—do not furrow.
- 7) Follow instructions 3, 4 and 6 for setting succeeding courses of blocks.
- 8) Strike joints smoothly while mortar is still plastic and before final set. At this time rake out all spaces requiring caulking to a depth equal to the width of the spaces. Remove surplus mortar from faces of glass blocks and wipe dry.
- 9) After final mortar set, pack oakum (as specified) tightly into jamb and head construction.
- 10) Caulk panels as indicated on details.
- 11) Final cleaning of glass block faces shall not be done until after final mortar set.

Photographs and Data Pittsburgh Corning Corporation



MIXED 6 and 12 INCH PANELS of glass block make interesting pattern in Corning Glass Works' new glass center

WILL YOU BE...

Building or Waiting?

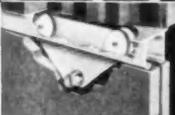
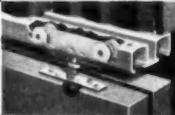
the difference can be

KENNA TRACK prompt shipment

When wasted time means wasted dollars, save with KENNA TRACK prompt shipment of sliding door hardware. There is a KENNA TRACK for every interior use of sliding doors.

Available Now!

Kennatrack Sliding Door Hardware Selection Chart

SERIES		USE	APPLICATION	HEAD ROOM
250		¾" to 1½" by-passing doors	Cabinets, fixtures and light wardrobes.	2-5/16"
300		¾" to 1½" doors	By-passing, converging, open pocket and closed pocket doors.	1"
400		1¾"	Closed pocket doors. Finest quality track available.	2-11/16"
600		1¾" by-passing doors	Double track for by- passing wardrobe doors. Adjustable hanger.	2-1/16"
650		1¾" by-passing doors	Double track for by- passing wardrobe doors. 1" head room.	1"
800		1¾" doors	Prefabricated pocket metal frame. Warp proof.	2-11/16"

See your Kennatrack dealer or jobber today. Phone, write or wire for name and address of jobber nearest you.

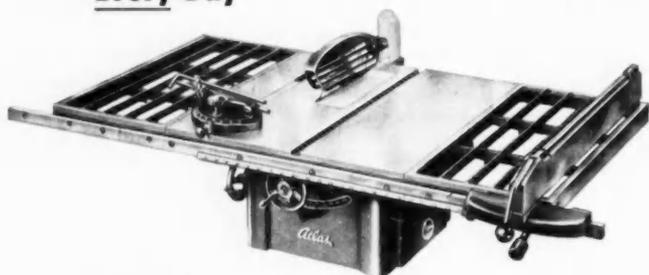
JAY G. McKENNA, Inc.
ELKHART, INDIANA

JAY G. McKENNA (Canada) Ltd., 104 Jarvis St., Toronto, Canada

Specializing exclusively in the Manufacture of Sliding Door Hardware

FASTER!

**Exclusive Features
Save Many Minutes
Every Day**



Atlas 10" SAW

One sure way to cut costs and increase profits is to use this *portable* Atlas 10" saw for all interior finishing and built-in cabinet work. The Atlas makes 1 minute as good as 10 compared to hand sawing.

It's big enough to handle large boards and panels quickly, easily — there's 24½" table surface between fence and blade — 12¾" in front of blade. Full size of table and extensions is 45½" x 25". No other saw of comparable price provides such work area capacity.

The exclusive patented Atlas fence is a great time saver — takes less than 5 seconds to change from rip to cross cutting. It *lifts* off or on instantly . . . *slides* to position (has Vernier control for fine adjustment) . . . extends clear across table . . . locks rigidly at *both* ends, or unlocks, with quick lever control.

See *all* the features of this on-the-job table saw. Write for latest illustrated catalog.

ATLAS PRESS COMPANY

539 No. Pitcher Street, Kalamazoo, Michigan

Atlas

DEPENDABLE QUALITY TOOLS SINCE 1911

INDUSTRY BRIEFS

Promotion of **C. L. "Les" Emery** to general sales manager of the **Simpson Logging Co.** has been announced by **C. E. Devlin**, vice president of sales. Emery was advanced to assistant general sales manager last fall, after having served as Simpson's eastern regional sales manager since 1947. He has been in sales work for the past 30 years.



Emery

A new vinyl plastic tile and topping, to be introduced shortly by **Fremont Rubber Co.**, Fremont, Ohio, was shown to a group of distributors at a recent meeting. During the two-day session, distributors made a tour of the plant and new offices under construction.

Three new appointments have been announced by **Knapp Brothers Mfg. Co.**, Cincinnati: **J. W. Gruber** was named vice president and general manager; the vice president in charge of engineering is **Tom Lehman**; and new sales manager is **R. C. Meier, Jr.** President **Al Levinson** also reported moving of the firm's plant and offices to suburban Carthage.



Gruber

Delmer G. Garrison has been named vice president and sales manager for **Davidson Enamel Products**, which includes the Architectural Porcelain Enamel Division of Davidson Enamel Products, Inc., Lima, Ohio. Garrison came to Davidson from Sun Oil Co. where he was western regional engineer. He is a civil engineering graduate of the University of Michigan.



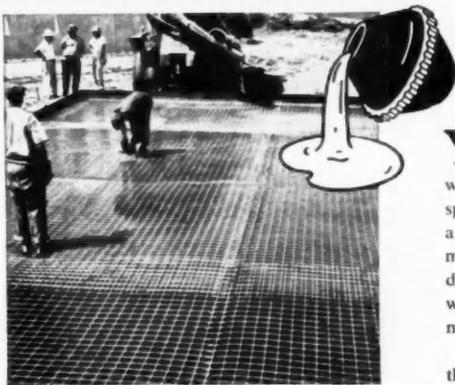
Carroll

Appointment of **Dan J. Carroll** as manager of the residential products division of **Detroit Steel Products Co.** has been announced by **E. C. Hodges**, vice president in charge of sales. Long associated with the company, Carroll began in advertising and sales promotion, and was later in the former Buffalo sales territory. He has supervised **Fenestra** exhibits in a number of national and local product shows.



