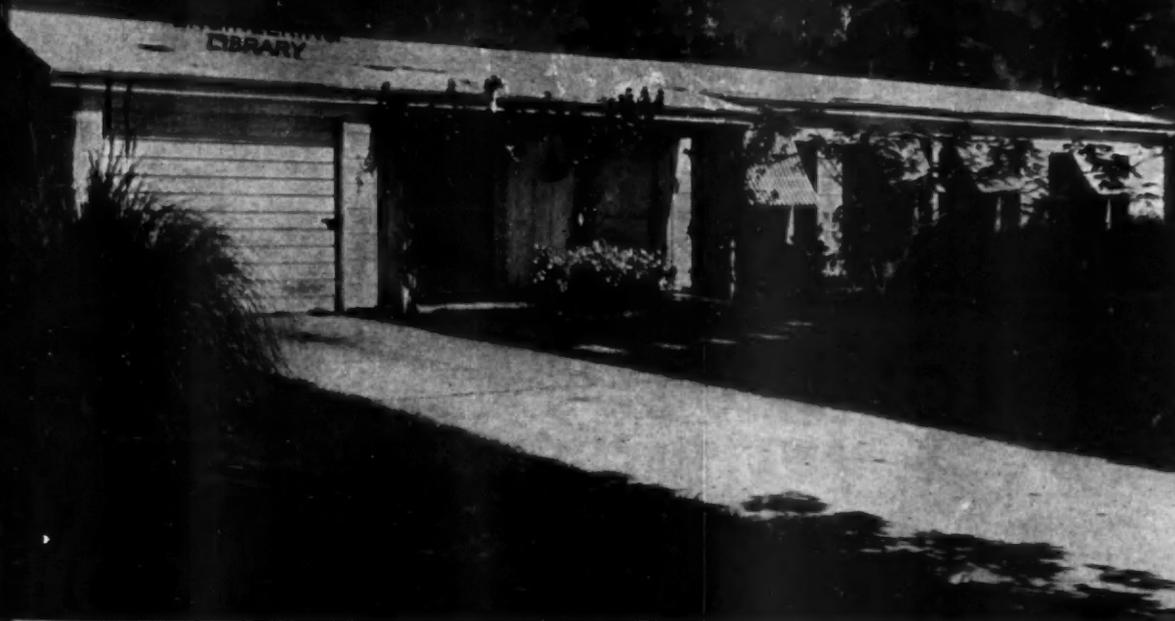


AMERICAN BUILDER

OCTOBER 1951 PRICE 30 CENTS



- ★ 40 HOUSES from 5 Geographic Sections of U. S.
- ★ REPORT on Labor, Materials, Mortgage Money
- ★ WASHINGTON NEWS—Latest Flashes
- ★ HOW to Build in Winter
- ★ LIGHTING Houses Inside and Outside

144
168
234
.26
155
216
66
192
229

.234
.184
.180
211
.159
.74
142
.133
.81

.147
.150
.202
.270
.190
.172
0-62
.182
.178
.174
.143
.229
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EARL S. SNYDER



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Editorial 9
Yes, There is Mortgage Money

Washington News Letter for the Light Construction Industry 21

Association News 35

Features

A Cross-Section of 1951 Houses 97

North East

Shingle Shake Exterior Sparks Appearance 98
Extras Add Sales Appeal 99
Setting Determines Design 100
Home with Special Features 102
These Six-Room Houses Sell for Less than \$14,000 103
Practical Plan for Ranch House 104
Light Conditioning is Model Home Feature 105

South East

Designed for the Climate 106
This Plan Can Include Four Bedrooms 107
Planned for Luxury Living 108
\$5,250 Buys Florida House 110

Central

A House Well Planned 118
Suburban Ranch Home Designed for Corner Lot 120
3-Bedrooms in 823 Square Feet 121
Large Closets a Sales Factor 121
Privacy Obtained with Controlled Exposure 122
Design Finding Favor with Custom Builders 123
Home on River Bluff Overlooks Three States 124
Interior of Brick and Wood Featured in \$60,000 Home 126
American Builder's Blueprint House of Month by Arthur V. Hansen 128
Quantity List of Materials for Blueprint House 133
Controlled Designs for Speculative Builders 134

South West

October Front Cover House 141
Modern and Colonial Blended in Dallas House 142
Plenty of Liveability for \$14,600 143
Planting Boxes Feature of \$39,000 Home 144
Varied Siding Provides Color 145
Two-Tone Effect Has Eye-Appeal 145

West

Two Good Values at Medium Prices 146
Here's a Builder's Own 148
A House That Merges with the Site 153
Unique Plank Construction in Title I House 154
Traditional Designs Find Favor in California 155
Many Models to Choose From 157
Rustic Appearance Blends with Oregon Forests 157

Light Conditioned Model Homes—A New Opportunity for Builders 158

Builders in Cold Climates Do Something About the Weather 162

Builders Hardware Firm Rounds Out 50 Years of Progress 166

Men and Women of Many Minds 168
By R. E. Saberson

Departments

Trends 16
Letters to the Editor 46
On and Off the Record 52
Technical Guide and How-To-Do-It 66
"Ask the Experts" 76
Better Detail and Store Front Plates 170-175
New Products 178
Catalogs 192
Index to Advertisers 298

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AB Washington News Letter

For the Light Construction Industry

A new service for American Builder readers. The latest Washington developments affecting the light construction industry will be sent by wire to be printed and published as a regular monthly feature.

September 24, 1951.

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AB Washington News Letter

For the Light Construction Industry

A new 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, September 24, 1951.

- ▶ **TIGHT MORTGAGE MONEY SITUATION** still remains as most potent factor in retarding new home starts. Despite some stimulation to housing industry in certain sections of Defense Housing Bill, the extent to which it can be effective still hinges largely on availability of credit for home buyers.
- ▶ **FULL IMPACT OF ALL CONTROLS AND RETARDENTS** on construction industry will be felt in early months of 1952, particularly on housing. Although current indications point to more than 1,000,000 new home starts this year, it is agreed that the number of starts expected next year, with all factors now remaining as they are, is extremely difficult to estimate until enough time has elapsed to determine how successfully home builders can operate under existing materials controls and limitations on credit. NPA'S M-4A limiting use of critical materials, plus the revised Regulation X restrictions on credit are just getting into full operation in this fourth quarter.
- ▶ **NEW HOME STARTS** in August are estimated at 85,000 by Bureau of Labor Statistics. This compares with 141,900 in August 1950. Total starts for the first eight months of 1951 are 758,500.
- ▶ **SHORTAGES OF "B" PRODUCTS**, not included in weight calculations specified in NPA-M-4A, limitations on critical metals for housing, can easily develop at the manufacturer level. "B" products can be used by builders without limitation provided they are available from suppliers but manufacturers are experiencing some sizable reductions in their metal quotas. Roughest phase of this as far as manufacturers catering to building industry are concerned, is expected during this quarter and early months of 1952.
- ▶ **LACK OF MORTGAGE MONEY** for defense housing has inspired RFC to threaten the direct lending of money for such construction if private lenders do not finance some 40,000-odd units now being held up for lack of funds.
- ▶ **NO ADDITIONAL CONTROLS** on materials are planned for the immediate future. Present controls are expected to function in channeling sufficient supplies of critical items to the defense program and to civilian uses in quantities now allocated. By the end of 1952 it is felt the materials shortage situation will ease off.
- ▶ **SOME AGENCIES** are talking about requiring builders to file reports of the number of housing units started for which they have self-authorized materials.
- ▶ **OFFICE OF PRICE STABILIZATION** is working on a number of ceiling price regulations tailored individually to various segments of the building material and construction industry. Industry Advisory Committees have been meeting with OPS officials in Washington and a number of subcommittees of manufacturers have been set to work on details.
- ▶ **NO NON-ESSENTIAL CONSTRUCTION** will receive authorization for the fourth quarter of this year, or the first quarter of next year, according to NPA officials. No commercial construction requiring authorization will be given allotments unless postponement or abandonment of the project would endanger public health, safety or welfare.
- ▶ **MAXIMUM PAYMENTS OF WAGES** and other compensation to laborers and mechanics in the construction industry are governed by CISC Regulation 1. A contractor may pay, without further approval, the area rates designated and published in the Federal Register by the Construction Commission for the various job classifications.
- ▶ **WHEN NO AREA RATES HAVE BEEN SET**, rates paid are to be determined in one of these three ways: (1) A contractor on a federal government project may pay the rates predetermined by the Secretary of Labor; (2) Where rates have been fixed by collective bargaining, rates paid must not be higher than those being paid under the collective bargaining agreement on July 30, 1951, provided that rate was not in violation of earlier wage regulations; (3) where there is no collective bargaining agreement, in the area a contractor may pay for each job classification a rate not higher than the rate actually prevailing in the area July 30, 1951, for that type of work, provided the wage established was not in violation of earlier wage regulations. For

application for adjustments in compensation not in conformity with the maximum rates, WSB Form 100 is used.

▶ **CONTROLLED MATERIALS PLAN** rules for the construction industry now govern starts. Self-authorization covers one to four-family structures which do not require more than the announced quantities of controlled materials. An authorized construction schedule and allotment of materials is required for all multi-unit structures. (See Page 233, September American Builder.)

▶ **COMMERCIAL STRUCTURES** can be started without NPA authorization only if they will not require more than two tons of carbon steel, including structural steel, and 200 pounds of copper. No stainless steel; no aluminum.

▶ **INDUSTRIAL BUILDINGS** may be started without approval provided they require not more than 25 tons of carbon steel, 2000 pounds of copper and 1000 pounds of aluminum.

▶ **SELF-CERTIFICATION** system now being used by builders for controlled materials for houses and other structures will function satisfactorily only so long as number of jobs started do not require more of the critical materials than quantities set aside by NPA for the industry.

▶ **ONLY ALTERNATIVE** now discussed in case self-certification system breaks down is an all-out permit plan which would require filing an application for each start and formal approval by the designated government agency before construction could get under way.

▶ **WHERE A CONTRACTOR** obtains controlled materials for a structure by one method, either self-certification or CMP allotment, he cannot obtain additional materials for the same structure by the other method. Symbols to use in self-certification are: U-6 for industry building; U-7 for all home building except apartments; U-8 for all other building except recreational.

▶ **SUPER PRIORITY—"DX"**—has already been set up by NPA to break bottlenecks on critical materials for urgent military production. This development, if carried further, could put the entire allocation system back to the priorities setup which prevailed during World War II under WPB.

▶ **ALLOCATIONS OF METALS** for housing in fourth quarter are 180,000 tons of steel, 17,457,000 pounds of copper and copper base alloys; and 500,000 pounds of aluminum. "A" list of limited metals now also includes all "fabricated metal concrete reinforcing bars." Used materials as well as imported materials must be included in quantity limits.

▶ **DEFENSE HOUSING BILL** as approved suspends credit restrictions on certain housing in areas declared as critical and relaxes credit on low-priced housing in other areas. Units selling up to \$12,000 or renting from up to \$85 per month are exempt from credit restrictions in critical areas. In other areas the relaxed credit restrictions are:

▶ **FOR VETERANS:** No more than 4 per cent down payment required when sales price does not exceed \$7,000; no more than 6 per cent down payment when sales price exceeds \$7,000 but is not more than \$10,000; no more than 8 per cent down payment when sales price exceeds \$10,000 but is not more than \$12,000. When the price is more than \$12,000, amended Regulation X terms, which have been liberalized for sales under \$15,000 apply.

▶ **FOR NON-VETERANS:** No more than 10 per cent down payment required when sales price does not exceed \$7,000; no more than 15 per cent down payment when sales price exceeds \$7,000 but is not more than \$10,000; no more than 20 per cent down payment when sales price exceeds \$10,000 but is no more than \$12,000. Loan term can run 25 years.

▶ **MORTGAGES** under new title IX of NHA on one-family units in critical housing areas limited to \$8,100; to \$9,000, in high-cost areas. Two-family unit mortgage limit is \$15,000; \$16,000 in high-cost areas. Mortgage cannot exceed 4½ per cent interest nor run for more than 30 years.

▶ **MULTI-FAMILY** project mortgages cannot exceed \$5,000,000 nor more than \$8,100 per family unit; \$7,200 if number of rooms does not exceed four. Bill allows \$900 increase here in high-cost areas. Interest rate cannot exceed 4 per cent. Preference here is to be given applications to construct low-rent housing.

▶ **FNMA** is given authority to make advance commitments for purchase of mortgages on housing in critical areas, on Wherry Act housing and on housing for victims in disaster areas to a limit of \$200,000,000. This terminates December 31, 1951. \$1,500,000,000 is authorized for the various mortgage insurance programs. VA's direct loan program is extended with an authorization of \$150,000,000 to 1953.

▶ **HOUSING AND COMMUNITY FACILITIES** can be provided by the government where private industry does not file bonafide applications within 90 days to provide satisfactory facilities. Permanent housing under this section of the Defense Housing Bill is to

be one to four-family units to cost no more than \$9,000 for two bedrooms, \$10,000 for three bedrooms and \$11,000 for four bedrooms. The costs can be increased \$1,000 per unit in high cost areas. Contracts for government constructed housing can be made on a cost-plus-a-fixed-fee basis. Fee not to exceed 6 per cent. \$60,000,000 is authorized for community facilities and services and \$50,000,000 for this housing.

▶ A CRITICAL DEFENSE HOUSING AREA can be designated as such by the President only if the following conditions exist: "(1) A new defense plant or installation has been or is to be provided, or an existing defense plant or installation is to be reactivated or its operation substantially expanded; (2) substantial in-migration of defense workers or military personnel is required to carry out activities at such plant or installation; and (3) a substantial shortage of housing required for such defense workers or military personnel exists or impends which impedes or threatens to impede activities at such defense plant or installation, or that community facilities or services required for such defense workers or military personnel are not available or are insufficient, or both, as the case may be."

▶ ONCE AN AREA has been declared critical there is little likelihood of any additional defense plant authorizations or activities being scheduled for there.

▶ WHERRY ACT covering military construction is extended two years to July 1, 1953, and now includes atomic energy installations.

▶ LOANS FOR PREFABRICATED HOUSING production and distribution are authorized in the bill. Up to \$500,000 is the maximum amount any single individual or firm may borrow and the aggregate of all loans to the prefabricated housing industry under this act is limited to \$15,000,000.

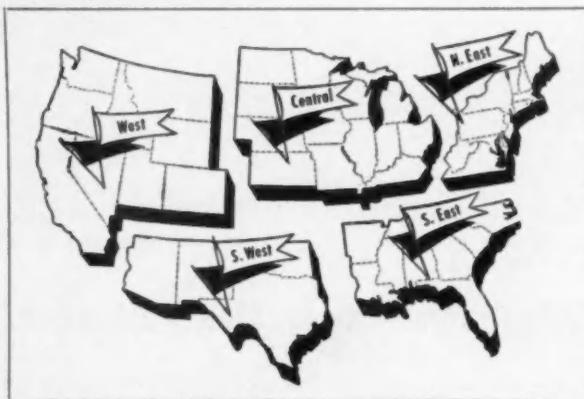
Here's the Home Building Picture Across the Nation

Current status, near future outlook appraised in American Builder survey

What's the current status of home building—how are new starts going, how's the supply of materials, mortgage money and labor, how are the new regulations working out—and what's the outlook for the near future?

In order to get reliable information on these vital questions and to present a current appraisal of the situation on a nation-wide basis, *American Builder* has completed a telegraphic survey of conditions in all sections. The results are given here in consensus form.

Answers to the survey questions were supplied by presidents of local chapters of the National Association of Home Builders and are based on the most recent and accurate estimates of association members. The map indicates the states represented in the regional summaries.



Home Starts in Next Six Months—Increase or Decrease?

Northeast

Decrease of 25-30 per cent predicted by most reporting centers. Exceptions: Washington, D. C., Portland, Me., expect 50, 35 per cent increases respectively.

Southeast

Consensus is a slight decrease. Jacksonville, Fla., expects a 50-70 per cent increase if mortgage money is made available, but a decrease of 90% is possible if this money continues short.

Central

Decrease of around 25 per cent forecast for area. Detroit and Columbus, Ohio, expect 50 per cent drop, Sioux City, Iowa, 60 per cent. Four cities anticipate hikes, Topeka, Kan., because of 100 per cent loans for flood victims.

Southwest

About evenly divided as to rise or fall. Houston, Tex., specifically expects a five per cent increase in the under \$12,000 class, 25 per cent decrease for over \$12,000.

West

Reports from area as a whole indicate a slight decrease.

Is Labor Supply Adequate in All Trades?

Northeast

In general, labor is a good supply; comments run from "ample labor supply" in most cities to "all getting short" in Boston. Specifically mentioned shortages: Skilled trowelers in Newark, N. J.; and electricians and bricklayers, by 15 per cent, in Camden, N. J.

Southeast

Adequate in virtually all sections. Exception: Shreveport, La., reported electricians in short supply by 50 per cent, cement finishers by 20 per cent. "More than adequate" reported by Miami, Fla.

Central

Adequate supply in 50 per cent of reporting localities. Shortage in all trades reported by 25 per cent, shortage in some reported by remainder. Greatest shortages in all Cincinnati, 20 per cent; Lincoln, Neb., 15 per cent. Kan., reported 30 per cent shortages in carpenters, painters and common labor.

Southwest

Satisfactory supply in most areas. Dallas, Tex., said labor was short in practically all trades.

West

Adequate in most reporting localities. A critical shortage was reported by Denver, but relief is expected shortly. The big Rocky Mountain Arsenal is completed.

Are Materials in Adequate Supply?

Northeast

Materials are currently in good supply. Metals are getting scarce in some areas.

Southeast

Adequate in this region except for steel which is reported short in several localities—50% short in Memphis, Miss. Comment from Memphis, Tenn.: "Materials in short supply than any time since 1942."

Central

Materials in general are in satisfactory supply. Reports cement shortage, with gray to black market short in several localities, critical in Cincinnati, Ohio. Lumber short in St. Paul, Minn.

Southwest

Adequate for the most part. Steel short in some areas extremely so in Houston, Tex. Cement stocks inadequate in Dallas.

West

Good, except for some scarcity of steel and sheet metal. Steel reported as high as 60 per cent short in some areas.

What's the Mortgage Money Situation?

Northeast

Localities reported "hard to get" slightly outnumber "adequate" ones. VA loans particularly tight. "Practically unobtainable" reported by Washington, D. C. Early improvement anticipated in several cities.

Southeast

Short almost without exception on all but conventional loans at higher interest rates. FHA money supply ranges from fair to critical, VA loan money non-existent in most areas.

Central

Almost no VA money, FHA tight in most areas. Conventional money, for the most part, is in good supply. No place is mortgage money as a whole reported in short supply, in very few are signs of early improvement.

Southwest

Some market for FHA loans, practically none for VA. Conventional money from plentiful to fair. Mortgage money is generally described as "our big problem."

West

From critical to tight on loans in general. FHA money very limited, VA critical, conventional in fair supply.

What Will Be the Effect of New NPA-M-4A and Metal Restrictions?

Northeast

Starts of larger homes will be curtailed. Almost half of

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to 10 per cent, others expect no increase. A decrease is predicted in Columbus, Ohio, with a hike in the spring.

Southwest

Average of the reporting localities, practically all of which expect increases, is about 8 per cent.

West

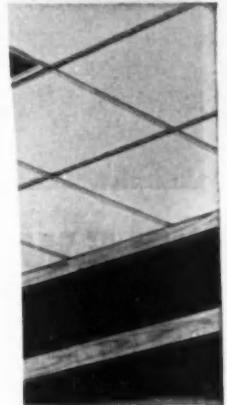
Anticipate an average increase of about 6 per cent. Almost all places expect costs to go up.

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Southeast

Adequate in this region except for steel which is reported short in several localities—50% short in Jackson, Miss. Comment from Memphis, Tenn.: "Materials in better supply than any time since 1942."

Central

Materials in general are in satisfactory supply. Ohio reports cement shortage, with gray to black market. Metal short in several localities, critical in Cincinnati, Ohio. Hardware short in St. Paul, Minn.

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Adequate for the most part. Steel short in some places, extremely so in Houston, Tex. Cement stocks inadequate in Dallas.

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From critical to tight on loans in general. FHA money very limited, VA critical, conventional in fair supply.

What Will Be the Effect of New NPA-M-4A and Metal Restrictions?

Northeast

Starts of larger homes will be curtailed. Almost half of reporting centers expect no effect on starts in general, a small percentage see reduction of all types of starts.

Southeast

Little effect is seen, except some reduction in larger homes.

Central

Consensus is that number of starts and dollar volume will remain about the same, but larger homes, particularly \$20,000 and over, will be practically eliminated.

Southwest

No effect in the volume of smaller homes generally expected. Predictions range from "no effect" in Albuquerque, N. M. to 40 per cent over-all reduction in Dallas.

West

Volume of new starts not believed to be affected, but general reduction in larger homes.

How Will New Minimum Down Payments under Regulation X Affect Your Market?

Northeast

Expected to be a big help in small homes sales. Not much enthusiasm in places where it is hard to build for \$12,000 and under.

Southeast

Will be a definite boon for small home sales. Most optimistic: Jacksonville, Fla., where increase of 60 to 70 per cent is expected.

Central

Generally believed to promise substantial help, but enthusiasm dampened in a number of places by shortage of mortgage money which may minimize good effects.

Southwest

Will no doubt stimulate sales, but availability of mortgage money is determining factor in most localities.

West

Will result in an expansion of the market, up to 25% in some places.

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

Northeast

Average of expected increase is around 8 per cent. Approximately one-fourth of the reporting centers expect no cost hike.

Southeast

Little or no increase is expected in about half the localities. Where increases are anticipated, they average about 5 per cent.

Central

A majority of the reports single out 5 per cent as the rate of increase, and this is the average figure. Some go up to 10 per cent, others expect no increase. A decrease is predicted in Columbus, Ohio, with a hike in the spring.

Southwest

Average of the reporting localities, practically all of which expect increases, is about 8 per cent.

West

Anticipate an average increase of about 6 per cent. Almost all places expect costs to go up.

Get your share of the increasing remodeling market with

Johns-Manville CEILING PANELS

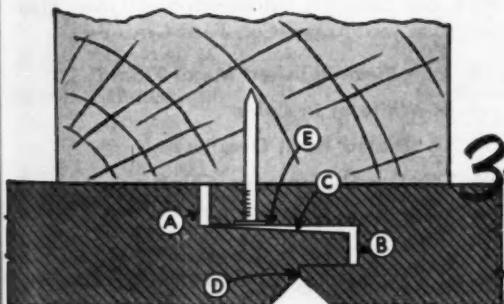


*Pre-decorated...
ready for use*

• Johns-Manville Ceiling Panels, made from tough pine fibres, are structurally strong, attractive in appearance, and have high insulating value. They are pre-finished with a hard and durable *Glazecoat* surface in soft pastel colors . . . no further decoration is required. They're economical because they insulate, they decorate, they build, all at one time.

*Easily and
Quickly applied*

• Johns-Manville Ceiling Panels can be applied in a matter of hours with new construction or over old, cracked, broken ceilings. Panels are nailed or stapled to furring strips placed at right angles to ceiling joists. Detailed instructions come with each carton.



*3-level Lightning Joint
conceals all nails
or staples*

• Johns-Manville Ceiling Panels have a 3-level Lightning Joint that assures you faster, better installation. In the cross section, notice the spaces at A and B to provide for expansion and contraction . . . the tapered edge of the tongue C to facilitate joining panels . . . the square-corner edge D to make alignment easier . . . the large nailing area E for concealed nailing or stapling.



For full instruction sheets and full color brochure on J-M Insulating Board Products, write Johns-Manville, Box 290, New York 16, N. Y. In Canada, write 199 Bay Street, Toronto 1, Ontario.

Johns-Manville

OCTOBER, 1951



Quality
THROUGH AND THROUGH

NEW ELJER COUNTER LAVATORY SMARTLY STYLED FOR MODERN HOMES

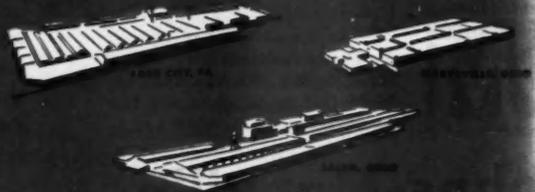
The smart styling that characterizes the Eljer line of plumbing fixtures and fittings is embodied in the latest in counter-top lavatories . . . the Priscilla. Made of top-quality vitreous china, it is supplied complete with a polished, metal frame that assures perfect fit and easy installation. Furnished with either regular punching or with unit punching for center set fitting. The latter comes in white or colors, the former in white only. Size is 20" x 18". Its ease of installation will be appreciated by your plumbers.

Write the Priscilla into your next specifications . . . it is bound to increase the satisfaction of your customers. For complete information see your Eljer Distributor or write Eljer Co., Ford City, Pa.

- One-Piece Polished Metal Frame
- In White or in Color
- Concealed Front Overflow
- Top-Quality Vitreous China
- Front-Anti-Splash Rim

It pays you, it pays us- because we specialize in Plumbing Fixtures and Brass

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ASSOCIATIONS

Their Plans and Activities



Both Guns and Homes Possible under Defense Program, NAHB Asserts

The country can have both guns and houses if home building restrictions and credit regulations are removed or revised, according to the National Association of Home Builders.

After making a comprehensive survey of building material needs, NAHB said that one million homes could be built in 1952, using only 2 per cent of the nation's steel production, 7 per cent of the copper and 1½ per cent of aluminum.

In terms of total production, the difference between this one million potential and the government-set goal of 850,000 would amount to only 0.3 per cent of steel, 1 per cent of copper and 0.2 per cent aluminum, the association reported.

Another point advanced in the report was that material requirements of the present defense program are far less than those successfully met in World War II; that present productive capacity is much greater, hence smaller requirements can be met more easily.

Stating that builders have always agreed that housing was secondary to military needs, NAHB added that it was highly important to have new housing at a rate consistent with the need.

New housing, the report indicated, will take only an estimated 2,091,000 tons of steel while nearly 13 million tons will go for non-residential construction.

L-P Gas Group to Hear General Eichelberger

Lieutenant General Robert L. Eichelberger, commander of the U.S. Eighth Army during World War II, will be principal speaker at the annual northeastern district meeting of the Liquefied Petroleum Gas Association October 11 at the Hotel Statler, New York City.

Walter A. Naumer, LPGA northeastern district director, will preside at the session. Chairman of the arrangements committee for the meeting is F. W. Frost.

New Jersey Shore Clam Bake

A clam bake, held at Lakewood, climaxed the summer program of the New Jersey Shore Builders Association, Sea Girt. The program included softball, swimming and horseshoes.

Michigan Home Builders Meet October 23

Michigan's second state-wide home building conference has been scheduled for October 23-24 in Lansing, the Builders Association of Metropolitan Detroit has reported.

Chairmen of the conference planning committee are Edward W. Pratt, Detroit first vice president, and Henry F. Fett, a past president of the Detroit group.

Other committee members are Leroy Lutz, Flint; E. O. Rudloss, Battle Creek; Don Cederlund, Grand Rapids; David R. Satin, Kalamazoo; Roy Daum, Ann Arbor; Lee McParland, Lansing; O. H. Weatherill, Flint, and C. A. Bowser, Lansing.



NATIONAL HOME WEEK publicity in Washington, D. C., made use of actual new homes and for good measure added some the artist thought of. Here Miss Gladys Rallis models four-color dress depicting evolution of housing from log cabin to current rambler. With her is Frank Calcara, a director of the Home Builders Association of Metropolitan Washington, who had charge of local NHW arrangements.

New Haven Group Gets NAHB Charter



OFFICERS AND DIRECTORS of New Haven association are shown with Alan E. Brockbank (seated, right), NAHB first vice president, and New Haven President Eugene T. Walsh. They are, from left, William Young, secretary; Nicholas Mauro, Jr., Leonard Jordan, Linus L. Darley, Herman Y. Stone, meeting chairman; Albert Swanson, J. DeForest Venter, Wallace Lewis, and Edward Riccio, vice president.

The Home Builders Association of Greater New Haven, Conn., is a new affiliate of the National Association of Home Builders. The year-old New England group was presented a charter by NAHB's first vice president, Alan E. Brockbank of Salt Lake City, in recent ceremonies in New Haven.

Acceptance of the charter was made by New Haven President Eugene T. Walsh.

Other speakers included Dean A. Caudill, president of the Home Builders Association of Hartford; Timothy J. Murphy, Federal Hous-

ing Administration director for Connecticut; Eugene W. O'Meara, state administrator for the Veterans Administration; Clark Sundin, Worcester, Mass., NAHB regional vice president; and George Decker, president of the Home Builders Association of Bridgeport.

Herman Y. Stone, general chairman of the dinner committee, was toastmaster.

While in New Haven, Brockbank spoke at a luncheon sponsored by the First Federal Savings and Loan Association, and made a tour of housing projects.



Dealer's Viewpoint

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

More Small Homes in '50 Than '40; More Big Ones, Too

Statistics, when stated in percentages, often can be misleading unless they are carefully interpreted.

A case in point is HHFA's recent analysis of housing characteristics in 1950 as compared with 1940.

On the surface, the analysis seems to show a very pronounced trend toward smaller homes and fewer rooms in the average home over the 10-year period. It also shows a large percentage increase in the number of homes with no basements, a great trend to one-story houses, a large drop in the percentage of homes containing fireplaces, and so on.

Actually, when the percentages are converted to actual numbers of homes involved, the story is quite different.

In 1940, only 262,000 single-family homes were started, whereas in 1950 there were 1,154,000 single-family starts. Had the number of starts been the same in each year, these trends would have great significance. But because of the great difference in numbers, the percentage changes become less significant.

While it is true that only 53 per cent of the homes started in 1950 contained five or more rooms as compared with 77 per cent in 1940, one finds upon applying the percentages to the totals that we built 542,000 homes with five or more rooms in 1950 as compared with only 202,000 in 1940, an actual gain of 168 per cent.

Using the same methods, it is

clear that we built considerably more homes with a large floor area in 1950 than we did in 1940, even though the average area per home did decline about 17 per cent between the two years.

What actually happened, of course, is that the industry built a lot more houses of good size, plus a very great many more small, one-story, economy homes. In other words, we brought the averages down because unusual conditions and unusual financing aids mushroomed the market for small, low-cost dwellings. But at the same time the demand for larger homes stood up very well and was exceedingly well cared for, in spite of what the percentages show.

Similarly, we built more homes with fireplaces and more homes with basements, even though the percentages declined considerably.

Perhaps the most significant fact brought out by the HHFA analysis is that within a few years we are going to have a sharp increase in the need for five- and six-room homes as the families that occupy the small houses grow in size. Many of these families are going to feel the need for another bedroom and more living space when they have a boy and a girl in the 980 square-foot house along with father and mother.

That means the percentages and the statistics once again are going to tell a different story; and they will have to be analyzed, too, to get the real meaning out of the figures.

Praise NRLDA "Minute Men" Program

The "Minute Men" public relations program of the National Retail Lumber Dealers Association, launched in August 1950, is one of the most successful in association history, according to C. B. Sweet, chairman of the public affairs committee and a past NRLDA president.

Sweet said the number of clippings now on file at the group's Washington office now totals well over 1,800.

Under the program, releases are sent to volunteer NRLDA "Minute Men" in all parts of the country who issue the material in their own names to local publications, making changes or additions if they feel local condi-

tions warrant them. The releases are designed to "give the public a better understanding of the industry, its aims and its problems."

Release, No. 9, distributed in August, dealt with home building during the present emergency, stating that "the new regulations insure a minimum but adequate supply of critical materials for use in new housing, although it will be difficult to build large homes after September 30. . . . Quality homes of moderate size can be constructed without difficulty by using lumber and other plentiful materials in place of the critical metals."

Plans Announced for 1951 NAHB Community Development Contest

Plans for its fourth annual "Neighborhood Development Contest" have been announced by the National Association of Home Builders.

A change for this year is that there will be no classifications or graded prizes. Instead, awards will be made in all categories whenever the judges feel the development shows sufficient excellence.

Entries in the 1951 contest may include economy and higher-priced single-family homes, garden apartments, shopping centers and complete neighborhood developments.

The competition has been arranged by David D. Bohannon, chairman of NAHB's land planning committee. Bohannon said that quality of the project, rather than elaborateness and costly exhibits, would be the sole basis of judging. Judges will be national leaders in community development.

Entries will be in the form of exhibits, showing maps, layouts, floor plans and photographs. In order to be eligible for awards, they must be in Washington not later than November 15, 1951.

Winners will be presented scrolls at the 1952 NAHB convention-exposition in Chicago.

Basis of the judging for single-family homes, garden apartments and shopping centers will be 70 per cent for site planning and layout features, 30 per cent for architectural design. Construction must be 25 per cent complete.

In community development projects which include a variety of dwelling types, shopping centers and other community facilities, 40 per cent of the decision will be for community plan and layout features, 30 per cent each for existence of or provision for community facilities, and architectural design. Construction must be 10 per cent complete.

Another Must for the mounted exhibits, which will be displayed at the convention, is inclusion of selling price of houses and improved lots; rentals per room, with lists of utilities and services provided; and size of trade area, store and parking area for shopping centers.

Educator Joins Plywood Group

W. L. Griebeler, former assistant professor of agricultural engineering at Oregon State College, has joined the staff of the Douglas Fir Plywood Association as California field representative. O. Harry Schrader, Jr., managing director, has announced.

While at Oregon State, Griebeler specialized in the farm structure phase of agricultural engineering. He was also connected with the experiment station.

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Attorney Joins Detroit Builders' Executive Staff

Irvin H. Yackness, an attorney, has been named executive secretary and general counsel for the Builders Association of Metropolitan Detroit, it has been announced by Earl C. Doyle, executive vice president.

Yackness, an attorney for 10 years and a World War II veteran, will be mainly concerned with services to members and as counsel on governmental affairs, Doyle said.

Formerly regional director for the American Arbitration Association, Yackness took part in many commercial arbitrations. He also administered an arbitration system for the motion picture industry in which local disputes between major producers and independent distributors were adjudicated.

N. J. Summer Event Draws 400



PRIZE AT OUTING of Home Builders Association of Northern New Jersey goes to Michael Petruska (left), an association director, as Stephen Dudiak, president, tells audience about it. In background is Harvey Milkon, chairman of the golf committee, and at right, C. J. Von Drehle, executive director. More than 400 members and guests attended the annual summer event

Baltimore Plan Aided By Builder Group

The Maryland Home Builders Association was one of a number of civic and church groups which joined to rehabilitate the Brotherhood Pilot House, Baltimore, which will serve as a community and information center for a 27-block pilot area.

The area is being restored through the Baltimore plan, a method of eliminating sub-standard housing by requiring owners and tenants to bring dwellings up to minimum standards set by statute.

The home builders contributed \$1,500 to repair the community center.

Cortright's Column

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



How to Operate Under CMP

Because a thorough working knowledge of CMP is so vital to the operative builder, I am reviewing some important points which affect everyday operations.

To begin with, of course, there is no square foot or cost limitation on housing. Present CMP controls affect only the quantities of certain metal items used per house.

No structural steel will be made available for residences. Structural steel is considered to be hot-rolled structural shapes such as I & H beams, angle irons and plates. (Steel pipe columns, valley columns, cold rolled lintels, etc., are not considered structural steel.)

New homes may be started or continued after October 1, 1951, without filing any CMP forms if the quantities of "A" products required for delivery after October 1 are not greater than the previously announced 1800 pounds of carbon steel, and 35 pounds of copper, or 1450 pounds carbon steel and 160 pounds of copper (where copper water pipe distribution system is used).

QUESTION: Does the 1,800 pounds of steel apply to each house individually or may a builder certify for the total amount for the whole project? For instance, for 10 houses may he certify for 18,000 pounds of steel and use more steel in one house and less in another so that his average come out 1,800 pounds per house?

Answer: The 1,800 pound limitation applies per individual dwelling unit and the averaging device may not be used.

QUESTION: If you have on hand, prior to September 30, structural steel, may you use it after October 1?

Answer: Yes. Whether the house was started or not, prior to October 1, structural steel may be used provided it was "delivered" against a planned project before October 1.

Imported steel items such as nails, reinforcing steel, structural steel, pipe, etc., may be used in addition to the 1800 pound limit only if the items are produced outside the United States, its territories, possessions and the Dominion of Canada, and if items were acquired by the prospective user prior to landing of materials.

QUESTION: May copper tubing be used for radiant heating?

Answer: M-4A prohibits the use of copper tubing in construction except for domestic hot and cold water supply lines, underground water service connections, tank to oil burner hook-ups, refrigerant inter-connecting lines and certain specialized food, chemical and industrial process uses.

All orders for steel and copper "A" products must be "self-certified." "Self-Certification" is used on purchase orders for all "A" products only, and can be used only if the quantities of "A" products per structure do not exceed the poundage limits.

To "self-certify," all the builder does is to place on each purchase order for "A" products the notation, "Certified under CMP Regulation 6," followed by the appropriate symbol, date and signature. (For a home, use "U-7"; for related commercial structures "U-8".)

QUESTION: Is certification absolutely required in order to buy materials for delivery after October 1?

Answer: Yes. Beginning October 1 the entire construction industry will be under the Controlled Materials Plan. After that date there will be two methods of obtaining materials. First, through the filing of a Form 4C, resulting in obtaining an authorized construction schedule and an allotment of materials, or second, through the use of the self-certification authority up to the maximum limits set forth in Schedule I of Direction 1 to CMP 6. While the language used in the regulations appears to be permissive, the NPA general counsel interprets the self-certification as a requirement for delivery of materials after October 1.

To use a "DO" rating for "B" products (in obtaining delivery on or after October 1 for "B" products and for other materials such as lumber, portland cement, etc.) the builder may certify his orders as follows: "Certified under CMP 6, DO," followed by appropriate symbol, date and signature. Builders must keep records for at least two years of orders, deliveries, inventories, and use of controlled materials in sufficient detail to permit an audit indicating compliance. Willful violation is a crime and upon conviction is subject to fine, imprisonment, or both.

Public housing also will be required to conserve critical metals.

Oklahoma Dealer Meeting Set



LARGEST CONVENTION in its history is anticipated by Oklahoma Lumbermen's Association October 15-17 in Oklahoma City. Here, E. A. Hatcher (left), director, and Paul K. Leonhard, president, both of Oklahoma City present theme of meeting: promotion of diversity and flexibility in the lumber business. Space has been sold for 165 exhibit booths at 1951 meeting, the group's fifth annual. Last year 1,936 persons attended; this time well over 2,000 are expected.

Houston Gets New Executive

H. T. Fenderbosch has been appointed executive secretary of the Houston Home Builders Association, succeeding J. C. Watts, who recently resigned, James R. West, association president, has announced.

Fenderbosch was recently associated with the Garden Oaks Realty and Building Co. Prior to that he was sales manager for the Youngstown Kitchens Division of the Straus-Frank Co.

Urge Uniform Building Code



"SUPPORT ADOPTION in your community of Uniform Building Code of Building Officials Conference of America," delegates to recent Philadelphia convention of Pennsylvania Association of Township Officials were urged. The code, endorsed by National Association of Home Builders and other leading construction groups, was featured in display booth of Home Builders Association of Philadelphia and Suburbs. John J. Lawler, assistant to the Philadelphia executive vice president, manned the booth in the Bellevue-Stratford hotel

38

St. Louisans Choose Sitting Exercises



INDOOR SPORT of card-playing was the choice of this group at recent Bildors Field Day of Home Builders Association of Greater St. Louis, while others tried golf, horse-shoes or other more athletic pursuits. Total attendance included around 250 members. At table, left front, are Bert Miserocchi (in tennis garb) and Frank B. J. Darr, a founder of the St. Louis association. Surprised player turned to face camera (center) is Steve Kovac; directly across from him are Builders Max Barken and Sam Ladd.

Minneapolis Builders in Nautical Mood



SET TO EMBARK on summer outing on St. Croix river were these members of the Minneapolis Home Builders Association. President J. E. (Jack) Boran is seated at extreme left

Woodwork Jobbers Meet In Chicago October 10

An open forum on building stock woodwork sales will be a feature of the annual meeting of the Woodwork Jobbers Service Bureau in Chicago October 10-12.

Forum leaders will include Fred E. Bissell, president, and Douglas G. Pilkington, manager, of the Ponderosa Pine Woodwork association, and Carl G. Horn and Adolph Pfund, president and secretary, respectively, of WJSB.

The meeting, the group's 10th annual, will be held at the Edgewater Beach Hotel. Advance registration was reported high.

Pittsburgh Picnic Draws 700

More than 700 members and guests attended a recent stag picnic of the Home Builders Association of Allegheny County, Pittsburgh, Pa. A two-hour show was directed by Pete Gyekis. Co-chairmen of the 38-member program committee were John Lammert and Bob Brown.

Hold Outing at Spokane

Highlights of the summer picnic of the Home Builders Association of Spokane, Wash., included a golf tournament and a baseball game with builder and associate members making up the opposing teams. More than 300 persons attended.

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DON'T FLIP!

Know why **BARCLAY**

is your best **BUY**

Now you get greater **BARCLAY** quality at lower prices because of new technical and mechanical progress.

BARCLAY's exclusive, patented superfinishing process "590" gives you and your customers lots of extra plus. **BARCLAY's** extra toughness, washability, and long-wearing properties are outstanding in service—and that's where real quality counts.

Compare **BARCLAY** quality with any other pre-decorated panel. You will find **BARCLAY** is superior—and it costs no more! **BARCLAY** Paneling is your best recommendation.

COMPLETE COLOR RANGE

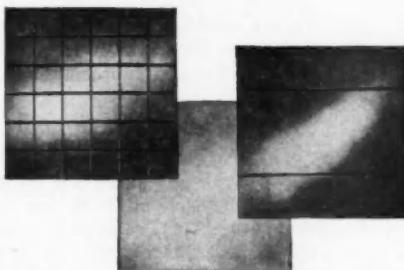
Solidtone, Streamline and Tile Patterns
Dobl-baked, clean, crisp colors are permanently fused to a specially treated, durable base. SIZES: 4' x 4'; 4' x 6'; 4' x 8'—all 5/32" thick. Special sizes, special colors available for special projects. Recommend **BARCLAY** and you name the brand that's rugged, and easiest to maintain through years of fault-free service.

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FOR GOVERNMENT CONSTRUCTION: **BARCLAY** paneling is sanitary—colorful, cheerful... a morale builder! Inquire about special colors for particular projects.

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

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



TRAINED BARCLAY INSPECTORS check **BARCLAY's** quality at 14 critical production points. 14 careful inspections before a single **BARCLAY** Panel is individually wrapped for shipment. Be sure with **BARCLAY!**

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For everyone's greater satisfaction, specify this superior adhesive with the extra bonding grip. The smooth superfinish of **BARCLAY** Paneling is impervious—and so is the back, when **BARCLAY** Waterproof Cement #400 is used.

Also highly recommended for linoleum and cork tile, hair felt, glass fibre, cork duct insulation and many other uses.



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WALL AND CEILING PANEL

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BARCLAY Paneling is recommended and sold by more than 15,000 **BARCLAY** dealers coast-to-coast... Growing, growing, growing in national acceptance... With more than 125,000,000 sq. ft. in service... **BARCLAY** stands at the top of its industry—ready and able to handle any size order. It pays to specify **BARCLAY!**



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REMODELING PROFITS Get set for them by writing today for the most outstanding consumer sales-maker you have ever seen. It was created for your successful selling use in getting more of the "do-it-yourself" kind of business that leads to multiple profits from many items.



**"For Problems
like this**



**... says a typical
glass block dealer**

"When our customers ask us what to do about old-fashioned basement sash that need replacing or windows that continually seem to be broken, we always recommend a panel of Insulux Glass Block®.

"It's easy to see why. Glass block makes a sound, weathertight, insulating panel that's extremely hard to break. We know it can't rust nor rot and never needs painting. And, glass block lets in all the light yet blocks out sight."

Figure it out for yourself: Compare the cost of sash, screen, plus storm window for cold climate and maintenance against that of a lifetime panel of maintenance-free Insulux Glass Block.

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

Want more information about Insulux Glass Block? Just write: Daylight Engineering Laboratory, Dept. A.B. 10, Box 1035, Toledo 1, Ohio. Insulux Division, American Structural Products Company, Subsidiary of Owens-Illinois Glass Company.

INSULUX

**"WALLS OF
DAYLIGHT"**

**—by the leaders of
Daylight Engineering**



Letters to the Editor

PAG

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scribed to your magazine and we would like to say at this time that it is perhaps the most valued publication of its kind which reaches our office. We now have a problem which is

Committee and the progress made to date. I brought National Home Week observance to the attention of our members in a bulletin last Friday.

(Continued on page 48)

AMERICAN BUILDER

KEEP HOME BUILDING PROFITS UP
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Harnischfeger Corporation

HOUSES DIVISION

410 Spring Street

• Port Washington, Wis.

OCTOBER, 1951

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"For Problems like this"

We recommend this"



... says a typical glass block dealer

"When our customers ask us what to do about old-fashioned basement sash that need replacing or windows that continually seem to be broken, we always recommend a panel of Insulux Glass Block®.

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INSULUX

"WALLS OF DAYLIGHT"

—by the leaders of Daylight Engineering



Letters to the Editor

What Is It

Sirs: In reading through your May issue again we came across a picture of a machine we have been looking for for some time.

In your article "How costs are cut with power tools" there is a picture of a combination trencher and front end loader. It looks like an over-worked Ferguson tractor with a Cleveland rotary trencher attachment.

If you could give any information as to the manufacturer of this trencher we would appreciate it very much.

Edward L. Minion
Ypsilanti, Mich.

Smith Tractor and Equipment Co. Union, N.J. informs us that Trackson HT4 Traxcavator on a Caterpillar D4 tractor is what you're looking for.—The Editors

Tops In The Field

Sirs: Our library has me on the distribution list of the *American Builder*, and believe me your magazine is tops in the field.

There was an article of special interest in the August issue, and I would like to discuss it at some length with my architect. I want to build when present restrictions ease up a bit.

The only source of supply seems to be at the publishing house. I am sending \$0.50 (in stamps), and ask you to mail me one copy of this edition.

G. E. Gilliland
North Chicago, Ill.

Note: A layman requests the magazine to find useful material in planning his home. Builders and architects might use this as an example and circulate their copies of the *American Builder* to prospective clients.—The Editors

Need House Plans

Sirs: For some years we have subscribed to your magazine and we would like to say at this time that it is perhaps the most valued publication of its kind which reaches our office. We now have a problem which is

quite urgent and we trust that you will be able to be of assistance.

Briefly we are in the midst of a severe housing shortage in Hamilton; we need information on low rental housing units, row or multiple types.

R. K. Fraser
Grisenthwaite Construction Co., Ltd.
Hamilton, Ontario
Canada

S. A. Solheim, architect, Lincoln, Nebraska has developed both rental and minimum housing for sale for less than \$6,000 per unit (see August 1951 issue).

In Memphis, Tenn. Wallace E. Johnson Inc. are building rental units which rent from \$34.00 to \$54.00 per month for three to five room apartments. A pamphlet entitled "For Your Organization" can be had from the Johnson concern. Their address is Wallace E. Johnson Inc., 875 Rainer St., Memphis, Tenn.—The Editors

National Home Week

Sirs: I think that National Home Week is an excellent one. We will do everything in our power to bring to the attention of our members the thought and idea behind the program.

H. P. McDermott, Secretary
Wisconsin Retail Lumbermen's Assn.

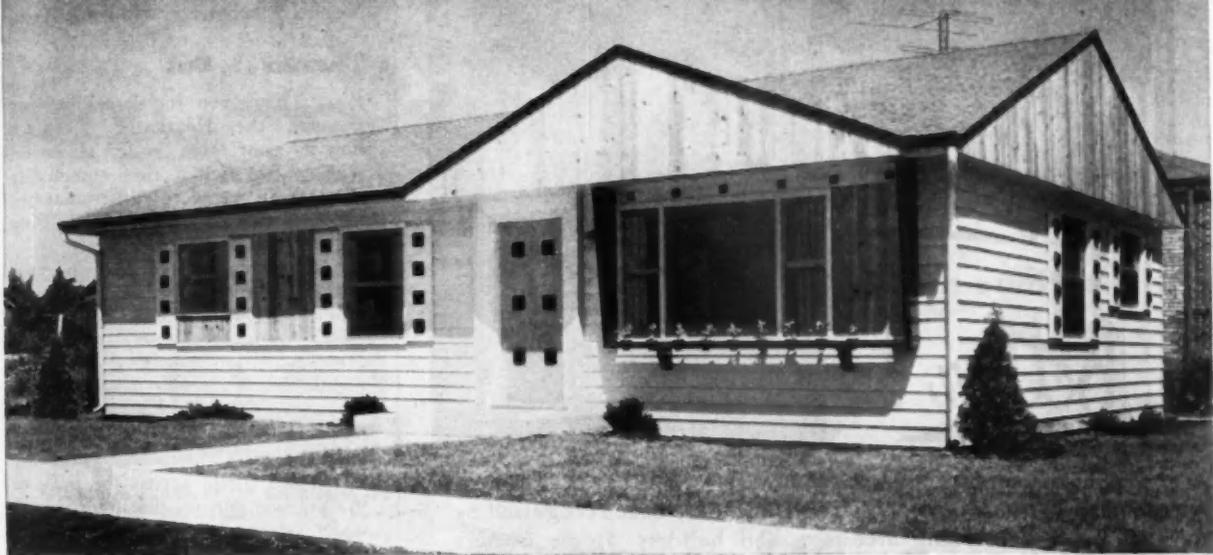
Sirs: I have your letter of August 1 relative to plans and program for publicizing National Home Week, September 9-16, 1951. We will give this publicity in our magazine, *The Lumber Merchant*, and in our bulletins to our dealers. Any further information that you might have, send it along and we will do our utmost and contribute all we can to make this a successful undertaking.