**4000 new homes in
Fairless Hills Development
built stronger
to last longer with
AMERICAN WELDED
WIRE FABRIC**

● At Fairless Hills (midway between Philadelphia and Trenton) they are building 4000 fine, modern, medium-priced homes with concrete floors reinforced with American Welded Wire Fabric. Their extra dollar value and promise of longer-lasting beauty make these homes especially attractive to discriminating—but price-conscious—buyers.



THIS PICTURE SHOWS how American Welded Wire Fabric knits the floor of an entire home into one solid concrete slab. It distributes the strength of steel evenly throughout the slab, controls cracking, prevents heaving and spalling. Floor slabs like this insure long-lasting living comfort and rock bottom economy for home owners.

You, too, can build stronger sales appeal into your homes by making full use of concrete construction reinforced with U-S-S American Welded Wire Fabric. Its small, evenly spaced steel members bind foundations, walls and floors into a solid unit, thereby control cracking, warping and sagging, minimize seepage, dampness and other value-decreasing damage. Welded Wire Fabric reinforcement also keeps sidewalks, curbs and driveways looking their best, without undue maintenance expense, for years on end.

So you can build a lot of extra value into your homes and their surroundings with American Welded Wire Fabric. And that means quicker closings of profitable sales.

American Welded Wire Fabric is available from conveniently located jobbers' and dealers' stocks. Drop a line today for illustrated folders to our nearest sales office.

AMERICAN STEEL & WIRE DIVISION, UNITED STATES STEEL COMPANY, GENERAL OFFICES: CLEVELAND, OHIO
IN THE WEST—COLUMBIA-GENEVA STEEL DIVISION, SAN FRANCISCO - IN THE SOUTH—TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA.
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

Every type of concrete construction needs

U-S-S AMERICAN WELDED WIRE FABRIC

reinforcement



UNITED STATES STEEL

Big Deal!



Yessir!... Your Hardware Dealer Has It for You NOW...

**SIMONDS
SI-CLONE
SAWS**

That's right — Simonds quality at pop prices! First time you've seen a line like this... 13 saw-types up to 12" diam. (including dado heads and carbide-tipped saws). Round or special-shape center holes. Best saws made at these prices (look below) for home workshops, schools, contractors, and light industrial work. See your hardware dealer *now*.

**RIP • CUT-OFF • EASY-CUT
and COMBINATION**

6" - \$1.75	9" - \$2.65
7" - 2.00	10" - 3.15
8" - 2.15	12" - 4.35

GUARANTEE
Made of **SIMONDS STEEL** fully guaranteed against any defect in material or workmanship.



**SIMONDS
SAW AND STEEL CO.**
FITCHBURG, MASS.

Factory Branches in Boston, Chicago, San Francisco, and Portland, Ore. Canadian Factory in Montreal, Que.

New Device Is Short-Cut For Taping Wallboard

A new seam-taping device for wallboard, which applies cement and tape in one operation, has been developed by Debs Decorators, Madison, Wis.

The applicator, called the "Spread Easy," is simple in operation. Tape is threaded the feeding gauge and the tank filled with cement. Then, when the tape rolls out it is coated with cement and ready to cover the seam. A scraper may be used for final pressing and to remove excess cement.

Mitered inserts are provided for taping inside and outside corners. These inserts crease the tape as it is pulled through the applicator.

The applicator holds tape rolls of up to 250 feet.

Scholarships for Plumbers

To help raise the level of workmanship in the plumbing industry, The National Association of Master Plumbers in cooperation with the State University of Iowa offers scholarships for special training in those phases of engineering which are applicable to the plumbing industry.



**PROTECT & BEAUTIFY
BLACKTOP SURFACES
WITH NEW, REVOLUTIONARY**

SUPER SEAL!

You both preserve and beautify all blacktop surfaces—in one easy operation—when you protect them with SUPER SEAL. SUPER SEAL makes asphalt pavements and floors stay smooth, even and lastingly satisfactory. Completely seals out the elements and other deleterious influences, while sealing the life of the pavement in.

COLORS TOO, FOR ADDED BEAUTY

CONTRACTORS: Investigate the profit possibilities of SUPER SEAL!

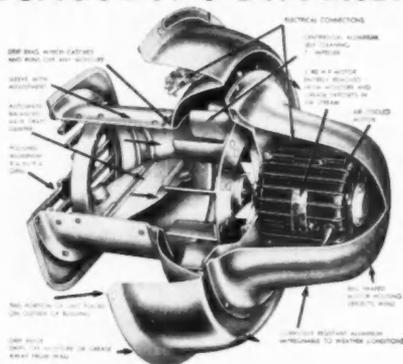
Write Dept 9 for full information.

TROYER DRIVEWAY SERVICE

Seal-coat Pioneers — Engineers and Distributors

2157 S. Park Ave. Buffalo 20, N. Y.

**HOME BUYERS LIKE THE
KITCHEN-AIRE EXHAUST FAN
BECAUSE IT'S DIFFERENT**



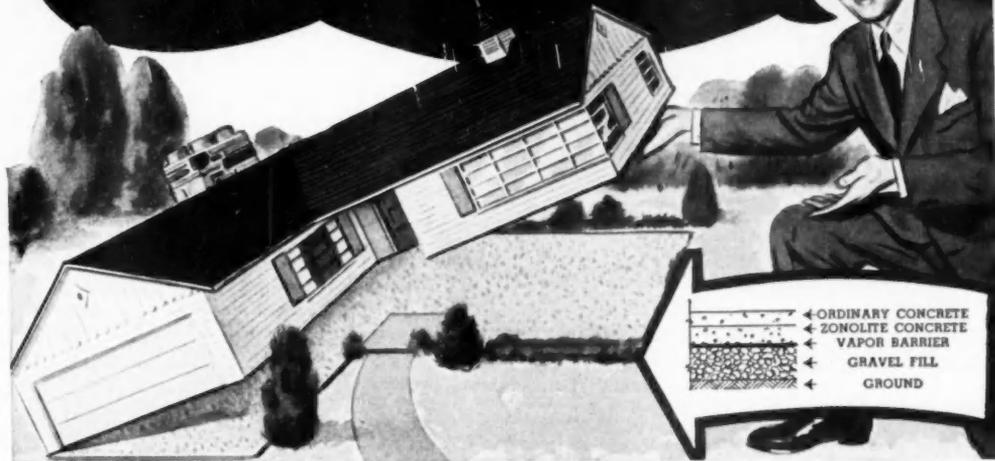
- Different, because it is **FIRE-SAFE**, grease laden air is **NOT** drawn over motor.
- Different, because intake grill may be mounted above cooking range even on inside wall.
- Different, because ordinary 6" stove pipe will serve for making connection between intake grill and exhaust fan.
- Different, 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 saleable. 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