Phil Runion, Secretary
Nebraska Lumber Merchants Assn.

Sirs: Thank you for your letter of July 30, giving me a report of the meeting of the National Home Week Committee and the progress made to date. I brought National Home Week observance to the attention of our members in a bulletin last Friday.

(Continued on page 48)

KEEP HOME BUILDING PROFITS UP WHEN THE SALES CURVE IS DOWN



SWITCH TO PREFABRICATION NOW! BUILD THE BETTER **P&H** WAY!

ENJOY smooth sailing in today's declining home market. Switch to prefabrication *now*, and build the *better P & H way*. End worries over government loan curbs, high costs, material shortages. Build immediately, *profitably* with the new 1951 factory-engineered homes.

Build Profitably—Whether you build 5 homes or 500, you can enjoy *volume sales, project savings, minimum risk, prompt delivery, financing* by taking advantage of the P & H Builder Profit Plan. You can sell quality homes priced for every volume market—floor areas from 672 to 960 square feet... two bedrooms or three, left hand plans or right, end placement plans for narrow lots.

Easy Approval—Government and financial agencies, local building authorities and city councils recognize the enduring quality and lasting value of P & H construction, *engineered* by Harnischfeger Corporation.

Financing Available—When local resources are limited, you can get construction loans or term mortgages through Harnischfeger Corporation's service subsidiary, Builder's Acceptance Company. Write for booklet, "P & H Builder Profit Plan."

P&H

Harnischfeger Corporation

HOUSES DIVISION

410 Spring Street

Port Washington, Wis.

OCTOBER, 1951

47

AMWELD

INTERIOR STEEL
DOORS, FRAMES
and
SLIDING CLOSET
DOOR UNITS

Preferred

because they're

Better!

The outstanding features of AMWELD Interior Steel Doors, Frames and Sliding Closet Door Units, have been recognized by the country's leading architects and builders. Home owners everywhere are voicing their complete satisfaction of these quality products. They are designed and built to blend with all types of construction, provide lasting beauty and durability, and cut building costs. May we send our catalog describing styles, sizes and complete specifications?

Sliding closet door units are available in two styles: (1) Frames in 1-piece welded assembly, or (2) with header, jams and track in knocked-down form. Door panels are identical. Both are complete with all hardware.

DEALERS:

AMWELD Building Products are available now. If you are not stocking this quality line, write for complete information and prices.



Building Products Division
THE AMERICAN WELDING & MANUFACTURING CO.
310 DIETZ ROAD • WARREN, OHIO



Letters . . .

(Continued from page 46)

telling them to get in touch with you for material to be used, if they expect to participate in the program.

I am glad to learn of the contest being made available to the dealers, and will be glad to announce it to them in my next bulletin, which will be next week.

You are doing a fine job for the dealers and I wish they could see the value of taking advantage of this opportunity as one of the best publicity and public relations programs ever offered to them.

Marie Bennett,
Secretary-Treasurer
Florida Lumber and Millwork Assn.

Thanks . . . But

Sirs: Thank you for describing our product, the Heatilator Fireplace unit in your May issue. However, with steel such a rare commodity these days, we were rather alarmed by your assertion that "all heating surfaces are of $3\frac{1}{16}$ inch steel."

That statement, obviously a typographical error, is more than a slender exaggeration by exactly $2\frac{7}{8}$ inches. Actually, the inner wall of the Heatilator firebox—where cool air is heated to be circulated throughout the room—is formed from a single piece of heavy $\frac{3}{16}$ inch (three-sixteenths inch) boilerplate. There are no welded joints across the back or in the lower corners that might crack under intense heat.

Notwithstanding, the article produced a good number of inquiries, and we want you to know we appreciate this service.

H. A. Pfeiffer
Advertising Manager
Heatilator Co.

Our proofreaders should have caught this one. As anyone knows steel $3\frac{1}{16}$ -inch thickness is only used on battleships or heavy tanks.—The Editors

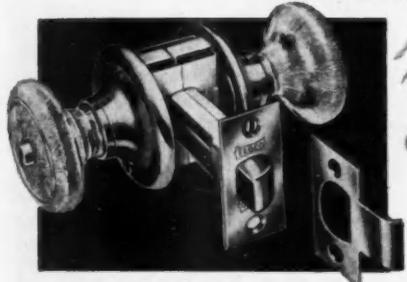
Sirs: Many thanks for using my Technical Guide suggestion in the June *American Builder*, page 52, in which the beginning of the last paragraph was garbled.

Erwin L. Schwatt
Atlantic City, N.J.

Sorry, our face is very red. Proofreading was at fault. The paragraph should have read; "Hang a line from brad at top of line mark, and suspend plumb bob to swing in hole at lower end of line mark or hole."—The Editors

Letters continue on page 50

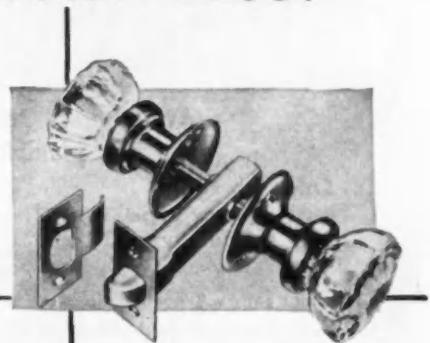
AMERICAN BUILDER



SHURLOK GLASS KNOB BEDROOM OR BATHROOM SET...a "smart looking" member of the new ShurLok line featuring sparkling beauty, lifetime quality, economy and sensational new style construction.

TEGCO GLASS KNOBS ARE ALWAYS AVAILABLE FOR YOUR NEEDS!

*There once was a trainer called Pierre,
Whose future had looked awfully bare.
But he quickly recovered, as soon as he discovered,
That his TEGCO GLASS KNOB was right there.*



TEGCO TUBULAR GLASS KNOB SET features unexcelled "Sales-Appeal," quality and distinction... The world's largest selling knob style.



TECHNICAL GLASS COMPANY, INC.
2050 EAST 48TH STREET, LOS ANGELES 58, CALIFORNIA

WRITE FOR COMPLETE NEW LITERATURE AND NAME OF NEAREST JOBBER

*Say goodbye to the
hard-to-get lead pan
for Tile Showers*

FIAT PRECAST TERRAZZO RECEPTORS



*I find Fiat precast receptors
make a definite saving
in building tile showers.*

**Save money . . . Save time . . .
Make a better tile shower floor**

One piece slab construction gives a lifetime leakproof floor.



**Available for prompt delivery
See your plumbing contractor**

STANDARD SIZES:

Square type 32" x 32" - 36" x 36" - 40" x 40"

Corner type 36" x 36" - 40" x 40"

The Fiat one piece precast receptor slab will not be affected by settlement of the building as would the old-fashioned "multi-

layer" construction of fill, lead pan, grout and tile. The rustproof metal receptor flange encases the tile walls making a leakproof connection.



FIAT METAL MANUFACTURING COMPANY

Three Complete Plants
(Chicago area plant) Franklin Park, Ill.
Long Island City 1, N. Y. Los Angeles 33, Calif.

In Canada—Fiat showers are made by Porcelain and Metal Products, Ltd., Orillia, Ontario

Letters . . .

(Continued from page 48)

Sirs: Received my May issue of *American Builder*. I was pleased to find my picket fence on page 187. Permit me to correct a couple of errors.

1. The fence came from Mount Vernon not Williamsburg.

2. The tips or ends of pickets between posts form an arc not two straight lines as drawn.

3. Rails or nailers would be stronger if made $1\frac{3}{4}$ x $3\frac{3}{8}$ inch or $3\frac{5}{8}$ inch.

C. D. Robb
Frankfort, Ohio

Question Please

Sirs: Being a regular subscriber to your monthly magazine, I take the privilege of requesting a favor.

I would like an illustrated catalogue or chart showing how to build flat wood trusses for commercial buildings. Also how to calculate the weight load and the size of lumber used for different spans as recommended for standard type of construction methods.

I will greatly appreciate if you can furnish this to me.

Ben Susholtz
Houston, Texas

Your letter of Aug. 2, 1951 to the *American Builder* has been forwarded to us for reply. The basic information you request can best be secured through the use of two books which are available through the publishing organizations: "Typical Designs of Timber Structures" from the Timber Engineering Company, 1319 Eighteenth Street, N.W. Washington 6, D.C.

"Douglas Fir Use Book" from the West Coast Lumbermen's Assn. 1410 S.W. Morrison Street, Portland 5, Oregon. Price \$1.50 per copy.

Unless you or some member of your staff is qualified to calculate loads for structures it would be our recommendation that you use the services of a practicing engineer. He will be equipped to design economical, efficient framing layouts complying with your local building code.

W. J. Witherspoon
Manager, Engineering Dept.
Weyerhaeuser Sales Co.

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

'M GLAD I BOUGHT A MAXAW



AND
HERE'S
WHY—

- It weighs only 10 lbs.
- It cuts 2¹/₁₆" on a square cut.
- It cuts 2" dressed lumber at 45°.
- It is compact — easy to handle.

● IT COST ME ONLY—

\$ **69.50**

Progressive builders everywhere . . . by the thousands to date . . . acclaim MAXAW as THE saw that revolutionized electric hand sawing. Only if you try a MAXAW will you fully appreciate ALL its great features.

THE NEXT TIME YOU ASK TO SEE A POWER SAW SAY "MAXAW"

Fred W. Wappat

DIVISION OF CUMMINS - CHICAGO CORPORATION

MAYVILLE, NEW YORK • ON CHAUTAUQUA LAKE

In Canada: J. S. Broadfoot Company, Limited, 405-6 Terminal Bldg., Queens Quay West, Toronto 1, Canada.

**POWERFUL
ELECTRIC SAWS
FOR MORE THAN 25 YEARS**

You can get ideal light construction levels made by David White



This low-priced, reliable David White Improved Light Construction Level No. 8020 is simple and easy to use. Telescope 10" long, 10 power. Graduated spirit level. 4½" dia. circle graduated in degrees in quadrants. Has leveling screws and clamp screws. Complete with instruction book, carrying case, plumb bob, hinged leg tripod, rod and target. List price: \$33.00*.



The David White Improved Light Construction Level Transit No. 8022 is a low-priced, simple, complete combination instrument. Levels and plumbs from same set-up. Has same features of instruments costing \$100.00 or more. 2½" graduated spirit level. Vertical arc 2½" graduated. Horizontal circle — 4½" graduated in degrees in quadrants. Base has 4 leveling screws and shifting center. Clamp and tangent screws for vertical arc and horizontal circle. Complete with instruction book, carrying case, hinged tripod, plumb bob and rod with target. List Price: \$75.00*.

How many times have you wished for easy-to-use, low-cost levels and transits? Instruments ideally suited to light or rough construction work — basement excavating, landscape grading, trenching, tiling, concrete work, laying out building lots, etc. Here's your answer. These instruments are fully guaranteed. Small contractors have successfully used them for years. Big contractors often supply their individual crews for on-the-job service. See them at your nearest David White dealer or write direct for literature.



DAVID WHITE COMPANY, 311 W. Court Street, Milwaukee 12, Wis.

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

*Prices subject to change without notice.



and OFF the Record

News, Views and Comments

HHFA SURVEY—It shows that about 86 per cent of the single-family detached dwellings built in the first half of 1950 were one story, as compared with 67 per cent in 1941.

BASEMENTS—In 1940 slightly more than half of the single-family detached houses had basements. The HHFA survey shows that in the first half of 1950 only 36 per cent had full basements. Practically all the remainder had no basements.

MILTON MACDONALD—Speaking for the Mortgage Bankers Association of America, of which he is president, he said recently, "When the Federal Reserve ceased to support government bonds at par in early March, supply and demand resumed their normal roles in the credit field. But FHA interest rate remained frozen at 4¼ per cent and the VA rate at 4 per cent. Both are too low to compete with other investment media under the new conditions. FHA loans have been adversely affected and VA loans considerably more so. There is no reason why these rates should not be moved up in accordance with the general rise in the cost of money made effective by the federal government. No one would be harmed and many would be benefited, including eligible veterans who suffer most from this inequity."

INFLATION—MacDonald emphasized the interest and effort of mortgage bankers in stemming inflation, said efforts so far have been successful, and will continue to be more so. He decried government credit policies that make possible a rise in the cost of money in corporate and municipal bond markets, and in most other fields of borrowing except FHA and VA interest rates. He said the result has been demoralization in the field, and termed the policy needless and inequitable.

DISCREPANCY—Private housing starts in the first six months of 1951 decreased 27 per cent compared with the same period in 1950. Public housing starts increased 650 per cent. Why should this discrepancy exist? Is it less inflationary to start public housing units than private units?

RISING COSTS—Two and one-half years ago rising costs held starts to low totals for several months, but the public finally came to believe that there would be no decline, and entered the market in record numbers. It can happen again this fall.

LIQUID ASSETS—A sharp trend toward converting liquid assets into cash to meet the increased down payments under Regulation X is under way. It may be an indication of belief on the part of the building public that a new cost level has been reached, and that no decline is in sight.

CERTAINTY—The one certainty is that the public still demands new homes, and intends to get them, one way or another as long as the rising costs do not outstrip the declining value of the dollar. In other words, the public seems to have caught on to the fact that the value of a dollar at any given time is of less importance than its relative purchasing power compared with other commodities, and other times.

850,000 STARTS—The government's announced goal of 850,000 starts for this year will be realized within four to five per cent. The fact that starts for the first six months indicated that perhaps the total would be a million, has led to speculation in some quarters as to whether the metals limitation orders are dictated actually by metal shortages or as a means of holding starts in line.

SHORTAGES—They had not developed by late August. Defense officials insisted at that time that shortages would be in evidence during the last quarter of the year.

RETAIL SALES—They're spotty, and the outlook is puzzling. Retail lumber dealers with yards in large metropolitan centers where the bulk of the business is with operative builders report declining sales. In the rural areas, where the farm trade is important, excessive rains have spoiled light grains in some States, and there was danger ahead for corn in August. Too much rain, again. In smaller cities where custom building predominates, retail sales are holding up well.

(Continued on page 54)

ELECTRIC

ranges help
houses to sell
themselves,"

says
builder **JOE YOST**
of Fairfield, Connecticut



● The complete electric kitchen "package" of these Fairfield Acres houses includes electric sink with dishwasher and food waste disposer, refrigerator, automatic clothes washer, ventilating fan, clock—and the range—of course, it's *Electric!*

● A typical Yost home—with two bedrooms and two more unfinished bedrooms upstairs. It sells for less than \$12,000. This Fairfield Acres development will eventually include 43 homes, built on concrete slabs. Living room windows are angled to catch the sun, with outside overhang protecting against direct rays.



"I find that a home buyer tells a prospect about my houses, and the next thing I know that prospect becomes another customer," says Mr. Yost. "One important thing that gets people talking is the *Electric Range* in the kitchen—because that's the kind of range so many people prefer nowadays."

Builders and customers both see eye to eye on the need for *Electric Ranges*. Everybody likes a range that's clean, cool, economical and fully automatic—and that's what *Electric Ranges* offer. Get yourself more business, faster, by including them in the homes you build!

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

ADMIRAL • COOLERATOR • CROSLY • DEEPFREEZE • FRIGIDAIRE • GENERAL ELECTRIC • GIBSON
HOTPOINT • KELVINATOR • MONARCH • NORGE • PHILCO • UNIVERSAL • WESTINGHOUSE

*EQUIP
YOUR HOUSES WITH*

**ELECTRIC
RANGES**



the **BIG NAME** in **HEATING** — for warm air heat!

Tailor-made for today's homes!



Mueller Climatrol

Winter Air Conditioners
for gas or oil; 60,000
to 675,000 Btu. (Type
110 shown)

**... meets your customer's demand
for warm air heating at its best!**

You're sure to satisfy your customers when you give them what they want. And when it comes to warm air heating they want the Big Name—Mueller Climatrol!

It's a line designed to meet every need — sizes and types for every home . . . for gas, for oil, for coal . . . forced-air or gravity . . . steel or cast-iron . . . hi-boy, low-boy or horizontal design . . . unit heaters . . . conversion burners . . . Mueller Climatrol fills the bill!

With a Mueller Climatrol you can meet their demands and count on their good will. Specify and recommend the Big Name in Heating. Write for our new "all product" catalog . . . L. J. Mueller Furnace Co.,

2021L W. Oklahoma Ave., Milwaukee 15, Wisconsin



Mueller Climatrol

FOR GAS FOR OIL FOR COAL



Gravity Furnaces —
for gas or oil; 90,
000 to 180,000 Btu.
(Type 111 Shown)

B-53

On and Off the Record

(Continued from page 52)

RETAIL LUMBERMEN—What is a retail lumberman, and what is a retail sale, were the big questions to which answers were sought by a panel of economists and lawyers trying to define eligibility to exemption from wage and hour regulations recently.

WITNESSES—They agreed on two exceptions which they did not consider to be retail transactions. The first is sale of lumber by one dealer to another as an accommodation. The second is direct shipment of a carload from mill or wholesaler to customer, not touched at any time by the retailer or his forces.

QUANTITY—All witnesses agreed that quantity has nothing to do with whether a sale is retail or something else. It is use that determines the classification as retail or otherwise. They insisted that sale of lumber to a contractor or builder for use in construction is always a retail transaction regardless of what quantity is involved.

WHAT IS RESALE?—Panel members seemed to be attempting to get the witnesses to agree that sales of lumber to a contractor or builder for use in construction were sales for reuse. No luck.

DEFINITION—By industry definition the sale of lumber to a builder or contractor for construction has always been regarded as a retail transaction.

CONGRESS—This body requires government agencies to accept the industry definition of a retail sale. The industry has a long history with which to support its contention.

CONSUMER—It is difficult to understand how anyone could construe anyone other than the builder to be the final consumer of construction lumber. The construction lumber in a house is not sold to a home buyer as lumber, but as a part of a house. It is the house the buyer purchases and uses. The builder finally consumes the lumber in constructing the house.

THOMAS J. SHELLY—He is a teacher at Yonkers High School, N.Y. He gives a practical demonstration of socialism in class, and lets the students decide whether they like it or not. Amerock Digest quotes him as saying, "When one of the brighter or harder-working students makes a

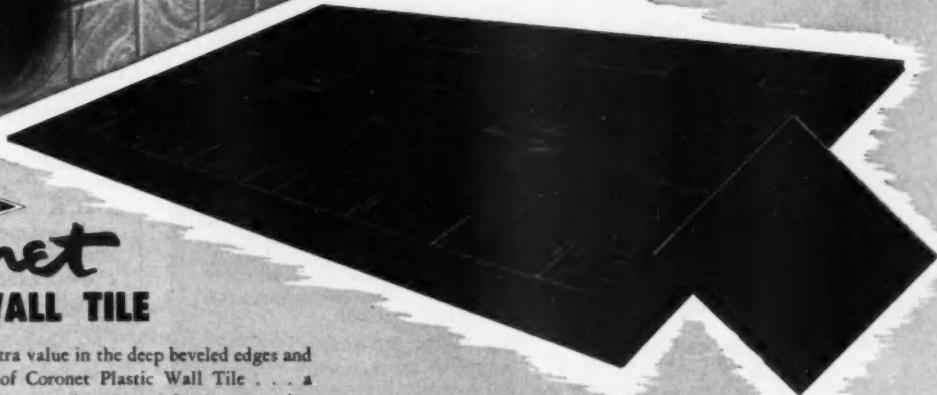
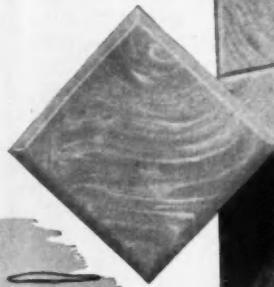
(Continued on page 56)

These

Inexpensive Luxuries

make a

DIFFERENCE!



Coronet PLASTIC WALL TILE

IT's easy to see the extra value in the deep beveled edges and rich, uniform colors of Coronet Plastic Wall Tile . . . a superior product yet inexpensive to satisfy the most discriminating tastes. The builder can be sure of exact color match of different lot shipments . . . Light in weight and easily installed on existing walls without wall preparation. Furnish the "exclusive difference" of Coronet Plastic Wall Tile to help you please your owner customers.

PARQUETRY

The luxury of hardwood floor effect at the low cost of asphalt tile flooring . . . HAKO's sensational asphalt PARQUETRY now gives you the opportunity to furnish a true natural-oak-appearance flooring for those owner customers who prefer it.



ATTENTION LUMBER AND BUILDING SUPPLY DEALERS
Stocking these exclusive HAKO products will make a difference in your relations with contractor-builders. There is a HAKO distributor near you. Write for information.

Asphalt Tile FLOORING

The thriftiest luxury flooring you can furnish . . . HAKO Asphalt Tile Flooring makes an "exclusive difference" to please your owner customers with a wide variety of brilliant and pastel colors . . . plain or marbled . . . and it's trouble free for you because of being precision square cut, factory-quality-controlled and prewaxed.

Mail Coupon Today!

HACHMEISTER-INC.
Dept. AB-2, Pittsburgh 13, Pa.

I am interested in more information about—
CORONET Plastic Wall Tile
HAKO Asphalt Tile Flooring
Have a HAKO representative call on me

Name

Address

City

Zone State

SINCE 1903

HACHMEISTER-INC.

General Offices, Pittsburgh 13, Pa.

MEMBER ASPHALT TILE INSTITUTE

MAKE YOUR FLOORS

4 WAYS BETTER

Increase Profits!



- 1
- 2
- 3
- 4

SAND WITH SUPER 8. Use American Super 8 for high production in sanding body of floor. Cuts not just faster... but nearly twice as fast as any other 8" machine... reduces costs, increases your profit!

DO EDGES WITH SPINNER. Always use an American Spinner for edges, corners, small halls, stairs. Saves time!

DISC SAND AS FINAL CUT. Makes the finest finish—a smoother surface—easier to clean. Use American DeLuxe Maintenance Machine—12", 16" or 14" size.

USE QUALITY SEALS. American Finishes are finest quality—complete line for all floors... stains, finishes, waxes and cleaners.

Keep your profits UP... keep up-to-date with American machines and materials in all four steps in floor finishing! This assures finest floors... saves time... saves labor... on wood, cork, concrete, terrazzo, asphalt, rubber, linoleum or plastic. Send for free catalogs describing "4 Steps to Fine Floors." American Floor Surfacing Machine Co., 511 So. St. Clair St., Toledo, Ohio.



AMERICAN FLOOR MACHINES-PORTABLE TOOLS

On and Off the Record

(Continued from page 54)

grade of 95 on a test, I suggest that I take away 20 points and give them to a student who has made only 55 points on his test. Thus, each would contribute according to his ability and since both would have passing marks each would receive according to his need."

AMEROCK DIGEST—The magazine then goes on to say that Mr. Shelly points out first that the productive students would soon lose incentive. Second, that for a time the less productive students would gain, but that eventually the productives would fall to the level of the non-productives, and soon nothing would be done. Finally, an authority would have to institute compulsory labor and punishments in order for anyone to survive. In this way Mr. Shelly reports that he can make his students understand that even in a republic socialism eventually destroys all except the authorities and a few of their lackeys.

DICK HUGHES—Scheduled to make some remarks at the mid-summer conference of NAHB association executives, Mr. Hughes, nationally prominent builder of Pampa, Texas, and secretary of NAHB, rose to state that he had decided to make a speech instead of merely addressing some remarks.

ANOTHER WILL ROGERS—Mr. Hughes has made remarks before. They have always been pointed and more than well worth listening to. But Mr. Hughes, as far as anyone in the industry knows, was on new ground as a maker of speeches. The new ground, however, was as perfect a fit for him as the broad sweeps of the Texas Panhandle where his success in many fields has been spectacular. There never will be another Will Rogers, but there probably never will be as close a duplicate on a speaker's platform as Mr. Hughes.

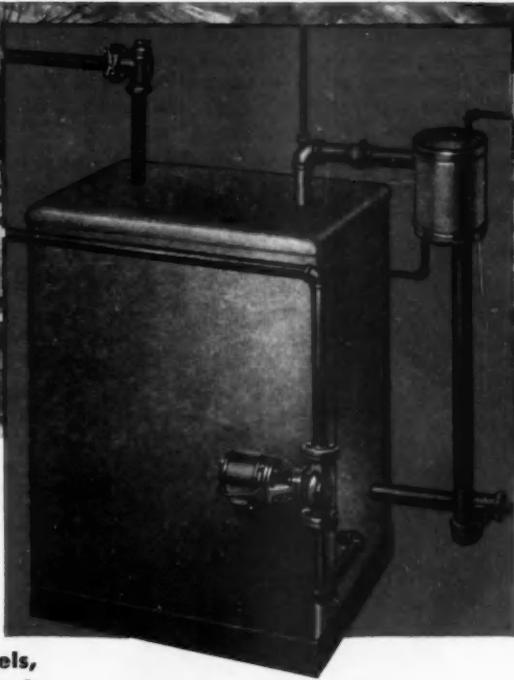
STYLE—Of course, anyone as important as Dick Hughes always claims the polite attention of any audience. He started with that polite attention assumed. But he didn't need it. After the first five minutes he could have been Luke McLuke who just drifted in from no place as far as anybody paying any attention to his importance was concerned. He didn't need importance or polite attention. He lost the latter, and in its place got an enthralled and inspired audience.

(Continued on page 58)

A Modern Miracle of *Comfort... Convenience... Economy*
B & G Hydro-Flo[®] Heating



Radiant sunny warmth automatically controlled to match the weather.



The basic units of B & G Hydro-Flo Heating are a B & G Booster Pump, Flo-Control Valve and Water Heater. They can be installed on any hot water heating boiler.

... with a choice of baseboard panels, radiators, convectors or radiant panels

The kind of heating you install in your homes can give more cause for owner satisfaction—or complaint—than any other single part. That's why B & G Hydro-Flo Heating is a genuine incentive to buy—it's known everywhere as tops in heating.

B & G Hydro-Flo Heating is a forced hot water system—which means that the heat supply is always under positive control. The temperature of the circulating water is automatically raised or lowered to meet every change in the weather. Even in spring and fall, when only a little heat is needed, indoor temperature is kept exactly at the comfort level.

That's why a B & G Hydro-Flo System costs so little to operate. No overheating to cause fuel waste... but always plenty of heat when the thermometer hits bottom.

Abundant hot water—winter and summer

The modern home needs hot water as never before... automatic washers and showers require ample quantities for satisfactory operation. The Water Heater of a Hydro-Flo System produces a virtually inexhaustible supply, year 'round and at trifling cost.

Send for booklet, "Capture the Sun," which gives all the facts on B & G Hydro-Flo Heating.



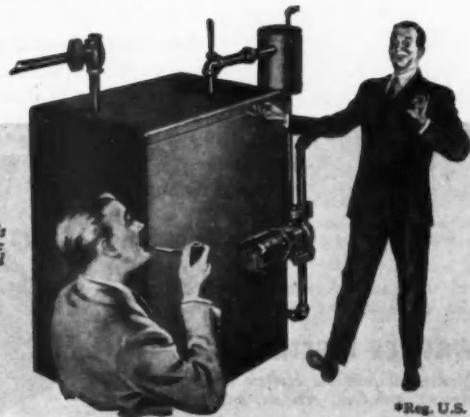
**BELL & GOSSETT
 COMPANY**

Dept. CF-11, Morton Grove, Illinois
 Canadian Licensee: S. A. Armstrong, Ltd.,
 1400 O'Connor Drive, Toronto, Canada



All the hot water possibly needed for baths, automatic washers, household cleanliness.

Reduces heating bills because automatic control prevents fuel waste.



Reg. U.S. Pat. Off.

3-speed Milwaukee 1/2" drill famous for more "MOTOR GUTS"

Powerful Milwaukee HOLE-SHOOTER combines straight and right-angle drilling... wonder-tool for close quarters

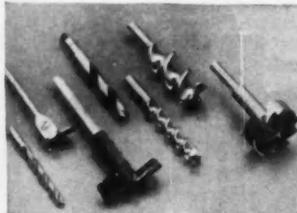
Used by Building Contractors everywhere, this Milwaukee 1/2" HOLE-SHOOTER... America's only 3-speed Right-Angle... strated its unmatched time-saving performance on thou... powerful drill built, of its size and 9 lb. weight. Ba... equipped for extra-long service life.

You'll be amazed at its versatility — unit-built for... able speeds for drilling in wood, metal, masonry, concre... bits up to 3" ... also carbide-tipped drills.



Head swivels full 360°. Locks in any position. S-412 Drill with "2-speed Right-Angle Drive"..... \$69⁰⁰

For straight HOLE-SHOOTER chuck spe... the 2-spee... attachment or 675 R.I.



3 flats specially machined on shanks of these bits to fit Jacobs 3-jaw chuck.

Other bits available al... left. We can supply you with bits up to 3". Write us.

- Complete S-412 Tri-Sp**
 1 — S-412 1/2" HOLE-SHOOTER,
 2 — *Two-speed "Right-Angle Dr
 3 — 3 special bits — 3/4", 1 1/4",
 4 — Special wrench.

Complete S-412
KIT.. \$87⁰⁰

Call your distributor today, or write us and give his name.

MILWAUKEE ELECTRIC TOOL CORP.

Makers of portable electric drills, saws, hammers, grinders, sanders, and accessories.

5356 W. STATE STREET • MILWAUKEE 8, WIS.

On and Off the Record

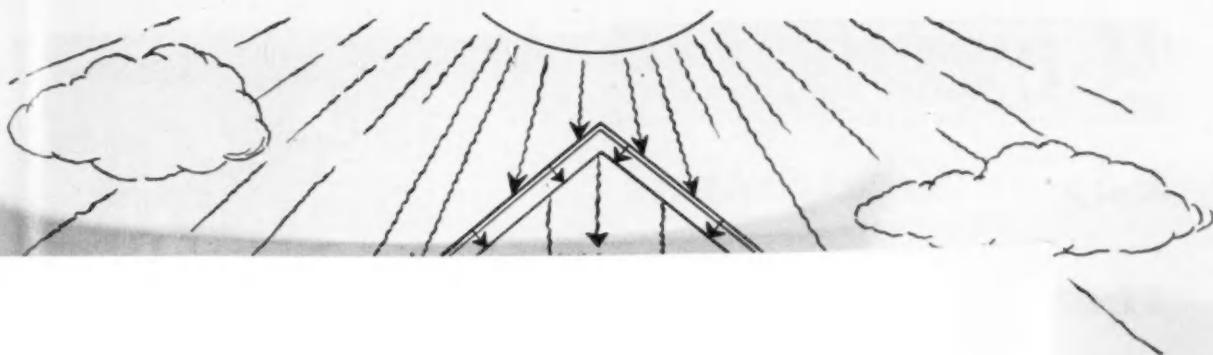
(Continued from page 56)

WHY?—Well, just because he had some common sense to project some faith in his God and his country to expound, ample justification for feeling the way he does, and an unaf-

PA MIS

We believe some one is derelict in not reporting full details, or at least having them available when they are requested.

e had
some
ry to
feel-
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PAGES MISSING

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INFRA INSULATION, INC.
10 Murray Street New York, N. Y.
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OCTOBER, 1951

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UNIVERSITY OF BRANSON

3-speed Milwaukee 1/2" drill famous for more "MOTOR GUTS"

Powerful Milwaukee HOLE-SHOOTER combines straight and right-angle drilling... wonder-tool for close quarters

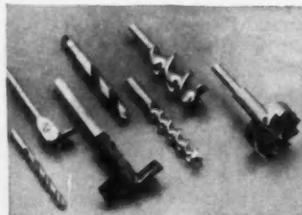
Used by Building Contractors everywhere, this Milwaukee 1/2" HOLE-SHOOTER... America's only 3-speed Right-Angle drill... has demonstrated its unmatched time-saving performance on thousands of jobs. Most powerful drill built, of its size and 9 lb. weight. Ball and roller-bearing equipped for extra-long service life.

You'll be amazed at its versatility — unit-built for quick change to suitable speeds for drilling in wood, metal, masonry, concrete, tile. Uses wood bits up to 3" ... also carbide-tipped drills.



Head swivels full 360°. Locks in any position. S-412 Drill with "2-speed Right-Angle Drive"..... \$6900

For straight drilling, S-412 1/2" HOLE-SHOOTER (above) has a chuck speed of 450 R.P.M. With the 2-speed "Right-Angle Drive" attachment, speeds are 300 R.P.M. or 675 R.P.M.



3 flats specially machined on shanks of these bits to fit Jacobs 3-jaw chuck.

Other bits available also — See assortment at left. We can supply you with any size wood-boring bits up to 3". Write us.

Complete S-412 Tri-Speed Kit Contains

- 1 — S-412 1/2" HOLE-SHOOTER, Jacobs geared chuck.
- 2 — *Two-speed "Right-Angle Drive" attachment.
- 3 — 3 special bits — 3/4", 1 1/8", 2 1/8".
- 4 — Special wrench.

*Pat. Pending

Complete S-412

KIT... \$87⁰⁰



Call your distributor today, or write us and give his name.

MILWAUKEE ELECTRIC TOOL CORP.

Makers of portable electric drills, saws, hammers, grinders, sanders, and accessories.

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On and Off the Record

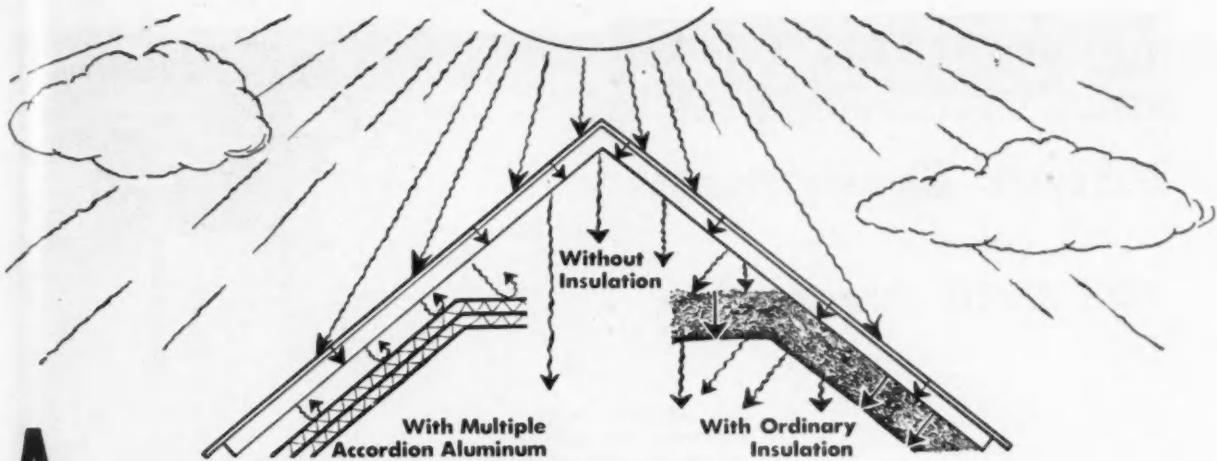
(Continued from page 56)

WHY?—Well, just because he had some common sense to project some faith in his God and his country to expound, ample justification for feeling the way he does, and an unaffacted, home-spun delivery that was reminiscent of the style of the late Will Rogers.

ENCORE—There will be a lot of them. The association executives who heard him are a crusty lot. They've heard just about every kind of speech there is, and they are not easily impressed. But they were impressed right out of their seats at the conclusion of Mr. Hughes' speech, and the line formed at the right to date him for a repeat at local chapter meetings. He accepted at least nine of them in the coming months. Mr. Hughes arrived as a star platform speaker for the first time out.

OBITUARIES—This magazine did not carry obituaries on Spencer Baldwin and only a brief one of George W. LaPointe, Jr. The omission and brevity were neither calculated nor oversights. For the benefit of anyone who did not know either Mr. Baldwin or Mr. LaPointe, let it be stated that they were two of a small band of retail lumber dealers, most of them now gone, who at great personal sacrifice reinstated the National Retail Lumber Dealers Association, and laid the firm foundation from which the association's present great strength and unit have sprung. Both men passed away during the summer. All that this magazine received was a terse line or two in each case stating that death had occurred. No photograph. No obituary data. Attempts to get adequate biographical data and photographs failed in both cases.

WHY?—Is not the passing of men of such great stature news in the industry? Is it asking too much of the associations to which they belonged, and which they served so faithfully and so effectively, to provide biographical data and photographs? We do not believe that it is. We certainly are not in a position to carry obituary notices on behalf of the many men who pass away each month. Regrettably, we have to file most of those we receive. But in the case of such prominent figures as Baldwin and LaPointe we believe some one is derelict in not reporting full details, or at least having them available when they are requested.



A An Empty Roof Space Would Be The Best Insulation Against Summer Sun, Were It Not For Radiation

Convection is not a problem — there is no Convection downward. The only heat flow in summer through an empty roof space is Radiation, except for insignificant Conduction. Heat flow by conduction through roof spaces — through any building air space — is about 5%.

Ordinary insulation may retard heat for two or three hours, but builds up a large heat storage as compared to empty space. Fairly solid, it is a much better conductor of heat than empty air. Its surfaces absorb more than 90% heat rays. The heat passes through it by conduction, and is then radiated into the rooms at a 90% rate all through the day and into the night.

The solution is to use a material which has little substance and whose surfaces will not absorb nor emit appreciable radiation. Silver foil would be excellent but tough multiple accordion aluminum, which weighs but 1/5 oz. a sq. ft., is inexpensive and has practically the same heat-ray absorption and emissivity (2% more). It absorbs only 3% of the preponderant radiant heat flow through building air spaces inside walls, ceilings and roofs, and emits but 3%. It is non-condensation forming, impervious to vapor, and its multiple air spaces practically eliminate conduction. The commercial form is Infra Type 4 and 6.

The National Bureau of Standards Booklet BMS52, "Effect of Ceiling Insulation upon Summer Comfort," lists on page 10, the "insulations tested" in the order of decreasing effectiveness in protecting the ceiling against summer heat, as follows:

- "1) Two layers aluminum foil (both sides of each layer reflecting).
- "2) Full thick (3 3/8") rockwool."

Try this test: Tack or scotch-tape 3 sq. ft. of multiple accordion aluminum (we will send it free on request) to the underside of a hot roof or ceiling, whether uninsulated, or insulated with ordinary insulation. Step in and out of the protected area beneath. The difference will be so marked, you will need no thermometer.

THERMAL FACTORS, TYPE 6 INFRA

Up-Heat C.089, R11.23 equals 4 3/8" DRY Rockwool
 Wall-Heat C.073, R13.69 equals 5 1/2" DRY Rockwool
 Down Heat C.044, R22.72 equals 9" DRY Rockwool
VAPOR PERMEABILITY equals ZERO

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INFRA INSULATION, INC.
 10 Murray Street, N. Y. C. (Dept. B-10)

Please send FREE:

- Bureau of Standards Booklet, BMS 52, "Effect of Ceiling Insulation upon Summer Comfort."
- 3 Ft. Square of Multiple Accordion Aluminum for Test
- Infra Price List

Name _____

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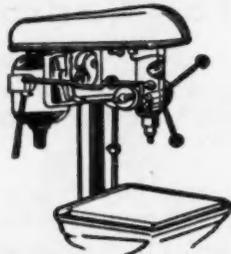


Power Equipment

(Continued from page 66)

The Drill Press

The four basic parts of the drill press are the base, column, table and head. The term "head" is used to designate the entire working mechanism which is attached to the upright end of the column. The table can be moved up and down on the column, and it can be swung from side to side or tilted if the work requires these movements.



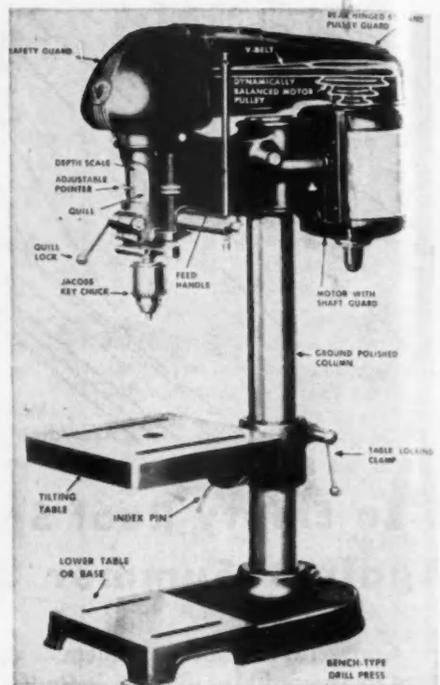
The essential part of the head is the spindle. This revolves in a vertical position, and is housed in ball bearings at either end of a movable sleeve which is called the quill. The quill, and hence the spindle which it carries, is moved downward by means of a simple rack-and-pinion gearing, worked by the feed handle. When the feed handle is released, the quill is returned to its normal position by means of a coil spring. Adjustments are provided for locking the quill and presetting the depth to which the quill can travel.

RATING OR SIZE OF DRILL PRESS

The rating or size of the drill press is expressed in terms of the diameter of the largest circular piece of work which can be drilled through the center while on the drill press table. Thus, a 14-inch circle can be center-drilled on a 14-inch drill press; or, in other words, the distance from the center of the spindle to the front of the column is 7 inches. Another index size is the distance between the end of the spindle and the table, this being much greater in floor models than in bench models. In both cases the depth of hole which can be drilled with one stroke of the feed lever is about 4 inches.

Data and photographs courtesy Delta Power Tool Division, Rockwell Manufacturing Co., Milwaukee, Wis.

An upright drilling machine the drill of which is pressed to the material by hand



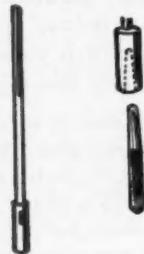
The drill press has many uses, such as drilling, mortising, routing, carving, sanding, shaping, grinding, boring, and many other operations. The drill press is usually fitted with cone pulleys so that selective speeds can be obtained to fit the type of work being done. Interchangeable spindles are supplied for most drill presses, thus adapting the machine for a wide variety of work. The standard spindle is a 1/2-inch capacity key type chuck. Other common types of spindles are shown below. These other spindles along with accessories adapt the drill press to the wide variety of jobs it can be used for.

STANDARD JACOBS CHUCK SPINDLE



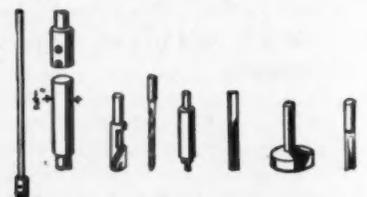
The standard spindle most commonly used with the drill press is the Jacobs chuck spindle in a 1/2-inch capacity. This is a key type chuck which grips the drilling tool firmly and evenly. This type spindle is used for most straight-shank drills or boring tools, and can also be used for sanding drums, plug cutters, machine spur bits, multi-spur bits, etc.

MORSE TAPER SPINDLE



Another type spindle that is generally used is the Morse taper spindle. This spindle takes all drills and boring tools with a Morse taper shank. They can be had in various sizes of taper such as No. 1 Morse, No. 2 Morse, etc., to accommodate tools with this type of shank.

ROUTER SPINDLE



This spindle ordinarily has a 1/2-inch hole for router bits. The router bits are inserted in this hole and tightened with a 5/16-inch set screw. In addition to using this spindle for router bits, it can be used for sanding drums, machine spur bits, multi-spur bits, counter sinks, and for mortising with a drill press mortising attachment.



Recommended

The owner of this beautiful home asked his roofing applicator to recommend a roof that would provide the greatest *fire-and-weather protection, durability and beauty*. CERTAIN-TEED's Woodtex Asphalt Shingles were recommended.

Whether it's a roof for a spacious country home or a trim little ranch house, you can recommend CERTAIN-TEED's Woodtex Asphalt Shingles to *any* customer with the same confidence.

WOODTEX

These extra-heavy asphalt shingles, with artistically blended colors, are characterized by the built-up graining and deep shadow lines. The attractive wood grain appearance is achieved by CERTAIN-TEED's own unique graining process. In green, gray, blue, red and brown blends.



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ARDMORE, PENNSYLVANIA

ASPHALT ROOFING • SHINGLES • SIDINGS

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ACOUSTICAL TILE INSULATION FIBERBOARD

NEW LIFE for Old Homes



NOTHING
Peps up an Old House Like a New Front Porch with Coffman's PORCH POSTS

Shown in beautiful combination with the Dogwood corner post is: #160 Valance, #360 Bracket, and #261 Railing.

The No. 160 Dogwood is a beautiful Coffman creation in heavy double face, cast ornamental design. Stock Height is 7'6" in flats or corners, and any special heights.

NO PORCH POST is easier to install than Coffman's #150 (universal height)

One stock size of this sturdy post fits all height requirements, from 6'10 1/4 to 8'0. Just saw off the legs to fit, on the job. Flat \$21.78; Corner \$35.70. FOB Factory.

Sold by:
 Lumber & Bldg.
 Supply dealers
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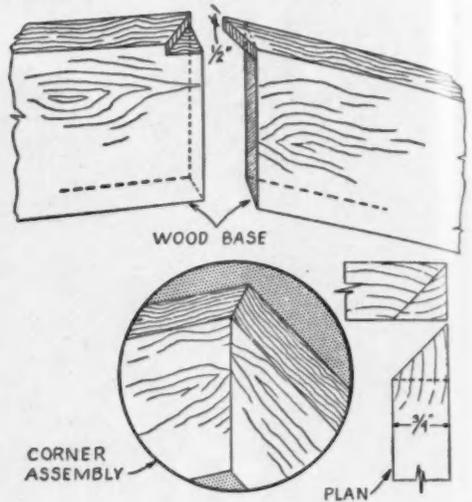
The R. G. Coffman Co.
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 P.O. Box 1113 ORLANDO
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How would YOU do it? Ideas for the man on the job

How to Make a False Mitre

Sketch above shows an accurate way to mitre a wall base at inside corner.

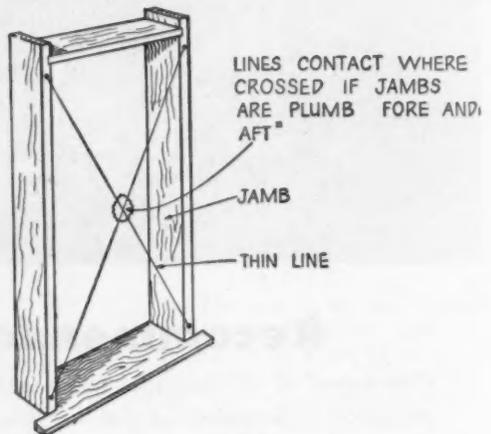
Mitre the upper portion of base for one wall to a depth of one half inch. Mitre the end of the entire base for adjoining wall. Cut off this mitre at right angles to face of base except for the upper one-half inch which shall lap over the mitre of adjoining piece. When assembled the two members fit tightly together. —Os Johnson, Spokane, Wash.



How to Make Good Doors Hang Better

Often a perfectly flat door is said to be warped or to have a "wind," when as a rule the difficulty is due to the frame which was set out-of-plumb.

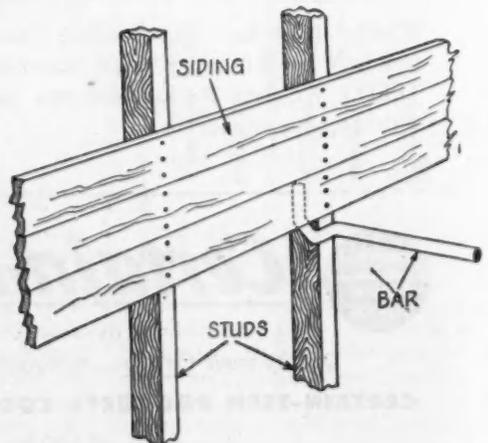
To be sure the door closes accurately against the stops and hangs correctly, cross two thin lines over the door frame as shown. The lines must touch where they cross if jambs are to lie in the same plane and are plumb both ways. —E. L. Schwatt, Atlantic City, N. J.



How to Remove Old Siding

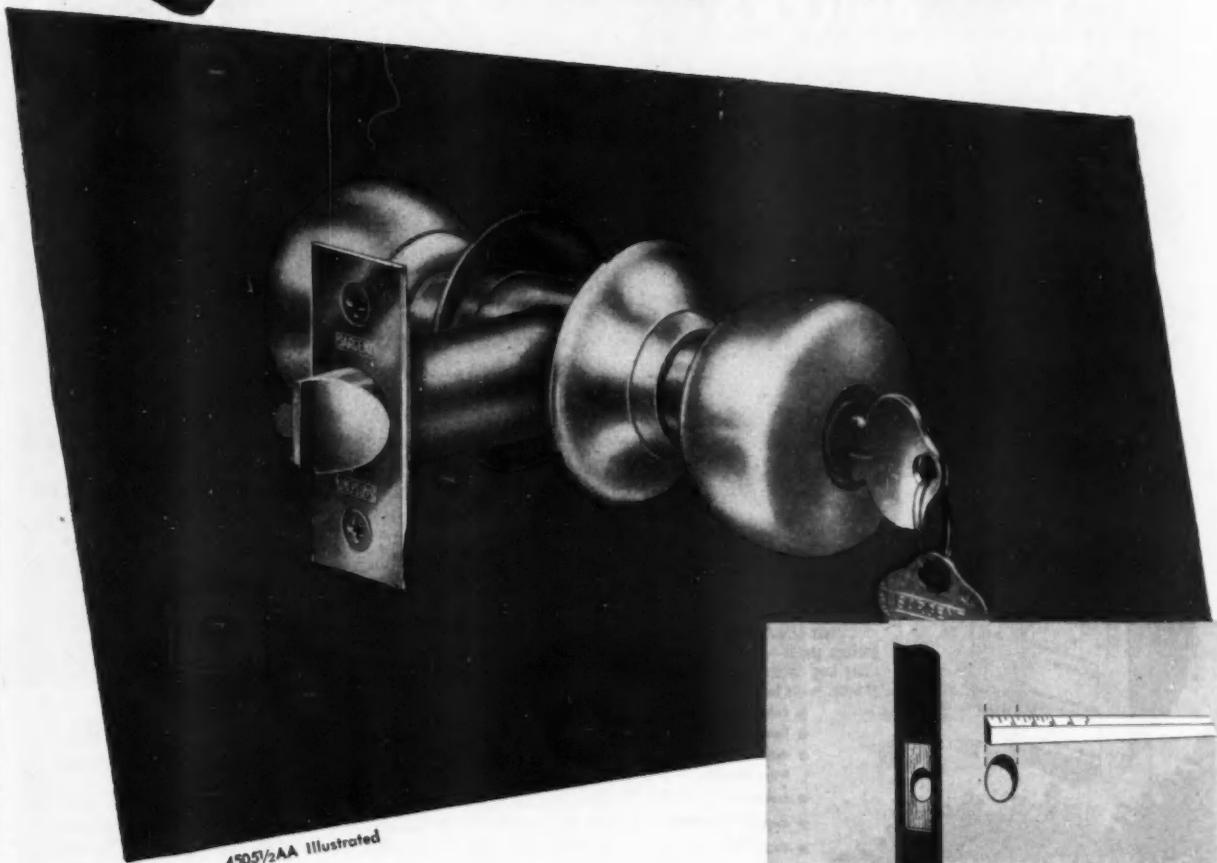
Old siding, flooring and ceiling can be removed with a minimum of splitting by using this home-made bar.

Obtain a rod of 1-inch diameter and 4-foot length. Heat one end and bend it at right angles 6 inches from end. Bend rod again about 4 inches from the first corner. The handle of bar should be in a horizontal position when the short end is upright. —Herbert E. Fey, New Braunfels, Texas.





"The smaller the bore
The stronger the door"



The Sargent 4500 requires only a 1 1/4" crossbore

● Another reason why the Sargent 4500 leads among bored-in locks — the 4500 requires only a 1 1/4" crossbore. Quick and easy to install, it can be used

in metal doors without reinforcing.

The Sargent 4500 is the most compact of bored-in locks. No other lock in its price class offers so many features.

A better lock by —

Ask your supplier or write us for full information. Dept. 5K



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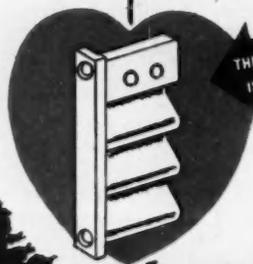
Chicago

Builders Hardware and Fine Tools since 1864



WATERFILM BOILERS

FOR
FASTEST
HEAT
AT
LOWEST
COST!



THE HEART OF THE WATERFILM BOILER
IS THE ZIG-ZAG SHAPED WATER TUBE

In this tube only a 3/4" film of water has to boil to produce steam—thus heat starts rising long before the main body of water in the tank is even warm!

- Patented Construction
- Quick-Steaming
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- Rugged Construction
- Easily Replaced

Only WATERFILM gives your customers the exceptional quick-heating, efficient performance made possible by its unique patented features. WATERFILM saves fuel—saves money—gives uniform warmth and comfort to all parts of the building. Supplies lots of domestic hot water.

Attractively jacketed, in models and sizes for small homes, apartment houses and industrial plants. For the large installations, the Sectional Boiler can be taken through a 2-ft. door.

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Write for free literature and newspaper mat service.

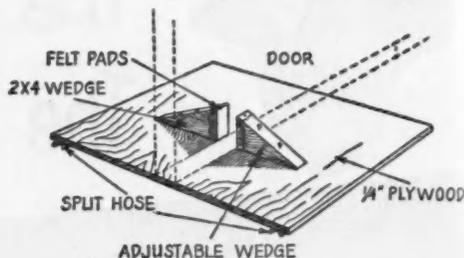
NATIONALLY ADVERTISED
WATERFILM BOILERS, Inc.

A Division of L. O. Koven & Bro., Inc.
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EVEN ROOM TEMPERATURE THROUGHOUT THE HOUSE!

**FOR AUTOMATIC FIRING WITH
OIL, STOKER OR GAS**

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

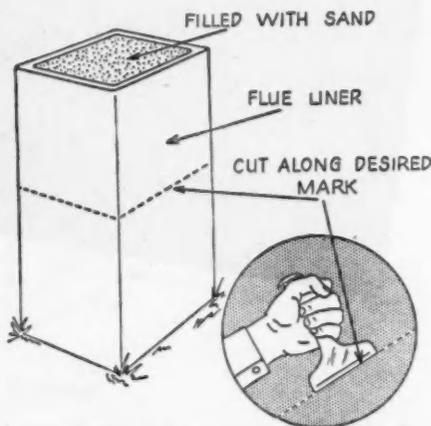


Jig for Holding Door While in Work

Sketch above illustrates a jig used for holding a door rigid while it is being worked upon.

Use a piece of 1/4-inch thick plywood size 12x24 inches. A split section of garden hose 12 inches long is then secured on the underside of each end of plywood platform. Two wedges are cut from a 2x4 member. One wedge is secured to the plywood with nails, the other wedge with screws so it can be adjusted to fit a 1 3/8 or 1 3/4-inch thick door. Felt or cardboard from the hinge box is placed at edge of wedges.

The weight of the door causes the plywood to bend. Thus the wedges tightly grip the door. The more weight, the more grip. The hose produces a non-skid, non-scratch surface on the bottom.—Os W. Johnson, Spokane, Wash.



How to Cut Flue Lining

To prevent breakage of the flue lining when it is necessary to cut a length to fit a particular condition, stand the tile on edge and fill it completely with sand.

After marking the tile, proceed to cut with chisel and hammer with absolute confidence. This method is also very effective when a hole is to be cut in a regular piece of flue lining to receive the thimble.—Alexander J. Benko, Spotswood, N.J.

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.

It's BALANCED

LESS TIRING
at the end of a day's
SAWING



NOT THIS...

Ever lift a filled watering can? You quickly learned that using the rear handle put a strain on your wrist... required effort to keep the can level... made it awkward to carry.



BUT THIS...

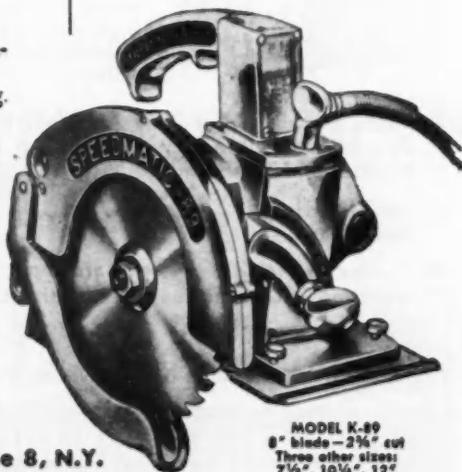
...So you shifted to the handle on top. That made it easier to lift — to carry — to control. It's the same with a Speedmatic. Unlike saws with off-center or rear grips, Speedmatic handles easily, with less tiring strain.

Speedmatic—the original *balanced* one-hand power saw—eliminates much of the fatigue of a full day's sawing.

The reason for Speedmatic's effortless operation is this: *it's balanced*. The handle is on top, directly over the saw's center of gravity. *Lifts easier—guides easier*. Weight is evenly distributed on the sides, front and rear. *No tip!* The extra-broad base gives solid support. *No tilt!* Blade is on the right—saw always rests on the main piece. *No topple!* In-line helical gearing banishes power jerk. *No swerve!*

It all adds up to this: Just steady, accurate sawing without straining. *Speedmatic is the easiest-working saw you'll ever own!* Want proof? Ask your Speedmatic distributor for a convincing, on-the-site demonstration.

PORTER-CABLE
Speedmatic
SAWS



MODEL K-89
8" blade—2 3/4" cut
Three other sizes:
7 1/4", 10 1/4", 12"

PORTER-CABLE Machine Co., 7010 N. Salina St., Syracuse 8, N.Y.
Mfrs. of SPEEDMATIC and GUILD Electric Tools In Canada write: Strongridge, Ltd., St. Catharines, Ont.

OCTOBER, 1951



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Our national emergency calls for dependable production . . . Big mill operation! That's why your dealer will find Crossett a reliable source for pine and hardwood structural material. Since 1899, Crossett has been delivering quality wood products to the building trades of America. And because of its sound forestry practices, forest reserves have been systematically increased so that a perpetual supply of big mill quality products is assured. Couple this working forest reserve with big mill quality production — and your answer is Crossett for quality lumber through your favorite dealer!

- Wolmanized® Treated and Creosoted Lumber and Timber
- Arkansas Soft Pine Satin-like Interior Trim
- Nail-Holding Dimension
- Royal Oak Flooring
- Center and End Matched Sheathing
- Hardwood Trim and Lumber

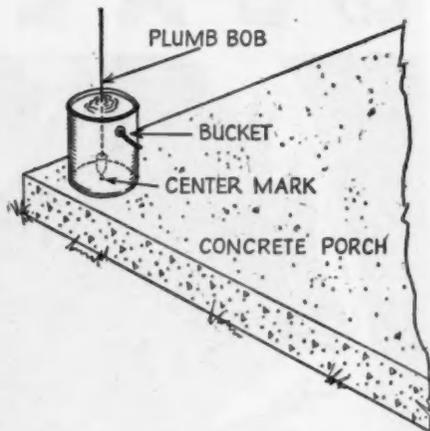
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On What Shall Your Favorite Dealer Quote?



CROSSETT LUMBER COMPANY
CROSSETT, ARKANSAS

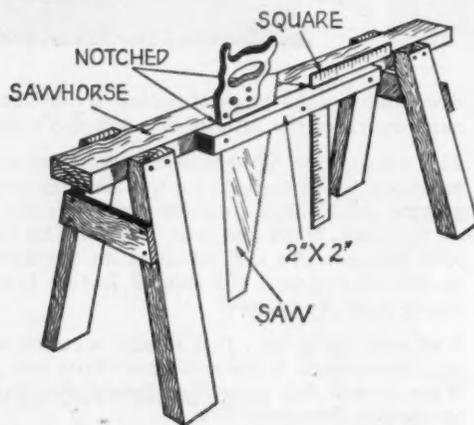
How would YOU do it? Ideas for the man on the job



How to Keep Plumb Bob Steady

Inserting the plumb bob in a water-filled bucket will keep the plumb bob from swinging back and forth in a high wind. Invert a gallon bucket and locate the exact center of the bottom. Take a dulled nail and make a slight impression at this point so it can be seen when bucket is filled. Fill the bucket and suspend the bob 1/2-inch above the impression.

When the plumb bob is in the exact center mark around the bottom of the bucket with pencil. Remove the bucket and the center of the marked circle is the plumb mark.—Herbert E. Fey, New Braunfels, Texas.



Sawhorse Keeps Tools Handy

The usefulness of an ordinary sawhorse is increased considerably by fitting it with a notched board which keeps the saw and square handy at all times.

A 2x2-inch piece of wood about 18 inches long is notched out to accommodate the two tools and then nailed to the side of the sawhorse as indicated. Not only does this method keep the tools handy, but it eliminates a lot of unnecessary stooping and prevents dulling of the saw from laying it on the ground when no other place is available.—Herbert E. Fey, New Braunfels, Texas.

For Ideas from the Tool Chest
Turn to Pages 208-210

Perfectly - Proportional Handle is minimum distance from blade for easy control, close to center of gravity for good balance.

Trigger Switch turns saw off instantly when trigger is released.

Telescoping Blade Guard automatically covers blade except when sawing.

Two Depth Adjustments—front and rear—permit handle to be kept at comfortable wrist position even in very shallow cuts.

Powerful Universal Motor built by Black & Decker specifically for tough power sawing.

Stationary Upper Blade Guard designed so blade may be watched from either side. Directs air flow so sawdust is blown clear of guide line in front of saw for easy vision.

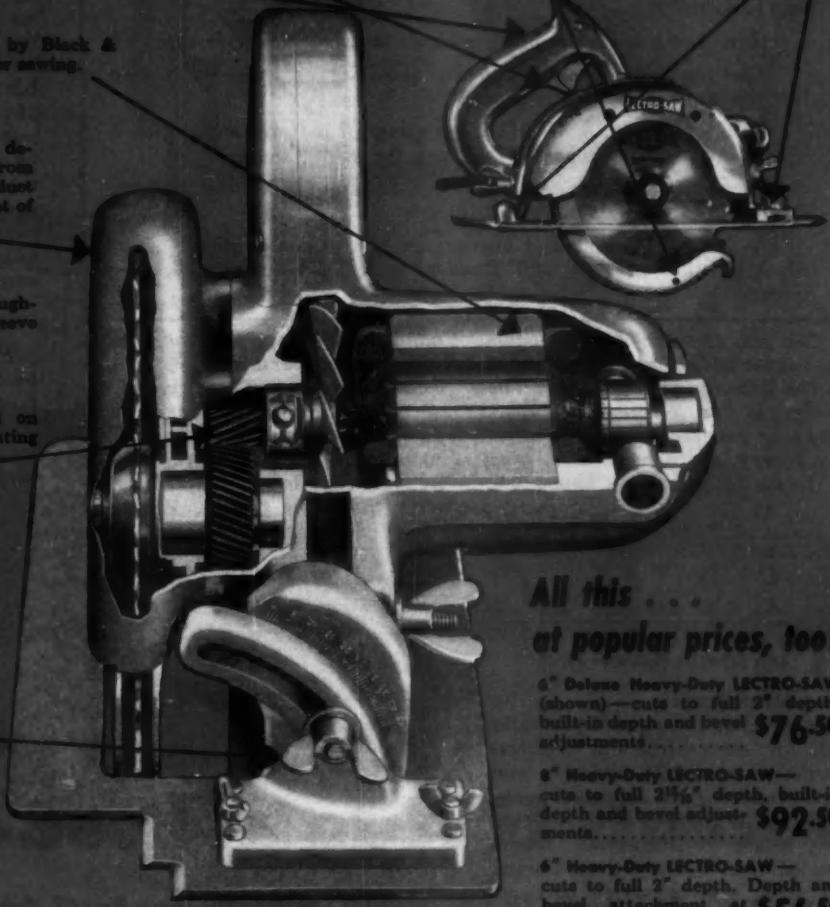
Full-Blind Ball Bearings used throughout on 8" model. 9" models have sleeve bearing at end of blade spindle.

Heavy Pitch Helical Gear carried on hardened armature shaft drives mating helical gears on blade spindle.

Die-Cast Aluminum Housings give light weight plus durability for long service.

Fast-Operating Bevel Adjustment permits bevels at any angle from 45° to 90°... easily read on calibrated quadrant in front of saw.

Cuts Almost Every Building Material Known when used with combination, crosscut, ripping or planer Lectro-Blades, amazing new carbide-tipped Lectro-Blades, abrasive discs.



All this . . .
at popular prices, too!

6" Deluxe Heavy-Duty LECTRO-SAW (shown)—cuts to full 2" depth, built-in depth and bevel adjustments \$76.50

8" Heavy-Duty LECTRO-SAW—cuts to full 2 3/8" depth, built-in depth and bevel adjustments \$92.50

6" Heavy-Duty LECTRO-SAW—cuts to full 2" depth. Depth and bevel attachment at \$56.50 slight extra cost.

Here's why the Lectro-Saw line gives you PROFESSIONAL SAWS AT POPULAR PRICES!

QUALITY IN THE SAW PAYS OFF ON THE JOB! Study the professional quality features of Black & Decker LECTRO-SAWS shown here—compare their amazingly low prices—then go to your building supply dealer for a demonstration! See how LECTRO-SAWS save you time, money and materials—pay for themselves in a few jobs— give you extra-long years of service because of their quality features! Write for free catalog.

BLACK & DECKER



The BLACK & DECKER Mfg. Co.
Dept. H-666, Towson 4, Md.

"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

Are you doing some particular job that you think might be improved?

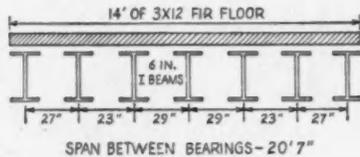
Then "ASK THE EXPERTS"—a group of experts in their fields. They'll give you the

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

As many questions and answers as published monthly in *American Builder*, under the heading "Ask The Experts."

Can you give me the load-bearing capacity for the field bridge in the accompanying sketch. The bridge is for a four-yard truck carrying limestone, and for farm machinery, such as tractors.

Jacob A. Schreck, Chenoa, Ill.



Dear Mr. Schreck:

In general, the span depth ratio, s/d , for main structural members should not exceed 24, which in your case would suggest structural members of depth equal to or greater than $10\frac{1}{2}$ inches. It is therefore recommended that if the 6-inch I-beams you show in your sketch have not already been acquired, greater economy and rigidity, and in general, a more suitable structure could be had by using deeper sections at a greater spacing. The structural system described with one reservation is capable of carrying two lanes of normal automobile traffic or a single truck, the total weight of which does not exceed six tons. Of course, greater load can be carried safely, but the system would be working at stresses higher than the 20,000 pounds per square inch generally maintained. The important reservation is that the decking must be rigid enough to distribute the load over three floor beams.

Wilbur Tuggle,
Structural Engineer, Chicago, Ill.

Why has the paint at the second floor line of a house we built a couple of years ago failed? Here's the situation. The exterior paint all over the house is in good

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installation at the second floor. The failure is due to moisture from the outside coming back through the boards at this point. Here's why: The flat member above the scroll (see photograph) is exactly level—no

slope to the top surface. While this flat member is flashed, with the flash-

PA MIS

information reflected in the drawing has been arrived at largely through trial and error by builders and architects.

Arthur V. Hansen,
American Builder

AMERICAN BUILDER

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AGES SSING

Houses

Special Features

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UNIVERSITY OF MICHIGAN

"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?

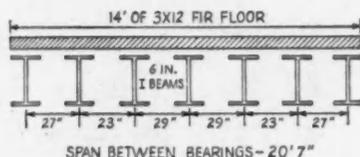
Then "ASK THE EXPERTS"—a group of industry authorities—experts in their fields. They'll give you the answer.

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."

Can you give me the load-bearing capacity for the field bridge in the accompanying sketch. The bridge is for a four-yard truck carrying limestone, and for farm machinery, such as tractors.

Jacob A. Schreck, Chenoa, Ill.



Dear Mr. Schreck:

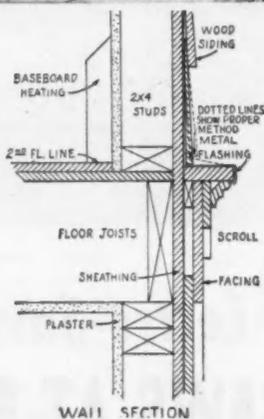
In general, the span depth ratio, s/d , for main structural members should not exceed 24, which in your case would suggest structural members of depth equal to or greater than 10½ inches. It is therefore recommended that if the 6-inch I-beams you show in your sketch have not already been acquired, greater economy and rigidity, and in general, a more suitable structure could be had by using deeper sections at a greater spacing. The structural system described with one reservation is capable of carrying two lanes of normal automobile traffic or a single truck, the total weight of which does not exceed six tons. Of course, greater load can be carried safely, but the system would be working at stresses higher than the 20,000 pounds per square inch generally maintained. The important reservation is that the decking must be rigid enough to distribute the load over three floor beams.

Wilbur Tuggle,
Structural Engineer, Chicago, Ill.

Why has the paint at the second floor line of a house we built a couple of years ago failed? Here's the situation. The exterior paint all over the house is in good

condition, except for the boards forming the perimeter at the second floor level. This line is directly outside the baseboard heating on the second floor. It appears to me that the baseboard heating in some way has something to do with the paint failure. What do you think, and what can I do about it?

Lewis Wahl, Milwaukee, Wis.



Dear Mr. Wahl:

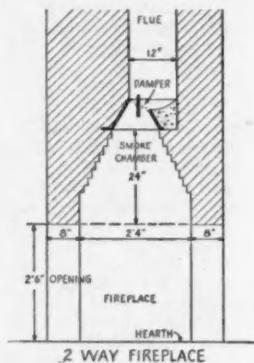
After studying the photographs you sent, then going to Milwaukee to inspect the condition first hand, we believe that the baseboard heating has nothing to do with the paint failure, despite the fact that failure is confined to the line outside the baseboard installation at the second floor. The failure is due to moisture from the outside coming back through the boards at this point. Here's why: The flat member above the scroll (see photograph) is exactly level—no

slope to the top surface. While this flat member is flashed, with the flashing presumably extending up behind the boards on which the paint has failed, moisture nevertheless accumulates back of the board. This is especially true during a driving rain when water is driven up under the siding. In due time this moisture works back through the siding board, causing the paint to fail. We suggest you treat the top of the flat member as you would a window sill—slope it to the outside.

American Builder

Please ask the experts how to build a fireplace that can be used from either side of a wall. We want it for a small summer home we are building out in the country.

R. R. Gareau, Oak Park, Ill.



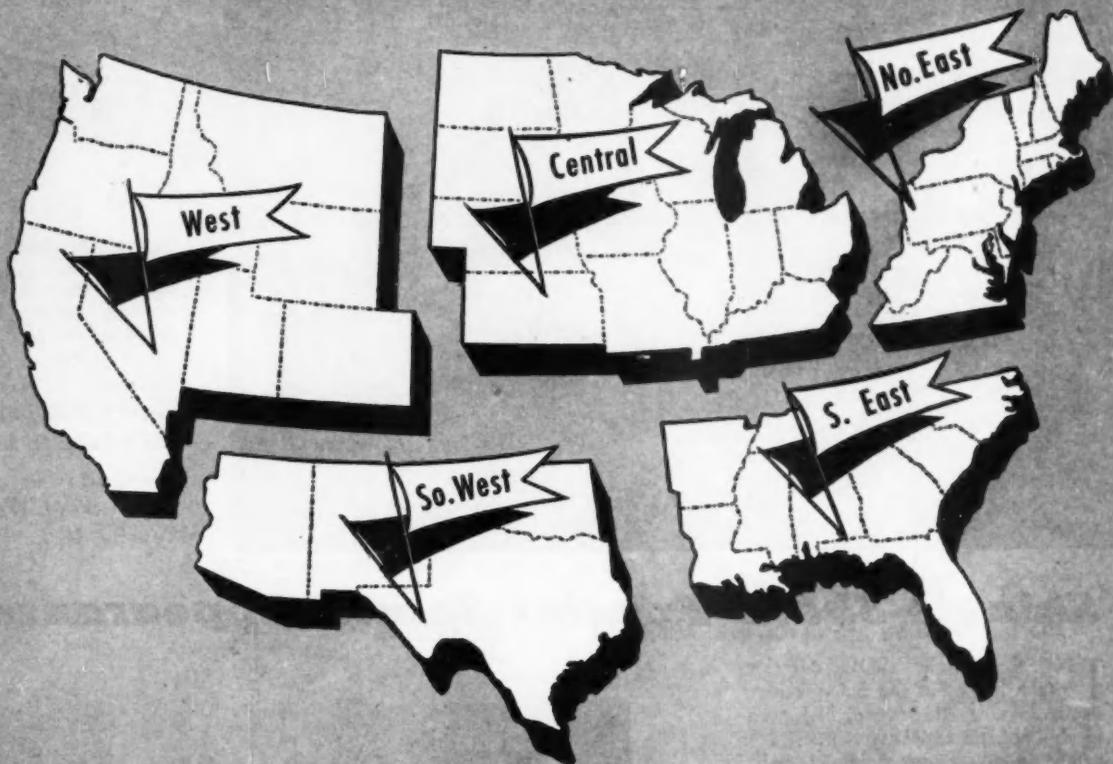
Dear Mr. Gareau:

A fireplace of this kind differs from the standard type in three principal respects. First, the size of the flue is double that of the ordinary fireplace. This is necessary in order to force the smoke up into the flue, and thus eliminate the possibility of the smoke backing up. Second, a smoke chamber is provided directly above the fireplace opening. This captures the smoke and causes it to flow naturally up into the flue. Third, a four-inch recess on either side aids the action of the smoke chamber.

With the accompanying drawing as a basis, you can make the necessary arrangements for surface decoration. Comparatively little has been published on two-way fireplaces, and the information reflected in the drawing has been arrived at largely through trial and error by builders and architects.

Arthur V. Hansen,
American Builder

AMERICAN BUILDER



From Coast to Coast . . .

A Cross-Section of 1951 Houses

40 Designs - Prices - Equipment - Special Features

THE nation's home builders are rounding out another year of operations in a market which continues to absorb new home production at a fast pace. To present graphically a cross-section of what this industry has offered the nation's home buyers to satisfy their demands in size, design, equipment and price, *American Builder* editors have assembled a group of 40 houses presented on the following pages.

These houses have been selected as typical of those being offered in the five sections into which the United States was divided for this survey. No attempt was made to differentiate between houses built for sale or those which were custom built. The houses were chosen to demonstrate what Americans have been building and purchasing in single-family homes for their housing needs in 1951.

A study of the units shown will reveal some further trends toward contemporary design, of which increasing traces continue to show up every year. Open interior planning, larger glass areas, indoor-outdoor combinations, lower-pitched roof lines with low, rambling

appearance are characteristics which continue to appear in more areas each year.

In addition to presenting the houses here with photographs and plans, a supplementary section in pages following the main editorial presentation in this issue carries additional details about special features on many of the houses. These are illustrated with photos and drawings and are cross-referenced back to the houses shown in the following 40 pages. Supplementary details on the houses will be found starting on page 220.

As another special feature of this issue, an up-to-the-minute report on conditions and factors affecting builders in the various regions of the country is presented in the yellow section starting on page 21.

The editors gratefully acknowledge the splendid cooperation of industry members in completing the assembly of these houses and other facts for publication. Unfortunately many houses submitted could not be published because of space limitations. The majority of those which have been held out will appear from time to time in future issues of *American Builder*.



LIGHT, SPACIOUS "L" shaped living room in Salem Ridge home has two-way raised platform fireplace as focal point

Builder:
Lovel Building, Co., Inc.,
Ridgefield, N. J.

Architect:
Frederick W. Harsen
Tenafly, N. J.

Shingle Shake Exterior Sparks Appearance

THESE shingle shake exterior ranch homes in the Salem Ridge community of Ridgewood, N.J., sell in the \$22,500 to \$31,000 bracket.

The 1443 square foot home is built from a turn-around plan. The same plan is used to produce two entirely different houses. They differ in appearance and layout because when the same plan is turned around the front becomes the rear or the rear can become the front. With a few structural and exterior changes, the result is two houses, each with its own characteristics from the same basic plan.

The 3-bedroom, 2-car garage homes are available in three models and ten color designs.



STONE, SHAKE SHINGLES, and pine give interesting exteriors to the Salem Ridge ranch homes

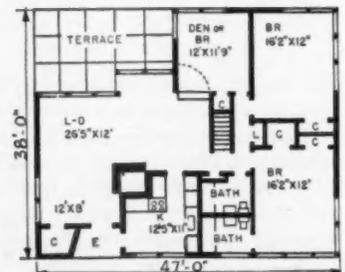
BRANDED PRODUCTS USED

Barrett roofing
Bird roofing
Briggs plumbing
Frigidaire refrigerator, electric range, clothes washer, and clothes dryer
General Bronze windows and screens
Gildeaway garage doors
Higgins flooring
Libbey-Owens-Ford Thermopane

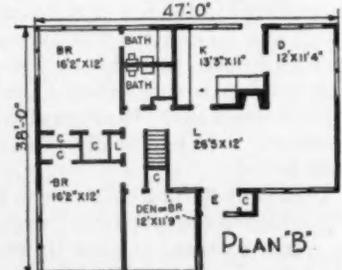
Johns-Manville roofing, insulation
Keystone paint
Miami Carey ventilating fans
Schlage hardware
Timken radiant hot water heating
Tracy sink
Weatherbest shingles
Youngstown dishwasher and kitchen cabinets



GLASS TREATMENT gives window-wall effect in the living room



PLAN 'A'



PLAN 'B'

TURN-AROUND PLAN enables builder to vary interior and exterior treatment

AMERICAN BUILDER



CLOSTER RANCH HOME on 100 x 100-foot lot sells in medium-price bracket.

EXTRAS ADD SALES APPEAL

SALES appeal for Closter Village is gained by the lavish use of extras. The builder, selling two and three bedroom ranch homes, includes many interior features and eight different cedar shingle exteriors. The selling price is \$13,000 to \$15,000.

Special interior features for the 1215 square foot home include revolving closet in the master bedroom, combination hamper-utility cabinet in the bathroom hall, complete kitchen-utility room appliances, floor to ceiling bookcase in the living room entry, and living room bookcase niche.

The larger three bedroom home includes an electrically operated insulated glass window. The 7 x 5½ foot window can be lowered into a recess below the opening by means of a bronze screen on which it is hung.

The furnace and water heater are located in a utility-room to the right of the entry hall. Copper plumbing is used and a prefabricated chimney is installed.

The exterior color schemes for the Closter Village homes were planned by Beatrice West, color stylist.

Builder:

Level Building, Co., Inc.,
Ridgefield, N. J.

Architect:

Frederick W. Harsen
Tenafly, N. J.

LIST OF BRANDED PRODUCTS USED

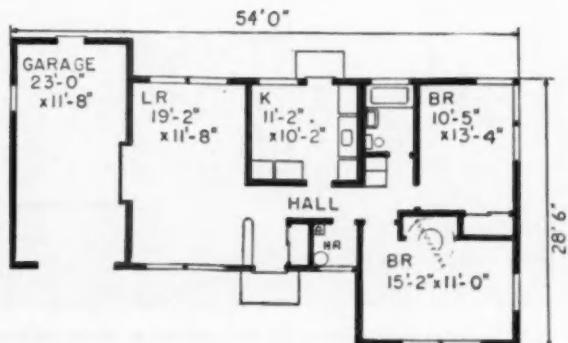
- Federal Boiler radiant heating
- General Bronze windows and screens
- Glideaway garage doors
- Higgins flooring
- Johns-Manville roofing and insulation
- Keystone paint
- Miami Carey ventilating fans
- Revolvador closet unit
- Schlage hardware
- Standard plumbing
- Tracy sink
- Van Packer chimney
- Vita automatic window
- Weatherbest shingles
- Westinghouse range and refrigerator
- Whirlpool automatic washer and electric dryer
- Youngstown kitchen cabinets



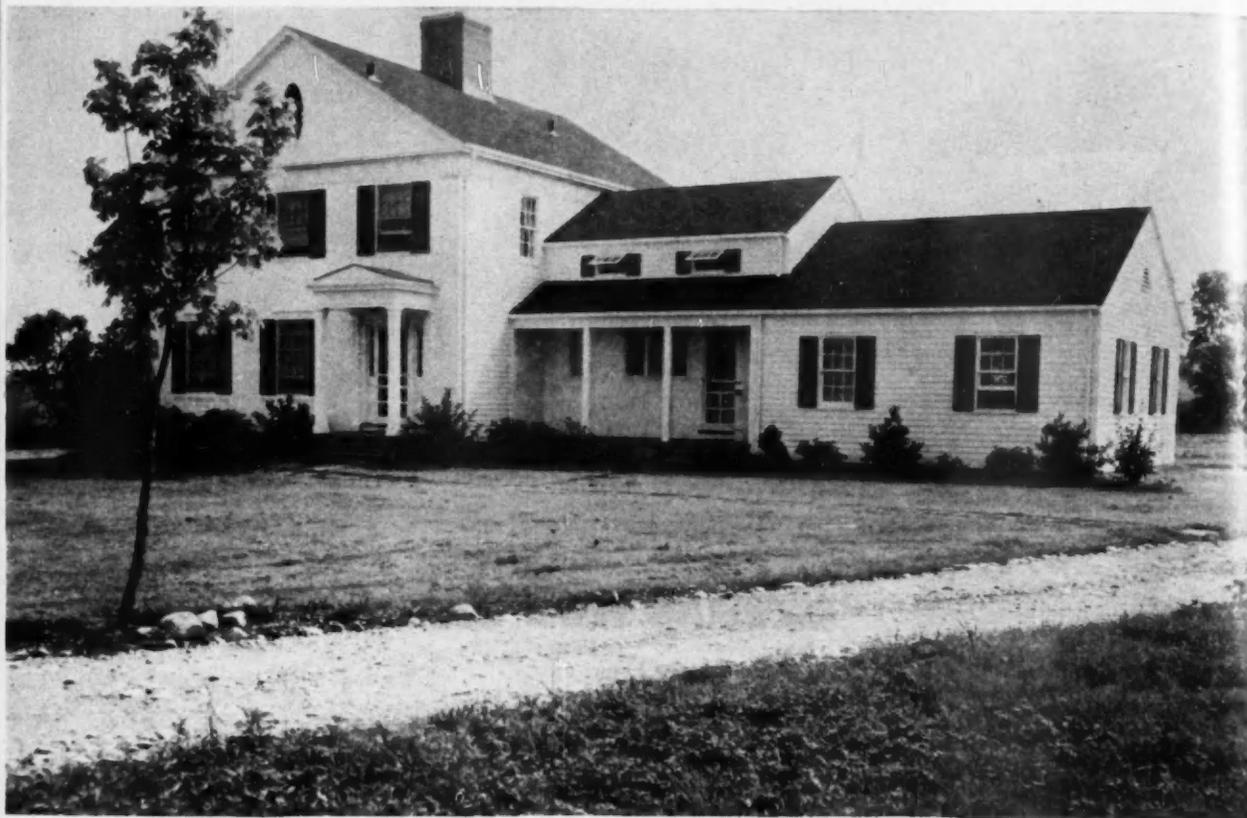
REVOLVING CLOSET in master bedroom is one of many extras



HAMPER-UTILITY CABINET in bathroom hallway is another special feature



UTILITY ROOM off front hall is feature of plan



SOUND traditional design and proportion are features of this large rambling colonial house



Setting Determines Design

Builder:

Clifford E. Anderson,
Fairfield, Conn.

Architect:

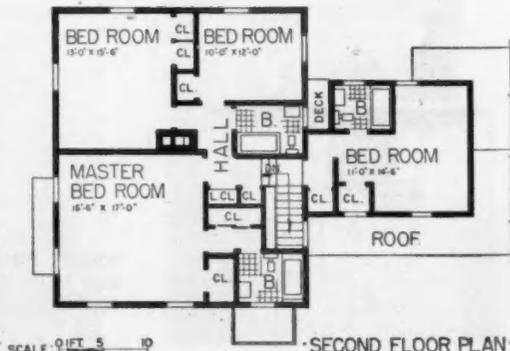
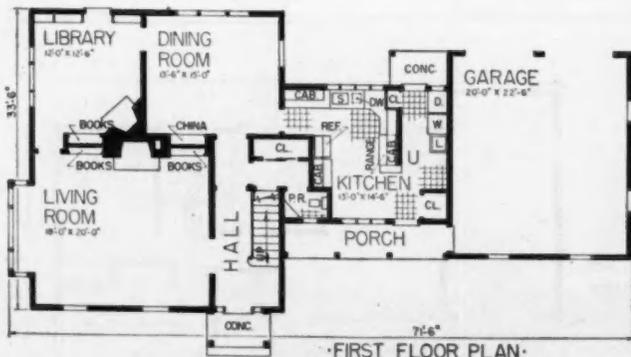
William Henry Jackson
Fairfield, Conn.

THESE two large traditionally designed houses, situated on extensive building sites; express the character of homes located in this Connecticut community.

The large two story house contains 1808 square feet on the first floor, and 1271 square feet on the second floor. Total number of cubic feet, including garage and porch, total 48,875.

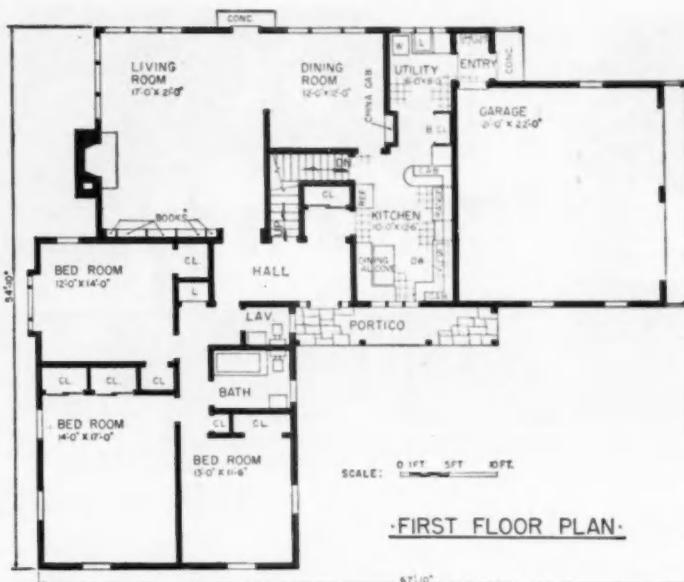
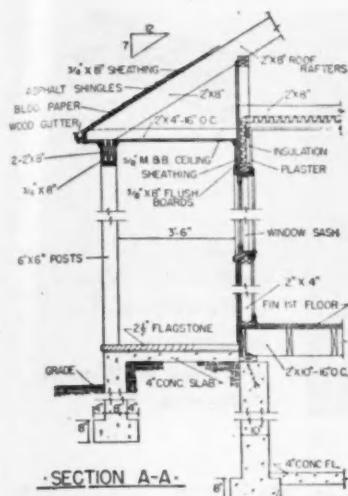
The other house contains a total of 2,271 square feet including garage and porch. Cubic contents total 46,806. Cost of the large house is \$40,000 including lot, and \$33,000 for the one story house.

The application of traditional motifs and details to the modern plan arrangement is exceptionally well handled. Both houses use the portico



SCALE 0 1 FT 5 10

AMPLE accommodations are provided in this house with rooms on both floors, and storage area in the basement



CENTER HALL arrangement provides excellent circulation to all rooms

or open porch as a feature of the design. In one case it becomes the main entrance and in the other a side porch leading to kitchen. Both houses use an informal plan treatment with the hall placed to provide the greatest ease of circulation to all rooms. The informal plan has in no way destroyed the charm and simplicity of the colonial exterior of either house, but rather, has given liberty to the designer in providing some interesting innovations.

The one-story house contains in addition to the six rooms, bath, utility wing and garage, a basement under one-half of the house which contains heating plant, and recreation room. The stair from the kitchen leads to a large storage area over the central portion of the house, which is

ventilated by small windows on two end walls.

The two-story house likewise has a large, well lighted and ventilated basement area under the two story portion which contains heating plant and storage space. This house contains four rooms, powder room, utility wing and garage on first floor, with four bedrooms and two baths on second floor.

Both houses are of frame construction placed on a concrete foundation. Exterior facing is wide siding. The roof is topped with asphalt shingles,

BRANDED PRODUCTS USED

- Alfoil insulation
- Andersen windows
- Armstrong linoleum
- Bard furnace
- Bird asphalt shingles
- Cary bathroom cabinet
- Crowford garage door
- DuPont paints
- Fasco exhaust fan
- Formica kitchen counters
- GE hot water heater
- Honeywell heating controls
- Lightolier lighting fixtures
- Morgan doors
- Murdock fireplace damper
- Schlage hardware
- Standard plumbing fixtures
- Unique sash balances
- USG Sheetrock
- Youngstown kitchen cabinets



THE FORMALITY of the story-and-a-half portico lends character to this basic one-story house



Builder:
Morris Weniger,
Freeport, N. Y.

Architect:
Sidney N. Weniger,
Merrick, N. Y.

BUILT-IN TELEVISION room
and special bath lighting
fixtures are featured in this
\$32,500 home.

Home With Special Features

DESIGNED and built to sell in the \$32,500 price range, this two-story East Williston, N.Y., home is a highly stylized structure incorporating brick, shingles, and vertical siding.

A modern feature is the television room. In addition, provision was made for spacious closets, a 16x20-foot garage, built-in wall safe, and blanket compartment in the bedroom.

Other special features include a clay tile bathroom with built-in wall heater, glass shower door, automatic laundry and an electric dishwasher.

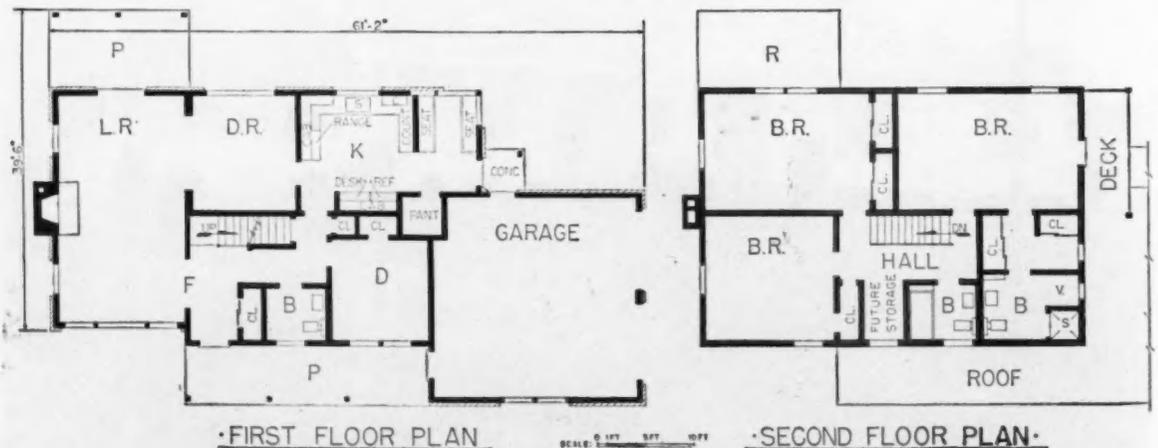
Complete landscaping is part of the sale.

BRANDED PRODUCTS USED

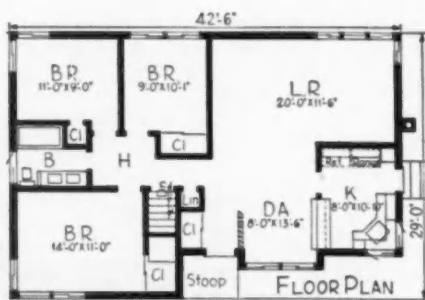
Bennett Ireland fireplace damper
 Bio-Fan exhaust fan
 Celotex wall sheathing
 Congoleum-Nairn linoleum
 Electromade wall heater
 Florence electric kitchen range
 Formica counter tops
 Gibraltar-Century oil burner
 Gold Bond plaster lath
 How-all-Door garage door
 Imperial Dressatory bathroom cabinet
 Lightolier lighting fixtures
 Minneapolis-Honeywell heating controls
 Monitor Wood Products kitchen cabinets
 Norge refrigerator
 Schlage hardware
 Standard plumbing fixtures
 Stanley sliding door hardware
 USG insulation and plaster lath
 United Steel Fabrication window wells
 Westinghouse dishwasher and automatic laundry



BATHROOM VIEW shows radiant heat lamp, sun lamp, and infra-red lamp mounted in oblique soffit



SQUARE FEET of floor area: first floor, 1056; second floor, 988; garage, 474; porches, 326

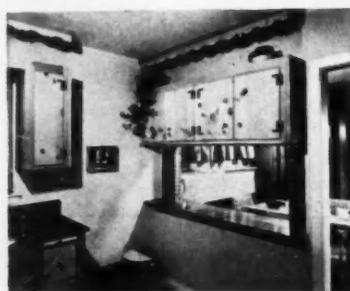


FUNCTIONAL FEATURES of a unit of the Lakeville Estates project are easily recognizable in this view of kitchen, exterior and floor plan of a model "F" house which sells, lot included, for \$13,490.

These Six-Room Houses Sell

For Less Than \$14,000

Three-bedroom houses on lots 60x100-feet with full basements, hot-water baseboard radiation and complete electric kitchens prove fast sellers for Long Island builder



BUILDING to a price, yet delivering high quality and ample living area is the accomplished aim of Lakeville Estates, a 400-house project of Klein & Teicholz at East Meadow, Long Island, N.Y.

On lots 60x100 feet, each unit has a 10-inch poured concrete foundation with steel main-bearing beams. They have oak flooring, are fully insulated and have complete metal weather-stripping.

The all-electric kitchen has range, refrigerator, exhaust fan and built-in kitchen bar. The laundry is in the basement and it includes washing machine, laundry tub and water heater. The houses have either one or two fully-equipped baths with colored clay tile walls. Some models

have an enclosed stall shower. All have floor-to-ceiling closets with sliding panels. The aluminum windows are fitted with venetian blinds. There is a built-in dressing table in the master bedroom.

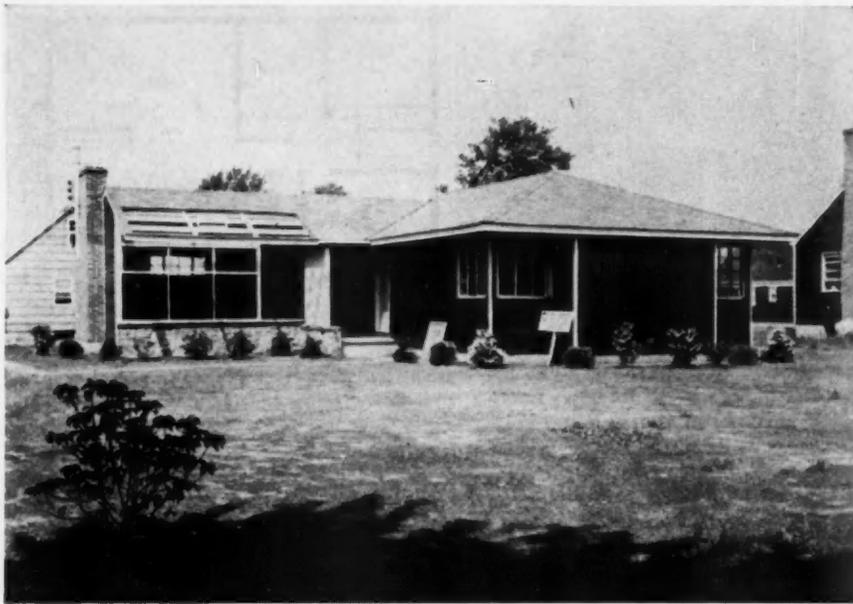
Lots are fully landscaped on paved streets with sidewalks and curbs. Special features of the homes include a louvered center hall partition, a twin lavatory mirrored vanity, and a built-in cabinet bookcase combination for television receiver. Exterior walls of asbestos shingles, brick, wood shakes, and vertical boards are combined in various ways to give variety to the appearance of the development. Roofs are covered with asphalt shingles, color-styled to match the houses.

Brand Names

- Bendix washer
- Briggs bathroom fixtures
- Fasco ventilating fan
- Formica counter tops
- General bronze windows
- General Electric refrigerator and range
- Master kitchen cabinets
- Paragon boiler-burner
- Schlage hardware



MODEL "M" home has two baths. The unit sells for \$13,990. Brick and colored shingle siding are used on exterior walls



Builder:
Decker Construction Co.
Bridgeport, Conn.

Architects:
Ryder, Struppmann
and Neumann,
Jamaica, N. Y.

WORKABLE PLAN, good use of a 110 x 110-foot lot and variation of exterior materials feature this eastern home

Practical Plan for Ranch House

A COMBINATION of gable and hip roofs with simple lines, fitting in well with the irregular plan, add distinction to this \$18,500 ranch-type home. It stands on a 110x110-foot lot.

A variety of exterior wall finishes are used effectively—frame, stone, face brick and common brick.

An interesting feature of the front elevation is the projection to provide bedroom closet space. The plan is practical, with good separation of

sleeping and living quarters, good access to all areas from entry.

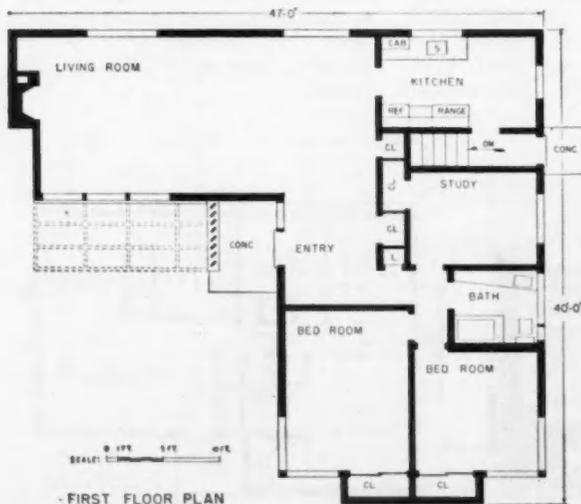
Windows are steel and California-type wood and aluminum casements. Dry-wall is used for interior wall and ceiling finishes. Bathroom and kitchen floors are asphalt tile.