**In Every Location the Real
PRIZE-WINNING BASEMENTLESS HOMES**

**Are Built With ZONOLITE[®]
INSULATING CONCRETE**



Zonolite — the concrete that insulates — makes the most efficient, trouble-free and permanent ground level floor slab ever laid!

**Zonolite Floors Are Warmer, More Comfortable
... Free from Dampness**

Zonolite Insulating Concrete has 16 times the insulating efficiency of ordinary concrete! It blocks condensation, cuts heat loss into the ground. Modern basementless homes built with Zonolite have added year 'round comfort, cost far less to heat. No wonder more and more home buyers demand low cost Zonolite insulated floors!

**Zonolite Insulated Floor Slabs Are
Permanent as the Earth Itself!**

Once installed, Zonolite Insulating Concrete lasts the life of the building. It cannot rot, decay or deteriorate. In-

vestigate this way to build basementless homes that have better value, added comfort and economy through the years. Get details on Zonolite Vermiculite Concrete now.

**Radiant Heating Is More Efficient,
More Economical with Zonolite**



Zonolite Insulating Concrete does two important jobs when used in radiant heated floor slabs. First, Zonolite prevents heat loss to the ground, keeps out cold and moisture. Second, its low heat capacity does away with "heat lag" and "over-ride," gives instant response to thermostatic controls.

**ZONOLITE
BRAND
VERMICULITE
INSULATION**

**MAIL
THIS COUPON
RIGHT NOW!**

ZONOLITE COMPANY, Dept. AB-52
135 S. La Salle St., Chicago 3, Illinois

Gentlemen:

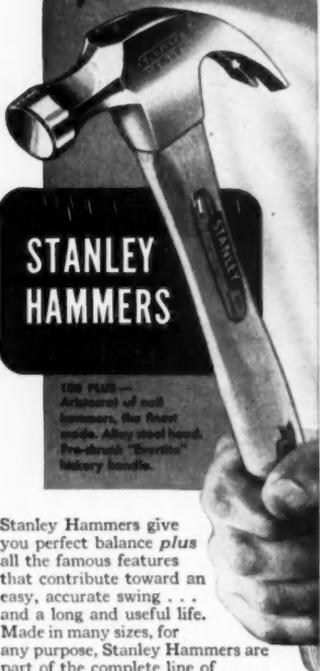
I'm interested in better, more efficient floors. Send me new free catalog describing Zonolite products, including latest information about insulating "on-the-ground" floors.

Name.....

Address.....

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

Get the
swing of
quality!



**STANLEY
HAMMERS**

100 Pcs.—
Adjustable nail
knives, the finest
made. Alloy steel heads.
Pre-drums "Evertite"
hickory handle.

Stanley Hammers give you perfect balance *plus* all the famous features that contribute toward an easy, accurate swing . . . and a long and useful life. Made in many sizes, for any purpose, Stanley Hammers are part of the complete line of Stanley Tools—found in the kits of better builders everywhere. Look for the famous trade mark **STANLEY** at your dealers. Stanley Tools, New Britain, Connecticut.

No. 51½
Nail Hammer
—Pincer-like claws
pull even headless
nails. Fresh-brunk
"Evertite" hickory
handle. Carpenters'
favorite.



No. 431½ A Bricklayers
—Aide eye, 24 oz.
Nicely balanced for
easy handling.

THE TOOL BOX OF THE WORLD

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

230

INDUSTRY BRIEFS

One hundred and one employees of the **Minnesota and Ontario Paper Co.** became eligible for membership in the firm's 25-year Old Timer's club during 1951. J. B. Faegre, president, reports, Faegre said that one worker in every six of the firm's 5,000 employees has 25 or more years' service. The 101 new "Old Timers" will get gold rings denoting 25 years of continuous employment. Since the program was started in 1946, 797 persons have been awarded these rings.

Clarke Sanding Machine Co., Muskegon, Mich., has purchased Porter-Cable Machine Co.'s contractor and rental floor sanding and edging machine lines, Ernest Cooper, Clarke president, has announced. Cooper said the purchase includes all Porter-Cable inventory of finished machines and parts in these lines, together with the right to continue the manufacture of Porter-Cable's floor sanding machines.

Election of **James J. Nance**, president of **Hotpoint, Inc.**, to the Northwestern University board of trustees has been announced by Kenneth F. Burgess, board president. Nance is a resident of Glencoe, Ill., and has been Hotpoint president since 1946. He is a graduate of Ohio Wesleyan University.

The **Inland Steel Products Co.** is celebrating its 50th anniversary in 1952 and plans an official observance later in the year, according to Neele Stearns, president. The firm was formed as the Milwaukee Corrugating Co. in 1902. Since 1936 the firm has been a wholly-owned subsidiary of Inland Steel Co. All 1952 advertising and promotion will bear a special 50-year insignia.

The appointments of **R. J. Sargent** as manager of major appliances and of **R. M. Oliver** as manager of appliance specialties have been announced by T. J. Newcomb, sales manager of the **Westinghouse Electric Appliance Division**. The appointments are new posts in the Westinghouse organization, Newcomb said, and are designed to fill the need for the supervision and coordination of the two appliance products groups.

John K. Farrar's appointment as acting sales manager of the **Mor-Sun Furnace Division of Morrison Steel Products, Inc.**, Buffalo, N.Y., has been announced by Sam Morrison, president.

12 pcs per opening
10 openings
120 pcs to saw
2 ends of each piece
240 Saw cuts to
"case" 10 doors



©

Cut off Sawing Cost—Eliminate measuring, marking and sawing with **READY HUNG DOORS**.



THE NEW
**DOOR AND FRAME
PACKAGED UNIT**

READY HUNG DOOR CORP., DEPT. A
FORT WORTH, TEXAS

Dorflo
floating action
door hangers

for
RECESSED DOORS

the *Modern* way

DORFLO is a new concept of door function and design . . . a simple, fool-proof, scissor-like mechanism, cantilevered from within the wall.

DORFLO makes sliding doors literally float in and out of their pockets with just a gentle pressure of the finger-tips . . . so easy even a child can operate it.

- No complicated overhead tracks
- No noisy floor runners to clog and jam
- Simple installation
- Available in:
 - K-D wall sections
 - Packaged hardware
 - Ready-Unit sections—completely assembled wall sections including all hardware, finished spill jamb with built in steel stiffeners.

Write for name of
Nearest distributor

EZ-WAY SALES, INC.
Dept. 5, Box 300 St. Paul Park, Minn.

AMERICAN BUILDER

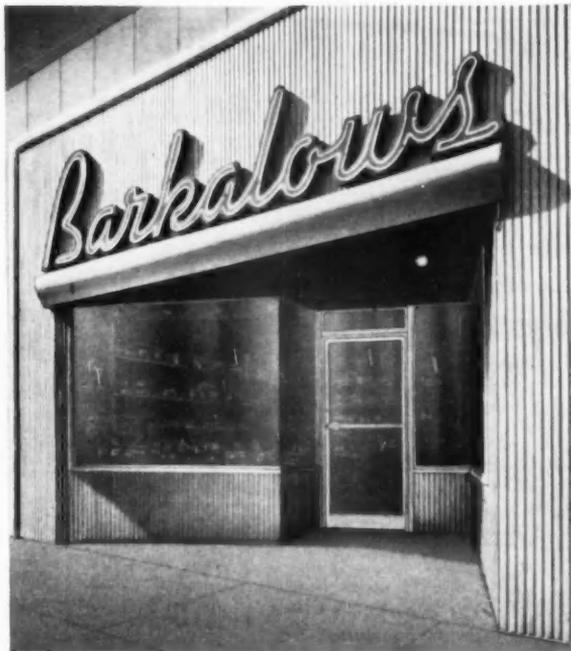
KAWNEER ZOURITE

THE VERSATILE ALUMINUM FACING MATERIAL

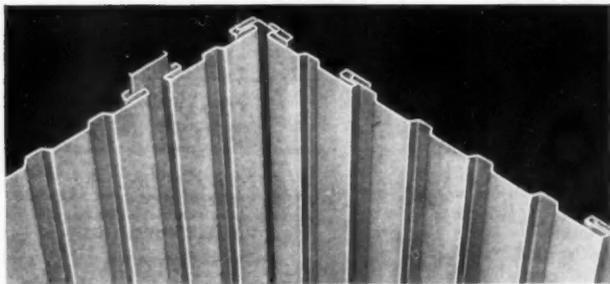
For remodeling or new construction, handsome Zourite has been engineered to solve all types of facing jobs.

Zourite can be applied to exterior or interior surfaces—horizontally or vertically—on small or large areas—without making major structural alterations. It can be fitted to flat surfaces, corners, or curves.

Now available in Alumilite finish or green porcelain enamel, Zourite is the ideal facing material for retail, commercial, institutional or industrial buildings.



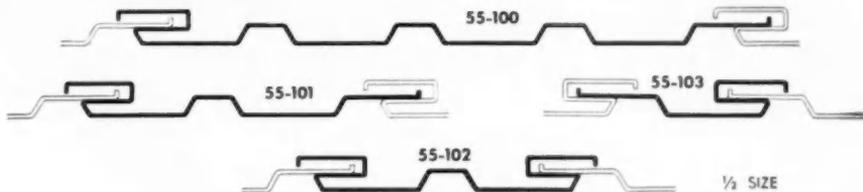
Barkalow's Candy Store, Sioux Falls, S. D. Howard Spitznagel, Architect



Zourite flexibility, with its 3 widths, assures uniform spacing for all areas. Stock lengths of 20 feet in Alumilite finish and 16 feet in Porcelain finish are easily cut on the job. Sleeves are provided for butt joints.

Furnished complete with furring strips, trim moldings, and fastening clips. Adjustable tongue and groove joints reduce labor and eliminate special sizes and shapes.

Write for information.
The Kawneer Company, Dept. AB-112,
1105 N. Front St., Niles, Mich., or
930 Dwight Way, Berkeley, Cal.



THE
Kawneer
COMPANY
ARCHITECTURAL METAL PRODUCTS

STORE FRONT METALS • ENTRANCES • TRIM • ALUMINUM FACING MATERIALS • ALUMINUM ROLL-TYPE AWNINGS • AWNING BOXES AND HOODS • ALL-ALUMINUM FLUSH DOORS • SHOWCASE DOORS



...for suburban homes beyond the water mains



Multi-Stage, Deep Well Jet

F&W Deep Well Pump Gives Greater Capacities at Greater Depths

► For deep well service F & W Water Pumps bring your customers exclusive advantages that mean better performance and greater dependability at lower cost. For instance the patented automatic control valve keeps pump at top efficiency throughout its pumping range. And the patented F & W "Speedi-change Rotary Seal" permits pump servicing without disconnecting pipe lines or disassembling pump. Add to these F & W's "matched engineering"—the perfect balancing and blending of all parts in the design—and you get more depth and capacity per dollar! Specify F & W... there's a pump for every need.