An oil-fired forced hot water system supplies heat through convectors.

Special equipment includes electric stove, refrigerator, water heater, dishwasher and exhaust fan.

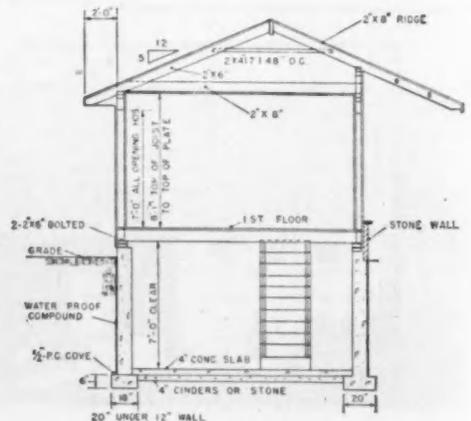
BRAND NAME PRODUCTS USED

- Fenestra steel casement window
- Wislock hardware
- U.S. Gypsum Sheetrock
- Pierce paints
- Kentile asphalt tile
- Briggs plumbing fixtures
- Fasco exhaust fan
- Bryant furnace
- Lakeview kitchen cabinets
- Formica counter tops
- Hubbell water heater
- General Electric range, refrigerator, garbage disposer



FIRST FLOOR PLAN

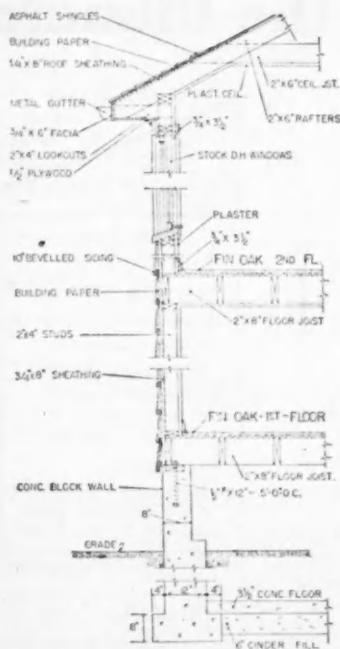
EXTRA ROOM, used as study or bedroom, is good selling point



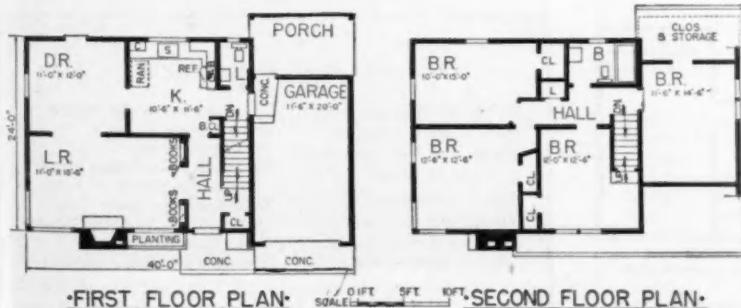
TYPICAL SECTION



CHIMNEY AND ENTRANCE details contribute toward interesting exterior of the Light Conditioned home in Rochester



• TYPICAL WALL SECTION •



• FIRST FLOOR PLAN •

• SECOND FLOOR PLAN •

Light Conditioning is Model Home Feature

Builder:
LaDue & Fitch, Inc.,
Rochester, N. Y.

In many cities utility firms and builders are cooperating to show the public the latest equipment and techniques. This "Light Conditioned Home," sponsored by the Rochester Gas and Electric Co., featured advanced lighting and wiring.

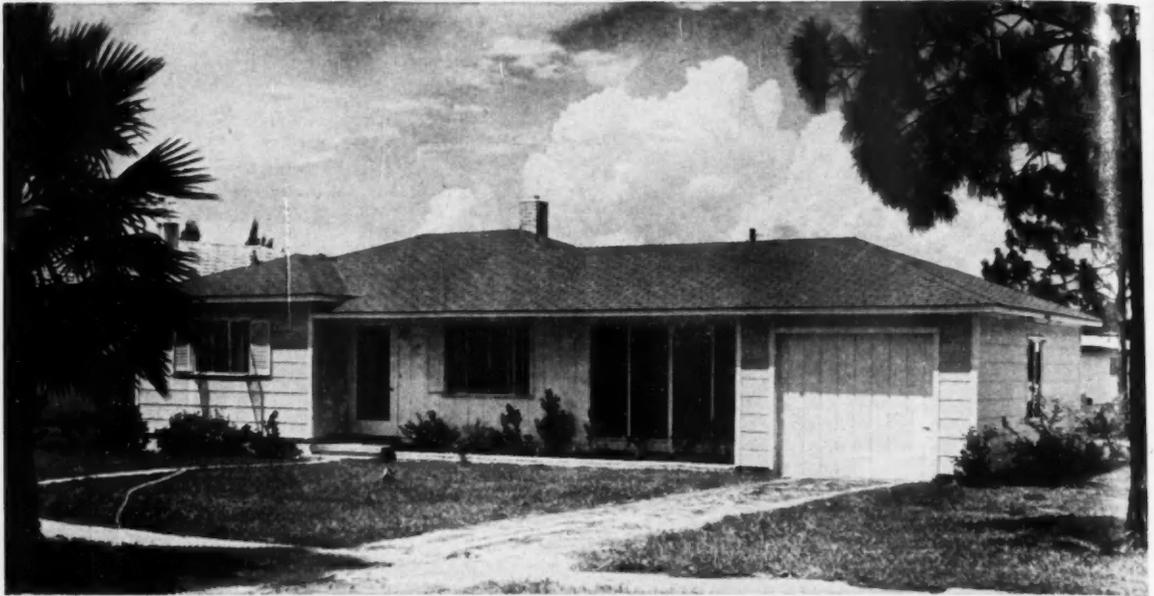
Results of research were put to use in planning proper lighting conditions for all rooms.

The garage, an integral part of the design, has handy storage area and also porch in rear. Selling price of home, including 75x140-foot lot, was \$19,500.

BRAND NAME PRODUCTS USED

- U.S. Gypsum wall sheathing, lath
- Philip Carey roof shingles
- Master Metal sash balances
- Corbin hardware
- Congoleum-Nairn linoleum
- Armstrong rubber tile
- Miami bathroom cabinet
- Briggs plumbing fixtures
- American Standard plumbing fixtures
- Fasco exhaust fan
- Superfex furnace
- Rittenhouse door chimes
- Overhead garage door

TWO-FLOOR LAYOUT provides good separation of all areas. Wiring for special lighting was part of original plan



SIMPLE IN ITS TREATMENT, this house is typically Florida both in plan and elevation



Designed for the Climate

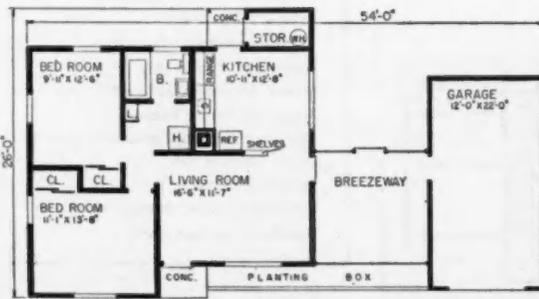
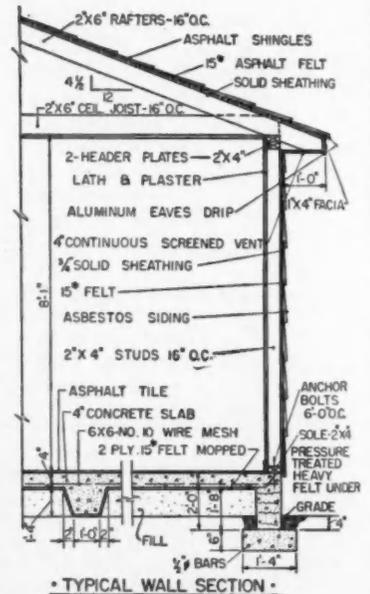
Builder and Designer:
Hendry Building Co.,
 St. Petersburg, Florida

FLORIDA'S year round warm climate makes it possible to produce this house on a 70x170-foot lot for less than \$10,000. The house, breezeway and garage contain a total of 1,194 square feet. The cubic content is 13,157 feet. This price includes stove, refrigerator, venetian blinds and aluminum tile for walls in bathroom and backsplash above kitchen counters.

Definite savings are obtained in this climate in the construction of foundations. Concrete footings are placed four inches below grade with a three-block high wall at underside of slab around the perimeter of the

house. A four-inch-thick concrete slab is poured directly on fill. Side walls of this house are built up of 2x4 studs, lath and plaster, sheathing and asbestos shingles with 15-pound felt between sheathing and shingles. The fact that insulation against rigorous weather is not required in this area makes savings possible.

Viewed from the street, the combination package of house, breezeway and garage appears longer than its over-all width of 54 feet. This is due in part to the low, wide sweeping roof which ties the three parcels into one large unit.



• FLOOR PLAN •

SCALE: 1" = 5'-0"

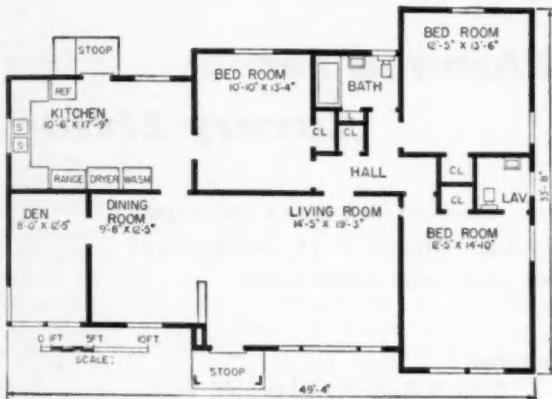
BREEZEWAY adjoining living room is a feature of plan

NAME BRAND PRODUCTS USED

- | | |
|--|-------------------------------|
| Briggs plumbing fixtures | Mertland hot water heater |
| Bonnie Maid Versa-tile | Norge space heater |
| Certain-teed shingles and building paper | Pittsburgh paints |
| Crittall windows | Ra-tox flexible folding doors |
| Faries bathroom cabinet | Schlage hardware |
| Gold Bond gypsum lath | Strand garage door |
| Matco asphalt tile | United Shade venetian blinds |
| | U. S. Mengel doors |
| | Youngstown kitchen cabinets |



THE SIMPLE lines of the exterior result in a clean cut appearance



FLOOR PLAN

THIS RECTANGULAR type of plan is particularly adaptable to a corner lot



KITCHEN is provided with all the necessary present day accessories. Linoleum backsplash extends to underside of cupboards

This Plan Can Include Four Bedrooms

Builder and Designer:
Hallman Brothers Construction Co.
Atlanta, Georgia

THIS 1352-square-foot Atlanta, Ga., house was priced at \$15,000. This includes a 65x160 foot wooded site. The house contains an arrangement of rooms that can quickly be adjusted to conform to varying family needs. For instance, the plan may be changed to extend living room to include dining room and then have the den serve as dining room. A slight change in the placement of fixtures in the kitchen is required to provide a door to the new dining area.

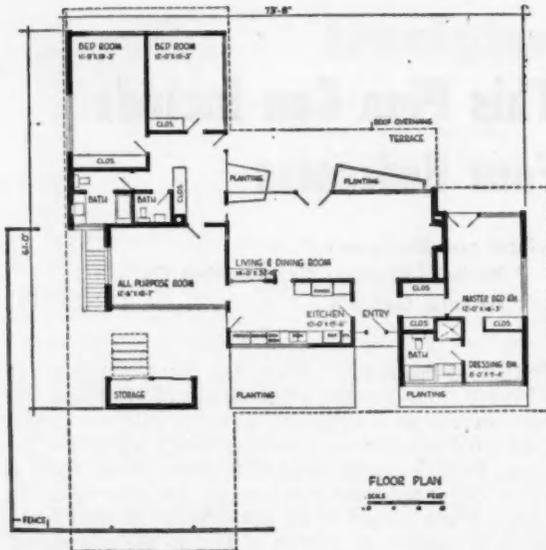
As the house is now planned it has a potential of four bedrooms when the den is considered as a possible guest room. The slope in grade makes additional storage space available in the crawl space under first floor. The warm air furnace is secured to underside of first floor joists with registers and ducts extending in this area to rooms above.

NAME BRAND PRODUCTS USED

Accurate insulation	Norman heating controls
American-Standard plumbing fixtures	Norman-Southern furnace
Armstrong linoleum	Unique sash balances
Celotex wall sheathing	Westinghouse range, refrigerator, exhaust fan, hot water heater, and automatic laundry
Glidden paints	U. S. Gypsum wallboard
Johns-Manville shingles and building paper	Yale hardware
Miami-Carey bathroom cabinet	Youngstown kitchen cabinets



PORTION of garden side of house showing master bedroom wing with access to terrace

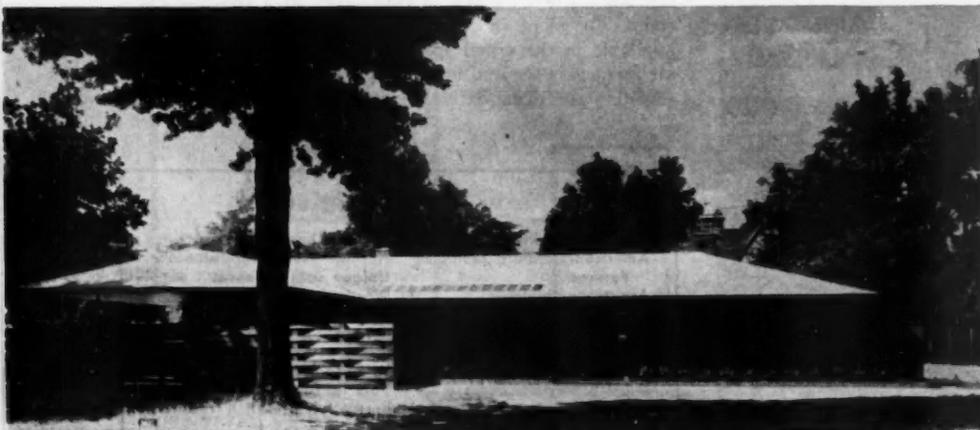


Planned for Luxury Living

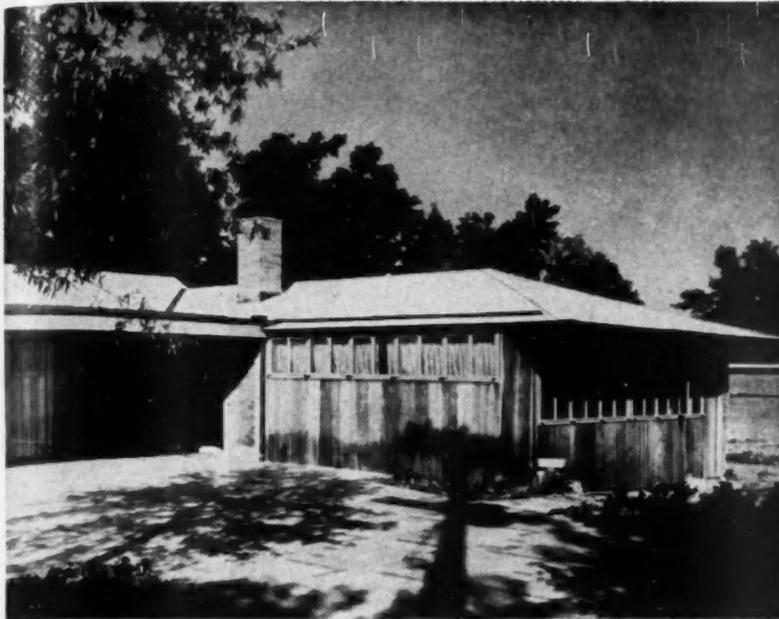
Character of house developed through simplicity of architectural lines and good proportions

Architect:
Dent & Aydelott, Memphis, Tenn.
Builder:
A. L. Alexander, Memphis, Tenn.

BEDROOMS placed at opposite ends of house for privacy



STRONG horizontal accents obtained by unbroken roof profile, continuous battery of windows, extension of brick wall to enclose a portion of garden, and the woven wood fence surrounding the carport which becomes a part of the house design



ONE bedroom wing extends into the garden area; paved terrace adjoins



BUILT-IN units a feature in bathroom

THE true values of this modern home are measured in terms of comfort, convenience and ease of living with a minimum of upkeep for the occupants. Located in Chickasaw Gardens, a subdivision of Memphis, it is the second house of modern design to be built in this stronghold of conservative architecture.

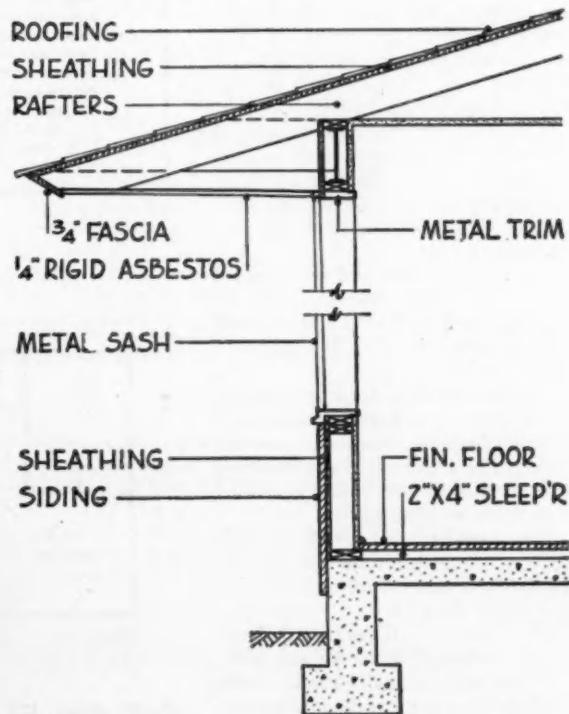
Strangely enough the staunchest adherents to contemporary styling are the builders themselves. It appears that when they build for the public they hold pretty close to standard practices; when they build for themselves they pull out all the stops. This, no doubt, is the result of being exposed, in the process of building, to the many advantages obtained in this type of house.

As for the design, A. L. Alexander, the builder, has taken a middle road. Low, horizontal lines predominate. This effect is further enhanced by the woven wood fence surrounding the carport. No attempts to obtain startling design effects, or over accentuate conditions are attempted. The finished product can be called truly modern as it effectively meets the needs of a modern family.

The plan layout is a bit unorthodox, in that the bedrooms are completely separate, two being on one side of living room, and one on the other. This was purposely done so occupants of the master bedroom could isolate

themselves from the activities of the rest of the family. The all-purpose room adjoining the kitchen serves as a general assembly area. West wall of living room, which is practically all glass, is protected from the glare of the sun by a ten foot roof overhang. Planting areas along this wall extend both inside and out with double glazed units forming the separation.

This house, containing 2433 square feet of floor area exclusive of terraces, planting areas, garden walls, carport and fence, cost \$60,000 to build.



TYPICAL WALL SECTION through house indicating roof profile



AN ABUNDANCE of work space and fixtures feature the kitchen

side
master
access

ing

ac-
un-
con-
win-
brick
portion
woven
anding
comes
design

LDER

UNIVERSITY OF MEMPHIS



24X28-FOOT,
2 - bedroom
house, and 50
x110-foot lot
sell for \$5,250

\$5,250 Buys Florida House

Builder:

Florida Builders, Inc.
St. Petersburg, Fla.

ONE OF the lowest-priced of this month's "Houses From Coast to Coast" is this \$5,250 two-bedroom Florida buy.

The house is shop-fabricated, with the exterior wall panels, trusses, interior partition frames, gable ends, cornice and cabinets delivered to the building site. The dry wall interior finish is applied on the site.

The 504 direct labor man-hours required for completion exclude subcontractor time. The time factor includes manufacturing, layout, foundation, slab, erection, trim out, and painting.

Full Title I FHA and GI approval have been given the house. Down payments are as low as \$300 to \$400 depending on lot value. Monthly payments are \$30.

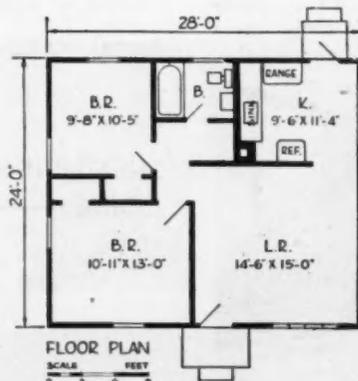
Varied exteriors are accomplished by the moving of front entrances and the use of marine plywood or asbestos siding. The sheathing is the insulated type and the asbestos siding is applied with self-clinching nails.

The foundation is concrete block with a reinforced concrete slab for the floor. A waterproof membrane is laid under the slab.

The interior includes two shelving closets, cabinets, linoleum top sink, medicine cabinet, and complete bath. Asphalt tile is used in the kitchen and bathroom.

BRANDED PRODUCTS USED

Armstrong linoleum
Celotex insulated sheathing
Fenestra windows
Flintkote shingles
Hope windows
Kentile asphalt tile
Lawton bathroom cabinet
Moore-Lucas paint
Packard water heater
Standard plumbing fixtures
U. S. Gypsum wallboard



PLAN shows 672 sq. ft. low priced Florida house



ENTRANCE changes vary exterior. This model has doorway in center with conventional gable entrance and is sided with marine plywood



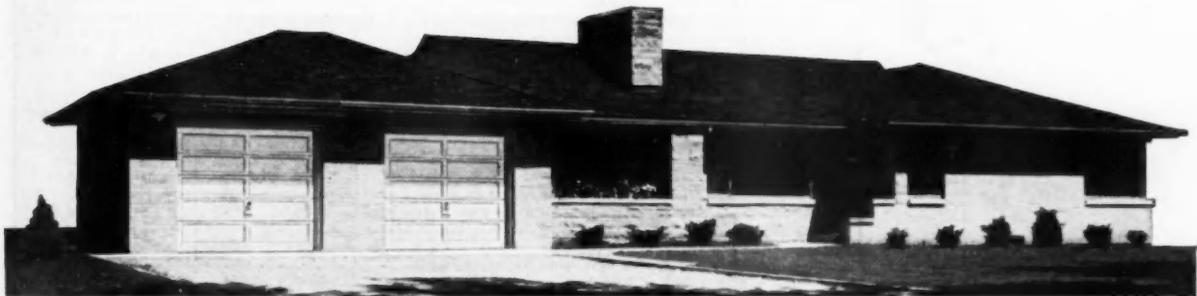
SIDE ENTRANCE with shed roof and marine plywood siding is another exterior



REAR VIEW of plan No. 1 (top of page) shows use of asbestos siding shingles

**NEW CLASSIC DESIGN
NEW TAPER-TITE TRACK
NEW SEAL-A-MATIC HINGES**

Set a New Standard of **Ro-Way** *beauty and performance*



You've always known Ro-Way Overhead Type Doors for their outstanding leadership in design, beauty, construction and performance.

Now Ro-Way sets even higher standards—with the new *Classic* design residential garage door, Taper-Tite track and Seal-A-Matic hinges.

See how handsomely the 5-section, 2-panel width *Classic* blends with the ground hugging lines of the popular ranch style house. Note how it accentuates the rambling character, gives the impression of added size.

There's new *performance*, too—in Ro-Way's new Taper-Tite track and Seal-A-Matic hinges. Vertical tracks are inclined—taper away from the jambs at a pitch of $\frac{1}{4}$ " per door section. The new Seal-A-Matic hinges—an exclusive Ro-Way design of graduated height—guide the closing door tightly against side and head jambs for positive protection against the weather. On opening, the hinges instantly free the door from jambs to provide easy, frictionless operation. Now, more than ever, it pays to specify Ro-Way Overhead Type Doors for all residential installations.

Taper-Tite Track and Seal-A-Matic hinges also available on some models of commercial and industrial Ro-Way Doors.



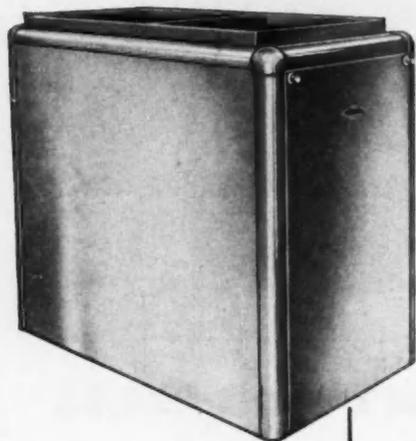
Nationwide sales and installation service. See your classified telephone directory for nearest Ro-Way Distributor.



ROWE MANUFACTURING CO.
790 Halton St., Galesburg, Illinois

there's a Ro-Way for every Doorway!

DELCO-HEAT UNITS add extra selling value to the homes you build



The heating system of his new house is of major importance to every prospective home buyer. He wants a unit that will give him completely automatic, trouble-free and economical service—and he wants it at the lowest possible cost.

You can be sure you are giving your customer exactly what he wants by including Delco-Heat units in the homes you build . . . because they are General Motors products—because they are competitively priced—and because they are built for a lifetime of service.

The units shown below are only a part of the complete line of Delco-Heat automatic home heating equipment—a line that includes gas- and oil-fired units for all types of heating systems, and for homes of all sizes.

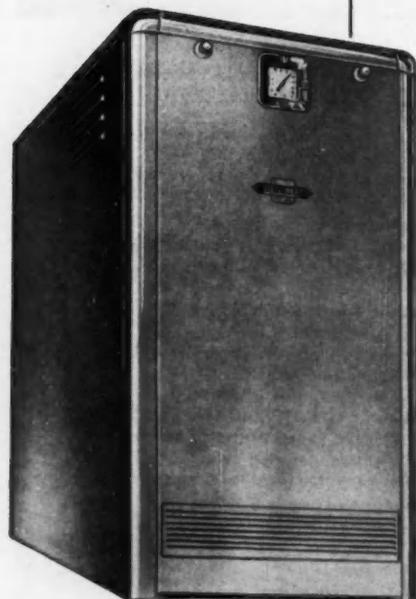
"DA" series Oil-Fired Conditionairs. Superior design, compactness and efficiency make these the most outstanding oil-fired, forced warm air furnaces available. The Multipath heat transfer systems are designed to give free and unobstructed

flow of flue gases. The Conditionairs have the famous Delco-Heat Rotopower oil burners, powered by *Rigidframe* motors. Cabinets are of 20-gauge furniture steel, and are beautifully finished in Delco-Green enamel.

Model	Capacity	Firing Rate GPH	Blower		Dimensions		
	Btu per hour output (plenum)*		RPM	CFM**	Height Inches	Width Inches	Depth Inches
DA 85	85,000	.75	400-700	950	50	23.5	54.5
DA 100	100,000	1.0	400-700	1000	50	23.5	57.25
DA 125	125,000	1.15	400-700	1800	45	30	64.25
DA 1	150,000	1.5	400-700	2050	48.5	30	76.5
DA 2	200,000	1.9	400-700	2400	50	55.5	71

*On basement installations add 15% duct loss to net heat loss—compensate for unusual conditions. Unit and duct work installed within space heated does not require allowance for duct loss.

**Maximum delivery against unit resistance and 0.2" duct static pressure.



Oil-Fired Boilers. Top quality throughout these units makes them the finest oil-fired boilers obtainable for steam and hot water systems in homes of all sizes. Streamlined fins and water passages add to quicker heating. Cast iron boiler sections, of the wet base type, completely

surround the hot combustion gases. Delco-Heat Rotopower oil burner, with *Rigidframe* motor, is flange-mounted inside access door. These oil-fired boilers come in 20-gauge furniture steel cabinets, and are beautifully finished in Delco-Green enamel.

Model	Capacity	Net*		Oil Burner Nozzle GPH	Dimensions		
	Btu per hour Output	Steam	Hot Water		Height Inches	Width Inches	Depth Inches
DB 3	110,880	350	560	1.25	50-3/9	27	37-3/4
DB 4	160,080	505	808	1.65	50-3/8	27	43-3/4
DH 4	252,000	800	1290	2.4	54-1/16	33-1/4	49

*Net standing radiation including domestic hot water load.

Manufacturers of a complete line of automatic gas- and oil-fired home heating units, and electric water systems for farms and homes. For further information on Delco-Heat products write Dept. AB-30:

DELCO APPLIANCE DIVISION
General Motors Corporation
Rochester 1, New York



Oil Burners



Gas Burners



Gas Conditionairs for homes of all sizes



**GENERAL MOTORS
DELCO-HEAT**

Westinghouse **MICARTA**[®]

PLASTIC-ON-PLYWOOD PRE-FAB PANELS

*will make you a hero
— and make you money!*

Customers will think you are wonderful—and you'll make handsome profits—when you offer them Micarta Pre-fab Panels.

If you are building new homes you will sell them faster if the kitchens and bathrooms are dressed up by these beautiful plastic sink and counter tops.

If you remodel old homes you will get jobs faster (at better profits) if you suggest installing these plastic surfaces economically.

NOW, YOU CAN INSTALL MICARTA TOPS YOURSELF —

- without using any press or special machinery
- using inexpensive tools
- without relying on outside sources
- working according to your own timetable

Micarta pre-fab Panels are standard 1/16" Micarta sheets bonded to 3/4" Weldwood plywood with waterproof glue. Any carpenter can saw, plane, drill and trim them with hand or power tools. They are made in 4 sizes . . . 24" x 96" . . . 48" x 96" . . . 30" x 60" . . . 30" x 96" . . . (all 7/8" thick). They cut with virtually no waste in almost every situation. Ask your lumber dealer.

IMPORTANT—Only *high pressure* plastic laminates provide the maximum in wear and durability. Micarta is a *high pressure* laminate.



Investigate

Send for Installation Data showing how simply Micarta pre-fab Panels are worked.

UNITED STATES PLYWOOD CORPORATION
55 West 44th Street, New York 18, N. Y.
Please send free Micarta sample and simplified instructions.

NAME.....

ADDRESS.....

CITY.....STATE.....

A. B. 10-51

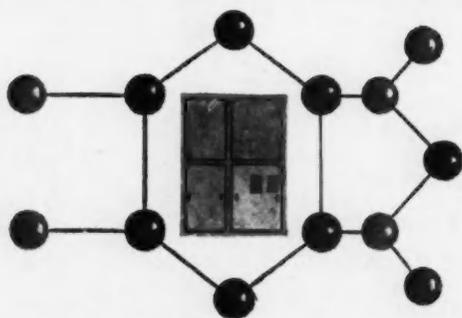
Everybody who designs or builds should read



People need a new kind of home. They need it because their way of living has changed...but their houses (bound by convention) haven't. They're still pretty much the same as in Grandpa's day. They have new gadgets, new appliances. And central heating. But generally speaking, people today don't sleep any better, eat any better, or have less dirt in their houses than Grandma and Grandpa did in theirs.



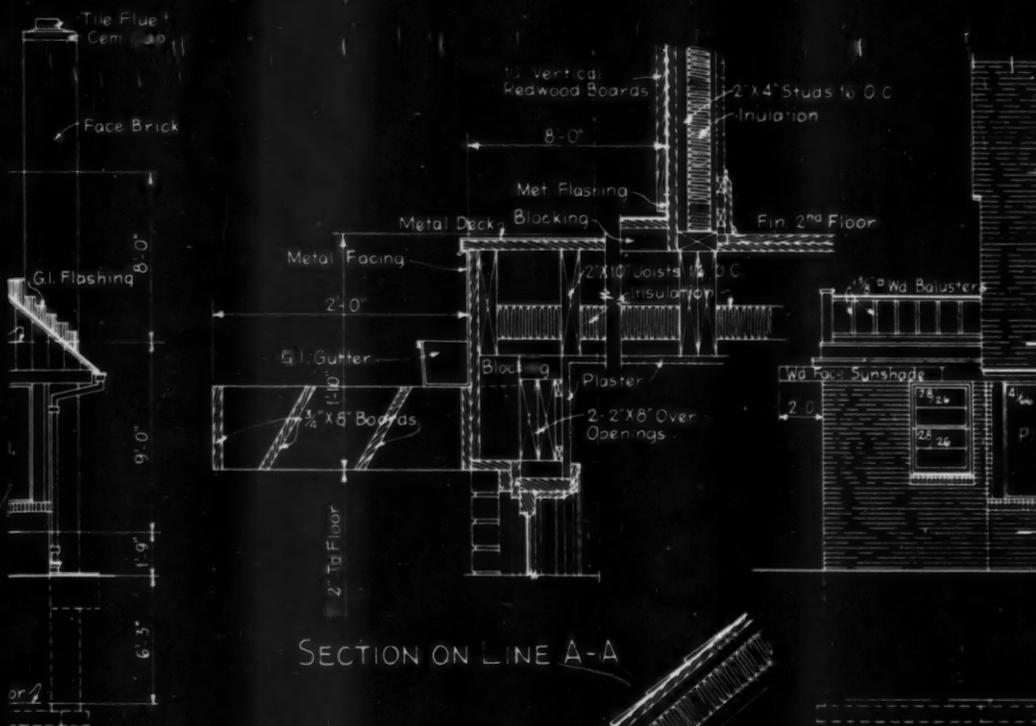
They're living in Model T's. On the highway or on the job, most people are strictly 1951. But when they come home, they put on a theoretical celluloid collar. And their wives wear theoretical bustles as they swelter over their modern ranges in much the same way Grandma sweltered over her coal stove. The fact is, the homes people live in shape their lives.



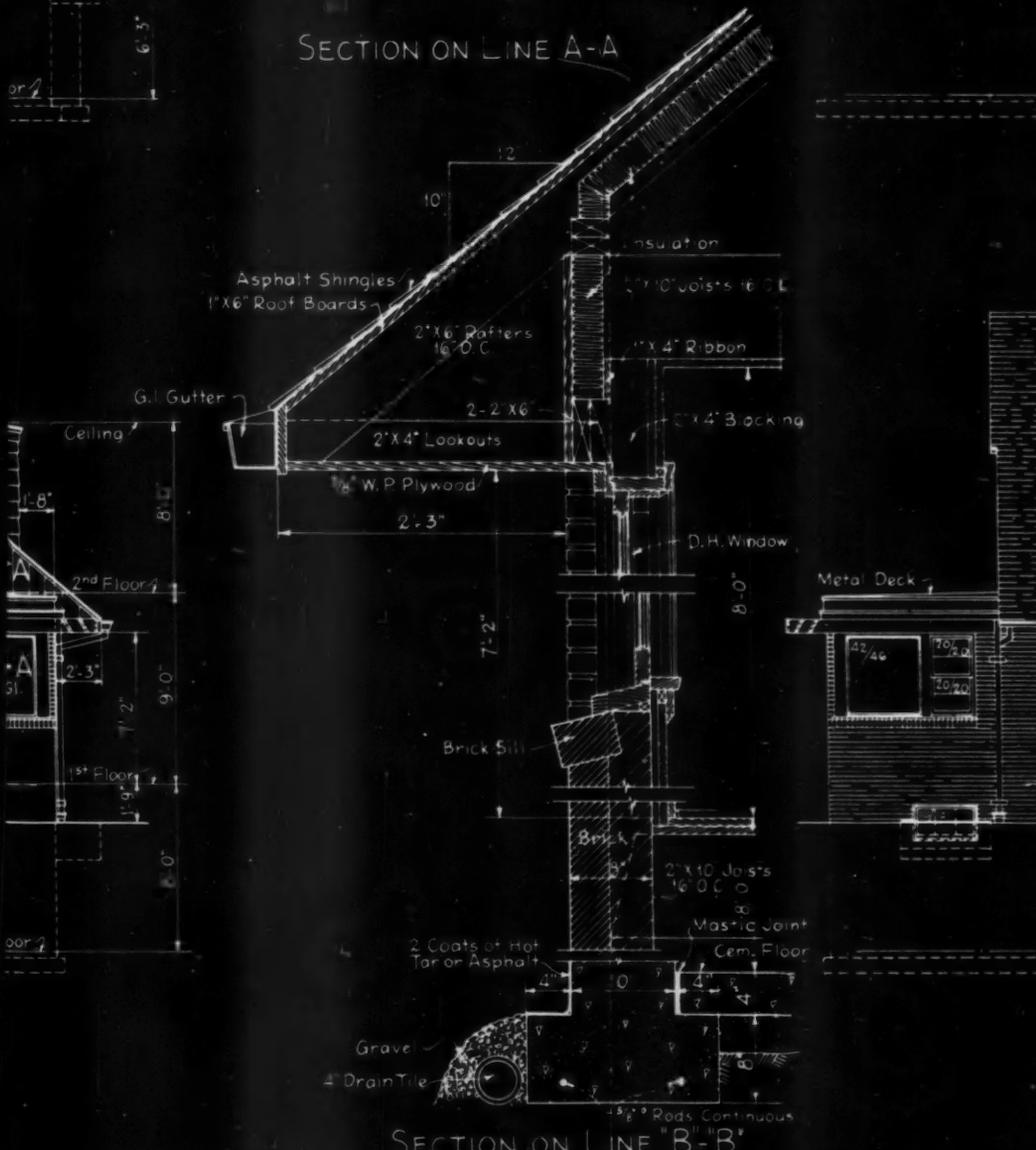
Today they need a "Comfort System." Central heating has changed houses somewhat. But it's a one-season proposition. On the other hand, the new Carrier "Comfort System" keeps you comfortable all year round. It's the great new Carrier Weathermaker* Air Conditioner. In a single package, it heats, cools, dehumidifies and circulates clean, filtered air.



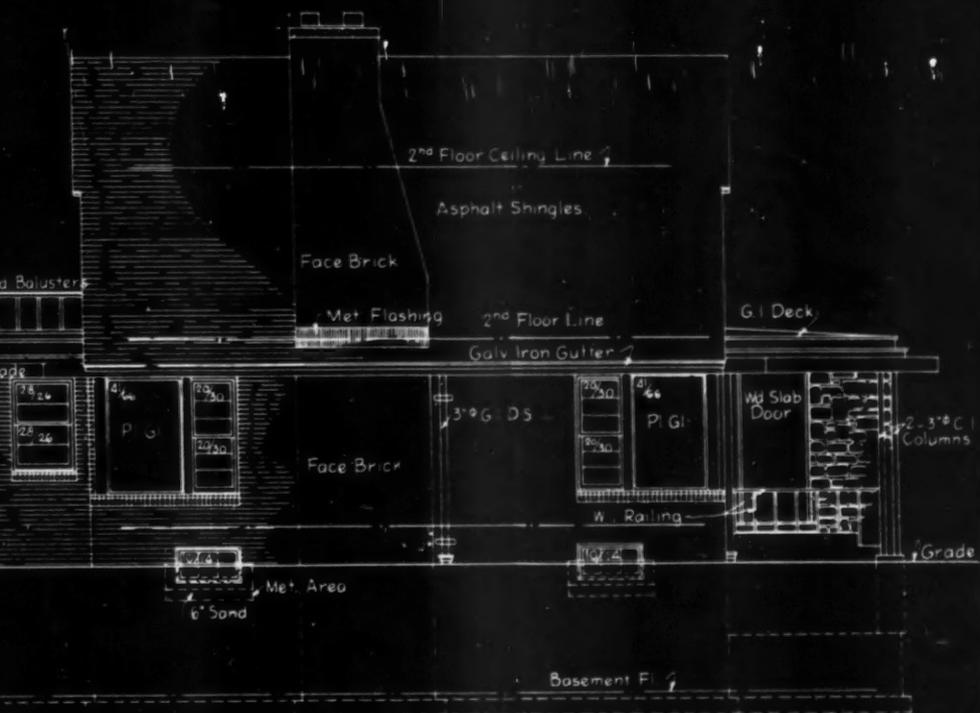
Built around air conditioning. That's the idea of the Weathermaker Home. It gives you more freedom to design a better home. You needn't use windows for ventilation—you can group them for solar heating...leave them off the west wall...place them as you want. Sure, we know—this is just the kind of house you've been wanting to design and build. Well, we want to help you.



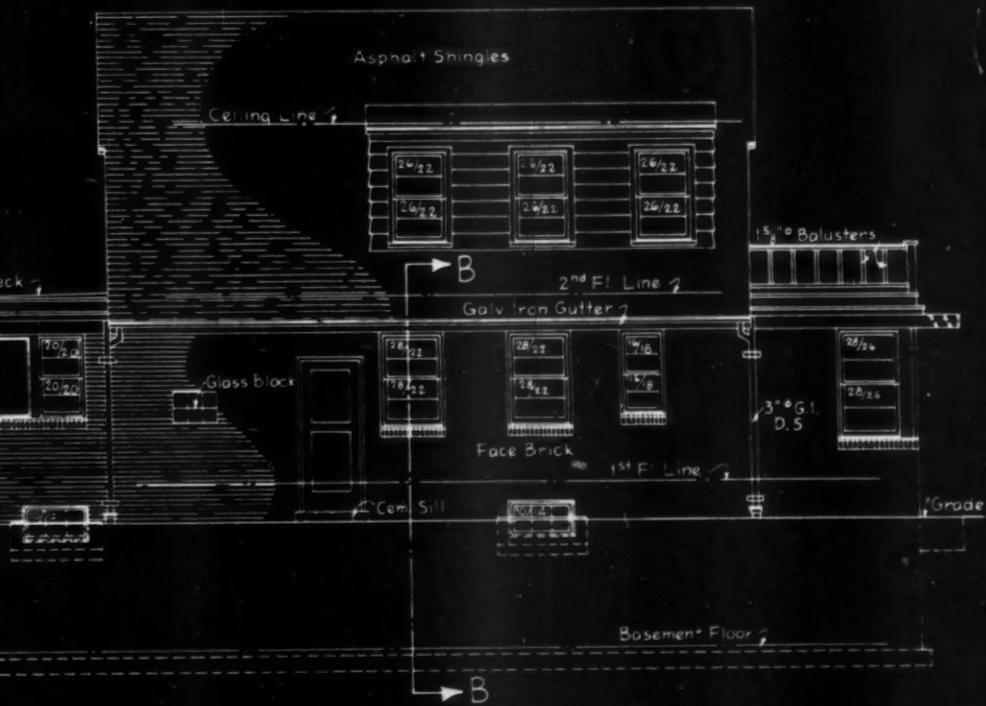
SECTION ON LINE A-A



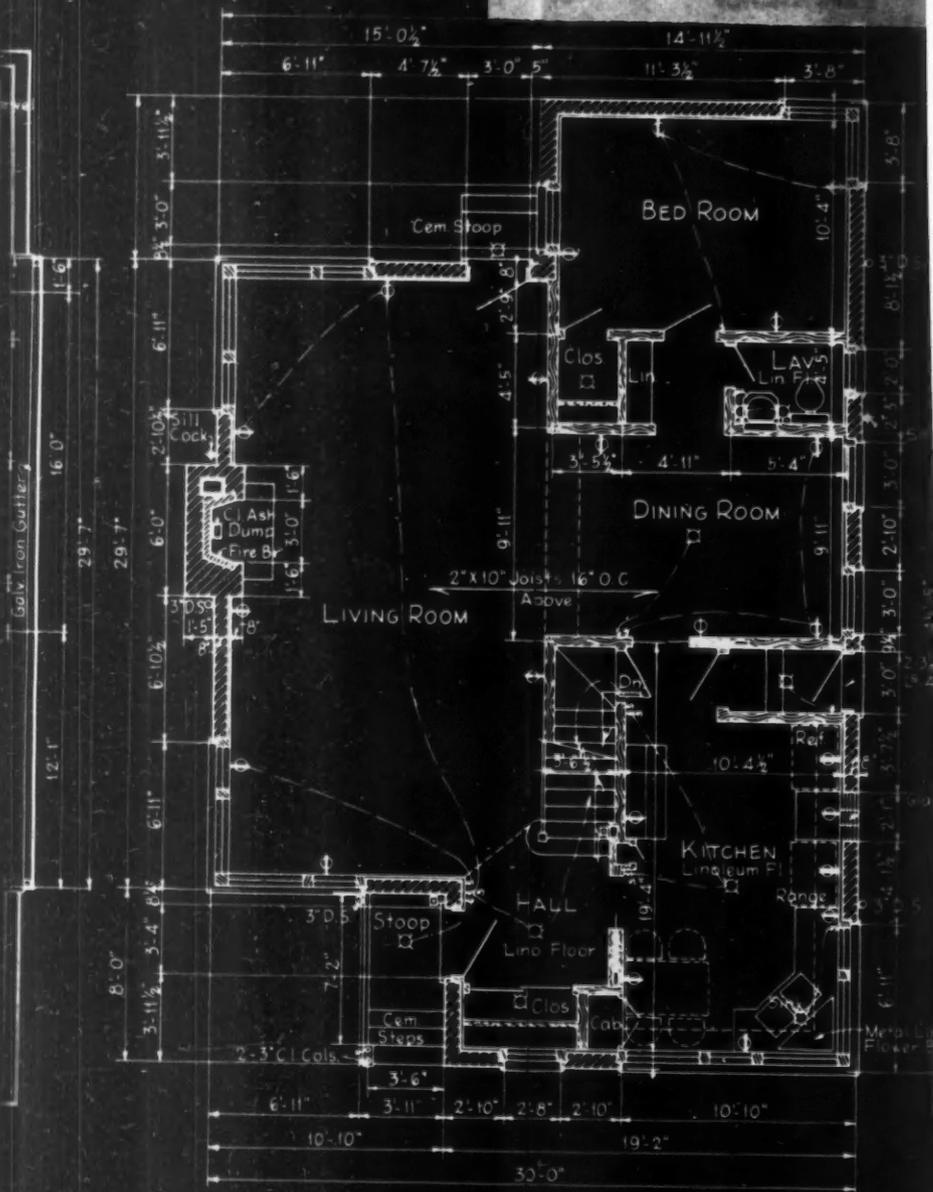
SECTION ON LINE B-B



LEFT SIDE ELEVATION



RIGHT SIDE ELEVATION



FIRST FLOOR PLAN

General Notes

All exterior dimensions taken to face of sheathing.
 All interior dimensions taken to center of partitions.
 All floors unless otherwise noted to be No. 1 Kiln Dried
 Oak Floor. Plaster all walls and ceilings 2 coats on
 Metal Lath.

PAG MISS

DESIGN No A B 172

AMERICAN BUILDER BLUE PRINT SERIES

Designed By

Arthur V. Hansen
 6820 Oakley Ave.

Designer
 Chicago, Ill.

Simmons Boardman Pub. Corp. 79 W. Monroe St. Chicago



2-bedroom unit, states builder

Square Feet

er:
D. Coffman Co.
neapolis, Minn.

AND NAMES PRODUCTS USED

- Armstrong linoleum
- Balsam-Wool insulation
- Biggs plumbing fixtures
- Grote bathroom cabinet
- Gold Bond building paper
- Kwikset hardware
- Midwest Paint Co. paint
- B. F. Nelson shingles
- Nu Tone door chimes
- Unique sash balances

je Closets a is Factor

r:
tromberg Construction Co.
obbinsdale, Minn.

TY of closet space was
ned for the family in this mini-
oor space 3-bedroom home.
droom has a four foot double
In addition there is an en-
loset, two hall storage closets,
nen closet.

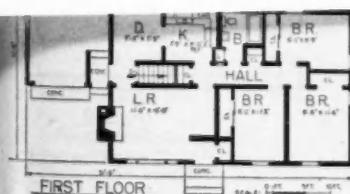
linette-kitchen combination is
feature in the moderately
ome. The dinette is separated
e kitchen by a wainscot-high
is adds light and space to the

dinette.