F & W Means Flowing Water by
FLINT & WALLING MANUFACTURING CO., INC.
566 Oak Street, Kendallville, Indiana

F & W VARIJET
Shallow Well Pump
Pumps 40 to 70% more water, yet reduces power consumption, an exclusive F & W patent!



F & W Multi-Purpose Jet Pump

Change from shallow well to deep well at no extra cost, by moving jet off pump down into well.

Send for F & W Data Book No. 200 for your files

F&W
WATER PUMPS

Farm-Used, Farm-Proved for 86 Years

INDUSTRY BRIEFS

Appointment of **Frederick O. Schweizer**, assistant manager of the acoustical department of **Armstrong Cork Co.** to the post of manager of Armstrong's building materials division promotion and sales training department.



Schweizer

has been announced by H. R. Peck, vice president and general manager of the division. Schweizer, an Amherst College graduate, joined Armstrong in 1938 as a sales trainee. Also reported by the company was the transfer of Richard E. Shambo, dealer products salesman at St. Louis, to the acoustical department.

A comprehensive program involving high production, full national distribution and a "skeeter cheater" seasonal promotion campaign for Yale screen door hardware has been launched by the Stamford division of **The Yale & Towne Mfg. Co.**, according to an announcement by A. Charles Amann, general sales manager.

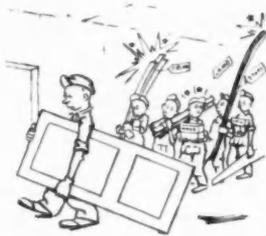
Appointment of **Fred G. Johnson** as trade promotion manager of the merchandising division **Weyerhaeuser Sales Co.**, St. Paul, Minn., has been announced by T. Lincoln O'Gara, vice president and merchandising director.



Johnson

Johnson, who was with United States Gypsum Co. for 15 years, returns to the building field after six years as general sales manager and a director of Wm. Bros. Boiler & Mfg. Co., Minneapolis. In his new post he will direct the dealer, consumer and builder merchandising programs, and supervise exhibits and conventions.

With 20,000 square feet of floor space in its new plant at Addison, Ill., west of Chicago, **The Paine Company**, manufacturers of hanging and fastening devices, has increased its capacity an estimated 30 per cent, according to E. C. Hall, general manager. More than 80 per cent of the firm's employees made the move from Chicago, Hall said. The new plant is a modern one-story building combining office, factory and warehouse space.



Save the labor of five trips to the opening—one trip with a **READY HUNG DOOR** delivers all six materials



THE NEW
DOOR AND FRAME PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. A
FORT WORTH, TEXAS

SUPERCEDAR

Brown's
RED CEDAR CLOSET LINING

Guaranteed
90% RED HEART 100% OIL CONTENT

NATIONALLY ADVERTISED

Brown's SUPERCEDAR is nationally advertised in House and Garden, House Beautiful and Small Homes Guide Cedar closets help sell homes—help rent apartments

PACKAGED SEALED **BROWN'S SUPERCEDAR CLOSET LINING** **ALL WIDTHS 40" TO PKG.**

Brown's sealed package protects the aroma and makes it easy to stock and sell at a good profit. Ready for use—dressed, tongue and grooved and end matched. Write for builders folder and consumer booklet.

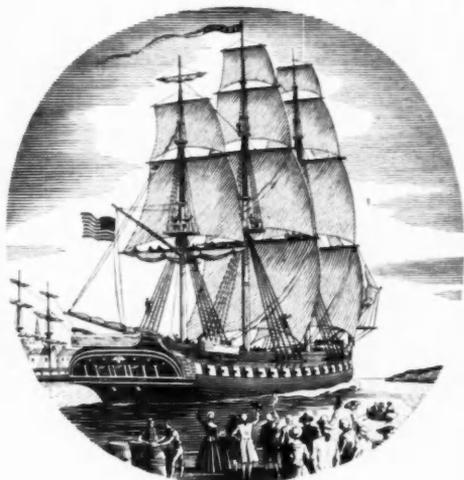
Product of
GEO. C. BROWN & CO., Inc.
GREENSBORO, N. C. Established 1896

Largest Manufacturers of Aromatic Red Cedar in the world

AMERICAN BUILDER

Quality

— SINCE 1795

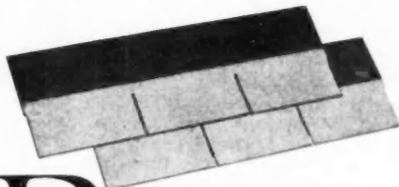


Even as the U.S.S. Constitution gallantly fought for our future, Bird was busy with its own small contribution to our nation's early years.

And today, Bird offers you the high quality and massive wear of the finest asphalt shingles at any price!

- ★ Thick butt construction, with *extra* layers of asphalt and firmly embedded mineral granules give added years of wear where it counts . . . on exposed tabs.
- ★ New pastel colors!
- ★ Fire-resistant, of course — certified by Underwriters' Laboratories.
- ★ 215 lbs. of working weight protect every 100 square feet of roof.

For more information write Bird & Son, inc., Dept. AB-5, East Walpole, Mass.



BIRD



Roofings & Sidings

ASPHALT SHINGLES & INSULATING SIDINGS
WATERPROOF PAPERS • ROLL ROOFINGS

East Walpole, Mass. • New York, N. Y. • Chicago, Ill. • Shreveport, La.

MAY 1952

**WET CELLARS START
NATION WIDE CONGRESSIONAL
INVESTIGATION OF G.I. HOMES...**

**LEGION PUSHES HOUSING PROBE;
TODAY'S DATA READIED HERE IN BUILDING INQUIRY**
ASSEMBLY OWNERS BUILDERS (NAT. OFFICIAL MEET)
Housing Probe Told U. S. Inspectors Lax

Water held the highspot throughout the hearings. Seepage in cellars and through foundation walls;

**WET CELLARS ARE BUILDERS'
PUBLIC ENEMY NUMBER ONE!**

These headlines are samples of the type of headlines that may mean trouble for you.

KAY-TITE

when applied properly, is approved by the Veterans Administration and the Federal Housing Administration in the North Jersey Area. Kay-Tite is used by most builders in Northern New Jersey to solve their wet cellar wall problem. One U. S. military department tested Kay-Tite against seven competitors—and then wrote Kay-Tite into their specifications!

**We know Kay-Tite is the best—
but we let users prove it!**

SEND THIS COUPON FOR
INFORMATION FOR BUILDERS

KAYTITE COMPANY BOX 550 WEST ORANGE, N. J.
PLEASE SEND BUILDERS INFORMATION:

NAME OF COMPANY
STREET
CITY STATE
ATTENTION OF

KAY-TITE COMPANY
WEST ORANGE • NEW JERSEY
ELEVEN FAR WESTERN STATES CONTACT KAY-TITE COMPANY
1717 WESTLAKE AVENUE, NORTH, SEATTLE 9, WASHINGTON
More than 30 years of satisfactory performance

233

"Another
WINNING BID!"



Estimating is Accurate! Profitable!
with the new Remington Rand
PRINTING CALCULATOR

Yes, and your other figure work too—everything from figuring payrolls to computing cubic content—goes faster and smoother with the *Printing Calculator*. You get short-cut multiplication, automatic division, lightning-fast addition and subtraction.

And the *printed proof of figure accuracy is on the tape*—this eliminates checking and re-checking—saves you both time and money. Send today for your FREE copy of "A Blueprint for Figure-Fact Efficiency." It explains how you can get the right answers faster—*increase efficiency*—with the *Printing Calculator*.

Remington Rand

Room 2023, 315 Fourth Avenue, New York 10, N. Y.

Please send me FREE booklet for Contractors and Builders showing how the Printing Calculator can save for me.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

INDUSTRY BRIEFS

Two new managerial appointments have been announced by the **Rybolt Heater Co.**, Ashland, Ohio. **Lyle L. Groff**, who takes the post of sales manager of the furnace division, was formerly associated with General Motors Corp. and more recently was with the Norge Heating division of Borg-Warner Corp. Elected treasurer and a member of the board of directors was **Earl E. Ensminger**, who was commercial credit analyst at the Cleveland Trust Co. The Rybolt board of directors said the appointments were part of a modernization and expansion program.



Groff

Two new executive appointments have been reported by **Weather-Seal, Inc.**, Barberton, Ohio. **Jack W. Cully**, advertising manager for five years, has been named sales manager of the firm's Etling Window division, succeeding **Vernon W. Malloy**, who recently resigned to join Pacific Lumber Co., Chicago, as Atlantic coast manager. Named to the post vacated by Cully is **Evan G. Moore**, former assistant advertising manager for Weather-Seal and editor of its employee publication.



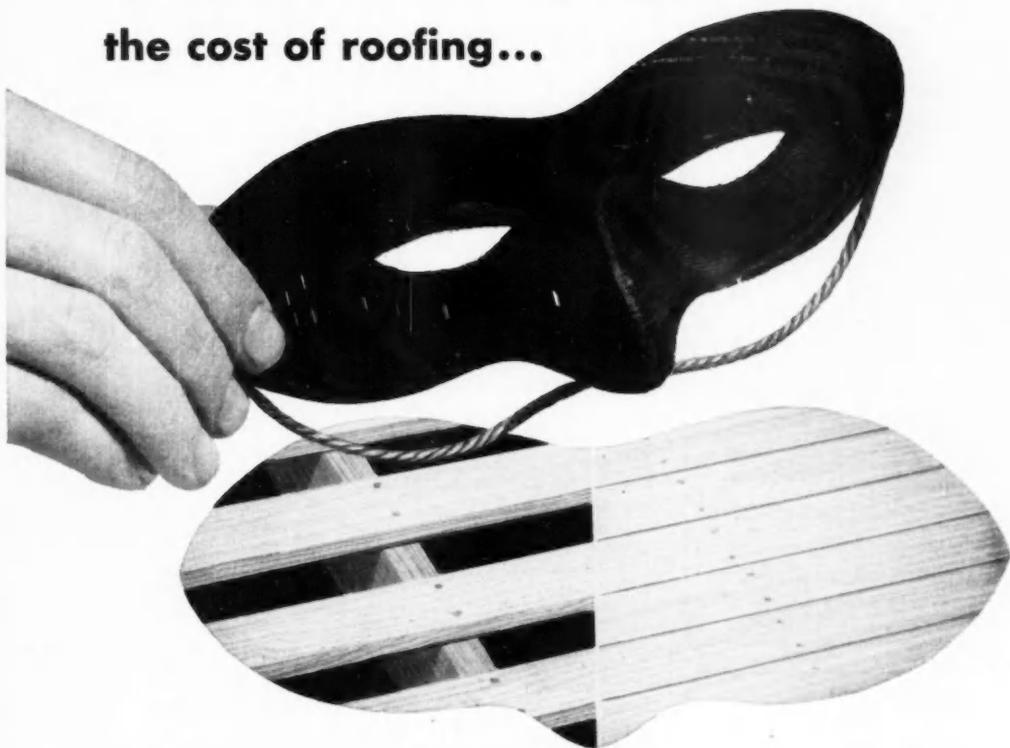
Cully

In recent promotions at **Georgia-Pacific Plywood Co.**, **S. Rexford Black** was advanced to senior vice president, **Robert B. Pamplin** to vice president in charge of administration, and **Stewart W. White** was elected vice president in charge of plywood and door sales. Black has been vice president in charge of the western division for the past five years and formerly was a vice president of Weyerhaeuser Timber Co. Pamplin, who has been financial vice president, joined Georgia-Pacific 17 years ago after graduation from Northwestern University. White has been with the firm four years and was formerly sales manager for plywood and doors.