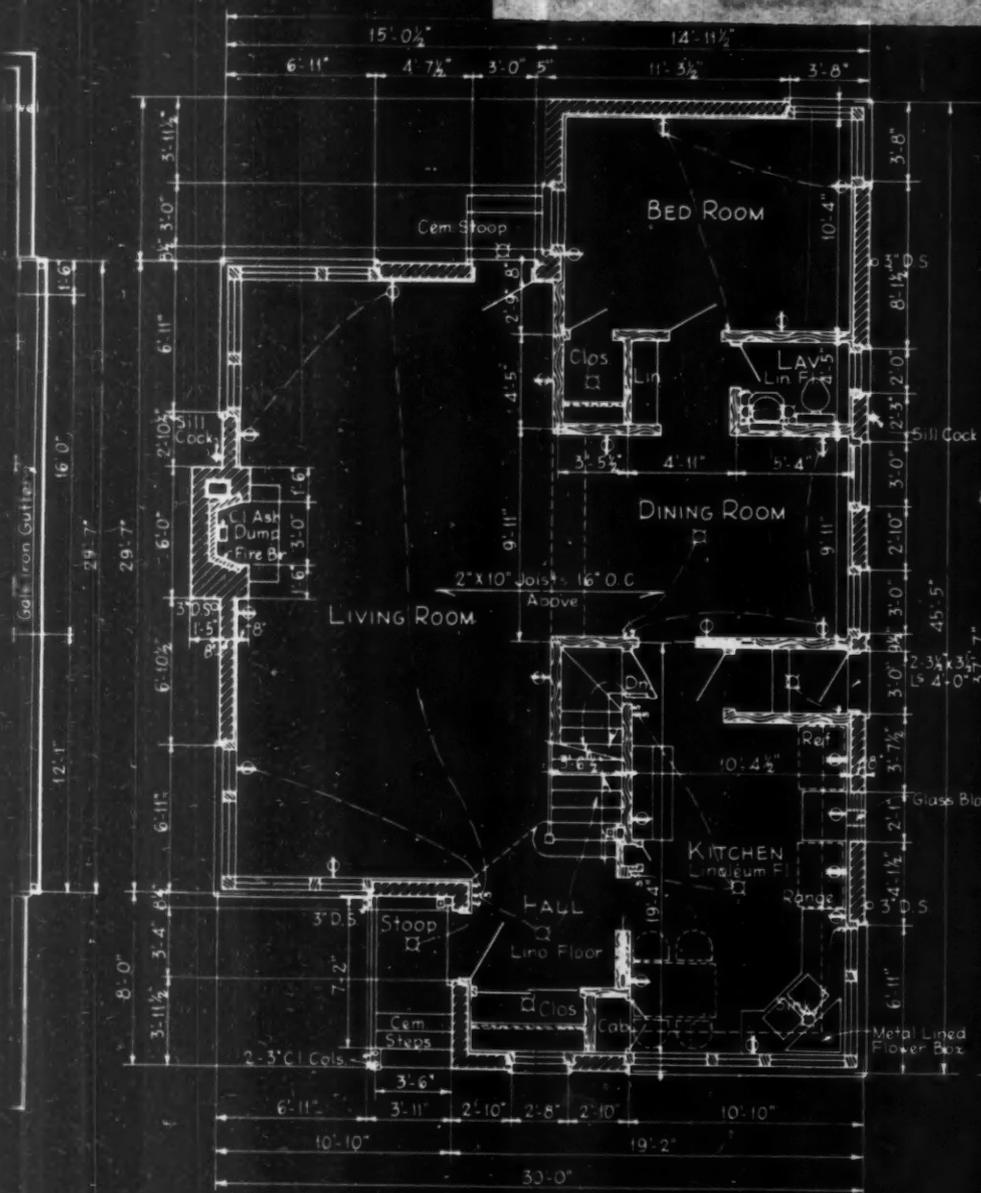
The entry is separated from the
living room by a corrugated glass
partition with book shelves under-
neath.

The 1,182 square foot home, in-
cluding garage and 75x105 foot lot,
sells for \$15,900.

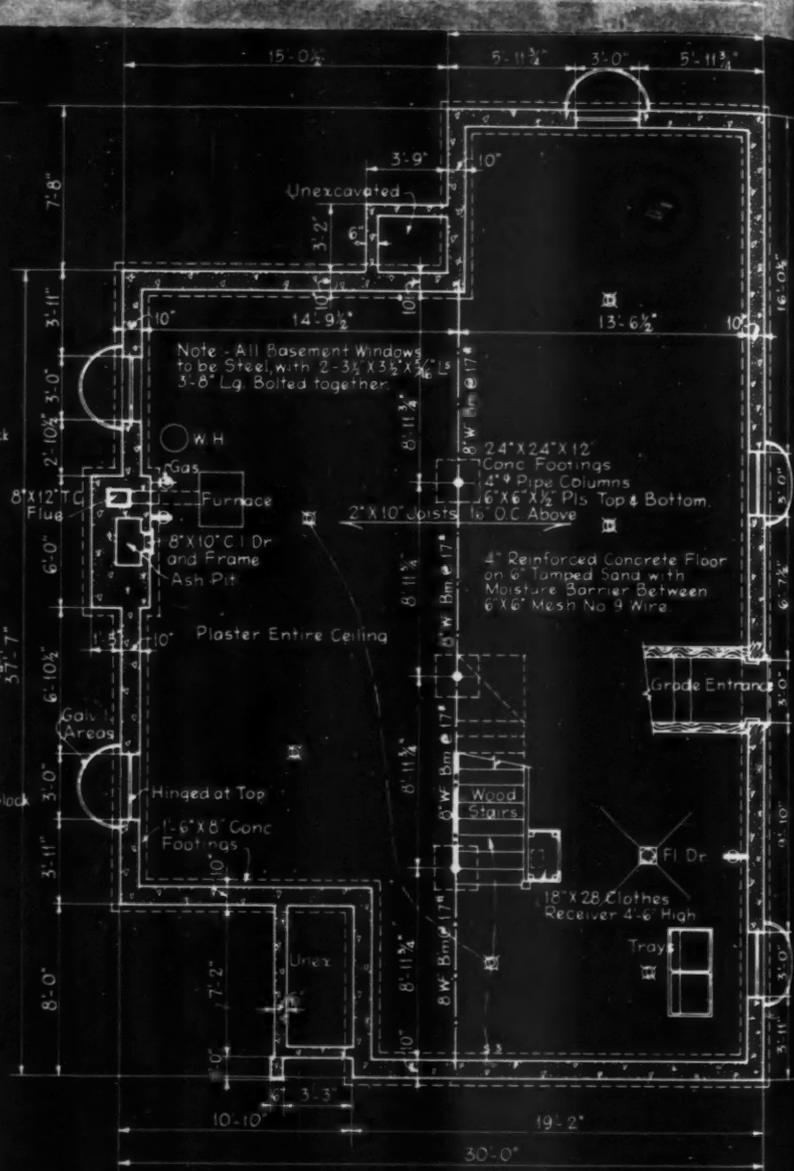
AGES SSING



- Fiberglas blanket insulation
- Gold-Seal shingles
- Janitrol furnace
- Masterfil insulation
- Minneapolis-Honeywell heating controls
- R-O-W windows
- Standard bathroom cabinet
- Schlage hardware



FIRST FLOOR PLAN



BASEMENT PLAN

General Notes

All exterior dimensions taken to face of Sheathing
 All interior dimensions taken to center of Partitions
 All Floors unless otherwise noted to be No. 1 Kiln Dried
 Oak Floor Plaster all walls and ceilings 2 Coats on
 Metal Lath

DESIGN No. A.B. 172

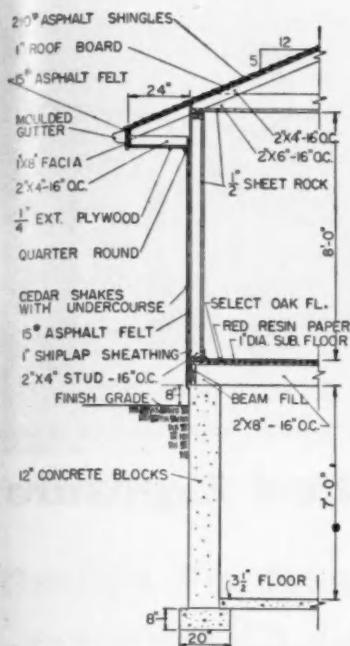
AMERICAN BUILDER BLUE PRINT SERIES

Designed By

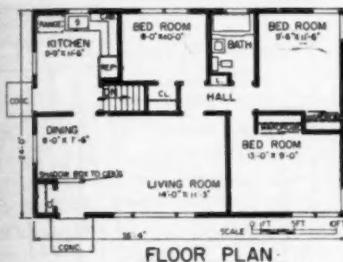
Arthur V. Hansen
 6820 Oakley Ave.

Designer
 Chicago, Ill.

Simmons Boardman Pub. Corp. 79 W. Monroe St. Chicago



• TYPICAL WALL SECTION •



LOW COST 3-bedroom house sells 10 to 1 over 2-bedroom unit, states builder

3-Bedroom in 823 Square Feet

A BUILDER who found an ever increasing market for three bedroom homes designed one to give maximum living at \$11,500 including lot.

For greater living space, the living-dining-kitchen area is maximum for the 34 foot by 24 foot, 823 square foot house. The bedrooms are small. The use of sliding wardrobe doors and high double hung windows gives maximum utilization of floor space.

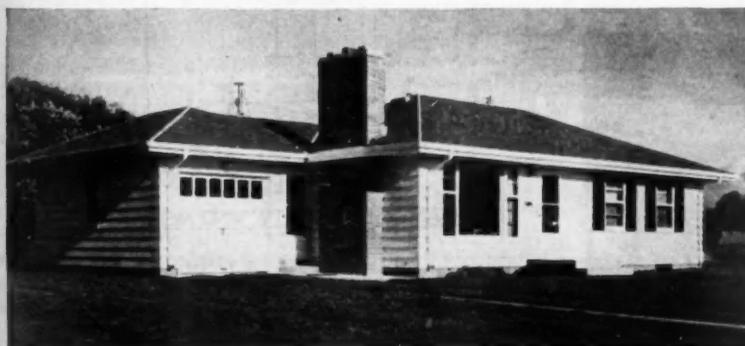
Site precutting of all framing speeds the construction to 292 man hours.

Exterior walls are built and sheathed on the floor. Gable ends, complete with exterior finish, are built completely on the floor before being placed in position.

Builder:
W. D. Coffman Co.
Minneapolis, Minn.

BRAND NAMES PRODUCTS USED

Armstrong linoleum
Balsam-Wool insulation
Briggs plumbing fixtures
Grote bathroom cabinet
Gold Bond building paper
Kwikset hardware
Midwest Paint Co. paint
B. F. Nelson shingles
Nu Tone door chimes
Unique sash balances



A 3-BEDROOM HOME with attached garage and full basement boasts 40½ square feet of closet space

Large Closets a Sales Factor

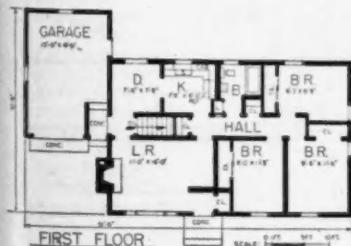
Builder:
Stromberg Construction Co.
Robbinsdale, Minn.

PLENTY of closet space was planned for the family in this minimum floor space 3-bedroom home. Each bedroom has a four foot double closet. In addition there is an entrance closet, two hall storage closets, and a linen closet.

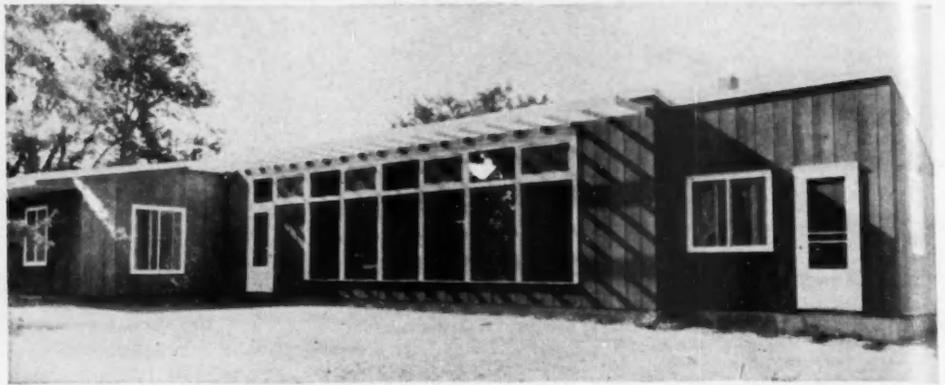
The dinette-kitchen combination is another feature in the moderately priced home. The dinette is separated from the kitchen by a wainscot-high wall; this adds light and space to the dinette.

The entry is separated from the living room by a corrugated glass partition with book shelves underneath.

The 1,182 square foot home, including garage and 75x105 foot lot, sells for \$15,900.



BRAND NAMES PRODUCTS USED
American-Standard plumbing fixtures
Barcol garage doors
Dome-Turbo exhaust fan
Fiberglas blanket insulation
Gold-Seal shingles
Janitrol furnace
Masterfil insulation
Minneapolis-Honeywell heating controls
R-O-W windows
Standard bathroom cabinet
Schlage hardware



HOUSE of contemporary design oriented to side street front where future planting will serve as screen

Privacy Obtained with Controlled Exposure

Architect: George L. Horner, Iowa City, Iowa

Builder: Wilbert Frantz, Iowa City, Iowa

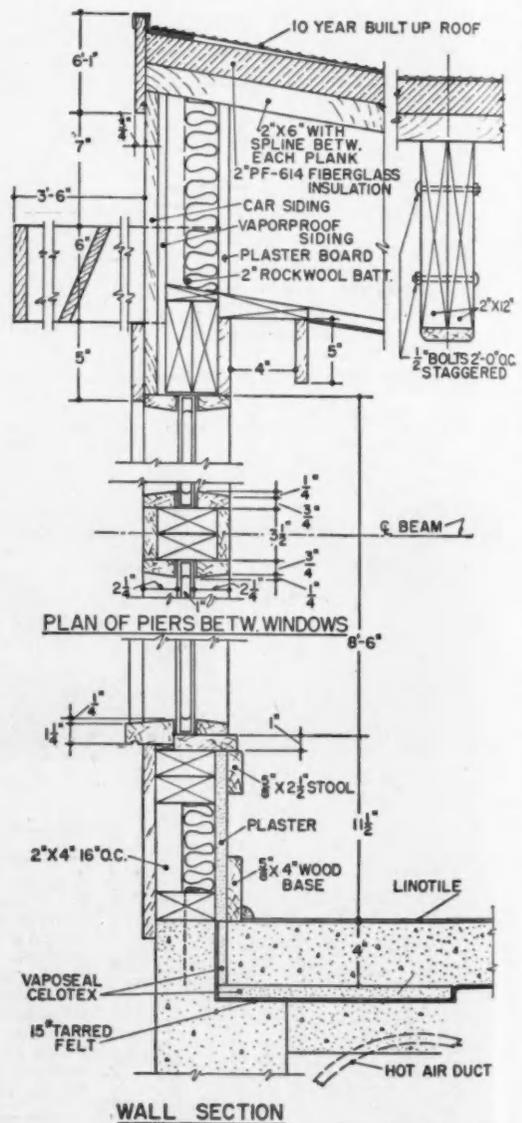
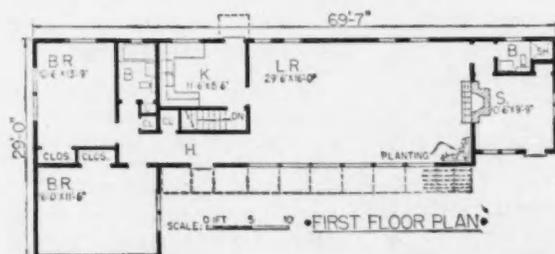
THE house for Dr. and Mrs. Robert H. Johnson, Iowa City, Iowa, was designed to meet the specific requirements of the owner as to size and price. Square foot area is 1350.

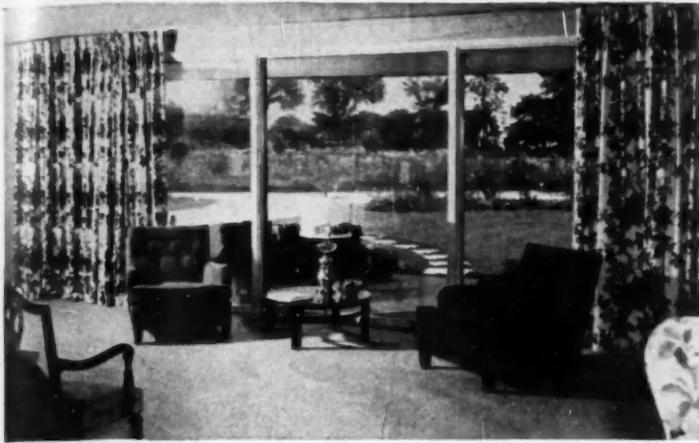
The simplicity of the roof and wall profiles, together with the exposed post and beam type of construction in the living room area, kept the cost down to \$18,000 including an 85x165 foot lot. The plan is oriented for southern exposure in the living room, which has a large battery of windows along its entire length. Ventilation is obtained from alternate transom sash which are hinged. Open wood sunshade over windows controls the light in the room.

The house, placed at the far end of the 85 foot wide lot, will eventually be screened from the side street by adequate planting. Bedrooms, which face the other street front, help to screen the yard from the public. The study and bath at end opposite living room can be used for guests or sublet.

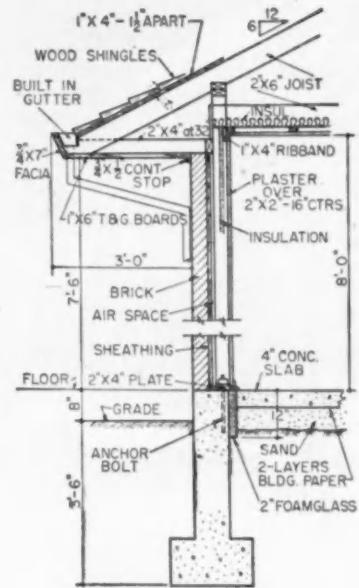


EXPOSED STRUCTURAL MEMBERS, wood paneling and large glass areas provide the design pattern for living room





COVERED terrace, and floor to roof windows provide design accent for this house



TYPICAL WALL SECTION

Design Finding Favor with Custom Builders

Architect and Builder:
Jones and Duncan, Highland Park, Ill.

IN the design of his own home, James S. Duncan has followed the trend that has consistently identified his work.

This conventional ranch-type house contains 1728 square feet of living area. It was built in 1949 for \$26,000 including a 220x150 foot lot.

The house contains six rooms including two bedrooms, den, utility room, kitchen and combination living and dining room, bath and lavatory. The living room forms the core of the plan with the other rooms adjoining on both sides.

Exterior walls are painted common brick with dark stained gable ends above. House is placed on a 4 inch concrete slab with Foamglas perimeter insulation at contact with exterior foundation walls. Ceiling radiant heating is provided in all rooms.



FLOOR PLAN

SCALE: 1" = 5'-0"

BRAND NAME PRODUCTS USED

- American Welding and Mfg. Co. sliding doors
- Bildrite wall sheathing
- Crane plumbing fixtures and bathroom cabinet
- Crawford garage door
- Formica kitchen counters
- Hoffman heating controls and hot water heater
- National boiler furnace
- Kentile asphalt tile
- Pella windows
- Sargent hardware
- Pryne lighting fixtures
- Thermopane windows



THE VALUE of living room window wall is in the unlimited depth it adds to room



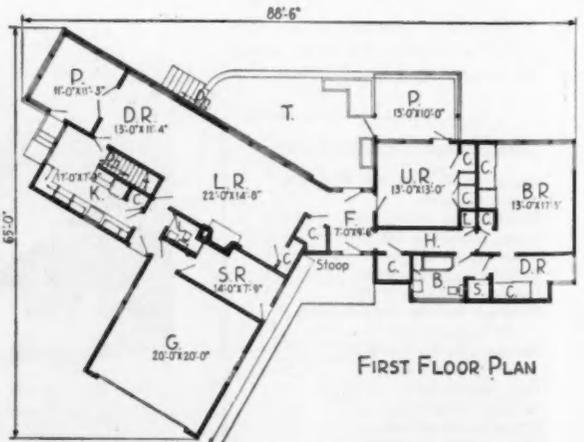
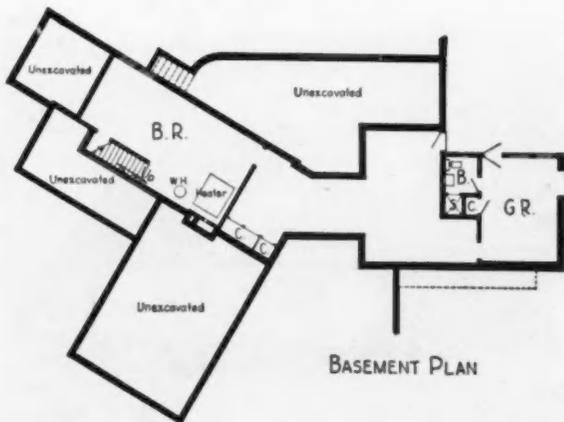
LIVING ROOM windows, shaded by overhanging eaves, look out on terrace and Mississippi River islands, far below



Home On River Bluff Overlooks Three States

Builder:
Theodore Kintzle
Dubuque, Iowa

Architect:
John J. Flad & Associates
Dubuque, Iowa



BASEMENT has guest room with private bath and entrance

CENTER entry connects sleeping wing with rest of house

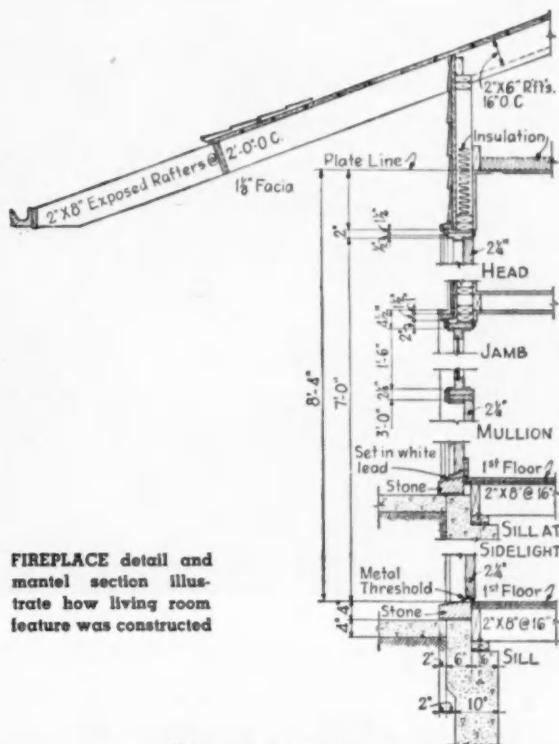
NATIVE stone, horizontal wood siding, and wide roof overhangs contribute to impressive dignity of elevation, which faces river. High porch wall helps soften angular lines



Six acres of landscaped grounds, atop Mississippi River bluff, demanded a house that would properly survey its scenic view

DESIGNED so that all rooms take full advantage of the scenic setting afforded by its six acre river bluff site, this Dubuque residence was erected at a cost of \$35,000 for 38,263 cubic feet. Situated high above the Mississippi River, it has a view of three states . . . Iowa, Illinois and Wisconsin. Air-conditioned for summer and winter comfort, the house is made up of two wings, set at angle to each other and connected by an entrance hall.

A novel provision is that of a guest bedroom in the basement, with private bath and entrance. In addition to numerous built-ins, there are master-controlled lighting, public address and radio systems. It is the home of Mr. and Mrs. Alois M. Hoffman.



FIREPLACE detail and mantel section illustrate how living room feature was constructed

DETAILS AT FRONT ENTRANCE

REAR VIEW of house, with garage set at angle to sleeping wing, does not reveal rambling appearance of the front elevation

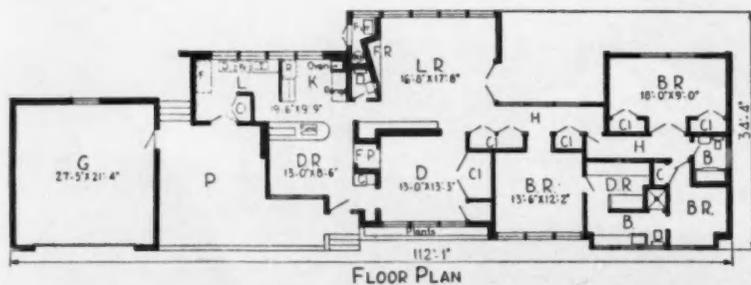




Builder:
Bronkema Builders, Inc.
Grand Rapids, Mich.
Designer and Owner:
James R. Bronkema
Grand Rapids, Mich.

EXPOSED BEAMS and roof boards blend with brick floors and walls of this Grand Rapids, Michigan, living room

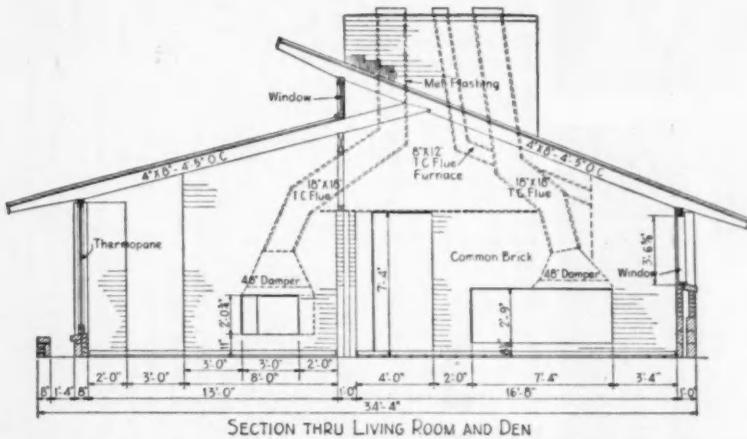
Interior of Brick and Wood Featured in \$60,000 Home



LIVING ROOM and den act to separate sleeping and eating wings of the house. Floor plan shows how dressing room-bath serves two of the three bedrooms

EXPOSED roof boards, beams and hollow masonry walls, along with paving-brick flooring throughout, provide a unique interior for the \$60,000 home of a Grand Rapids, Michigan, builder and designer. Containing 2,093 square feet of floor area, in addition to screened porch, patio and garage, the house has living room, dining room, den, kitchen, three bedrooms, two baths, lavatory, laundry room and concealed heating room. Where brick was not utilized for interior wall surfaces, random panel planking was applied. Fireplaces are provided for both living room and den, while a dressing room-bath serves two of the three bedrooms. Numerous built-ins are incorporated. (See page 220).

CLEARSTORY WINDOW is used to break up monotony of 112 foot roof expanse. Frame siding of bedroom wall, extreme right, serves same purpose



FIREPLACE ELEVATION detail illustrates how 18x18 inch flues, from hearths in living room and den, reach the chimney. Furnace flue originates in heating room, concealed, with lavatory, behind living room fireplace wall

NAME BRAND PRODUCTS USED

- Bla-Fan exhaust fan
- Case plumbing fixtures
- Celotex wall sheathing
- Cemesta roof sheathing and insulation
- Crane furnace
- Crane plumbing fixtures
- Faries bathroom cabinet
- Gate City windows
- General Electric wall heater
- Hotpoint refrigerator and automatic laundry
- Ledlin-Lightolier lighting fixtures
- Libbey-Owens-Ford Thermopane windows
- McKinney hardware
- Minneapolis-Honeywell heating controls
- National garbage disposer
- Overhead Door Co. garage door
- Pella windows
- Praet & Lambert paints
- Roso doors
- Rheem hot water heater
- Sisalkraft building paper
- Thermador kitchen range

Extending across 112 feet of its 140x250 foot lot, the house has common brick on all four sides, except where horizontal frame siding was deemed necessary to break up exterior monotony. The low pitch split shake roof has been enhanced by the provision of a clearstory window.

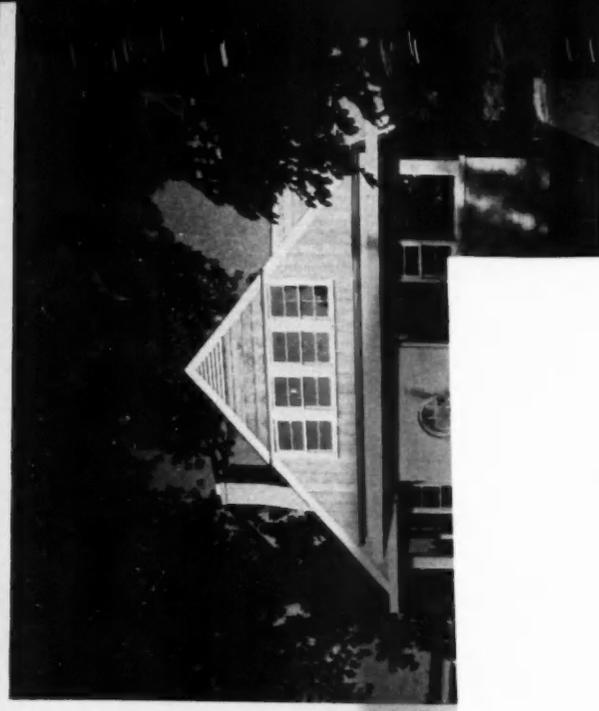
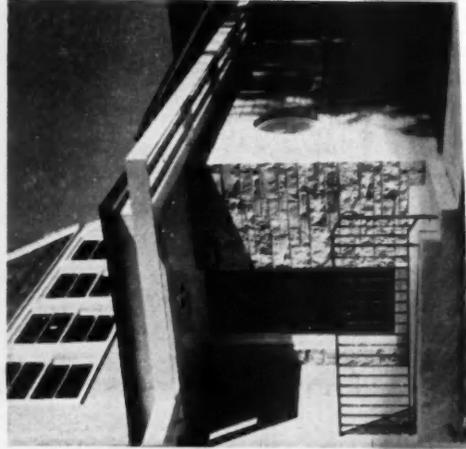
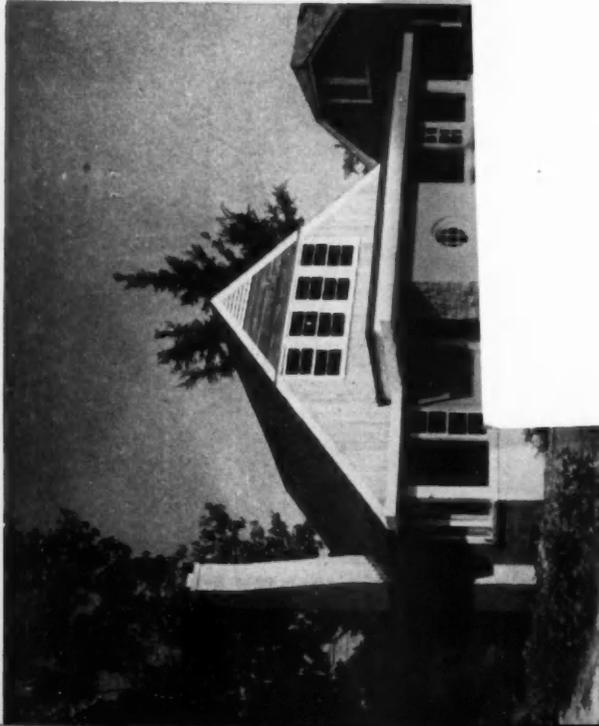
Installation of the gas-fired furnace and hot water heater behind the brick fireplace wall of the living room has allowed the laundry room to be free of heating equipment. Located off the kitchen, its only appliances are clothes washer, dryer, and home-freezing unit. Hot water radiant heat is delivered through copper coils imbedded in the four-inch concrete slab floor.

Contributing bonus living area, especially for warm summer days, is the immense screened porch which extends from the front entrance to the garage. To the rear of the house is a terrace, accessible from the living room.



COLONIAL KITCHEN has canopy-covered electric range. Behind it is wall oven

AMERICAN BUILDER BLUEPRINT HOUSE NO. 58



THE

Getting

Designed by:
Arthur V. Ha
Built by:
Alvin G. Rae

*For complete on
of this house writ
Service, 30 Church*

PAC MIS

and air.
front of house
and breakfast
stone wall is
n living room.
two-story house
members above
L floor rooms
ily accessible
floor.

Quantity List of Materials

For American Builder Blueprint House No. AB 172

AGES SSING

ntry

.....	None
.....	None
.....	72 — 2x10 — 14'
.....	48 — 2x10 — 16'
.....	350 l.f. 1x4
.....	210 — 2x4 — 8'
.....	40 — 2x4 — 12'
.....	25 — 2x4 — 14'
.....	24 — 2x6 — 16'
.....	48 — 2x6 — 22'
.....	10 — 2x8 — 8'
.....	2 — 2x8 — 12'
.....	8 — 4x6 — 4'
.....	2 — 4x4 — 12'
.....	2100 B.F.
.....	2100 B.F.
.....	650 B.F.
.....	650' Redwood siding & boards
.....	120 — 1"x2" — 8'

erial

.....	2 — 2x12 — 14'
.....	13 — 2x10 — 4'
.....	2 — 4x4 — 8'
.....	2 — 2x4 — 8'
.....	1300 sq. ft. Area to cover
.....	275 sq. ft. Area to cover
.....	140 sq. ft. 3/8" plywood
.....	450 l. f. 1x8" for sunshade
.....	2 — 5x5 newels
.....	46 l. ft. baluster
.....	26 l. ft. top rail
.....	26 l. ft. bottom rail
.....	1800 sq. ft.

uction

.....	136 l. f.
.....	48 l. f.
.....	Chimney
.....	of deck, 1 clothes chute lining

g

.....	Area: 14 squares
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'alls

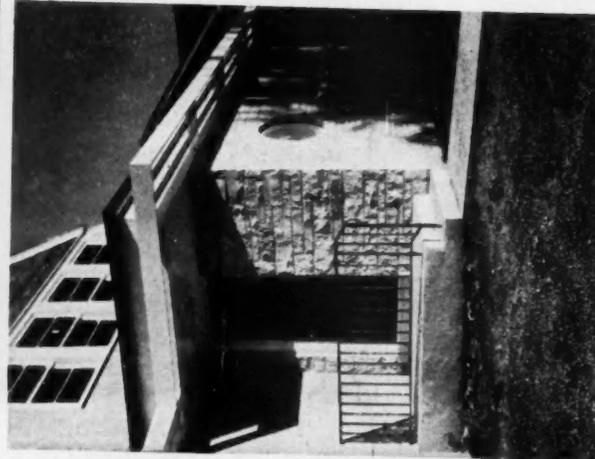
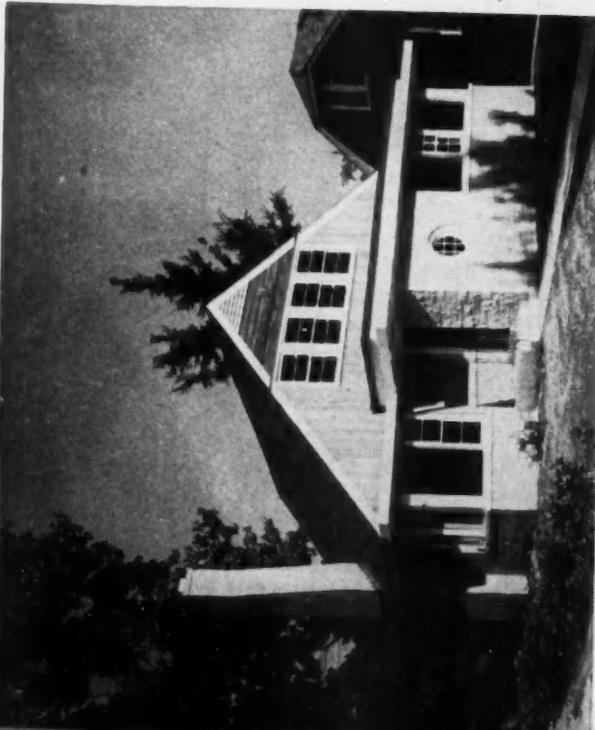
.....	660 sq. yds.
.....	75 sq. ft. wall
.....	33 sq. ft. floor

3 — 2'8" x 7'0"
3 — 2'0" x 7'0"
2 — 2'6" x 6'8"
1 — 2'2" x 6'8"
3 — 2'0" x 6'8"
1 — 2'0" x 5'0"

Special Interior Doors	1 flight with open rail; 14 Risers	
Special Interior Millwork:	Fireplace Mantel	Shelf only
Stairs	Bathroom and linen cabinets, kitchen cabinets, buffet.	

● 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.

AMERICAN BUILDER BLUEPRINT HOUSE NO. 58



THREE VIEWS of the house show the manner in which the one story projecting wing is linked to the main body of house and becomes the featured portion

Getting the Most on a Fifty Foot Lot

Designed by:
Arthur V. Hansen, Chicago, Ill.
 Built by:
Alvin G. Raedeke, Park Ridge, Ill.

For complete one-quarter inch scale working plans of this house write American Builder Home Plan Service, 30 Church Street, New York 7, N. Y.

DATA and features that characterize this month's blueprint house:

Basement area: 1157 square feet.

First floor area: 1157 square feet.

Second floor area: 679 square feet.

Contents of house: 21,273 cubic feet.

Cost: \$1,000 per cubic foot. Completed August, 1951.

Construction: concrete foundation; solid masonry walls furred and plastered first floor; wood frame walls second floor; exterior facing Lannon stone; buff colored face brick on all walls; redwood vertical boards and siding; brown asphalt shingles; white painted trim; metal decks; D. H. wood windows; oak and linoleum floors; slab doors.

Features: Continuous sun shade across the front of house at head of windows. Diagonal boards of sunshade positioned to ward off the direct rays of the sun from

windows, yet permitting free flow of light and air.

Kitchen given prominent position in front of house with fixed panels of glass in front of work and breakfast areas.

Small circular window in center of front stone wall is focal point of interest.

Corner picture and ventilating windows in living room. Low, ground-hugging effect obtained in two-story house through use of wide eaves and horizontal members above first floor windows.

Excellent circulation to first and second floor rooms from front entrance hall.

Future recreation room in basement easily accessible from both living and service portion of first floor.

Fireplace on axis of dining room.
 Clothes chute from second floor to basement.

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Quantity List of Materials

For American Builder Blueprint House No. AB 172

Arthur V. Hansen, Designer

Excavating

Trench for foundation:	18 lineal feet
Chimney and column footings:	4
Excavation for basement:	300 yards

Cement Work

Foundations	1048 cu. ft.
Concrete Work	1040 sq. ft.
Thickness	4" reinforced
Sidewalks	None
Waterproofing:	Under slag 1000 sq. ft. 1060 sq. ft. side wall

Masonry

Type	Brick and Stone
Walls	1368 sq. ft.
Window sills	Brick
Glass block	6 — 8" x 8"
Chimney	Brick
Flue Lining	50' of 8" x 12"
Cap	Concrete
Fireplace	Brick
Throat and Damper	1
Lintels	1
Miscellaneous	Ashdrop & clean out doors

Iron Work

Structural	925 pounds
Lally columns	3 — 4" dia. 2 — 3" dia.
Metal Railings	8 l. f.
Miscellaneous	5 Metal areaways, 5 Steel basement sash

Millwork

Windows — Type	Double hung and 1 ft. fixed
Windows Glazed including trim:	
7 — 26/22, 2 — 32/22, 2 — 28/22, 1 — 16/18, 3 — 28/26,	
4 — 20/30, 2 — 20/20, 1 — 42 x 46, 4 — 41 x 46,	
2 — 41 x 66	

Note: Many are used in combination and as corner windows. One special circular window.

Exterior Doors:	
Sash Door	1 — 2'8" x 6'8"
Sash Door	1 — 2'8" x 7'0"
French Door	1 — 3'0" x 7'0"
Slab Door	1 — 3'0" x 7'0"
Exterior Millwork:	
Louvers	2
Interior Doors—including jambs and trim:	
	3 — 2'6" x 7'0"
	3 — 2'8" x 7'0"
	3 — 2'0" x 7'0"
	2 — 2'6" x 6'8"
	1 — 2'2" x 6'8"
	3 — 2'0" x 6'8"
	1 — 2'0" x 5'0"
Special Interior Doors	
Special Interior Millwork:	
Stairs	1 flight with open rail; 14 Risers
Fireplace Mantel	Shelf only
Bathroom and linen cabinets, kitchen cabinets, buffet.	

Carpentry

Beams and Girders	None
Foundation Plates	None
Joists	72 — 2x10 — 14' 48 — 2x10 — 16'
Bridging	350 l. f. 1x4
Studding and Plates	210 — 2x4 — 8' 40 — 2x4 — 12' 25 — 2x4 — 14'
Ceiling Joist	24 — 2x6 — 16'
Roof Rafters	48 — 2x6 — 22'
Framing Lintels	10 — 2x8 — 8' 2 — 2x8 — 12' 8 — 4x6 — 4' 2 — 4x4 — 12'
Subfloor	2100 B.F.
Roof Sheathing	2100 B.F.
Side Wall Sheathing	650 B.F.
Side Wall Materials	650' Redwood siding & boards
Furring	120 — 1" x 2" — 8'
Grounds depend on interior wall material	
Carpenter Stairs	2 — 2x12 — 14' 13 — 2x10 — 4' 2 — 4x4 — 8' 2 — 2x4 — 8'
Flooring — Hardwood	1300 sq. ft. Area to cover
Softwood	275 sq. ft. Area to cover
Exterior Material:	
Soffits	140 sq. ft. 3/8" plywood
Eaves	450 l. f. 1x8" for sunshade
Porches	2 — 5x5 newels 46 l. ft. baluster 26 l. ft. top rail 26 l. ft. bottom rail
Insulation	1800 sq. ft.

Rain Conduction

Gutters	136 l. f.
Downspouts	48 l. f.
Flashing	Chimney
Miscellaneous	350 sq. ft. roof deck, 1 clothes chute lining

Roofing

Type: Shingles	Area: 14 squares
Sheet metal on decks.	

Interior Walls

Area to be covered	660 sq. yds.
Floor and Wainscot in Bath	75 sq. ft. wall 33 sq. ft. floor

● 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.



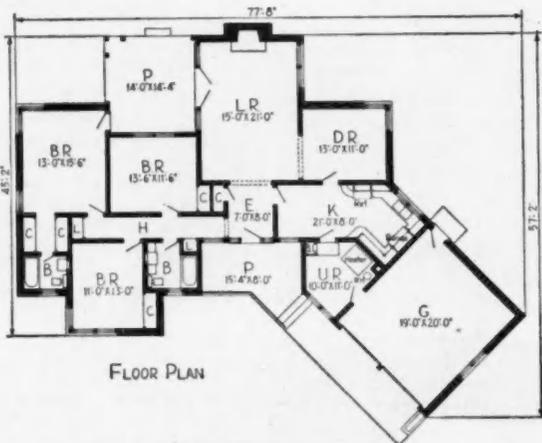
ANGULAR designed ranch-style home uses brick, vertical wood siding and glass block exterior materials

Builder:
L. C. Schrader Construction Co., Inc.
Wichita, Kas.

Architect:
John Niebaum,
Wichita, Kas.



Controlled Designs for



FLOOR PLAN

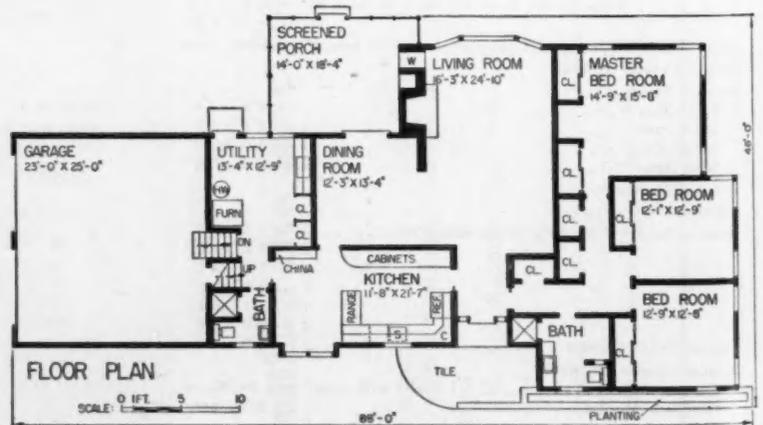
PLAN of 1600 square foot angular ranch home

LAND planning with strict requirements as to architectural control is exercised in "The Village," a subdivision of Wichita, Kansas. Here builders may erect speculative houses after submitting and obtaining approval of architects plans. The Village is a project of Town and Country Estates, Inc. a subsidiary of Wheeler Kelly Hagny Trust Company of Wichita, Kansas.

The development consists of 160 acres. Sixty acres have been set aside for special purposes such as shopping center, schools, and churches. One hundred acres are planned for single family residences in the \$25,000 to \$30,000 price range.

The homes are built on curvilinear streets from a comprehensive plan of land development. Lot sizes average 125 feet front and over 100 feet deep.

Builder and Architect:
Jack E. Hafer,
Wichita, Kans.



FLOOR PLAN

FLOOR PLAN of 2776 square foot home including garage



THIS VILLAGE home incorporates stone and double course wood shingles on the exterior

for Speculative Builders

Presently about 200 homes are completed in "The Village" and another 200 are expected to be erected this year.

The homes have three bedrooms, living room, dining room, kitchen, breakfast nook, utility room, two baths, screened porch, fireplace, and gas-fired forced air heating.

The angular ranch design has a wardrobe hall leading from the master bedroom to a private bath. The home cost \$26,500.

The stone front model has accordion folding type closures for the bedroom closets. Also included in the home is an electric dishwasher, garbage disposer, and storage space over the garage. This home cost \$25,500.

A finished room over the sunken garage model is an added feature. Included in the \$29,000 price is an electric dishwasher, garbage disposer, and attic fan.



FLOOR PLAN

PLAN of 2749 square feet stone front ranch home

Builder :

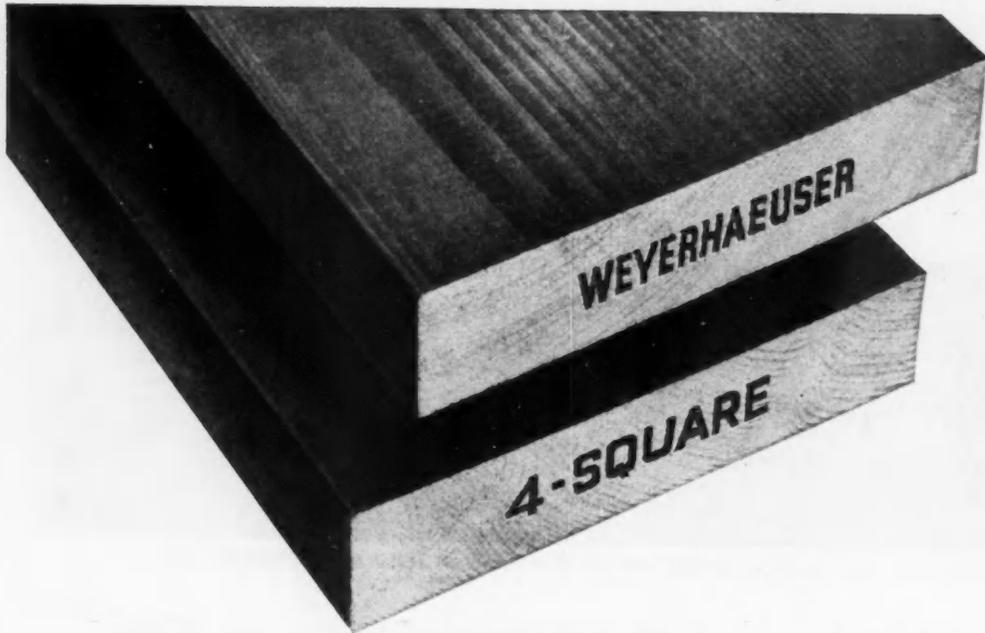
Distinctive Homes, Inc.
Wichita, Kas.

Architect :

John Regier,
Wichita, Kas.

STONE and bevel siding are used on the exterior of home. Garage floor is dropped 4 feet 8 inches so room can be built above





THIS BRAND NAME ON LUMBER MEANS . . .





One man hauls two logs easily, with this powerful tractor unit. Mechanized logging not only adds greatly to efficiency, but increases speed and safety in forest operations.



Loads weighing up to 125 tons are carried in one trip on mammoth Weyerhaeuser truck units. Some have two trailers in tandem, making a carrier 100 feet long.

Good Lumber... *through* Efficiency in Logging

Today, on visiting an efficient logging camp you would clearly see how the operations have been modernized by economical, waste-saving machinery. You would see power driven chain saws helping to harvest the mature trees—powerful “cats” hauling logs to the roads—swift modern cranes loading them—rail cars and great diesel powered truck-trailers delivering them to the mills.

Mechanical progress has made every man-hour vastly more productive in the harvesting of timber. It has opened up new timber resources, by reaching terrain formerly called “impossible” for logging—and thereby saving many mature trees for useful service. Also, mechanized handling reduces log damage and delivers the logs to the mills in condition to produce maximum lumber footage.

Correct logging is but one of the important factors which directly affects the quality and quantity of the lumber yield. The trademark “Weyerhaeuser 4-Square” on lumber also means the coordination of modern timber har-

vesting, modern reforestation, and modern manufacturing methods. The result is the best in good lumber, which delivers the utmost in sound, economical construction.

One of a series of advertisements defining the important factors contributing to the production of good lumber.



THE LEWISTON, IDAHO MILL

At mills located on the West Coast and Inland Empire, Weyerhaeuser 4-Square Lumber is produced in a range of products from Douglas Fir, Idaho White Pine, Ponderosa Pine, West Coast Hemlock, Western Red Cedar and related species.

Weyerhaeuser 4-Square Lumber and Services

WEYERHAEUSER SALES COMPANY • ST. PAUL 1, MINNESOTA

Completes Andersen Pressure Seal Window Unit—
COMBINATION STORM-SCREEN
 It's New! It's Handy! You Can Change It In Seconds!



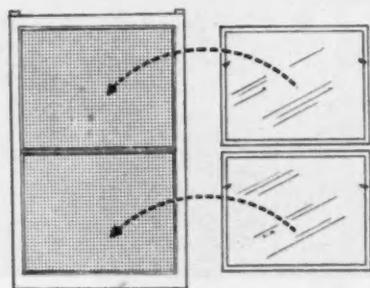
Here's a trim-looking, practical new screen and storm window combination. It completes the Pressure Seal Window, Andersen Corporation's double hung window unit!

You have to see it to appreciate the simplicity of its design . . . the careful construction for which Andersen WINDOWALLS are famous! Wood parts treated with toxic and water-repellent chemical preservative.

See your millwork dealer, or please write Andersen Corporation for more information.