Black

once and for all...let's take the mask off
the cost of roofing...



save 50% on Sheathing Costs with CERTIGRADE CEDAR SHINGLES

You may be paying more than you think, for "cheap" roofing. Questionnaires returned from many sections of the country indicate that many builders fail to figure the cost of sheathing when estimating roofing expense. Certigrade cedar shingles, because of their great strength and rigidity, require only half the sheathing that you must use on ordinary roofing.



Yes, spaced sheathing costs about half as much as solid sheathing, and it costs only half as much to apply! You can count on saving about \$200 on sheathing and its application when you roof the typical 1952 house with cedar shingles. Normally, you will find that this saving more than makes up for the difference in cost of genuine cedar over substitute roofing.

Sharpen your pencil. Figure the comparative costs of *cedar shingles with spaced sheathing* as against *substitute roofing with solid sheathing*. We'll be glad to send you a handy estimating form which includes all of the factors of costs in building a new roof.

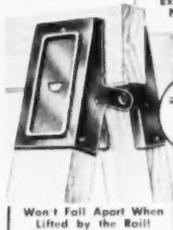


RED CEDAR SHINGLE BUREAU

5510 WHITE BLDG., SEATTLE 1, WASH. • METROPOLITAN BLDG., VANCOUVER, B. C.

ASSEMBLE SAWHORSES
Quicker...Easier...Better
 with the Amazing New
Spee-Dee

SAWHORSE BRACKETS



Only Spee-Dee brings you the Exclusive **FLANGED NAIL HOLES** for Quick, Easy Disassembling



Pat. Pend.

Won't Fall Apart When Lifted by the Roll

A - Flanged nail hole
 B - Removing nail
 Claw hammer slips easily under nail head

- A Low-Priced Quality Bracket
- Takes Dressed or Common 2 x 4 Lumber
- No Complicated Instructions to Follow

Beats anything in low priced brackets! Amazingly easy to use. Produces sturdy sawhorses that won't fall apart when lifted by the roll. No complicated instructions to follow. Employs nails to secure the assembly. Made of heavy gauge steel, fabricated for strength, and rusting finish. Use for ping-pong, picnic and banquet tables, display stands, platforms, carpenter's horses, barricades, etc. Disassemble on the job for transporting, storing.

Sold by Hardware and Building Supply Stores. If not Stocked, have Dealer Order for You!

DALTON MANUFACTURING CO.

20 S. Central Ave., St. Louis 5, Mo.

For heavy-duty service, ask to see the Dalton Fully-Mechanical Sawhorse Bracket!

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.



MULLER MACHINERY COMPANY, Inc.

Metuchen 4, N.J. Cable Address MUMMIX

INDUSTRY BRIEFS

Ceco Steel Products Corp. has purchased the business of Sterling Windows, Inc., of New York City and New Castle, Ind., it has been announced by Ned A. Ochiltree, Ceco president. **C. Foster Brown, Jr.**, formerly assistant to the president for Ceco, has been elected vice president in charge of the company's newly created Sterling aluminum window division. Key personnel of Sterling joining the Ceco organization include **E. C. Franklin**, plant manager at New Castle, and **N. H. Bell**, vice president in charge of sales, who will be at the Ceco sales office in New York City.

L. Morgan Yost and David Barrow, Architects and Engineers, have announced the consolidation of their offices as a partnership for the general practice of architecture. The firm's offices are in Kenilworth, Ill., Chicago suburb.

Arthur H. Nelson has been appointed manager of electric tool sales in the Chicago branch of **Independent Pneumatic Tool Co.**, manufacturer of Thor portable power tools. **W. A. Nugent**, executive vice president, has reported. Nelson has been a Thor service engineer for the past several years. During World War II he served as night superintendent at Thor's Aurora works and later headed the company's subcontracting division.

 Election of **Marvin Greenwood** as a vice president of **The Celotex Corp.** has been announced by the company's board of directors. Greenwood joined Celotex in 1925 and has always been identified with the sales department. In 1939 he was appointed general sales manager, a post he will continue to hold as vice president. The three assistant general sales managers are **Allen Cassin**, east coast territory; **E. E. Dierking**, middle west; and **E. C. Rautenberg**, southern and west coast territory.

Max Corso, formerly superintendent of **Western Mineral Products Co.'s** Omaha plant, has been named production manager for the firm. **C. A. Pratt**, vice president in charge of production, has announced. Corso will coordinate production with sales at the plants in Minneapolis, Milwaukee, Omaha and Denver. Succeeding Corso at Omaha is **Dale Moll**, engineering graduate of Iowa State College and formerly Western Mineral representative in the area.



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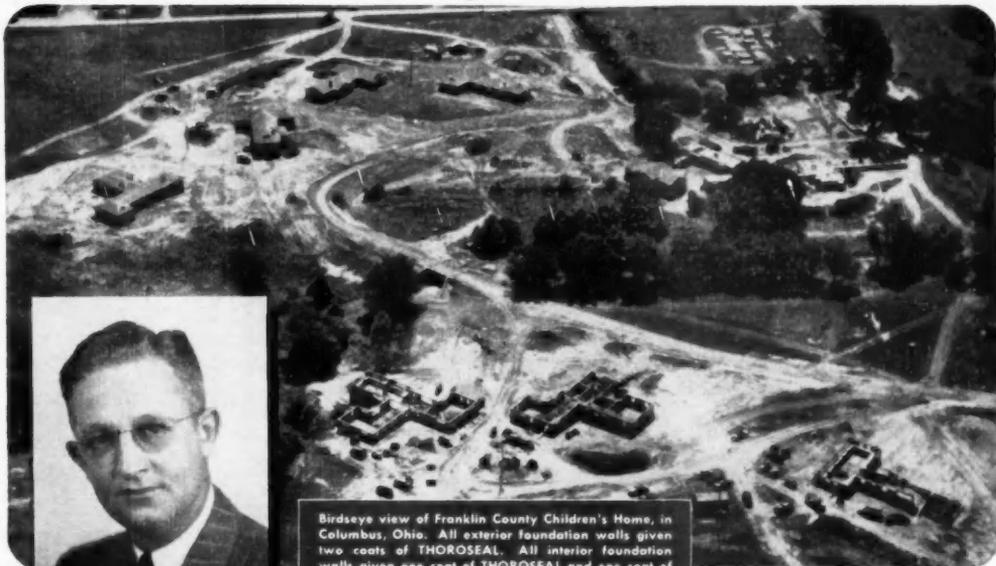
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Birdseye view of Franklin County Children's Home, in Columbus, Ohio. All exterior foundation walls given two coats of THOROSEAL. All interior foundation walls given one coat of THOROSEAL and one coat of QUICKSEAL. Specified by Inscho, Brond, & Inscho, Columbus, Ohio.