- *Attractive full-length screen; 2 storm panels.*
- *Simple to change . . . takes only a few seconds.*
- *Cuts down storage problems.*
- *Provides full screen in summer.*
- *Gives more insulation in winter.*
- *No complicated installation. Hangs like standard screen or storm sash.*
- *Quality fine-mesh screen cloth.*

Most Convenient Storm and Screen Combination You Ever Saw



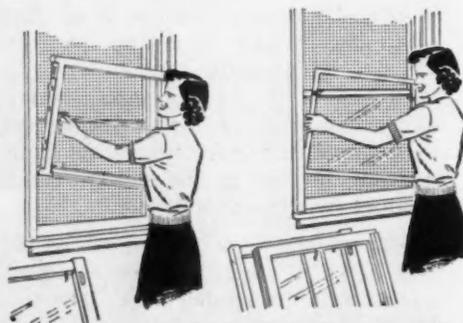
JUST THREE PARTS

Full-length screen and two lightweight storm panels. Never any stretching or struggling. Panels slip easily into rabbets *inside* the screen, lock with thumb-operated fasteners.



EASY TO REMOVE

Andersen Storm-Screen hangs and opens like any standard screen or storm window.

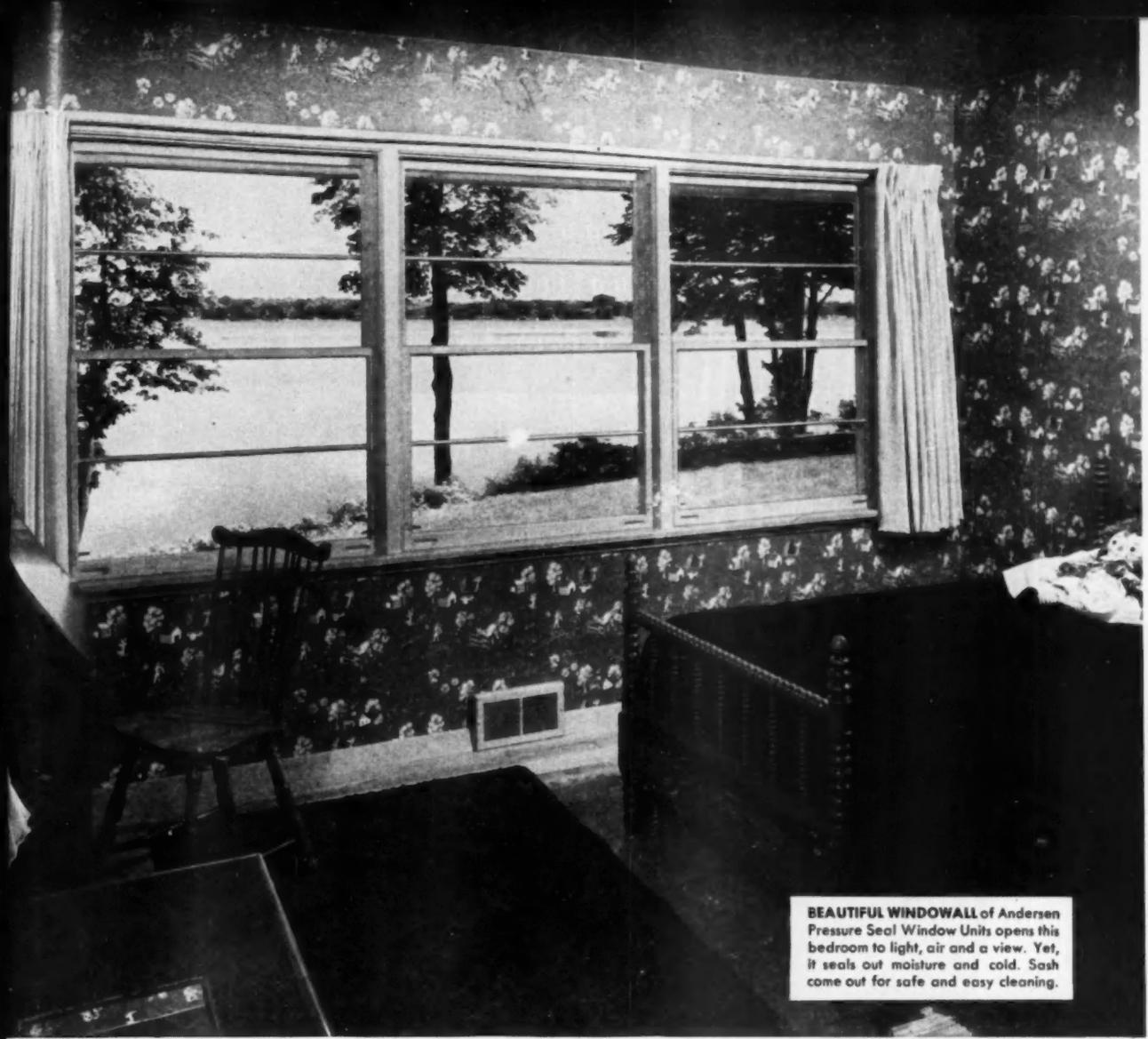


FROM SCREEN TO STORM SASH IN SECONDS

- 1.** Remove Pressure Seal sash. (Storm-Screen stays on the window always, except for painting or cleaning.)
- 2.** Insert or remove interchangeable storm panels from the inside. Easy to store and clean!

PRESSURE SEAL WINDOW UNIT AND COMBINATION STORM-SCREEN MANUFACTURED BY

Ande



BEAUTIFUL WINDOWALL of Andersen Pressure Seal Window Units opens this bedroom to light, air and a view. Yet, it seals out moisture and cold. Sash come out for safe and easy cleaning.

Pressure Seal Sash Lift Right Out For Easy Cleaning, Easy Installation

Builders like it, homeowners like it—this Andersen double hung unit with sash that lift right out. Sash removability makes it possible to clean window and change the Andersen combination Storm-Screen quickly and safely *inside* the home.

Sash removability cuts installation time and costs, too. Paint sash out of opening. Keep them out of opening. Gives a quicker, better job with less clean-up.

For sizes and other information see Sweet's Builders' File, or write Andersen Corporation.

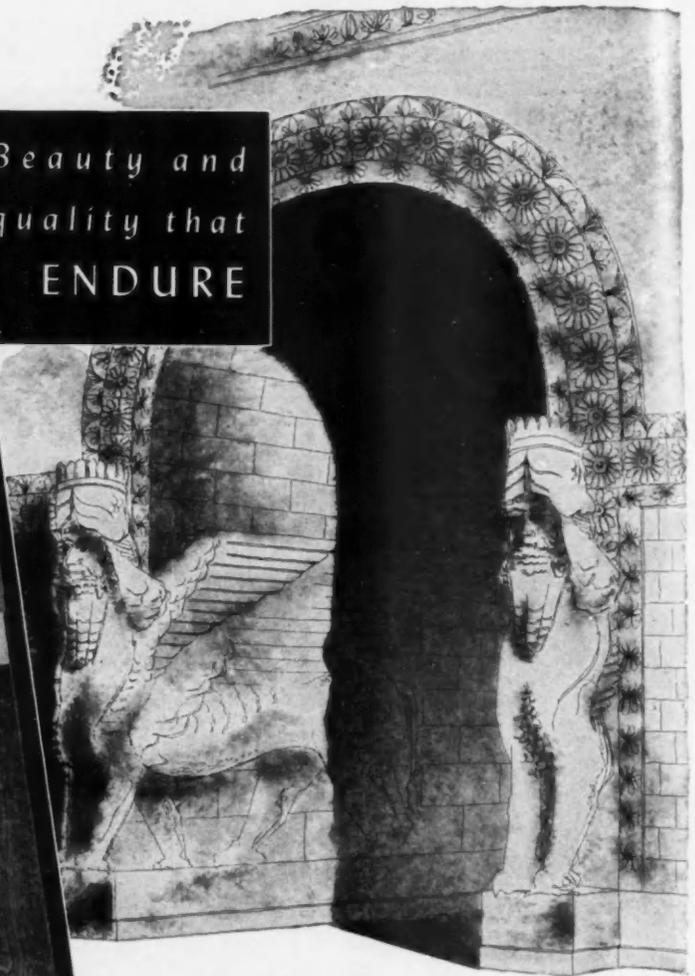


BY Andersen Corporation BAYPORT, MINN.—FAMOUS FOR

UNIVERSITY OF MICHIGAN LIBRARIES



Beauty and
quality that
ENDURE



HASKO ARCH-KOR DOORS

the result of proved performance
through the use of proved
construction principles

The ARCH-KOR construction assures resistance to warping and complete support of the faces of the Hasko doors.



Since Neolithic Man's discovery of the principle of the arch a perfection of beauty and strength have been added to our structures. Since Haskelite Men utilized the principle of the arch in HASKO ARCH-KOR DOORS, their lasting beauty and enduring strength have created a constantly growing demand, which places them today

in a position of top leadership in their field. The highest quality materials and the best in craftsmanship have helped build and maintain the reputations of suppliers of materials who specify and use HASKO DOORS. These are proofs of their worthiness of your endorsement and use. Ask your supplier for HASKO DOORS. Write for complete information.

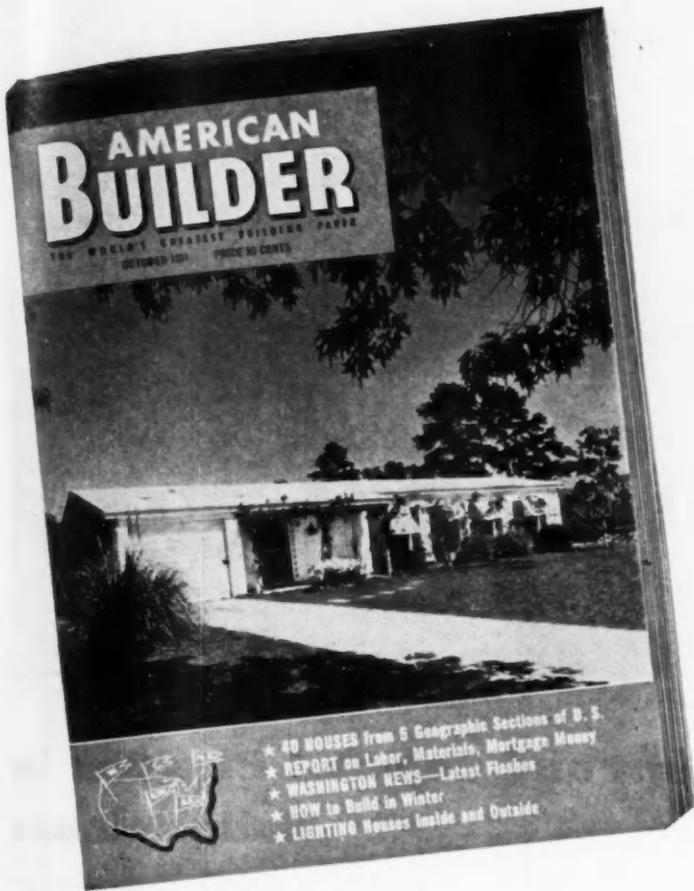
Hasko ARCH-KOR and SOLID-KOR Flush Doors are available faced with birch, mahogany, oak, maple, walnut, and gum.

HASKO

HASKELITE MANUFACTURING CORP., Grand Rapids 2, Michigan

West Coast Agents: Clay Brown & Co.,
Portland, Ore., and Los Angeles, Calif.

One of the world's largest manufacturers of plywoods, metal clad plywood,
and other laminated materials for use in industrial and consumer products.

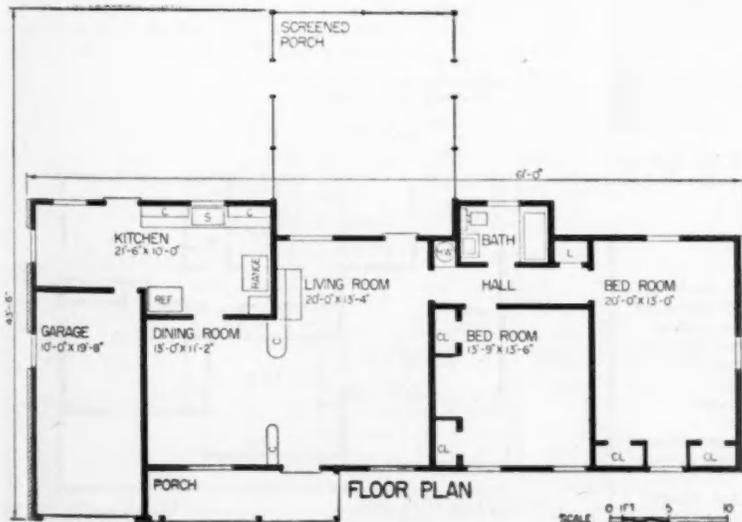


October Front Cover House

Builder:
C. E. LaMaster, Houston, Texas

Architect:
A. E. Nutter, Houston, Texas

Owner:
W. N. Allen, Houston, Texas



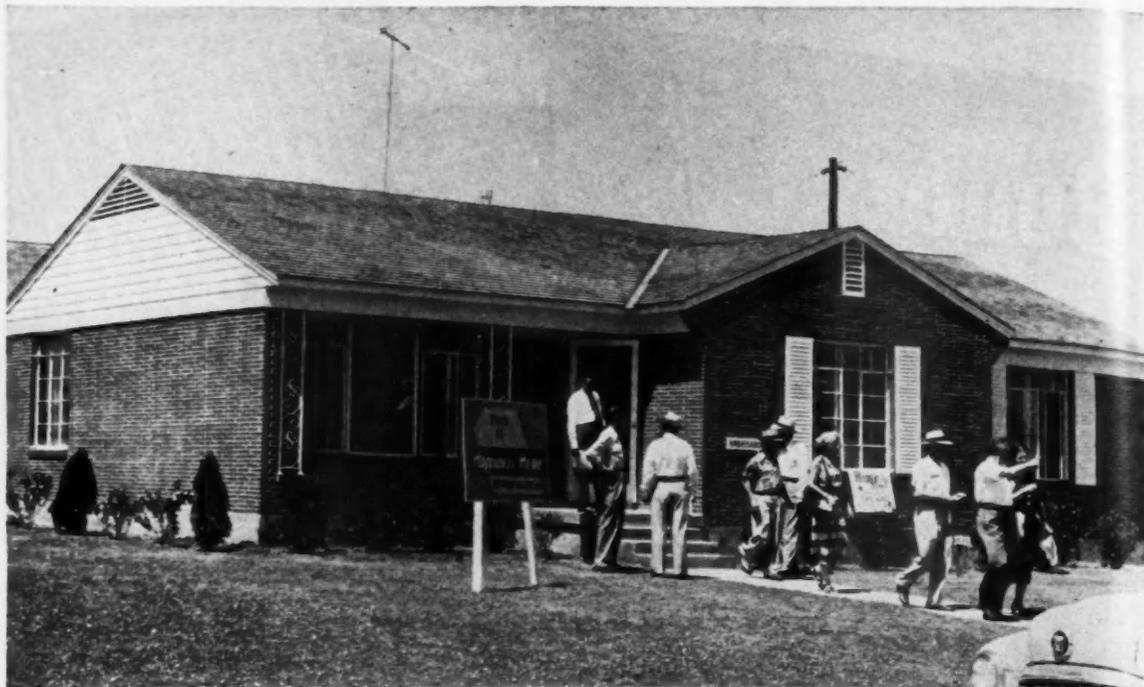
THE house shown in color on the front cover of this issue is a typical medium-sized, ranch-style characteristic of the Southwest area.

Construction follows the simplified methods used by the Southwest builders. Concrete slab is placed directly on sand, with bottom of wall footing, which is merely an enlargement of the slab, less than six inches below grade. Added thickness is also given to the slab under bearing partitions.

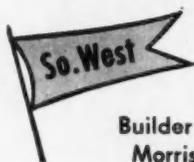
The roof, which is covered with a four-ply tar and gravel surface, has a 3-12 pitch. Surface of aggregates is white to reflect the sunlight. Large wood louvres at each gable end allow the air in the attic to circulate.

Porches are essential to the houses in Texas. An entrance and screened porch, in this house, are provided at each end of the living room. The rear screened porch which is 16 x 19 feet literally becomes an outdoor living room. Wood supporting posts are spaced to accommodate the future installation of glass jalousies.

Square foot area of house and garage total 1356. Porches add 378 square feet.



ORNAMENTAL IRON work and louvered shutters contribute a colonial touch to this \$15,950 three-bedroom residence



Modern and Colonial Blended in Dallas House

Builder:
Morris Silberman, Dallas, Texas
Designer:
Milam & Roper, Dallas, Texas

DESIGNATED as the "Happiness Home" by its builder, this model house in Dallas, Texas, demonstrates how hand-wrought ornamental iron work and louvered shutters, reminiscent of the colonial era, can add charm to modern construction. Were they not used, the exterior appearance of the house might have been too severe.

Erected on a 90 x 125 foot lot, this three-bedroom unit carried a price tag of \$15,950, including garage and breezeway. It has two circulating warm air heating units as well as electric wall heaters in family bath and lavatory of master bedroom. Fluorescent strip lighting is enclosed in valances over living and dining room windows. Other features are an attic fan and outdoor electrical outlets for a power mower.



STEP SAVING kitchen, equipped with gleaming white appliances and steel cabinets, presents picture of cleanliness. Door, left, is to breezeway and garage

Brand Name Products Used

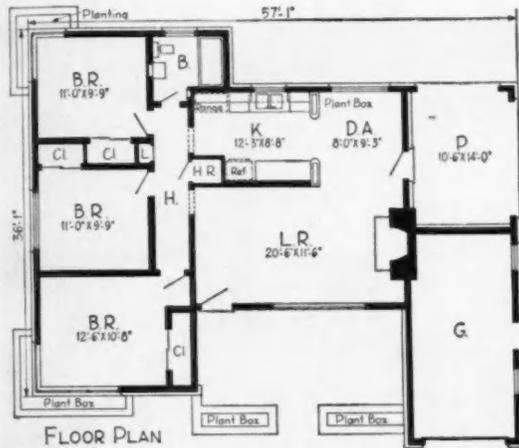
Air-Lite doors
Alco steel casements
Amweld sliding doors
Coolair exhaust fan
Cusheen kitchen counter top
Desert Ray electric wall heater
Flor Ever vinyl plastic linoleum
General heating controls
Hollywood garage door
Lawson bathroom cabinet
Lightolier lighting fixtures
Napke paints

National Gypsum insulation, sheathing, and wallboard
National hot water heater
National plumbing fixtures
NuTone door chimes
Redondo clay tile
Royal Jet Flow furnace
Schlage hardware
Youngstown kitchen cabinets
Youngstown-Mullins garbage disposer
Wing Co., venetian blinds





CHERRY BLEND rock planting and chimney "dress up" the brick and frame exterior of this Oklahoma City home



Plenty of Liveability for \$14,600

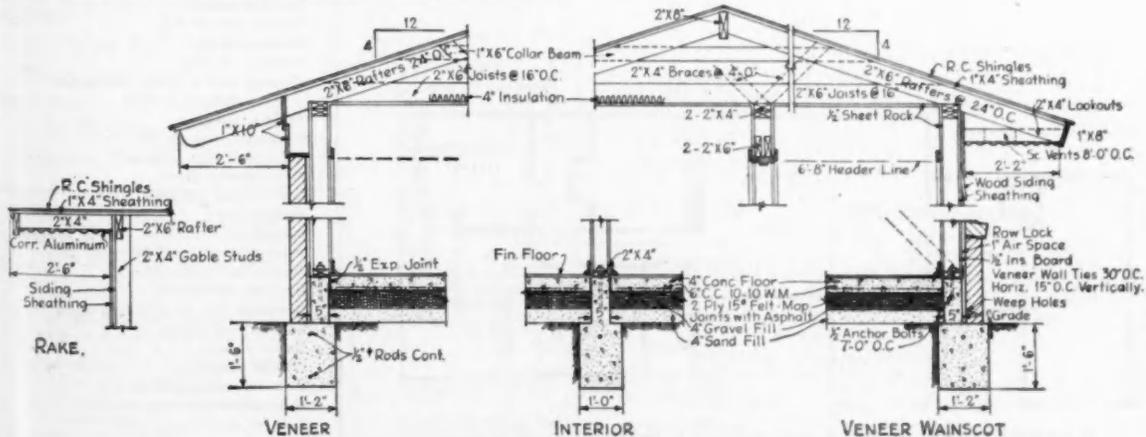
Builder:
A. G. Meyers Realty Co., Inc.
Oklahoma City, Okla.

ALTHOUGH this three-bedroom Oklahoma City residence sold for only \$14,600, including 65x125-foot site, it features an "eye-catching" exterior and maximum indoor liveability. Contributing greatly to its outside appearance has been the use of cherry blend stone for its impressive chimney and four distinct planting box areas. The stone gives an added touch of color to its combination exterior of face brick and wood siding.

The floor plan can be broken into three sections, right wing, center, and left wing. Comprising the right wing are the three bedrooms and bath, connected by an inner hall. Off this hallway is a compact heating room containing the gas fired warm air heating plant.

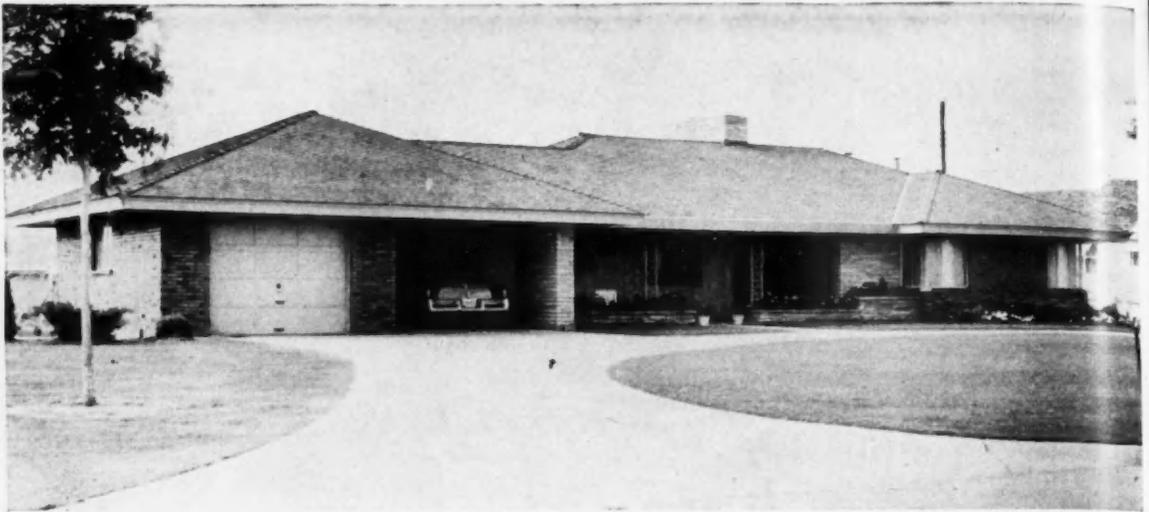
Living room, kitchen and dining area make up the center section, while the left wing is composed of the patio and garage. Among the home's bonus features are a wood-burning fireplace, indoor planter divisions, numerous built-ins, block flooring, stove, refrigerator and venetian blinds.

Brand Name Products Used	
Armstrong linoleum and asphalt tile	Kingco venetian blinds
Crane Co. plumbing fixtures	K-16 door chimes
Crane wall heater	Minneapolis-Honeywell heating controls
Federal fiber glass insulation	Mosaic clay tile
Fenestra steel casements	Oklahoma garage door
Fir-Tex wall sheathing	Rheem furnace, air conditioning, and hot water heater
Glasolier lighting fixtures	Standard Steel bath cabinets
Higgins block flooring	



CONSTRUCTION DETAILS of \$14,600 Oklahoma City home

UNIVERSITY OF MICHIGAN LIBRARIES



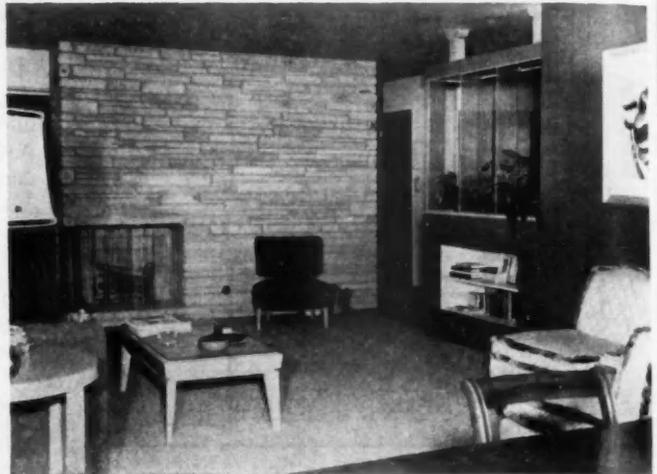
RECESSED PORCH with garden boxes and ornamental iron trellises give exterior charm to this Oklahoma City residence

Planting Boxes Feature of \$39,000 Home

IN ADDITION to their decorative quality, planting boxes have been used as interior and exterior dividing agents in this \$39,000 home recently completed in the Wilshire section of Nichols Hills, a suburb of Oklahoma City.

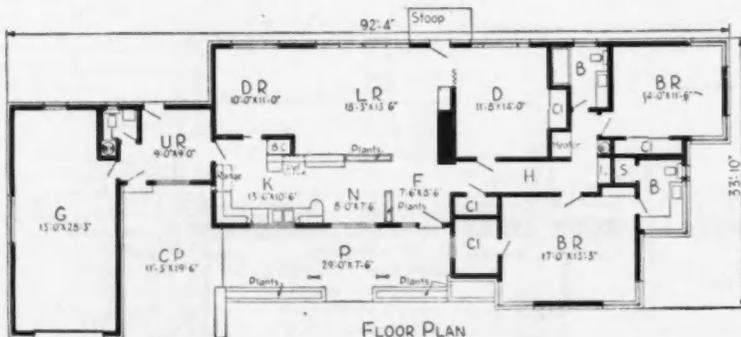
Outdoors they outline the recessed front porch, while inside they act, in the absence of partitions, as subtle dividers in the open living room, breakfast nook and foyer area [see page 220].

Built on a 120x150-foot lot, the home has an over-all width of 92 feet, 4 inches, including its unique garage and carport combination. Its dark red semi-clinker brick and Arkansas split-stone exterior, aided by irregular roof and wall lines, provides a picture of dignity and charm.



FIREPLACE WALL severity is softened by warmth of planting box design

Builder and Architect:
Horace S. Jones
Oklahoma City, Okla.

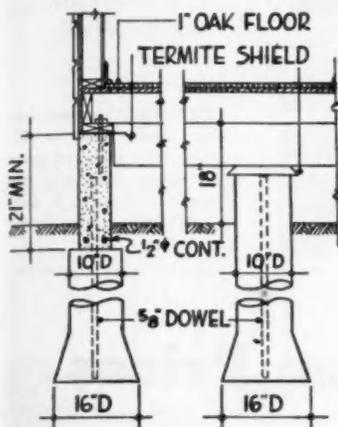
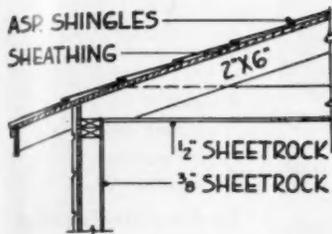


PLANTING BOXES' role in effecting divisions is illustrated by floor plan

BRAND NAME PRODUCTS USED

- American Standard plumbing fixtures
- Celotex wall sheathing
- Consweid shower walls
- Crane plumbing fixtures
- Du Pont paints
- Duplex exhaust fan
- Formica counters
- Fenestra windows
- General Electric range, refrigerator and automatic laundry
- Glidden paints
- Heatilator fireplace unit
- Kenatrock sliding doors
- King venetian blinds
- Lyon kitchen cabinets
- Mengel doors
- Minneapolis-Honeywell heating controls
- Mission hot water heater
- Moderfold folding doors
- Nu Tone door chimes
- Overhead Door Corp. garage doors
- Peerless wall heater
- Rheem furnace
- Schlage hardware
- U. S. Gypsum wallboard
- Westinghouse garbage disposer
- York air conditioning unit

Varied Siding Provides Color



TYPICAL WALL SECTION

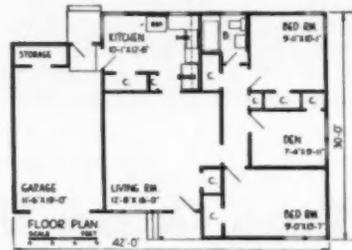


THREE BEDROOM HOME and attached garage sold for \$8,800, including lot

Builder:
Seale Company (Hamlet Homes)
Amarillo, Texas

Architect:
Muriel Mayo
Houston, Texas

WOOD shingles, horizontal boards, vertical boards and battens give variety to the exterior of this three bedroom home in Amarillo, Texas. Including garage and 60x165 foot lot, it sold for only \$8,800. In addition to the bedrooms, the floor plan includes living room with dining area, kitchen-dinette, and bathroom. Heat is supplied by a natural gas-fired floor furnace. Included in the selling price are refrigerator, range and hot water heater.



CLOSET SPACE in more than average amount is a feature of this house



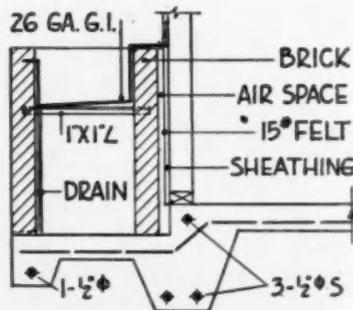
Two-Tone Effect Has Eye-Appeal

EYE-APPEAL was achieved for the exterior of this Houston house through the use of dark-stained double coursed cedar shakes and white painted eight inch horizontal boards. The price of \$10,000 included 80x110-foot wooded lot, breezeway and garage. No heating unit was provided.

Builder:
Jim West Building Co., Inc.
Houston, Texas
Architect:
L. B. Wootters
Bellaire, Texas

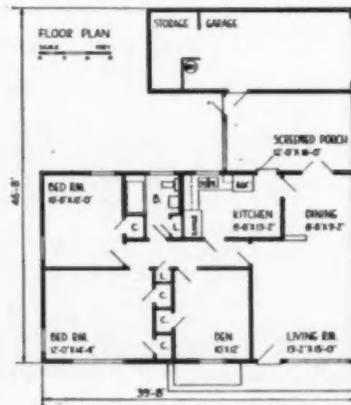
BRANDED PRODUCTS USED

Alwindite aluminum windows
Bird shingles and building paper
Consolidated clay tile
Johns-Manville insulation
Keaton asphalt tile
Kitchen Kraft kitchen cabinets
Kehler plumbing fixtures
Kuhn paints
Overhead Door Co. garage door
Parker bathroom cabinet
Rheem hot water heater
U. S. Gypsum wall sheathing and wallboard
Westlock hardware



PLANTING BOX DETAIL

FLOWER BOX DETAIL shows drainage provision necessary for plant life



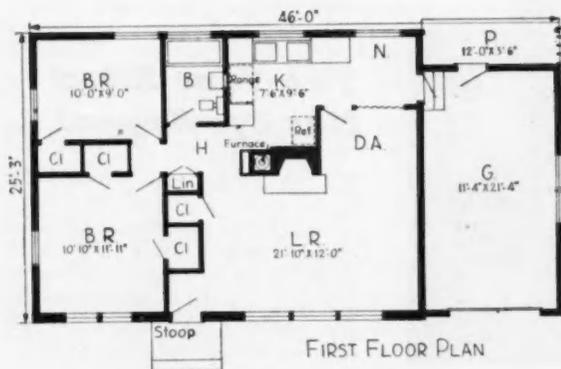
UNIVERSITY OF MICHIGAN LIBRARIES



Builder:
Albert Balch
Enterprises,
Seattle, Wash.
Designer and Engineer:
K. U. Burlingame,
Seattle, Wash.

"THOROBRED" model, with basic living area of 850 square feet, has unfinished attic which can add 544 square feet more. It sells for \$12,800 in a Seattle development

Two Good Values at Medium Prices



FIRST FLOOR PLAN
 FLOOR PLAN of the "Thorobred"

BRAND NAME PRODUCTS USED

Mortemp chimney furnace	Pioneer composition shingles
Acousti-Celotex ceiling tile	American Standard plumbing fixtures
Youngstown steel cabinets	Colotyle bathroom wall tile
Thor Auto Magic dish-clothes washer	Armstrong linoleum
Russwin locks	Nu Tone chimes
Willfamco aluminum garage door	USG Sheetrock plaster board
	Filite cedar shakes

Part of a well-planned subdivision, these homes offer sound values in the \$12,000 price range

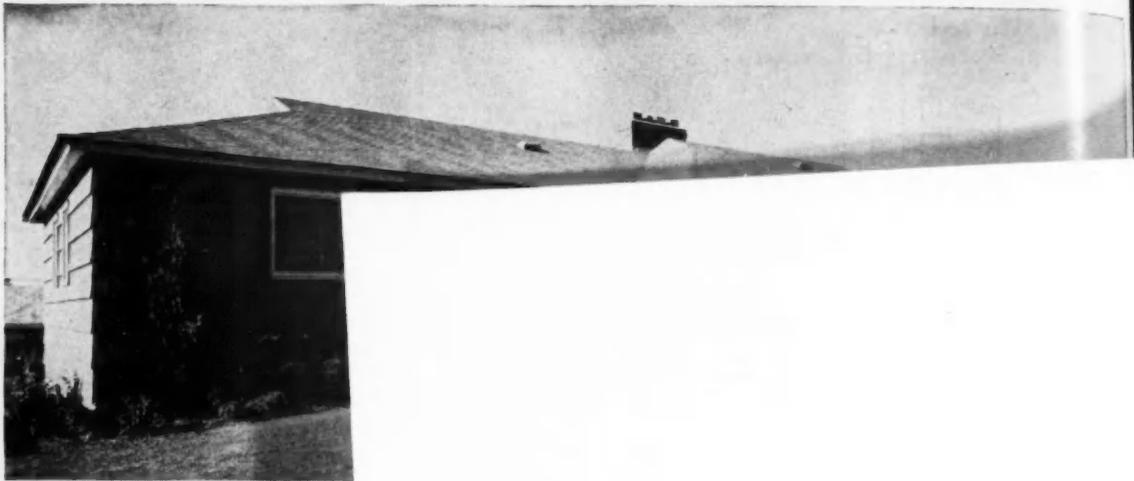
INDIVIDUAL treatments are combined with an attractive setting to give these subdivision homes an appeal not often attained in large-scale projects. Two models are shown: the home with the unfinished attic sells for \$12,800, the one-floor model, \$11,750.

The first floor in both homes has 850 square feet of floor space; the garages, 264 square feet. The attic, which can be finished for additional living area, contains 544 square feet.

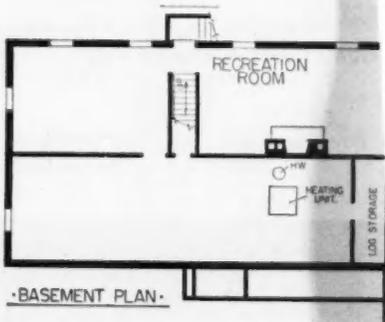
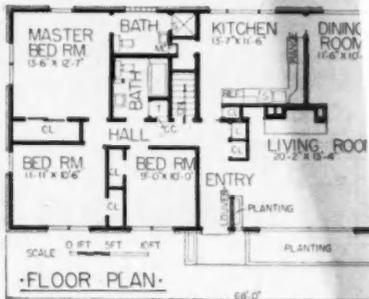
Interiors are plaster board, painted or wallpapered. Ceilings of bath and kitchen are acoustically treated; floors of these rooms are linoleum. The houses have select oak floors and mahogany slab doors.

Included in the sales prices are steel kitchen cabinets and automatic dish and clothes washers. Another feature is a 48-foot wide, 40-foot high structural corrugated glass section alongside the kitchen door between breakfast space and dinette.

Front of the expandible home is Arizona sandstone veneer, with cedar shakes on sides. The roof is of 210-pound composition shingles. The other house has a Roman brick front and cedar shingle roof. Both homes have double hung, casement and fixed picture windows. Heat is by chimney furnace forced air.



LARGE WINDOW, entrance platform



BRANDED PRODUCTS USED

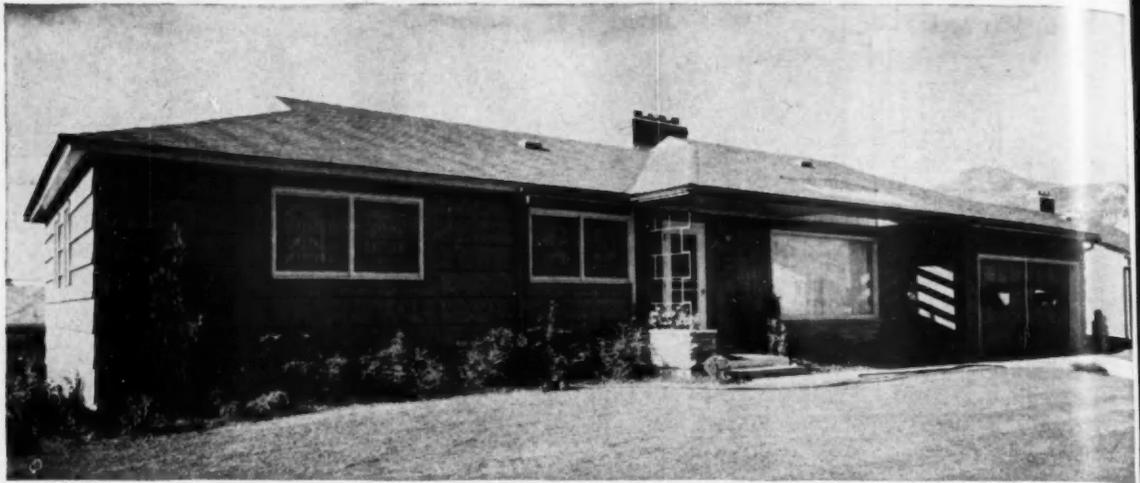
- Andersen windows
- Armstrong linoleum
- Briggs plumbing fixtures
- Clipper exhaust fan
- Columbia bathroom cabinet
- Crawford garage door
- Donley fireplace damper
- General Electric kitchen cabinets
- Glide-Master sliding doors
- Kentile asphalt tile
- Kimsul insulation
- Lennox furnace
- Pittsburgh Plate Glass Twindow glass
- Pratt & Lambert paints
- Kwikset hardware
- Redi-hot water heater
- Torchair lighting fixtures
- U. S. Gypsum wallboard
- Westinghouse Precipitron

PAC
MISS

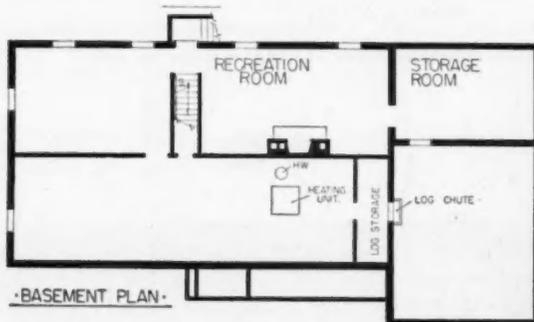
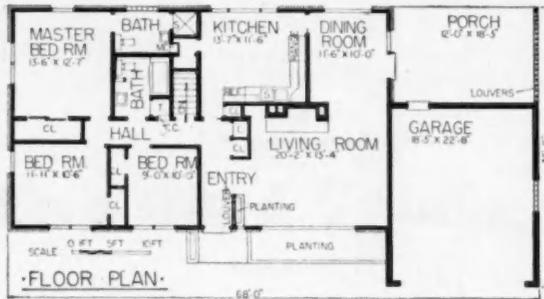


SLOPE OF GROUND at rear of house permits direct access to basement level

AMERICAN BUILDER



LARGE WINDOW, entrance platform, and wide overhang with open joists are features around which interest is centered



Here's a Builder's Own

Builder:

Bettilyon's Inc., Salt Lake City, Utah

Architect:

Don Clark, Salt Lake City, Utah

ACCEPTED motifs and principles of contemporary styling are successfully applied to this builder's house. They are used primarily around the center feature of the front, which includes a large picture window, wide roof overhang with open joists above, and stone planting box with metal trellis at one side of entrance platform. These simple innovations provide the necessary touch to lift the design of the house out of the ordinary. The porch at rear introduces a sun shade at eave line which extends the roof line to the edge of the floor slab, thus increasing the apparent depth of this feature.

The slope of the ground at the rear permits direct access from the outside to the basement recreation room and other areas. First floor contains three bedrooms and two baths in addition to kitchen, living and dining room.

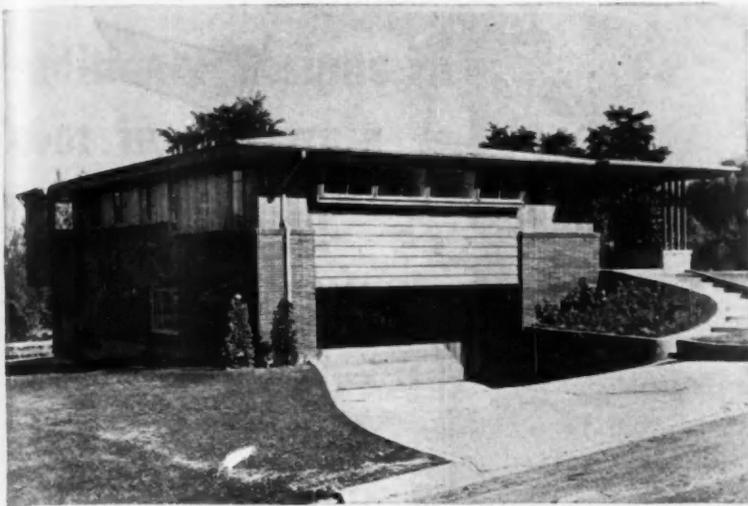
Square foot area is as follows: First floor 1406; garage 458; porch 222; basement 1628. Lot size 86x110. Sales price, \$23,000.

BRANDED PRODUCTS USED

- Andersen windows
- Armstrong linoleum
- Briggs plumbing fixtures
- Clipper exhaust fan
- Columbia bathroom cabinet
- Crawford garage door
- Donley fireplace damper
- General Electric kitchen cabinets
- Glide-Master sliding doors
- Kentile asphalt tile
- Kimsul insulation
- Lennox furnace
- Pittsburgh Plate Glass Twindow glass
- Pratt & Lambert paints
- Kwikset hardware
- Redi-hot water heater
- Torchair lighting fixtures
- U. S. Gypsum wallboard
- Westinghouse Precipitron



SLOPE OF GROUND at rear of house permits direct access to basement level



THIS is a good design for a difficult site. High windows over the garage are effective



ANOTHER VIEW of the front of house



AT REAR a two-story effect is achieved

A House That Merges with the Site



Builder:

Harold Sanford,
Yakima, Wash.

Architect:

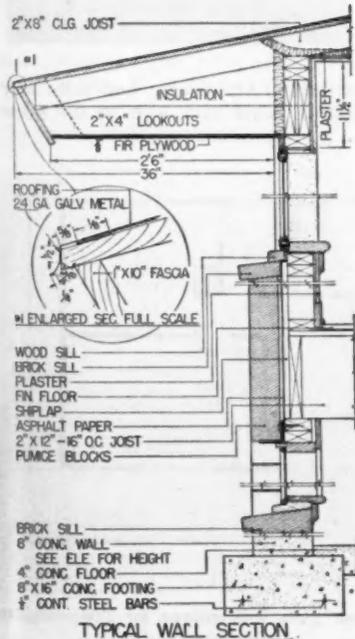
Champ Sanford,
Yakima, Wash.

IN the design and planning of this house a keen appreciation of the problems involved in building on a side hill and their solutions are clearly shown. Slope of the ground necessitated use of space on several levels, low roof lines to avoid a stilted appearance on the exterior, and the problem of drainage and snow removal along the front of property.

The snow problem was overcome by using a low voltage lead covered wire, one inch from the surface of the concrete on driveway and steps. By having the strands of wire placed three inches apart it is possible to remove one inch of snow in one half hour after current is turned on.

Surface materials on the house are Roman brick and vertical grain cedar. Two coats of a combination of linseed oil and turpentine are applied to the surface of the wood to retain the natural color.

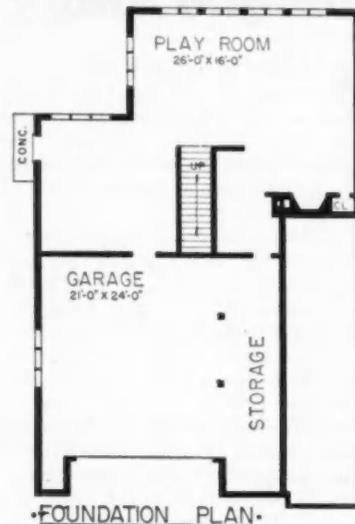
The house contains 1830 square feet on first floor with 280 additional square feet for porch. Basement contains 1648 square feet including garage. Placed on a 70x135 foot lot, the house is priced at \$32,000.



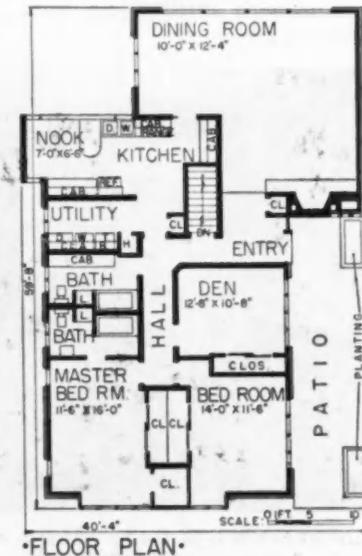
TYPICAL WALL SECTION

BRANDED PRODUCTS USED

American-Standard bathroom fixtures
Barber-Colman Barcol garage doors
Delco oil furnace
Detroit Steel Products Fenestra sash
Formica counter top
Hall-Mack bathroom accessories
Hotpoint dishwasher
Modernfold doors
Nordahl sliding door hardware
Pittsburgh Plate Glass Twinwindows
Pryne & Co. Bio-fon
Schlage hardware
Stanley hardware



FOUNDATION PLAN



FLOOR PLAN

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Builder:
Builders Inc.,
Portland, Ore.

Architects:
James C. Gardiner, A. I. A.
Portland, Ore.
Frank Rommell,
Portland, Ore.

Exterior walls of this house are constructed of 2x12-inch planks laid vertically

Unique Plank Construction in Title I House

WALLS of two-inch-thick fir planks, 12 inches wide, finished on one side, are the construction features of this low-cost Title I house. The homes built in a 44 unit subdivision are located outside the city limits of Portland, Oregon.

Construction details incorporate a concrete foundation two by 12 inch subflooring, two by 12 inch plank walls, double knotty pine walls between bedrooms and plank ceiling.

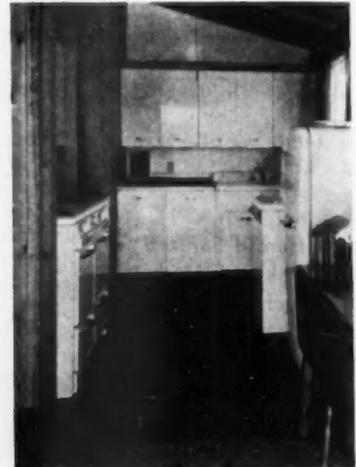
The exterior planks are left unfinished on the exterior surface. Before construction they are dipped in a wood preservative to protect against moisture. The 1x2-inch rough finished batts placed over the joints have a groove routed out 1/2-inch wide and 1/4-inch deep so that a mastic can be pumped into it. The mastic is pumped into the joint after shrinkage with a pressure gun.

Included in the \$5500 price of the 660 square foot home are the gas circulation heater, kitchen cabinets, and sink.

The selling price also includes the 70x100 foot lot. Down payment is \$750, which includes all costs; monthly payment is \$37.50.

BRAND NAMES OF PRODUCTS USED

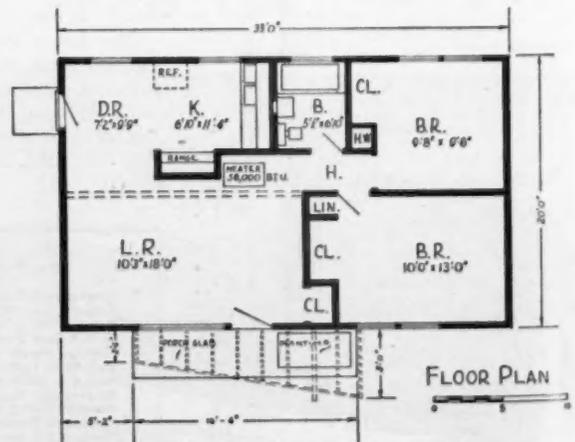
- Briggs sink
- Cret-Seal preservative over floor covering
- Fir-Tex insulating plank
- G.E. kitchen cabinets
- Magic Chef gas heater
- Sheetrock plaster board
- Masonite tempered hardboard
- Wood Life preservative



KITCHEN-BATH interior wall is the only plaster board stud wall in the house



LIVING ROOM is 18 feet by 10 feet 3 inches. Has knotty pine walls, finished planking in ceiling

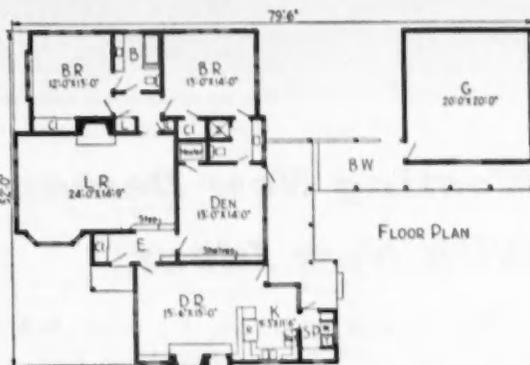


A CONVENTIONAL floor plan was chosen for this compact 33x20 foot house

Traditional Designs Find Favor in California

Builder:
Frank McKeon,
 Arcadia, Calif.

Plans by:
Henry G. Nuesse
Drafting Service,
 Altadena, Calif.



CALIFORNIA builder's adaptation of an Early American house

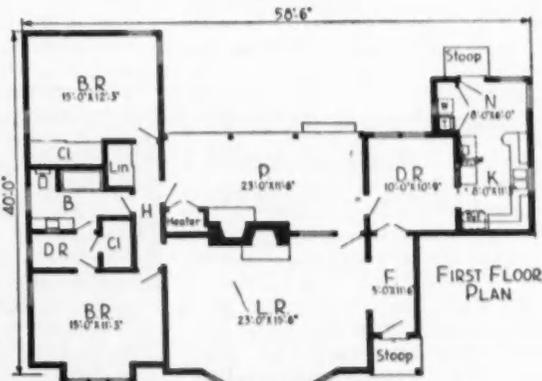
ACTIVE demand for houses of traditional design in an otherwise slow market proves their continuing appeal, according to Frank McKeon, Arcadia, California, home builder. Without sacrificing the authenticity of the classic designs, McKeon adapts modern materials and equipment to English and Early American types, and finds that they sell easily.

The sway roof English design is a copy of a British manor house. The use of used brick, English chimney and stucco, and the sash treatment give this home its character. The sway roof was made by tapering the four-inch dimension of 2" x 4". Three extra courses of shingles were applied along the ridge. The exterior woodwork is stained dark brown. All the structural timbers, including those imbedded in the stucco, were adzed to give a hewn effect. Horizontal timbers and interior beams were given the same treatment. To produce a slate-like effect shallow cuts were made in the edges of the cedar shingles while still tied in the bundle. No effort was made to select shades or colors in the used brick.

The 1712 square foot house sold for \$29,000.

The 1646 square foot Early American design sold for \$27,500.

The 1x12-inch lap siding at the left end of the house is rough lumber painted light yellow and rubbed to give an antique effect. Used brick, an Early American fireplace and an interior of stained sugar pine give further authenticity to the design of the house.



ADAPTATION of English manor house

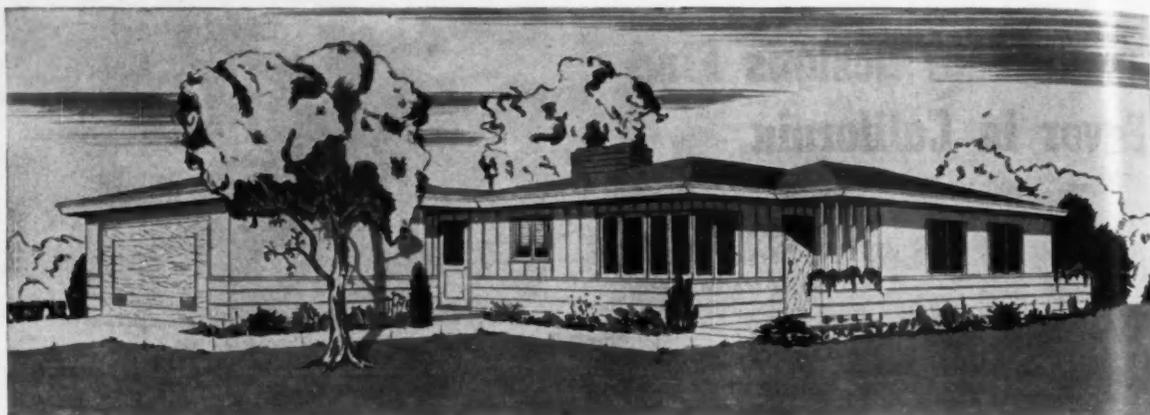


DIMINUTIVE copy of English manor house. Wood shingles, used brick, and English chimney give aged appearance



BEAMED CEILING and stained sugar pine walls represent Early American design

UNIVERSITY OF BRITISH COLUMBIA LIBRARIES



WITH CREDIT CONTROLS in mind, this house was planned to interest families able to make a substantial downpayment

Meeting New Demands With New Ideas

Builders: McKellar and Mackay, Inc., Menlo Park, Calif.
Designer: Donald S. Rombough, Oakland, Calif.

THE typical post-Regulation X home buyer is a different prospect from his easier-credit predecessor and requires an entirely different selling approach, according to a California building firm. The new prospect, these builders say, can barter with a substantial downpayment—\$2,500 to \$3,500—and the buy that appeals to him must have comfort features not possible in a minimum home.

While commitments were running out on their large-scale pre-X operations in the Bay area, the firm, with an eye on merchandising under current restrictions, noted that many builders were having trouble selling their new homes. Their analysis: these slow-movers were the same small, tract-type houses popular under old no-downpayment terms, a type not likely to stimulate the more leisurely buyer with the larger investment.

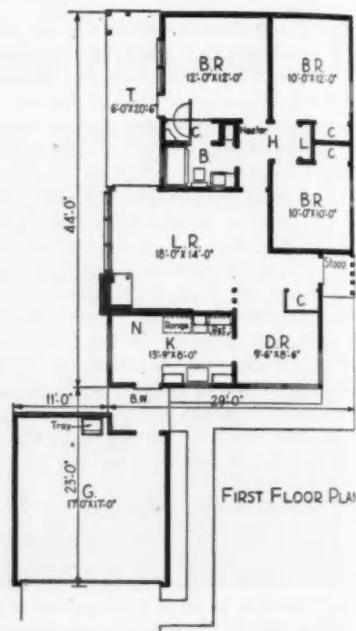
Then they gave their designer his assignment—a three-bedroom home to sell in the \$10,000 bracket, incorporating a number of attractive extras read about and seen by persons waiting for the "right buy." The plans have been drawn and 30 of the houses started. If these go as well as expected the program calls for expanded operations at once.

Features which the builders believe will overcome buyer reluctance:

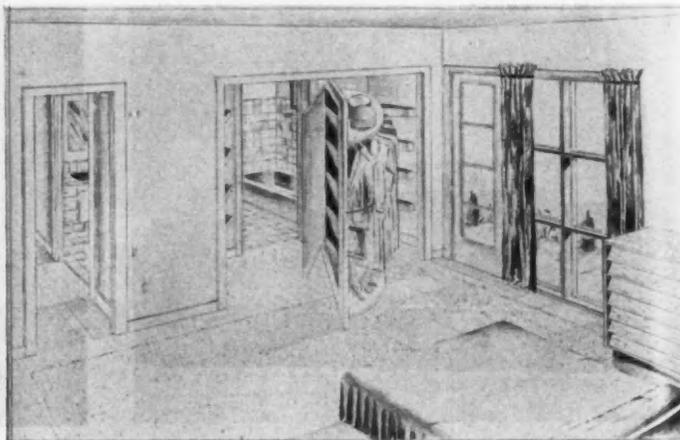
(1) The floor plan, which is well-arranged and permits access to bedrooms without going through the living area. (2) Availability of three

bedrooms. (3) Floor to ceiling windows in the living room, giving full view of patio. (4) Sliding doors to patio from both living room and master bedroom. (5) A brick fireplace and adjoining brick wall which extend to the ceiling, with the same wall left exposed on the kitchen side. (6) A planting box just inside the entry and another outside the picture window.

The master bedroom has a revolving wardrobe unit, manufactured by the Revolvodor Corp., which, when open, serves as a dressing room and entry to the bath. The unit's door turns easily to give access to hangers on its opposite side and to shelves for other apparel.



PLAN IS PRACTICAL for mass-building, makes good use of lot for outdoor living



REVOLVING WARDROBE provides a dressing area and access to bath

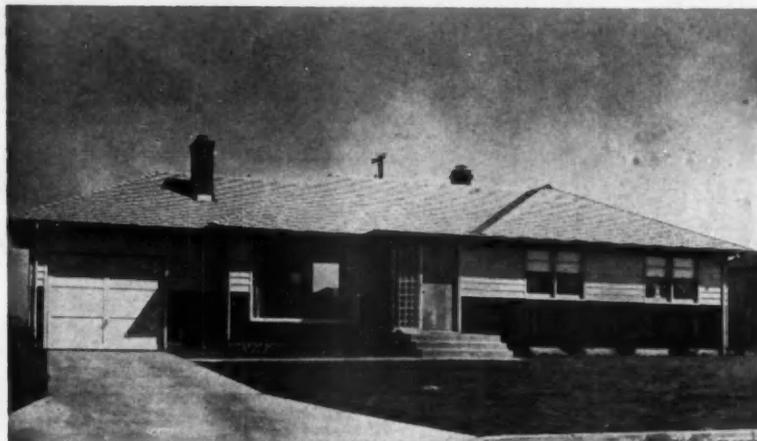
Many Models to Choose From

Builder:

Arthur M. Gilbert and Sons,
Eugene, Ore.

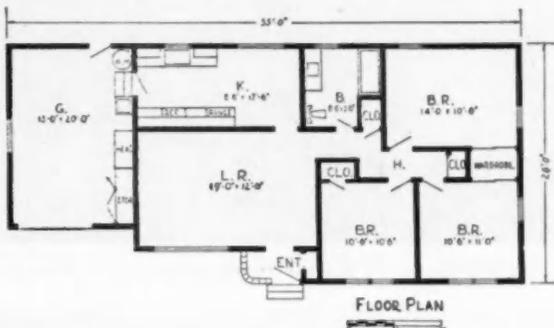
OFFERED to home buyers in the Eugene, Oregon area are \$10,500 to \$13,000 homes built in a planned community. Two 3-bedroom and five 2-bedroom models using three different elevations, with setbacks ranging from 25 to 40 feet, give the development a varied appearance. Lot sizes are 75x145 feet with a 24 foot paved street and a 12 foot parkway.

Construction is standard frame with a cedar shingled roof. Stained vertical and painted horizontal siding is used in connection with glass blocks on the exterior. Interior walls are plastered; floors are hardwood except in the kitchen and bath which are linoleum.



ONE of the designs offered by builder in 225 home development. This 3-bedroom home sells for \$11,500

PLAN of 55 x 26 foot home has 1243 sq. ft. including garage



BRAND NAMES PRODUCTS USED

Armstrong linoleum	National water heater
Briggs bath fixtures	Stanley garage door
Bruce oak floors	hardware
Fiberglas insulation	Trade Wind exhaust fan
Minneapolis-Honeywell heating controls	USG Rocklath



ROMAN rough brick and stained unfinished siding give rustic appearance to Oregon home

Rustic Appearance Blends with Oregon Forests

Builder:

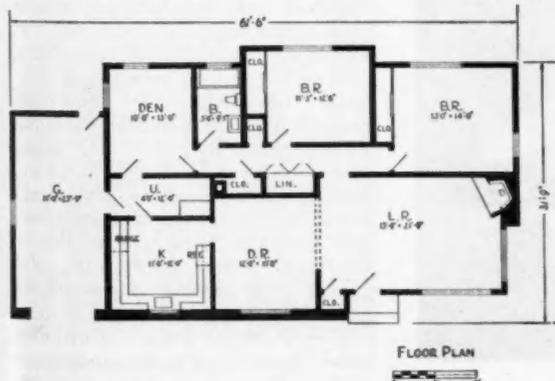
W. V. Hamby, Bend, Ore.

HOMES that blend with their surroundings is the specialty of an Oregon builder of rustic designs.

The exterior of the 1785 square foot home including garage has a wainscoating of roman rough brick and horizontal and vertical siding. Rough unfinished siding is used as it holds the stain indefinitely.

A joint filler, made by the builder, is used on the interior dry walls. He uses in equal parts Keenes cement and sharp white sand. This mixture he claims to be superior in lasting qualities and will give the same texture as the wallboard paper covering.

The 2-bedroom home sold for \$16,000.



FLOOR PLAN

PLAN shows 59 foot 8 inch by 30 foot 6 inch home

BRAND NAMES PRODUCTS USED

Crane bath fixtures	R-O-W windows
Johns-Manville asphalt shingles	Schlage hardware
Minneapolis-Honeywell heating regulators	Stran steel canopy door
Montag oil furnace	Twindow insulated glass
	USG Rocklath



CHEERFUL GLOW is the predominant impression when Dubuque, Iowa, Light Conditioned house is seen from outside

Light Conditioned Model Homes— A New Opportunity for Builders

Proper inside and outside lighting of homes is a powerful sales tool, available at little added cost



FLOODS UNDER EAVES at rear of house light driveway from the garage to rear entry and also brighten terrace for evening entertainment

HOME builders who are facing increased competition in the sale of houses have welcomed the potential increased sales opportunities offered in the new "Light Conditioning" program of the General Electric Co., featuring lighting which is carefully planned for family seeing needs. An example of the wide interest in the program was seen recently in Dubuque, Iowa, when the city's first completely Light Conditioned home was opened to the public. This demonstration home, built by John Luber, leading Dubuque builder and member of the Iowa Builders Association, was sponsored by Interstate Power Co., local electric utility firm, and Living For Young Homemakers magazine.

The Dubuque Light Conditioned home, opened for public inspection August 25, received nation-wide attention when it was featured in a

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six-page article in Living For Young Homemakers.

One of the greatest advantages of Light Conditioning is that it furnishes the builder an accurate guide to follow in planning lighting for new homes; scientifically tested recipes developed in the General Electric lighting laboratories at Nela Park in Cleveland, Ohio, specify not only the exact type of lighting equipment needed but also its correct placement for best seeing results.

As demonstrated in the Dubuque home, the following of "tested" lighting recipes can result in wiser spending of fixture budgets once the builder has a simple but authoritative lighting standard to follow.

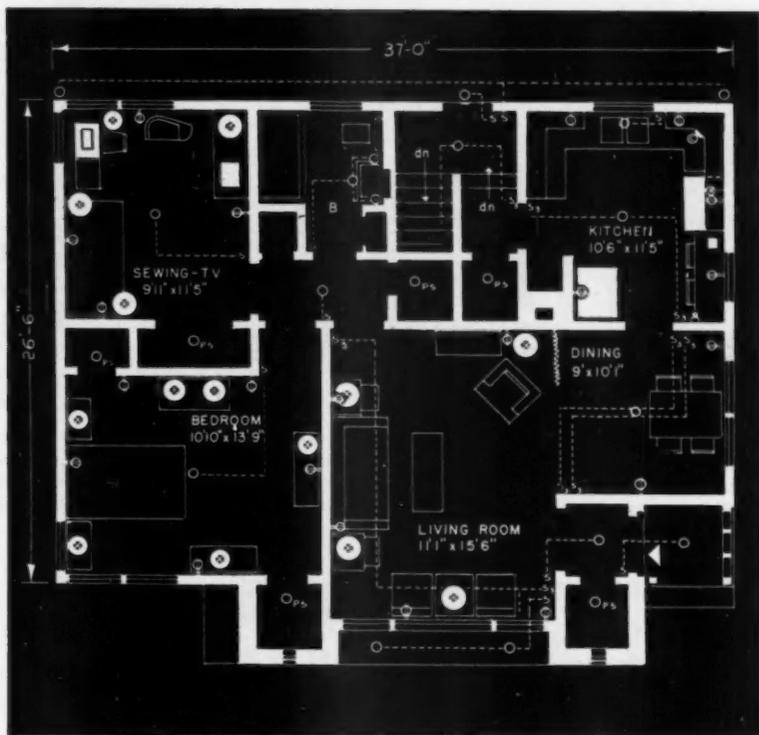
In addition to giving specific directions for lighting every seeing location in the home, recipes provide sufficient flexibility to permit Light Conditioning the small home at low cost, or any size home more luxuriously.

First step required in Light Conditioning a builder's demonstration home is a wiring plan specifically designed to include built-in lighting, as well as to provide one outlet for every six feet of wall space. Correct placement of fixtures according to General Electric's lighting recipes is vital if best lighting results are to be realized.

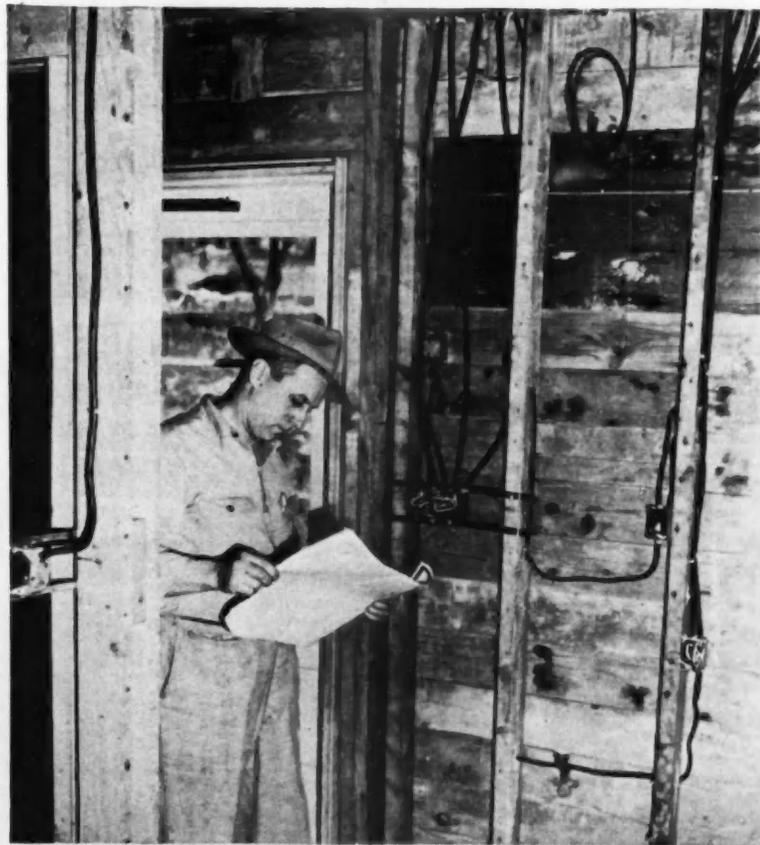
In Dubuque, John Luber and Harold Moldt, his electrical contractor, gave special attention to the wiring while the house was still in the blueprint stage.

The lighting plan, worked out in cooperation with Interstate Power and Nela Park lighting authorities, provided not only for built-in features, but specified sizes and types of fixtures for the entire house.

In order to realize full advantages of Light Conditioning, wall colors



COMPLETE LIGHTING layout for Dubuque Light Conditioned home



HAROLD MOLDT, electrical contractor for the Dubuque Light Conditioned home, personally checks over wiring to avoid mistakes



LIGHT-CONDITIONING begins while house is still in blueprint stage. Here crew is roughing-in wiring



FLUORESCENT CHANNEL is mounted for the living room lighted valance. To give a warm, inviting atmosphere in the room, standard warm de luxe fluorescent lamps were used. These contain higher amounts of red than standard fluorescent lamps



COMMERCIALLY AVAILABLE valance unit, one of seven manufacturers' equipment now available to builders, requires only mounting. The shielding board on the valance in the Dubuque Light Conditioned home slips easily into place, as shown above

with a reflectance of 35 to 55 per cent were selected. In wall treatments of utility areas—kitchen and bath—colors with reflectance of 50 per cent or more were chosen. In living and hobby room where prolonged eye concentration is usual, colors with reflectance lower than 45 per cent should not be used.

Ceilings in both bath and kitchen

were kept white to assure maximum lighting results. Reflectances of ceilings in other rooms were between 65 and 80 per cent except in basement laundry room where totally indirect lighting fixtures were used.

Among the outstanding features of the Dubuque Light Conditioned home are the lighted valances above living and dining room windows.

This newest decorative trend in general room lighting has proved very popular. The valances make small rooms look larger, and are especially effective in the small homes currently being built.

Light Conditioned homes with the new lighted valances have an air of spaciousness that creates a real selling advantage, as well as giving the



LIGHT CONDITIONED treatment of the bathroom mirror assures even glow of light

WEATHER PROOF projected lamps are installed under the eaves, to provide light for outdoor entertainment and protection against prowlers

AMERICAN BUILDER

builder an opportunity to show up fine features and details.

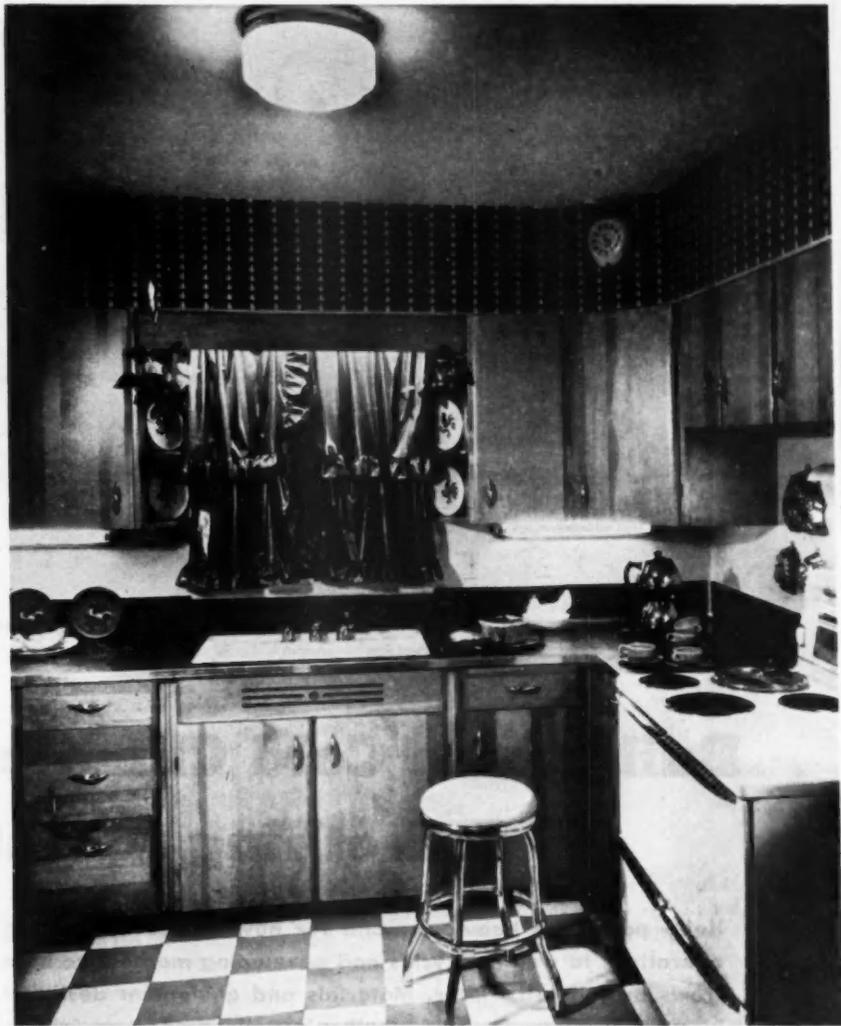
Special selection and placement of lighting fixtures in the bathroom which assure "tested" lighting results for shaving and make-up offer another customer-advantage that makes the Light Conditioned house outstanding.

In addition to the right fixtures, correctly placed, and built-in lighting in living room, dining room and kitchens, portable lamps are also chosen by "recipe" to give homemaker comfort, eyesight protection and labor saving lighting.

Light Conditioning, as illustrated in the Dubuque home, has been designed to anticipate the family's activities in the home and to create lighting that will aid in eyesight protection as well as contribute charm and liveability in the home, advantages in which prospective buyers are interested. The recipes are based on scientific research of people's physical positions in home situations and on the lighting needed for these situations.

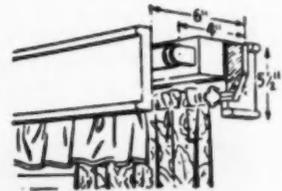
Builder Luber said he strongly felt that Light Conditioning will become an important asset to homes he plans to build in the future, his experience with Dubuque's first Light Conditioned home having provided a guide on the problems of home lighting.

Builders interested in participating in this Light Conditioning program are advised to contact their local electric service companies for details of local plans.



SPECIAL LIGHTING over the range, a shielded fluorescent unit with a 40-watt fluorescent tube, is mounted 58 inches above the floor to assure generous lighting over the entire range top. Lights over work counters (one 20-watt fluorescent tube for each 25 to 30-inch length of work counter) are attached to the bottom edge of upper cabinets

Photographs by Noel Ward, courtesy Living for Young Homemakers



OUTSTANDING FEATURE of the Light Conditioned home is use of lighted wall valances in living room—dining areas. Lighted valances, which have fluorescent tubes concealed behind the decorative face board, create an appearance of more space which is an important feature in the small home. Valances can be built on the job, as shown in the sketch, or completed commercial units, ready to hang, may be used

UNIVERSITY OF MICHIGAN LIBRARIES



APARTMENT CONSTRUCTION job in St. Paul went ahead on schedule last winter when large tents were used to cover entire buildings which are of masonry construction

Builders in Cold Climates Do Something About the Weather

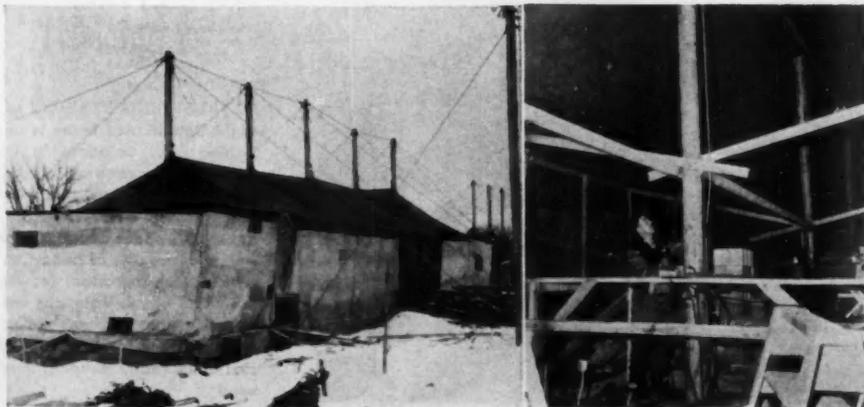
Keep pace with heavy demand for new homes by gearing operations to weather cycles and developing methods to hold crews on jobs all winter. Materials and equipment designed by manufacturers for cold weather use also important factors

ORDINARY winter weather in the northern states should be no deterrent to home building and light construction industry operations. The resourcefulness of builders in the cold climate areas of the United States, and the help of ingenious manufacturers of equipment and materials, have resulted in practices

which permit year round employment of crews and completion of jobs.

In the Twin Cities area of Minnesota, Minneapolis and St. Paul, where temperatures vary from extremes of 100 above in midsummer to 30 below zero in midwinter, builders have been able to keep pace with

heavy demand for new homes during the past few years by gearing their operations to the weather cycles. This means that they not only set up time schedules on their jobs so that maximum advantage can be taken of the varying weather conditions, but they also utilize equipment and have a number of practices which permit work to continue where the lack of such resourcefulness might stop work altogether. In addition to the cold weather, these builders have to contend with heavy snowfalls. Last winter the Twin Cities had a total of



TENTS enclosing buildings under construction are hung on utility poles with ropes and pulleys which permit workmen to keep raising tent as the masonry work brings walls higher

POLES EXTEND from base to top of buildings through stair wells or heating vent spaces in floors so they can be removed without damage to structures

(All photos of construction under tents are through courtesy of the St. Paul, Minn., Dispatch)

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about 84 inches of snow with as much as four feet on the level on the ground at one time.

Costs More to Build in Winter

Builders try to have as many excavations dug, as many foundations in and capped, with sewer, water and gas connections made, as feasible before the Christmas holidays. Ideally, the houses should all be enclosed before the holidays but obviously that is not possible when a contractor has specialized crews which move from job to job and must be kept busy or be lost to those offering steady work. Twin Cities home builders have also discovered that the heavy demand for housing has made it necessary to keep going even when it meant considerable increase in cost on a few individual jobs. Experience has proved that it costs between \$300 and \$500 more to build an 800-square foot house between December 15 and March 1 in the Twin Cities area. Builders there figure these costs on an average year round basis so that a house, for example, built in the summer to sell for \$11,500 sells for the same price when it is built during the winter months.

Cover Ground to Be Excavated

Where there is a choice of soils in which to work after the freezeup, builders choose a sandy loam. In any event, ground to be excavated after cold weather and snow is due is covered with marsh hay before the freeze. No plot to be excavated in winter is skinned for black dirt and all traffic is kept off. Trucks and other movable equipment are carefully routed around proposed foundation sites. The marsh hay is applied to about a foot in depth unless there is a heavy accumulation of weeds and grass when less can be used safely.

Builders in the Twin Cities area have covered whole blocks with marsh hay before the freezeup so that they could move in later in the winter and do excavating economically.



FOUNDATIONS AND FRAMING for houses take more time in cold weather but builders and their crews have developed systems which permit work to proceed uninterrupted

Photo courtesy Insulation Board Institute

The hay costs about \$17 to \$18 a ton —75 cents to \$1.00 a bale in smaller quantities. It takes about four bales to adequately cover ground for an 800-square-foot house. One Minneapolis builder reported using 60 tons on one project last winter. The more snow that piles on top of the marsh hay, the less frost penetrates into the surface of the ground. In sandy loam it is economical to excavate even when frost has penetrated to a foot in depth.

Cover Bottom of Excavation To Keep Frost Out

As soon as footings are in, they as well as the entire basement floor are again covered with marsh hay to keep out frost. This is done so that footings will cure properly and the ground will not freeze so hard plumbers cannot install soil pipe. Experience has shown that where earth at the bottom of an excavation is

permitted to freeze through the winter, it will not thaw sufficiently for plumbers to work until late in May or early June.

Pour Furnace Footing With Regular Footings

When footings are poured in winter, the footing and floor to go under the furnace is placed at the same time. This is done so that as soon as the house is under cover, the furnace can be installed to supply heat before and during the time the basement floor is poured and cured.

Avoid Materials Other Than Hay for Covering

No paper of any type should ever be used under hay or straw to cover concrete to protect it in winter, the Minneapolis builders report. They have had some sad experiences trying to remove paper from the con-

TEMPERATURE reached 28 below zero in St. Paul when the decision was made to erect these tents on the job. By using temporary heating units, inside temperature was kept at around 65 degrees permitting masonry work to proceed without interruption. Ted Hoffmeyer, project superintendent for the Hagstrom Construction Co., worked with a tent and awning company to get them erected. Heavy snows broke the ridge pole in a tent on one occasion



Comparison of Summer and Winter Building Costs in Minneapolis (Winter—Dec. 15 to March 1)

The figures below are averages and were compiled by W. D. Coffman, Minneapolis home builder, from his bookkeeping records on operations last winter. They cover costs and man hours involved in the construction of a 24x30-foot house with basement, but without a garage, selling for \$11,500. The figures all deal with the same house and the same personnel in the crews involved. Last year Coffman completed and sold about 60 of these units and kept accurate costs on every operation for each house. These figures are averages:

	Winter \$201.10	Summer \$129.30
Excavating and grading		
Foundation, including footings and block work	\$502.95	\$464.12
Setting beams and capping	24¾ hrs.	17¼ hrs.
Framing	128¼ hrs.	100¼ hrs.
Exterior finish (siding and trim)	68½ hrs.	52¼ hrs.
Roofing (asphalt shingles)	26¼ hrs.	20 hrs.
Cleanup	\$30.00	\$17.00
Snow removal (1950-51)	\$25.00	—
Temporary and furnace heat	\$38.63	—
Frost charge by gas company (paid on 12 houses last year) per house	\$90.00	—

crete after snow and ice have become imbedded and mixed with the straw and paper. When hay alone is used to cover the concrete footings it can be burned off with gasoline, even when a coating of ice and snow is mixed with it. High early strength cement is used for this winter work.

Laying Concrete Block At 10 Below Zero

Bulk of the foundation work for houses in the Twin Cities area is done with concrete blocks. These are laid satisfactorily in weather as cold as 10 below zero when conditions are right. This means there can be no

appreciable amount of wind and if there is any breeze blowing a wind break must be set up to protect the workmen and the wall. Warm mortar is, of course, essential. Another essential here is the use of fully cured concrete blocks. They must be thoroughly dry with a maximum moisture content of 35 to 40 per cent of total absorption potential and preferably about 20 per cent. The well cured blocks help the mortar to set faster to avoid danger of damage from frost. In no case should blocks with ice on them or moisture frozen in them be used. Hot lime is used in the mortar during winter months



SIMPLE METHOD of heating sand and aggregates is to pile them over a 14 to 18-inch piece of culvert or heavy pipe and build a fire in the pipe. Setting the water barrel at one end of the pipe will heat water at the same time aggregate is being heated

where building code requirements do not prohibit that practice.

Soft Brick Laid in Zero Weather

Brick work in cold weather without artificial heat is done with soft brick which are more absorbent so mortar will cure faster. It is dangerous to use hard brick unless adequate precautions are taken to keep it warm until past the danger point from frost.

Protect Floor Slabs Poured in Winter

If a house is to be built on a slab during the winter season, the slab is poured on a warm day over ground which, of course, has been protected from frost. Where there is danger of a sizable drop in temperature after the job is finished, five gallon cans are loaded with sand and kerosene and placed about ten feet apart on the slab. Moderate heat from the burning kerosene in the sand keeps the slab warm and facilitates its proper cure until past the danger point.

Soft Work Postponed Until Spring

Under ordinary operations in this climate all "soft work" such as steps, sidewalks, porch slabs and similar jobs are postponed until warm weather. This type of work keeps cement crews busy well into the summer on houses completed during winter months. One builder reported in July that he was just then getting caught up on his "soft work," which was about the time he planned to start footings and foundations for fall and winter work.

Ready-Mix Delivered Warm; Water, Aggregates Heated

Use of ready-mixed concrete is becoming general in the Twin Cities area. When this is used during winter months, it is delivered to the job heated to a satisfactory temperature. Where jobs are snow-bound or inaccessible because of bad roads, concrete must be mixed on the job, and there are a number of builders who always mix on the job. When weather conditions require it, water and aggregates are heated and calcium chloride added as protection against frost damage.

Whenever possible, each day's supply of sand is delivered in the morning, already warm if that is possible. When it is not, the conventional method of piling it over a 14- to 18-inch pipe or culvert with a fire inside is followed. Setting the water barrel or tank at one end of the pipe heats that at the same time the sand or other aggregate is being heated.



MARSH HAY is used to cover unexcavated ground or freshly poured concrete to keep out frost penetration

Some builders use kerosene or liquefied petroleum torches inside the pipes instead of wood and coal fire. When aggregate is left on the job overnight it is always covered with a heavy canvas. [See page 122, May 1951 *American Builder*, for further details on handling aggregates and mortar in cold weather.]

Framing Goes Up In Winter

House framing is done regularly during winter months in temperatures down to ten below. When it gets that cold, there can be no wind and the work done depends on the men and conditions. Men are accustomed to the cold and are clothed for it. Visitors from warmer climates who visit the Twin Cities during winter months and see men working on house framing are amazed that they get along so well under adverse conditions. The work is usually done without any backfill around foundations because it is not advisable to pile chunks of frozen earth against foundation walls. Backfilling is done in the spring. When any backfilling is done in winter, it is necessary to go over it again in the spring. Framing takes more time in cold weather. [See accompanying table of comparisons.]

Power Tools Valuable In Cold Weather

Power tools are used to accelerate winter work. This equipment is kept warm and is never allowed to remain outside or in an unheated area in extreme cold when not in use. Every fall as the cold weather approaches, Twin Cities builders change to light oil in the power equipment to be used during winter months.

Asphalt Shingles Laid In Cold

Asphalt shingles are laid regularly in the winter months in Minneapolis and St. Paul. They must be handled carefully to avoid cracking and are spaced to allow for expansion when the temperature reaches 90 and 100 degrees during summer months.



TEMPORARY HEATING units were used to keep this basement warm and also to heat floor above

Prime Painting Is Done

Exterior wall finish such as siding, shingles and trim are prime painted inside, out of the weather, before being applied when conditions are bad. Otherwise it is primed after it is put on, but in either case finish painting is done after warm weather arrives in the spring.

Proper Enclosing of Structure for Temporary Heat

As soon as any structure can be sufficiently enclosed to retain any appreciable amount of heat, temporary units are set up to keep interiors warm. To facilitate this the usual practice in the Twin Cities is to fasten storm sash to outside window trim rather than to fit them as soon as frames are set. This is done to avoid swelling and possible damage to windows and frames from condensation when plastering is done. Good practice calls for the temporary application of these storm sash with a small opening at the top of every



LARGE TYPE of temporary heating unit mounted on skids and designed for use in large open areas during construction of industrial structures in subfreezing weather

window to permit ventilation and thus to minimize danger of condensation.

Various Equipment Used For Temporary Heat

Many builders use the equipment manufactured specifically for temporary heat in uncompleted structures.



TARPAULINS or other suitable coverings are used in extreme weather to protect workmen and green masonry work

Some are thermostatically controlled oil-fired units which maintain a constant uniform temperature 24 hours a day. The danger of fire from many temporary heating units, particularly hand-fired stoves, has prompted several builders to use units which were originally designed for heating airplane motors. They sit outside the structure and heat is piped through ducts.

A large number of builders use salamanders or "air-tight" heaters, usually several of them in the basement. Subflooring boards are left out every few feet to permit an easy flow of the heat from such units upward into the house while at the same time the basement is kept from freezing. With the interiors heated, work proceeds inside in winter much as it does in summer. In fact, sometimes more work per man hour is turned out because there is no excessive heat to slow workmen.

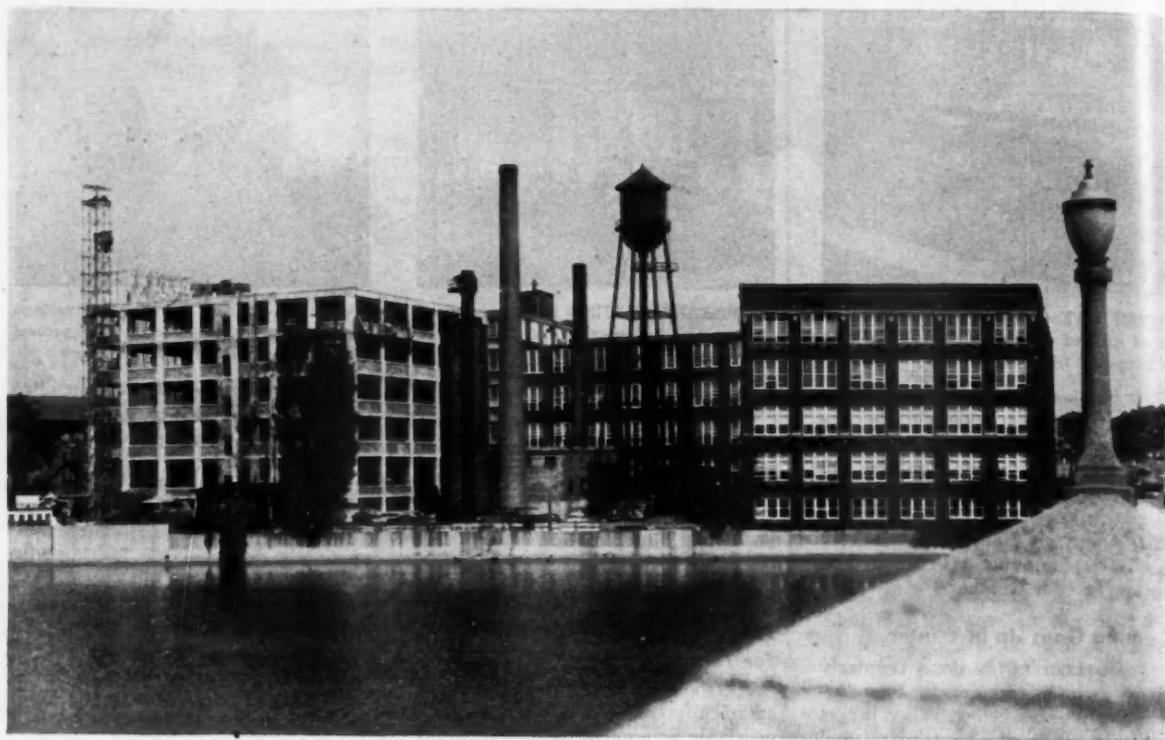
Heating While Plastering

When a house is ready to plaster, heating units are set on the main floors because not enough heat filters through the house from the basement for plastering, unless the furnace has been installed and is in working condition. Whenever a stove is set on subflooring, a sheet of asbestos cement board covered with a layer of sand is recommended for under each unit. In some cases dehumidifiers are being used to dry plaster. In all cases, temporary heating and drying units require watching because of the danger of damage from smoke and fumes which escape unless they are adjusted and attended properly.

Moving Snow From Jobs Is Expensive

Heavy snowfall in the Minneapolis-St. Paul area make it common practice for builders to use bulldozers to keep sites clear of snow and roads open for travel to jobs. Those who do not own their own equipment pay from \$10 to \$15 an hour for this work.

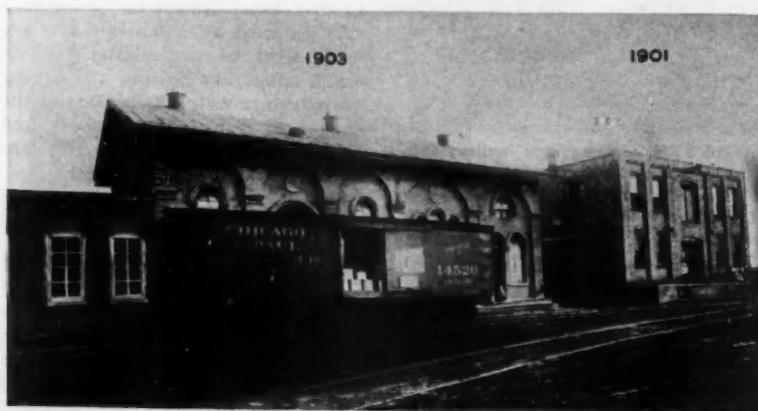
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PRESENT PLANT showing latest addition under construction in left side of picture. More than 350 persons are now employed to produce the more than 300 hardware items

Builders Hardware Firm Rounds Out 50 Years of Progress

National Manufacturing Company has carried its advertising message to the industry on the outside back cover of *American Builder* without interruption for 512 consecutive issues



ORIGINAL PLANT of National Manufacturing Company is at right of photo above. By 1903 the second structure had been acquired by the new firm

FIFTY years ago this month, the National Manufacturing Company produced its first builders hardware in a small shop on the Rock River at Sterling, Ill. That was in 1901, when William McKinley was president. Marconi had sent his first wireless signals successfully across the Atlantic and the Pan-American Exposition was headline news.

Six years later, when the firm had expanded to 35 employees and the production of 25 different hardware items, National Manufacturing Company purchased its first advertising in the pages of *American Builder*. Then, in February 1909, the firm contracted for a full page every month on the outside back cover of

this publication and has had that position in every issue without interruption since.

In the 42 years and eight months since February 1909, the firm has published 512 back-cover advertisements in *American Builder*, all in at least two colors. Frank B. Kennedy, now advertising and direct mail sales manager, bought the first advertising in *American Builder* and has been handling it ever since.

Company Officers

First officers of National Manufacturing Company when it was organized in October, 1901, were: W. P. Benson, president; L. A. Bittorf, secretary; and H. V. Bittorf, treasurer. L. A. Bittorf, first secretary, is now chairman of the board of directors.

Present officers in addition to L. A. Bittorf are: R. D. Arnold, president; K. W. Benson, executive vice-president and treasurer; R. I. Hults, H. M. Weyrauch, vice presidents; J. H. Bittorf, secretary.

The original 35 hardware items offered to retail lumber dealers during the first months of the firm's operations have expanded to a line of about 300 at present. W. P. Benson, the first president, pioneered sales of the line through retail lumber dealers. Today 52 salesmen are occupied selling the line to retail lumber dealers and hardware retailers in the United States and Canada. When the company was first organized very few lumber dealers sold hardware. In ensuing years members of the firm have seen their products become standard items in the retail building material stores throughout country.

Pioneered Many Items

Some of the hardware items pioneered by National Manufacturing Company include their "Big 4" barn door hanger, which was the first flexible unit of that type placed on the market; and their half-surface butt which was introduced in 1905. National Manufacturing Company was one of the first hardware manufacturers to realize the need for complete sets of garage door hardware and kept pace with the automobile era by introducing complete sets as the garage evolved to its present-day place as an integral part of the home. This firm was the first to include screws in the package for each item of hardware which requires them. This was started in 1914.

Frank B. Kennedy, who has handled the firm's advertising since the original space was purchased, was one of the first advertising managers to establish a firm policy of continuity in advertising and was the first

to adopt that policy in the hardware field. His firm belief in the advantages of this policy are borne out by the outstanding success of his company which has advertised consistently to the building industry in the *American Builder* exclusively since

1909. This firm today employs more than 350 persons and is now completing a large addition to the plant, which has expanded through the years on the site of the original small structure in which the firm's first hardware was made.

COVER of the issue of *American Carpenter and Builder* in which the first page advertisement appeared



REPRODUCTION of the first full-page advertisement on the back cover of *American Builder* in February 1909. Since then 512 ads have appeared in this position without interruption in the 42 years and eight months that have ensued



THIS ACKNOWLEDGEMENT of National Manufacturing Company's firm adherence to a consistent policy of advertising to the trade in the *American Builder* appeared in the August, 1939 issue



MEN AND WOMEN OF MANY MINDS

By R. E. Saberson

WE were talking homes before dinner. Somebody had been reading about current changes in the rules and regulations pertaining to the construction of houses.

"I give up," said a charming young matron. "I just know we're never going to build our dream home. Here I've been planning my kitchen ever since we were married. Now somebody comes along and tells us how big our entire house can be and my nice kitchen flies out the window."

HOME PLANNING.—Chimed someone, "You've been dreaming about a part of a home rather than the complete structure. My wife is always enthusing about a kitchen. I let my own thoughts wander to bath rooms."

"That proves my point," was a prompt comeback. "Jane wants a good kitchen, Charley wants two or three bathrooms. I'll bet if we went around the group we'd find we're not thinking about homes but rooms. Let's try it. Helen, what would you want in your dream home?"

PLAYROOM FOR CHILDREN.—"Why I'd begin with a playroom for the children, of course," replied the amiable young mother. "Where else would you start when you have a family of three young huskies tearing the house to pieces. I'd have a playroom designed so skillfully that you'd scarcely be able to get the kids to look at any other room in the house."

"Just a minute, Helen," broke in a woman. "Children grow up, you know, what do you propose to do with your efficient playroom after you have attended the wedding of your youngest son?"

Helen wasn't a bit baffled. "By that time the son of my oldest daughter will be coming over to grandma," she said with her sweetest smile. "And when he arrives, I'll be all set to entertain him in the manner he deserves."

"Aren't you overlooking the fact that most homes now have 'recreation' rooms?" someone asked.

"Definitely not," replied Helen. "The average recreation room is built to satisfy father's yen for a

nifty bar. It isn't a children's room at all. I think it's high time that we keep children home through the proper means; we'll have fewer problems when they become older."

"There you are," said the first man. "Helen's 'major element' is a playroom for the growing family. Any other ideas?"

KITCHEN DISCUSSION.—"Certainly," said Jane. "I insist that the kitchen is the heart of a home." "Kitchens are no longer a problem," said a newcomer in the discussion. "I'm betting you'll find several engineered kitchens that are far better functionally than any woman here can design. Why not leave it to the men who really know what a kitchen should be..."

"Men" was the gist of the protests. "What do men know about kitchens!" "Simply this," was the calm rejoinder. "They approach the whole subject objectively. It's why we never had any really efficient kitchens until home planners began thinking about them as a whole. It's like this—"

BATHROOM IDEAS.—"Let's forget kitchens for the moment and take a look at the bathroom," broke in the man who had introduced that particular subject earlier. "What do you think of bathrooms?"

"In my opinion they're awful!" was the frank response of the chief bathroomer in the crowd. "Have you ever stopped to think how impractical they are? Take tubs. You fill a round bottomed device with soapy water and then try to get in and out without breaking your neck. What I want is something I call a cleansing unit. You push a button that brings you water of the proper temperature, step in and are washed clean in a few seconds. I want something 'engineered' to do the job efficiently. Push button controls... valves that provide water at any level... a special chair if you prefer to sit down... a non-slip floor that protects your life and limbs... containers for your favorite soap."

"Anything else you'd like to put in this fantastic bathroom?" someone

asked. Before there was time to answer, another thought it high time to talk about the heating plant. The air conditioning unit. The living room,

STAIR DISCUSSION.—"I don't want any stairs or a single step in my entire house," said the wife of the worried looking businessman whose mother had slipped and broken her hip two days after she had come to spend the summer with them. "Up and down at the front door, back door. Same upstairs and to the basement. Steps, steps, steps. There won't be any upstairs or downstairs, why not build homes on the level?"

There was much talk about basements, utility rooms, built-in TV sets, piped in music, everlasting roofs, washable outside walls, interiors that need no re-decorating, picture windows (without views), view (without picture windows), interior gardens, et cetera. And so the evening wore on albeit the subject didn't wear out.