40 Years of service

This year marks our 40th year in the manufacturing of high quality masonry materials. Today, from coast to coast, the name "THORO System products" is high on the list of specified materials by leading architects, engineers and contractors who, themselves, have achieved fame by recognition of good products.

GEORGE SHEAF & CO.
 General Contractors
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 COLUMBUS 2, OHIO
 September 6th, 1952

Mr. Robert C. Saunders
 Standard Dry Wall Products, Inc.
 Box 2
 New Eagle, Pennsylvania

Dear Mr. Saunders:

For several years now, we have been using your THORO SYSTEM Products, THOROSEAL, THOROSEAL, and QUICKSEAL, and thought you would be interested in the results we have obtained with them.

We have used THOROSEAL, applied in two coats as per your specifications, as an exterior foundation coating and have found this method of waterproofing foundations not only to be highly effective but economical as well as easy to apply.

We have used THOROSEAL and QUICKSEAL, above grade on masonry walls, both exterior and interior, and are very well satisfied with the results, having obtained completely sealed walls as well as decorative finishes that have proven as durable as your literature indicates.

We have also enjoyed excellent relations with your distributor in Columbus, The Indiana Builders Supply Company, and found Mr. Kern of that company very cooperative and helpful whenever we have had reason to call on him.

In the past we have used many tons of THOROSEAL and QUICKSEAL under most every condition and found your claims for their permanence and effectiveness to be entirely justified. Please be assured we would not hesitate to recommend their use where a good waterproofing and beautifying job is required.

Sincerely,
 GEORGE SHEAF & COMPANY
Geo. Sheaf
 Gen. Mgr.
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GS/ae

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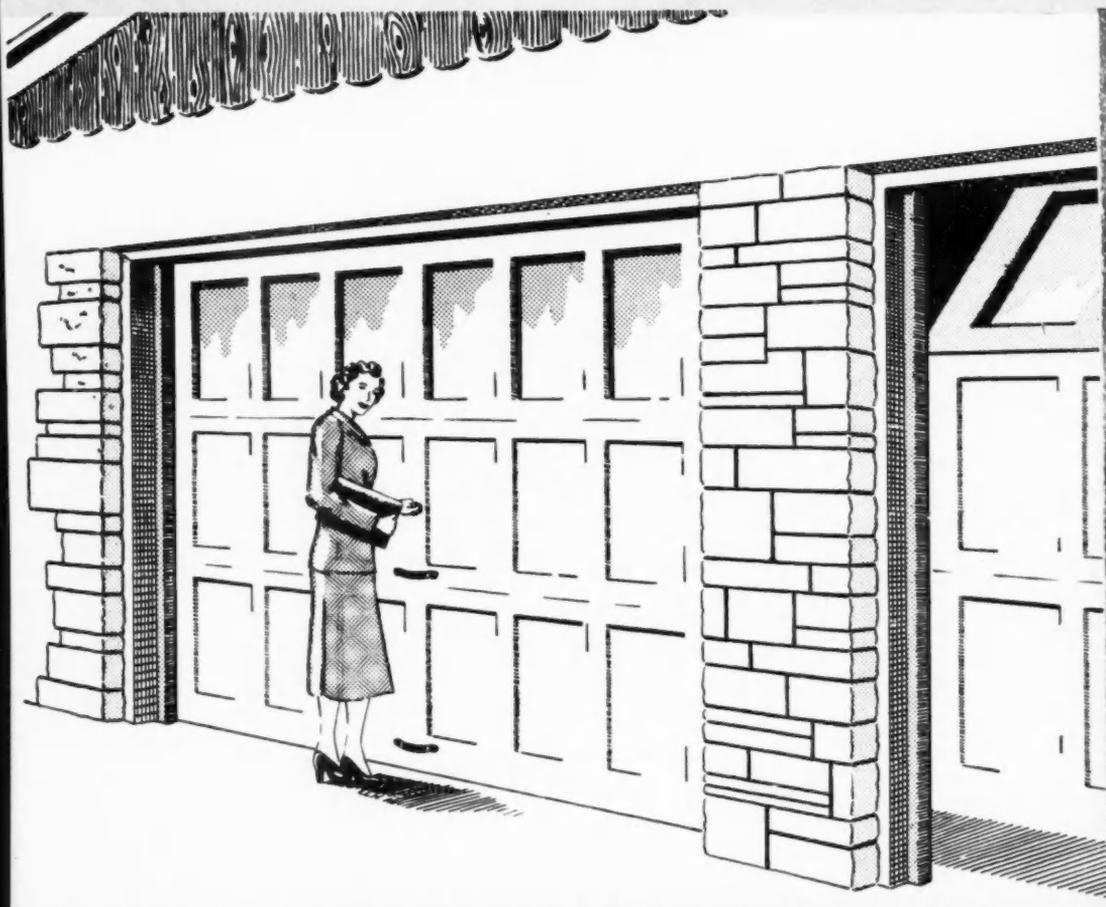
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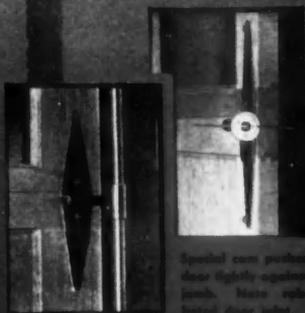


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