MEN WHO KNOW PLAN—"All right, folks," said the man who started the entire discussion. "How would you go about it to get a good home if you could begin tomorrow?"

Some thought this and some thought that. Then someone said:

"Tell you what I'd do. I'd go to the man who plans homes. Or the builder who plans and erects them. If I had the money to pay for all the ideas I've heard about tonight I'd be able to get them all included in a single structure. But when it was finished I'm afraid it would be something pretty awful. Trouble with us folks is we have never built a home but we go to an architect and tell him how to plan one. Or to the experienced builder and tell him how to build one. Then we complain about costs and the many features that didn't seem to work out. Sure I'd like to build a dream home of my own but if I took advantage of the experience and knowledge of the people who are in the business it would be far less of a nightmare than if I had my own way about everything that went into it. I know too little about too much to enable me to get myself a good house on my own power."



New York PRIZE WINNING DEVELOPMENT SELECTS VAN-PACKER PACKAGED MASONRY CHIMNEY

Hearth-Stone, the 500 home community development erected by Mi-Home, Inc. in Yonkers, New York, has won second place in a nationwide competition conducted by the National Association of Home Builders. One look at the skyline of this prize winning development tells you a Van-Packer Tile-lined Masonry Chimney is installed in each of the 500 homes.

Big construction enterprises like Mi-Home, Inc. know Van-Packer All-Fuel Chimneys save construction time; eliminate waiting time and clean-up; conserve space; lower costs and insure best heater performance. Underwriters' Laboratories tests have proved Van-Packer to be fire-safe under all conditions. Send the coupon for complete information about Van-Packer Packaged Masonry Chimneys.

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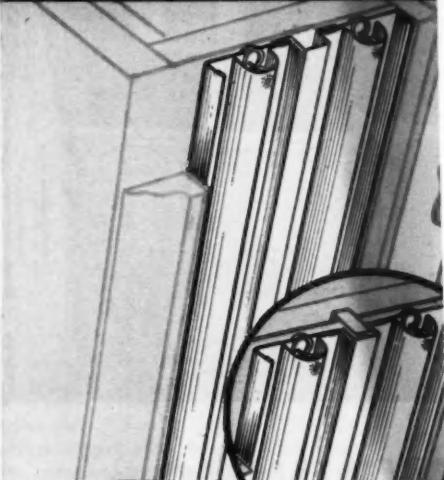
SASH BALANCE and WEATHERSTRIP

CROSS MEMBER
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CROSS METAL
EQUIPMENT "AC"

No. D-83 Bay Window

The charm of a traditionally designed house often is found in the



Your double hung window can be as modern as tomorrow if equipped with the Double Duty ALLMETAL

Double Duty because it provides a tongue and groove weatherstripping maximum area of contact, provides counter balance of sash. Lifting is concealed without the use of sleeves.

Two types of parting bead are illustrated. The Metal Hat T Bead which provides a completely covered sash runway. No wood parting is required.

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

The ALLMETAL UNIT is covered by U. S. Patents . . . Nos. 2,284,433 . . . other patents pending.

THESE POSITIVE FEATURES MAKE THE ALLMETAL UNIT



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ALLMETAL WEATHERSTRIP CO.
2243 North Knox Avenue, Chicago 39, Illinois
Please send complete information and prices.

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SAND AND WATER

Grinding an Oil Stone

An oilstone can be leveled off by grinding it down on a cement floor with sand and water.—M. J. Hiland, Lansing, Ill.

AMERICAN BUILDER

AGES SSING

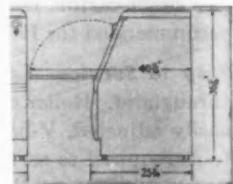
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sight, 36 inches; width,
sight, 26 inches (40%
or OPEN).

house

UNIVERSITY OF MICHIGAN LIBRARIES

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ILDER



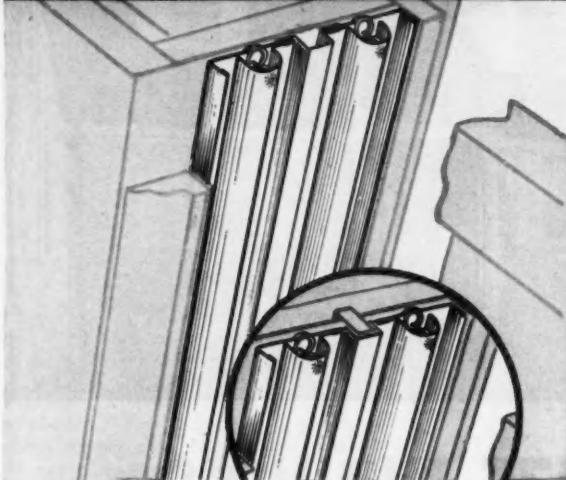
OCTOBER, 1951

When Ordering Your Millwork

insist on

ALLMETAL

SASH BALANCE and WEATHERSTRIP UNIT



Your double hung window assembly will be as modern as tomorrow if equipped with the Double Duty ALLMETAL UNIT.

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

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

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

The ALLMETAL UNIT is covered by U. S. Patents . . . Nos. 2,284,436-2,284,438 . . . other patents pending.

THESE POSITIVE FEATURES MAKE THE ALLMETAL UNIT OUTSTANDING



ALLMETAL

NAME ALLMETAL REGISTERED U. S. PATENT OFFICE

2243 N. Knox Ave., Chicago 39, Ill.

Weatherstrip Company



ALLMETAL WEATHERSTRIP CO.
2243 North Knox Avenue, Chicago 39, Illinois
Please send complete information and prices.

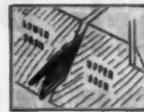
Name _____
Address _____
City _____ Zone _____ State _____

CROSS MEMBER WEATHERSTRIP INSTALLATION ALTERNATES

CROSS METAL EQUIPMENT "AC"



CROSS METAL EQUIPMENT "IB"



CROSS METAL EQUIPMENT "FM"



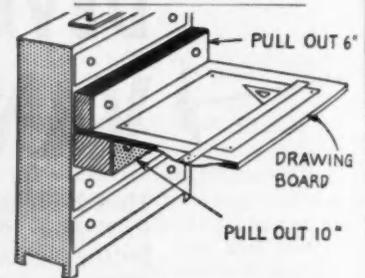
No. D-83 Bay Window

The charm of a traditionally designed house often is found in the nicely executed moulding profiles and details, as well as in the beauty of proportion of one unit in relation to another.

The house illustrated and detailed on the opposite page embodies many of these characteristics in the over-all design. The bay window on the front wall is the dominating feature. Its projection out from the main wall determines the depth of the roof overhang.

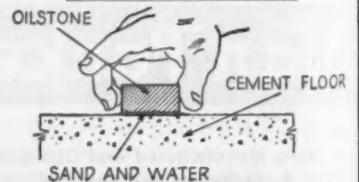
An interesting arrangement of fascia and mouldings are noted on gable end and eave where a clean cut mitre on corner is made. This is due to the right angle position of fascia on eave to the fascia on gable end. This procedure has enhanced the appearance of the cornice line and also reduced installation cost. The fascia at eave also forms a cap for the mouldings over the head of window in bay.

The dark stained shingles on walls contrast vividly with the white finish of the trim. The high glass finish of the roof soffit reflects the light and dark surfaces of the walls.



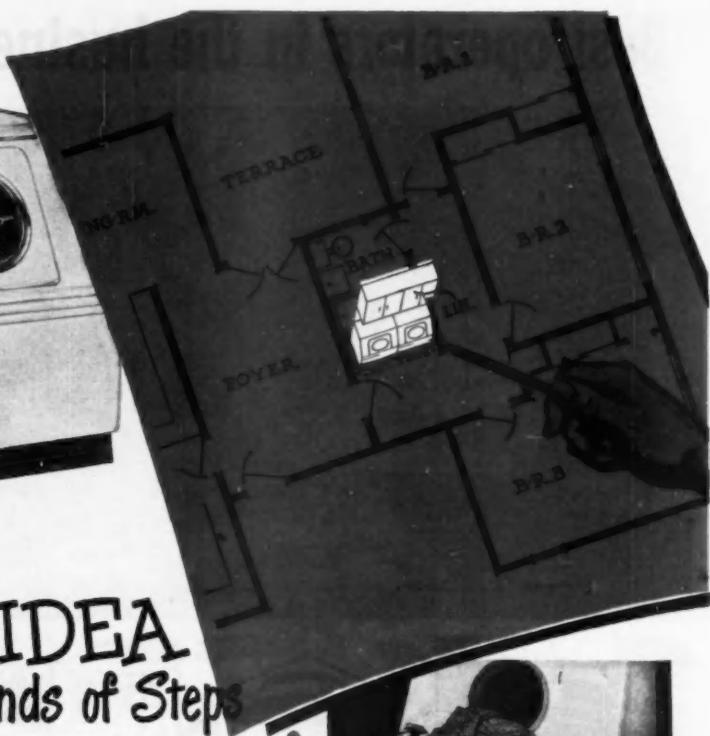
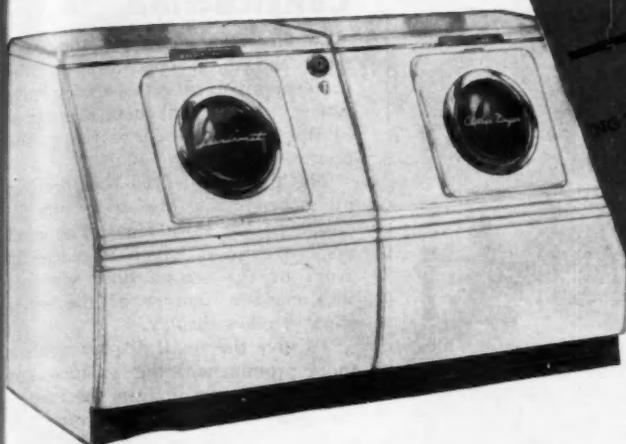
Improved Drawing Table

Pull out the middle drawer of the dresser about 10 inches, the drawer above about 6 inches. Place the drawing board between the two. Board is held in place by cantilever action. By adjusting the drawers in and out the desired slope to the board is obtained.—Os W. Johnson, Spokane, Wash.



Grinding an Oil Stone

An oilstone can be leveled off by grinding it down on a cement floor with sand and water.—M. J. Hiland, Lansing, Ill.



You're looking at an IDEA that will save Thousands of Steps

ONLY WESTINGHOUSE ENABLES YOU TO CREATE A NEW HOME LAUNDRY CENTER WHERE IT IS MOST NEEDED

● Where are soiled clothes changed and discarded? In bedrooms and bathrooms, of course. Then, why not a "laundry center" right in the heart of this clothes-changing area . . . alongside a bathroom wall or at the end of an upstairs hall?

The **ONLY** appliances on the market that enable you to do that, are the Westinghouse Laundromat, which can be easily connected to bathroom plumbing; and its "twin", the new Westinghouse 115-volt, or 230-volt Clothes Dryer that can be vented through an outside wall.

These Westinghouse "Twins" have been **HOME-PROVED** in thousands of installations. Placed together, as illustrated above, they can transform little-used space into a new and highly functional "laundry center".

Write for particulars on these and other Westinghouse Appliances designed to make properties sell or rent faster.

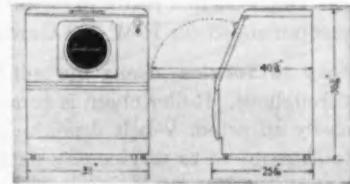
WESTINGHOUSE ELECTRIC CORPORATION
Appliance Division • Mansfield, Ohio



● Laundromat's Weigh-to-Save Door eliminates guesswork, assures correct Water Saver setting for each load.



● No bolting to the floor. "Buoyant Power" suspension absorbs vibration. At top speed, cabinet frame remains motionless. Easy to move.



● Outside dimensions (both Laundromat and Dryer): height, 36 3/4 inches; width, 31 inches; depth, 26 3/4 inches (40 3/4 inches with door OPEN).

YOU CAN BE SURE ..IF IT'S Westinghouse



REFRIGERATOR



RANGE



DRYER



LAUNDROMAT



WATER HEATER



VENT FAN



WASTE-WAY

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"Best operators in the business!"



RICHARDS-WILCOX AuT-o-DoR®

Electric Operators

open and close garage doors automatically

Here you see the perfect answer for every home-owner who wants garage doors that open and close automatically—the R-W No. 1251 AuT-o-DoR Electric Operator, especially designed for opening and closing sectional or one-piece type residential overhead garage doors.

Easy to Install—R-W No. 1251 Operators come completely assembled in a single carton, ready to install and hook to AC current. Especially recommended for R-W 999 Garage Doors.

Easy to Service—Long life self-lubricating oilite bearings are used throughout. Roller chain is completely enclosed. Tension of chain is easily adjusted. V-belt drive has automatic adjustment. No special tools required to service any parts in this operator.

Choice of Three Controls—Three different types of controls are available, as shown above. Each type functions smoothly and efficiently. Send for catalog A-87 with detailed information about R-W No. 1251 AuT-o-DoR Electric Operators—write our nearest office today.

1880-1951



OVER
71 YEARS

Richards-Wilcox Mfg. Co.

"A HANGER FOR ANY DOOR THAT SLIDES"
AURORA, ILLINOIS, U.S.A. Branches in all principal cities

SLIDING DOOR HANGERS & TRACK • FIRE DOORS & FIXTURES • GARAGE DOORS & EQUIPMENT
INDUSTRIAL CONVEYORS & CRANES • SCHOOL WARDROBES & PARTITIONS
ELEVATOR DOOR OPERATING EQUIPMENT

No. G-24 Store Front Construction

In the remodeling of the store front shown on opposite page, the problem involved was to completely conceal the fact that there was a door in this area that led to the second floor.

The designer solved this problem by incorporating the door into the design of the store front. The small display window which is placed in front of the second floor entrance was made a feature of the entire show window display.

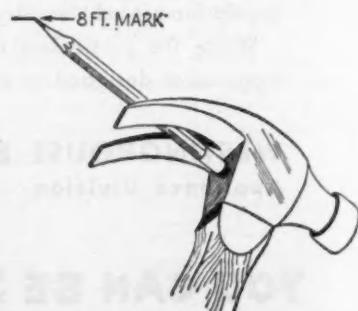
To give the small display window more prominence, the valance and bulkhead was set in from the face of the glass. This same valance and bulkhead continues into the vestibule, forming the enclosure for the stairs to the second floor. It also extends partially into show window No. 3.

The valance, door and stair enclosure are covered with rounded birch battens. The door is not visible when closed; the effect obtained is that the rounded birch batten wall is designed as a decorative background for the featured display window.

Code requirements demanded a stud and plaster partition to stairway. Kalamine entrance door was also required by code. Birch battens were applied over this door.

Battens are in natural finish. The structural glass columns are jade. Terrazzo floor and bulkhead facing are Cardiff and Sylvan green chips with white portland cement and color added. The store front metal mouldings are standard mouldings in aluminized aluminum. All lighting is incandescent using R-40 lamps.

The stairs as shown were in position and could not be changed during the remodeling because of the apartment layout on the upper floors.



How to Extend Reach

When it is necessary to make a mark beyond normal reach place a pencil tightly in the claw of hammer. It holds tightly.—Os Johnson, Spokane, Wash.



Big NEW MIDWEST PLANT MEANS SUPER SERVICE

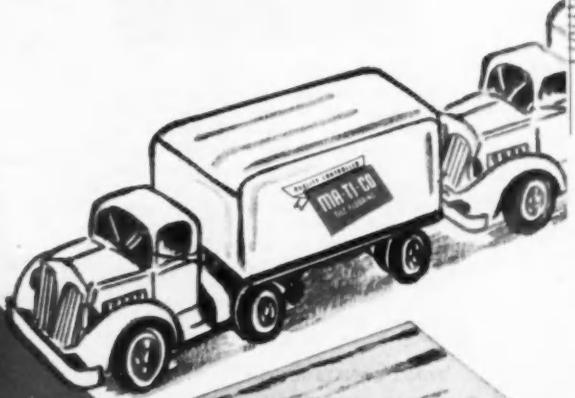
MATICO now becomes WORLD'S LARGEST producer of asphalt tile

To provide an even more dependable source of supply and even faster deliveries . . . MATICO ASPHALT TILE FLOORING OPENS A NEW PLANT IN JOLIET, ILL.

The new Joliet plant highlights a record of growth that is unmatched in the industry. It, along with MATICO plants in Long Beach, Calif. and Newburgh, N. Y., boosts MATICO's annual production of asphalt tile up to 300,000,000 square feet. This volume triples the output of the entire industry ten years ago, and exceeds that of any other asphalt tile manufacturer today.

So look to MATICO for the largest source of finest quality asphalt tile.

GET TO KNOW MATICO!
Write today for free MATICO literature and sample color chart!



Dept. 510

MASTIC TILE CORPORATION OF AMERICA
WORLD'S LARGEST PRODUCER OF ASPHALT TILE

Member Asphalt Tile Institute

JOLIET, ILL.
LONG BEACH, CALIF. • NEWBURGH, N. Y.

Only the world's largest
can give top service
DEPEND ON MATICO!

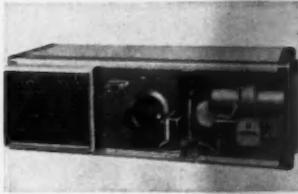


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NEW PRODUCTS

Offered by Manufacturers

HORIZONTAL OIL FURNACE AB1051

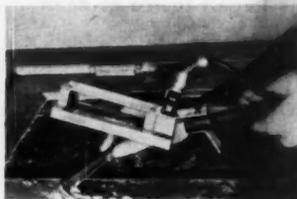


An oil-fired horizontal winter air-condition furnace with a heat output of 80,000 B.T.U. has been developed by the Armstrong Furnace Co., Dept. AB., Columbus, Ohio. The unit is shipped in a crate that will pass through standard doors, and only the burner and combustion chamber need be installed by dealer. Specification sheet is available.

TAPE RULE AB1051

A thin and lightweight, 6-foot steel tape rule called the Monitor 206-A, is designed for slipping easily in the pocket of a suit, vest or trousers and its mirror-chromed finish prevents snagging on the cloth. Its blade is said to be the thinnest and flattest ever made with a concave surface, being only $\frac{3}{16}$ -inch wide. Double-edge graduations are printed in chemical- and weather-proof ink. The blade bends without kinking for measurements on pipes, logs, rounded corners and other irregular surfaces. Made by Master Rule Co., Dept. AB., 40 Mulberry St., Middletown, N.J.

ELECTRIC PAINT REMOVER AB1051



An improved and completely safe electric device for removing paint, wallpaper or putty and which can be used in place of a blow torch in laying linoleum or asphalt tile now being made by the B & L Tool Co., Dept. AB., Plainville, Conn. Usable anywhere, operates equally well on flat, curved or irregular surfaces. On flat surface exterior paint can be removed at the rate of about two square feet per minute. The unit, which operates on 110-120-volt, AC or DC, reaches operating temperature of about 1,000 degrees F. in three minutes. Weighing less than five pounds, including cord, it is as easy and handy to use as a flat-iron.

PANEL CONSTRUCTION AB1051

A panel construction for movable partitions known as the Korveld development, incorporating a non-metallic composition board of resolute, permanent flatness and in appearance identical with steel panels, is announced by the E. F. Hauserman Co., Dept. AB., 6850 Grant Ave., Cleveland 5, Ohio. With this construction, partitions are three inches thick and facing panels of an extremely durable material are three-sixteenths of an inch thick. They are plastic-welded to a honeycomb of impregnated paper. Steel is used for posts, base, cornice, lay-in wiring facilities, accessories that are supplied with the panels.

decorative outer coating, sprayed, sanded, or rolled on in two coats, the paint closes the moisture-admitting pores in the walls and dries to a tough, long-wearing finish. In housing projects the paint has been used to protect interior wall decoration from dampness while decorating the exterior walls. The coating is available in many colors and it is the product of the Marvelite Paint Co., Dept. AB., 1237 Light St., Baltimore, 30, Md.

once motor eliminates belts and gears. The 10x10-inch table top has a throat clearance of 15 inches and on a diagonal 30 inches. The compact 18 pound jig saw lends itself to many scroll, trim, and cornice jobs. The power unit is guaranteed for the life of ownership by the manufacturer, the Synco Corp., Oxford, Mich.

New products continued on page 180

PAGE MISS

The Lock with a Million Friends

AGES SING

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America's Original Tubular Locks

GRAND RAPIDS, MICHIGAN

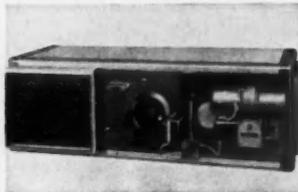
A SUBSIDIARY OF NATIONAL BRASS COMPANY

In Canada: Dexter Lock Canada Ltd., Guelph, Ontario

NEW PRODUCTS

Offered by Manufacturers

HORIZONTAL OIL FURNACE AB105102

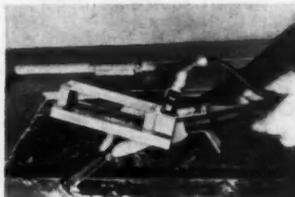


An oil-fired horizontal winter air-conditioner-furnace with a heat output of 80,000 B.T.U. has been developed by the Armstrong Furnace Co., Dept. AB., Columbus, Ohio. The unit is shipped in a crate that will pass through standard doors, and only the burner and combustion chamber need be installed by the dealer. Specification sheet is available.

TAPE RULE AB105116

A thin and lightweight, 6-foot steel tape rule, called the Monitor 206-A, is designed for slipping easily in the pocket of a suit, vest or trousers and its mirror-chromed finish prevents snagging on the cloth. Its blade is said to be the thinnest and flattest ever made with a concave surface, being only 3/8-inch wide. Double-edge graduations are printed in chemical- and weather-proof ink. The blade bends without kinking for measurements of pipes, logs, rounded corners and other irregular surfaces. Made by Master Rule Co., Dept. AB., 40 Mulberry St., Middletown, N. Y.

ELECTRIC PAINT REMOVER AB105120

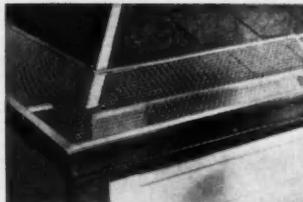


An improved and completely safe electrical device for removing paint, wallpaper or putty, and which can be used in place of a blow torch in laying linoleum or asphalt tile is now being made by the B & L Tool Co., Dept. AB., Plainville, Conn. Usable anywhere, it operates equally well on flat, curved or irregular surfaces. On flat surface exteriors, paint can be removed at the rate of about two square feet per minute. The unit, which operates on 110-120-volt, AC or DC, reaches operating temperature of about 1,000 degrees F. in three minutes. Weighing less than two pounds, including cord, it is as easy and handy to use as a flat-iron.

PANEL CONSTRUCTION AB105118

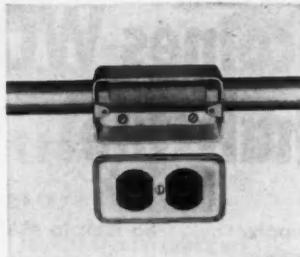
A panel construction for movable partitions, known as the Korveld development, incorporating a non-metallic composition board of absolute, permanent flatness and in appearance identical with steel panels, is announced by the E. F. Hauserman Co., Dept. AB., 6850 Grant Ave., Cleveland 5, Ohio. With this construction, partitions are three inches thick and facing panels of an extremely durable material are three-sixteenths of an inch thick. They are plastic-welded to a honeycomb of impregnated paper. Steel is used for posts, base, cornice, lay-in wiring facilities, accessories that are supplied with the panels.

SNAP-ON GUTTER GUARD AB105111



A snap-on guard for gutters to keep out leaves and to prevent birds from nesting in the gutters is announced by Lockhart Mfg. Corp., Dept. AB., 6350 E. Davison St., Detroit, 12, Mich. Made of galvanized 1/2-inch mesh screen with aluminum binder, it snaps on gutter edge in convenient two-foot sections. Outer edge is turned up to prevent dirty water from running down and staining side of the house. For round style gutters Snap-on is held permanently by means of small spring clips, two to each section.

SERVICE FITTING AB105112



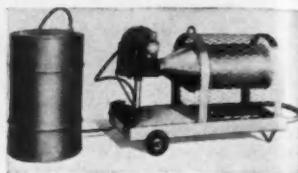
A service fitting for raceway line is announced by National Electric Products Corp., Dept. AB., 13th Floor, Chamber of Commerce Bldg., Pittsburgh, 19, Pa. Known as #761-B, the body of the device fitting is made of 14-gauge steel and is designed to preserve a continuous raceway base. It is so constructed as to eliminate hazards caused by abuse and water seepage, and it is rust-resistant. Fitting housing is installed over raceway without cutting the raceway. The fitting is recommended for floor service extensions, bench work or other service requirements.

CONCRETE BLOCK PAINT AB105115



Concrete and cinder block walls may be sealed against penetrating dampness with a new paint product based on Bakelite styrene emulsion which also serves as a protective and decorative outer coating. Sprayed, brushed, or rolled on in two coats, the paint closes the moisture-admitting pores in the walls and dries to a tough, long-wearing finish. In housing projects the paint has been used to protect interior wall decoration from dampness while decorating the exterior walls. The coating is available in many colors and it is the product of the Marvelite Paint Co., Dept. AB., 1237 Light St., Baltimore, 30, Md.

PORTABLE OIL-FIRED HEATER AB105124



"Eco-Temp" is a new portable oil-fired radiant heater that weighs 175 pounds, is 48 x 18 inches over-all, and 31 inches high. It consumes 1.35 gallons of No. 2 fuel oil per hour and delivers 189,000 B.T.U.'s. It can be handled like a wheelbarrow and easily carried by two men. Electrical requirements are 110 volts, 60 cycles single phase current. The unit is complete with oil-storage tank and fuel oil hose. It carries a full guarantee by the manufacturer, the Arthur C. Baumann Co., Dept. AB., 7011-21 Grays Ave., Philadelphia 42, Pa.

OUTDOOR FIREPLACE AB105105



Complete outdoor fireplace package unit which includes all materials for erection by which the fireplace may be built in three hours or less is offered by the Majestic Co., Dept. AB., Erie St., Huntington, Ind. The fireplace package includes 11 fire-resistant concrete blocks, prepared cement mix for mortar, three base blocks, two smooth finish cement work tops, cement paint, and the all-metal fireplace unit. The fireplace frame is of heavy angle iron and has cast iron bottom grate and grill in removable sections. It can be painted to match lawn or porch furniture.

JIG SAW AB105125



Small, lightweight, yet sturdy enough to cut 1-inch lumber is the Syncro Jig Saw Model No. 201. The 60 cycle 110-120 volt AC reactance motor eliminates belts and gears. The 10x10-inch table top has a throat clearance of 15 inches and on a diagonal 30 inches. The compact 18 pound jig saw lends itself to many scroll, trim, and cornice jobs. The power unit is guaranteed for the life of ownership by the manufacturer, the Syncro Corp., Oxford, Mich.

New products continued on page 180

The Lock with a Million Friends



DEXTER



DEXTER TYPE "E" LOCK

**DEXTER
LOCK
COMPANY**

Manufacturers of America's Original Tubular Locks

GRAND RAPIDS, MICHIGAN

A SUBSIDIARY OF NATIONAL BRASS COMPANY

In Canada: Dexter Lock Canada Ltd., Guelph, Ontario

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Save **INSTALLATION TIME**
WITH COMPLETE ALUMINUM
Fleettlite **WINDOWS**

All Seasons
Windows
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FLEETLITE is a revolutionary new window—a complete year-around unit combining interior and exterior double hung windows and screen in an aluminum frame! FLEETLITE windows are delivered assembled and glazed in corrugated cartons. It is the greatest advance ever in window design and construction . . . the ONLY COMPLETE all Aluminum window unit on the market today.

Thousands of FLEETLITE windows have been installed in new homes throughout the United States and Canada. Builders are boasting about the easy installation and the spectacular selling advantage of FLEETLITE equipped homes. Home owners are delighted with the beauty, convenience and ever-lasting construction of FLEETLITE units. Eliminate storm sash. No storage problems, less dirt and dust, warmer winters and cooler summers. FLEETLITE features sell homes for you . . . spell comfort for your customers.



Write today
 for
 Complete Literature

Fleettlite
 AMERICA'S *Finest* WINDOW

As advertised in *House Beautiful*, *House and Garden*,
Small Homes Guide, *American Builder*, *Practical Builder*
 and *Magazine of Building*.

Made by
FLEET OF AMERICA, INC., 112 PEARL STREET, BUFFALO, N. Y.

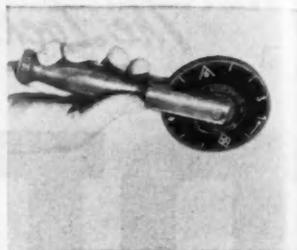
Territories open for full time Factory Representatives.

NEW PRODUCTS

(Continued from page 178)

MEASURING WHEEL

AB105110



Of interest to contractors and estimators is the One Handy measuring wheel which enables the operator to take measurements with one hand while the other is occupied. It is convenient in measuring building exteriors, random lumber and is particularly useful on curved lines or surfaces. Wheel has accurately machined rubber rim with numbers on the outer edge. The feet are measured by an audible click as each foot is measured. Any fraction over a foot can be read directly from the numbers on the rim. The set is lightweight and pocket size. A chart which solves some 2000 problems in roof and attic estimating also goes with the set, which is made by Pix Products Co., Dept. AB., P. O. Box 337, Cedar Rapids, Iowa.

PATTERNED GLASS DOOR

AB105103

The newest thing in glass with a modernizing and decorative touch for homes and other buildings is an interior patterned glass door, completely equipped and ready to hang. The product is made by Libbey-Owens-Ford Glass Co., Dept. AB., Toledo, Ohio. The door combines beauty in appearance with transmission of soft light, while maintaining privacy between rooms. Full installation instructions are furnished.

GAS-FIRED FURNACE

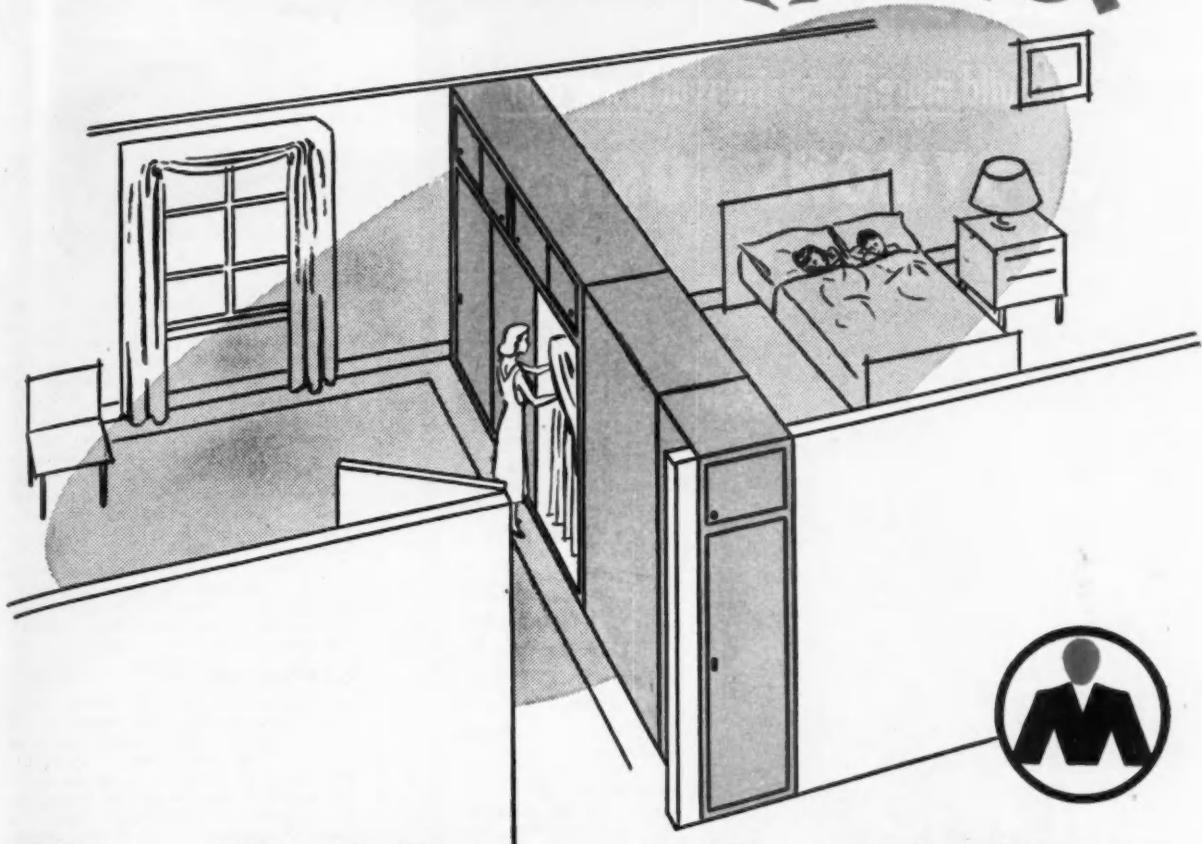
AB105108



To meet demand for a larger input utility type gas-fired furnace, the model UF-6-G is announced by Morrison Steel Products Co., Dept. AB., 601 Amherst St., Buffalo, 7, N. Y. This unit has a bonnet heat output of 80,000 B.T.U. per hour, and is adaptable to installations of many types. Its 58 1/4-inch height makes it low enough for use in basements, and because it requires but 22x25 inches of floor space, it is also practical for utility room or closet installations. Its burner is a fixed orifice, ventura tubular design, producing a semi-luminous, full coating convex flame. There are no parts to clog or to be redrilled in case of changes in gas specifications.

New Products continued on page 182

IT'S MENGEL MAGIC!



Three Prefabricated Mengel Closets Make a Sliding-Door WALL!

HUNDREDS of users have discovered the magic of Mengel Closet Walls—magic that enables you to provide bigger, better, more accessible storage areas, *at the cost of conventional closets alone.*

Pictured above are three prefabricated Mengel Closet Walls installed to form a room partition. Note how the back of each closet "doubles" as a wall for the adjoining room. Result—over 90 sq. ft. of wall space is created, without studding, lath, or plaster. Elimination of wood-stud construction increases closet space by 25-40%—and Mengel Closet Walls are designed to fully utilize every inch of their greater area.

Mengel Closet Walls are available in a variety of sizes and models, in natural Birch or prime coated for painting. They are completely prefabricated for fast assembly—shipped to the job K. D. with front frames and sliding doors assembled. Mail the coupon for complete specifications and data.

THE MENGEL COMPANY

Growers and processors of timber . . . manufacturers of fine furniture . . . veneers . . . plywood . . . flush doors . . . corrugated containers . . . kitchen cabinets and sliding-door wall closets . . . largest manufacturer of hardwood products in America.

Cabinet Division
Louisville 1, Kentucky



Prefabricated Mengel Wall Closets are one of the outstanding features in 544 homes being built by the Burton W. Duenke Building Company in St. Louis.

Cabinet Division—Dept. AB-10
THE MENGEL COMPANY

1122 Dumesnil St., Louisville 1, Ky.

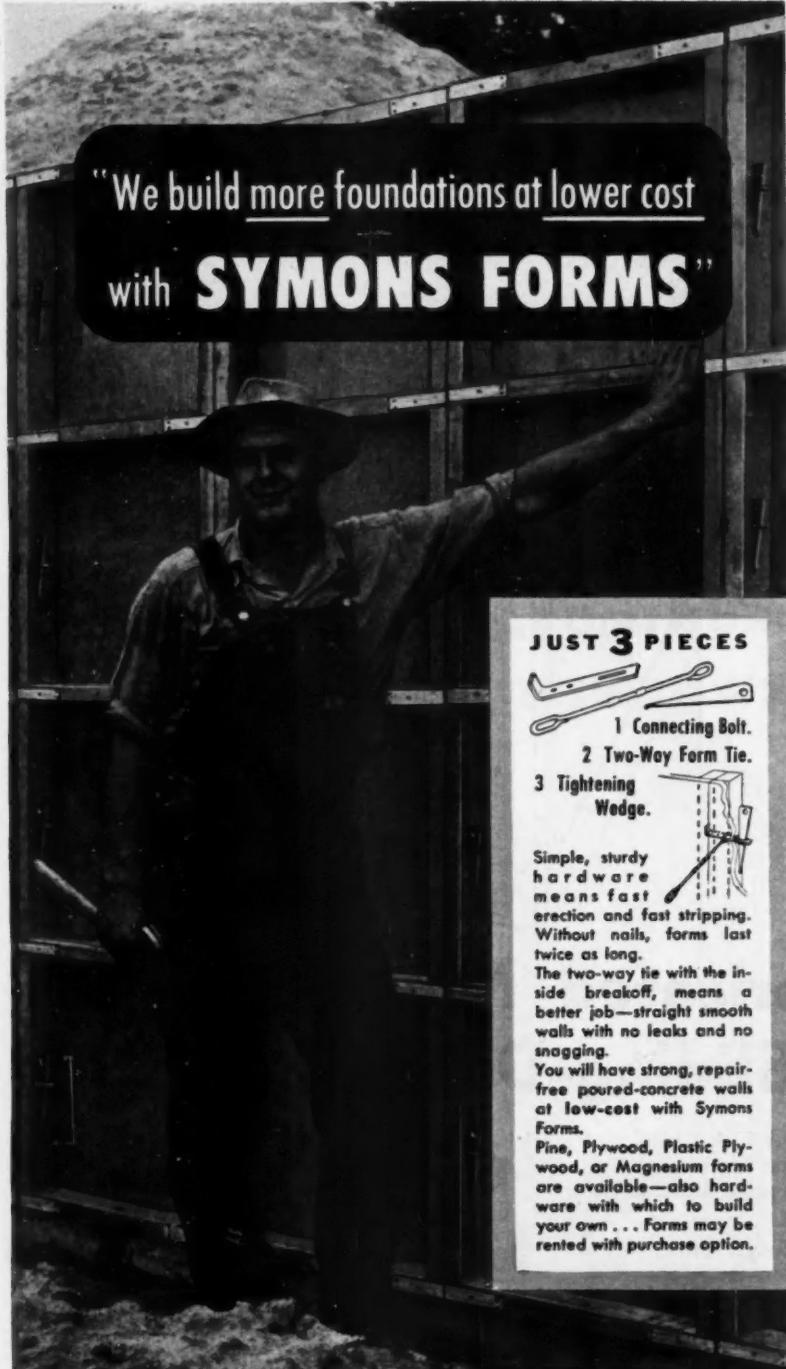
Gentlemen: Please send me complete information about Mengel Closet Walls.

Name

Firm

Street

City State



"We build more foundations at lower cost
with **SYMONS FORMS**"

JUST 3 PIECES

1 Connecting Bolt.
2 Two-Way Form Tie.
3 Tightening Wedge.

Simple, sturdy hardware means fast erection and fast stripping. Without nails, forms last twice as long. The two-way tie with the inside breakoff, means a better job—straight smooth walls with no leaks and no snagging. You will have strong, repair-free poured-concrete walls at low-cost with Symons Forms. Pine, Plywood, Plastic Plywood, or Magnesium forms are available—also hardware with which to build your own . . . Forms may be rented with purchase option.

See Our Catalog In Sweet's File Builders and Sweet's File Engineering



SYMONS CLAMP & MFG. CO.
4261 West Diversey Avenue, Chicago 39, Illinois

Please send me the items checked:

Information regarding Symons Panel Forms
 Catalog and Prices Construction details Samples
 Layout and estimate (our plans being sent under separate cover)

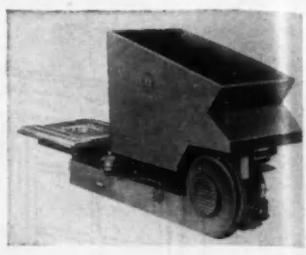
Information regarding other Symons Products
 Column Clamps Bar Ties and Tie Chairs
 Safety Shores Scaffolding

Name _____
 Address _____
 City _____ Zone _____ State _____

NEW PRODUCTS

(Continued from page 180)

STOKER **AB105122**



Iron Fireman's deluxe commercial hopper model stokers have been refined to permit easier filling of the hopper and to avoid interference with boiler flue cleaning doors, it is announced by the manufacturer, Iron Fireman, Dept. AB., 3170 W. 106th, Cleveland, Ohio. Height of the hopper has been lowered and it is now fully open and sloping on the top, added to the compactness and efficiency of design. The stokers are made in two sizes designed for use with warm air, steam or hot water systems and for industrial applications. In these units a metering type worm takes the coal from the hopper to the fire in an "unpacked" condition, allowing for easy penetration of air through the fuel bed. Air for combustion is supplied by a quiet fan which is automatically regulated by the Iron Fireman air volumeter.

ALUMINUM WALL TILE **AB105114**

An aluminum wall tile called Altico Tile, designed for areas that require lasting, sanitary, easy-to-clean and colorful walls is the product of Alloy Tile Corp., Dept. AB., Belleville, N. J. Equally adaptable for new construction or renovation, this tile may be applied over any smooth surface. Precision uniformity of every tile assures a perfect fit. It is available in a range of 18 colors, including popular mottled effects. The tile is recommended by its manufacturer for use in kitchens, bathrooms, laundries, shower stalls, bars, basements and breakfast nooks in the home.

LAVANETTE **AB105113**

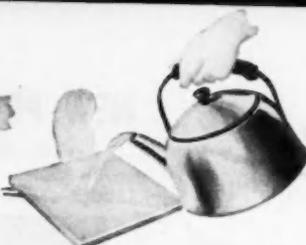


The "Beauty Queen" lavanette is the product of Toledo Desk and Fixture Co., Dept. AB., Maunee, Ohio. Top of the lavanette is of mica compound. The covered type backguard includes a convenient shelf for bottles and other items. Its top drawer contains a removable cosmetic tray, while the medicine cabinet in the second drawer provides for non-spill bottle storage. The lower compartment, designed for linen storage, also offers a removable waste basket attached to the inside of the door. Only 36 inches long, its facilities for storage saves space in any home.

New Products continued on page 184



TILE IS FIREPROOF



TILE IS WATERPROOF



TILE DEFIES SCRATCHING

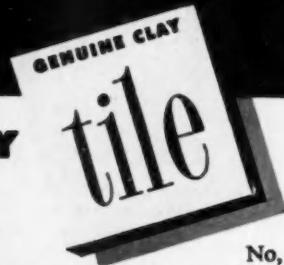


TILE CLEANS LIKE CHINA



TILE LASTS A LIFETIME

TILE IS STAINPROOF



ONLY tile DEFIES ALL SIX

No, spilling India ink on walls or floors is not a common occurrence. But what other wall or floor covering except Genuine Clay Tile could resist it so well? What other material can take a drenching with boiling water . . . stand up under knocks and scratches . . . and stay fade-proof and fireproof for a lifetime?

Genuine Clay Tile cleans as easily as a china dish and commands respect wherever it is used. Have you considered the use of tile lately in the kitchen, utility room, foyer, powder room or recreation room? It is worth a fresh appraisal every time you design or build any type of building. And remember, whether it is for modern or traditional styling, clay tile is one of the most flexible materials you can use in designing distinctive patterns and color schemes.

The Council of America, Room 3401, 10 East 40th St., New York 10, N. Y. or Room 433, 727 W. Seventh St., Los Angeles, Calif.

PARTICIPATING COMPANIES:

- American Encaustic Tiling Co.
- Architectural Tiling Company, Inc.
- Atlantic Tile Manufacturing Co.
- B. Mifflin Hood Co.
- Cambridge Tile Manufacturing Co.
- Carlisle Tile Company
- General Tile Corporation
- Gladding, McBean & Co.
- Mosaic Tile Company
- Murray Tile Company, Inc.
- National Tile & Manufacturing Co.
- Olean Tile Company
- Pacific Clay Products
- Pacific Tile and Porcelain Co.
- Pomona Tile Manufacturing Co.
- Robertson Manufacturing Co.
- Summitville Tiles, Inc.
- United States Quarry Tile Co.

THE MODERN STYLE IS CLAY TILE

05122

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UNIVERSITY OF BRISTOL LIBRARY
SERIALS ACQUISITION
30 ALSTON PLACE
BRISTOL, ENGLAND

HOLCOMB & HOKE
FOLDOOR

"takes" a 75 ft. curve

NEW PRODUCTS

(Continued from page 182)

LADDER STABILIZER

AB105123



This FOLDOOR installation at Elks Lodge No. 11, Pittsburgh, Pa. is a typical example of how FOLDOOR gives flexibility of space in commercial use. The long bar shown in background at right, is completely closed off by six FOLDOORS (as above) for complete dining room privacy.

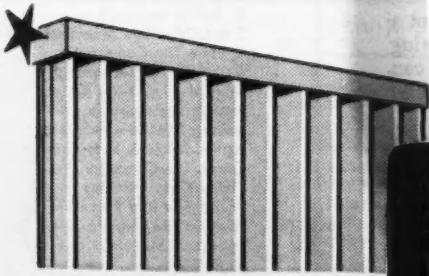
FOLDOOR is your answer any time the problem concerns flexibility of space . . . finding more usable space in the same area . . . or achieving easy and economical division of rooms.

"The folding door with the cornice top" fits right into building and remodeling plans for business places, institutions and commercial establishments—for private homes as well.

Built with a sturdy frame of rust-resistant steel, FOLDOOR travels on a rugged, single piece, two-rail steel track. FOLDOOR occupies the least amount of "stack"

PAGE
 MISS

The smartest to



★ The famous FOLDOOR cornice top! Always identify FOLDOOR by this attractive cornice that gives it that finished look.

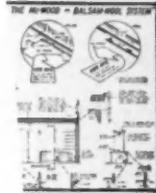
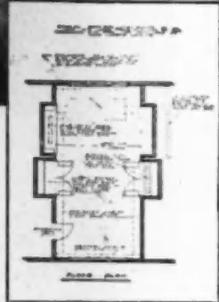
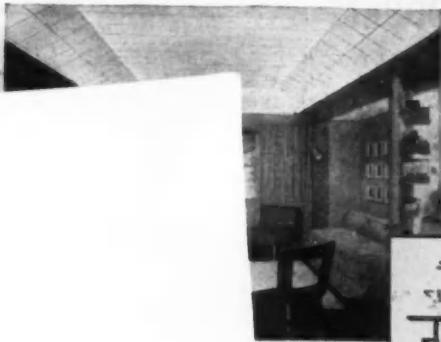
FOLDOOR

into place on the walls. After the adhesive has set, the furring strips are held against the bonded anchor nails and tapped with a hammer. The resulting indentations are then used as centers for holes to be drilled through the furring strips. Then the strips are pressed over the anchor nails, and the nails are plumbed up and clinched.

New Products continued on page 188

AMERICAN BUILDER

AGES SSING

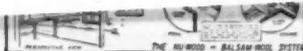


The advertised remodeled rooms like these in the country's leading home magazines, reaching millions of homeowners. All of the rooms can be built quickly and easily using the Balsam-Wool and Nu-Wood System. The response from readers has been record-breaking! That's why we thought you'd like your own set of these room plans.

Homeowners are making use of the Nu-Wood System to get a bigger remodeling market. Here's how it works: suggest Balsam-Wool and Nu-Wood to the home owner how to save money on fuel bills to be built with Nu-Wood in that material rolls up profits fast. Let

order your set of plans.

SUPPORT AMERICAN INDUSTRIES



Products of
Weyerhaeuser

REG. U.S.
PAT. OFF.



Wood Conversion Company
Dept. 119-101 First National Bank Bldg.
St. Paul 1, Minnesota

Please send me, without obligation, the floor plans for the remodeled rooms shown in this advertisement, and full information about the Balsam-Wool and Nu-Wood System.

Name.....

Address.....

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

HOLCOMB & HOKE
FOLDOOR

"Takes" a 75 ft. curve



This FOLDOOR installation at Elks Lodge No. 11, Pittsburgh, Pa. is a typical example of how FOLDOOR gives flexibility of space in commercial use. The long bar, shown in background at right, is completely closed off by six FOLDOORS (see above) for complete dining room privacy.



FOLDOOR is your answer any time the problem concerns flexibility of space . . . finding more usable space in the same area . . . or achieving easy and economical division of rooms.

"The folding door with the cornice top" fits right into building and remodeling plans for business places, institutions and commercial establishments—for private homes as well.

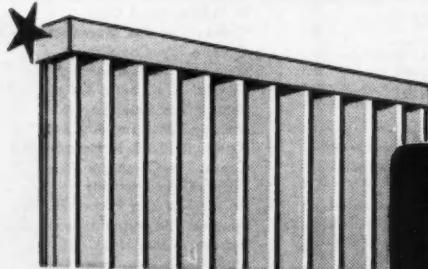
Built with a sturdy frame of rust-resistant steel, FOLDOOR travels on a rugged, single piece, two-rail steel track. FOLDOOR occupies the least amount of "stack"

space of any extensible door. Maximum thickness when pushed back onto itself is only 5½ inches.

FOLDOOR, manufactured in a wide range of sizes to fit practically any interior opening, comes in a variety of beautiful fabrics to harmonize with any color scheme. All fabrics are vinyl-coated, fire-resistant and can be easily washed with soap and warm water.

When you're considering folding doors, check the classified directory in your phone book for your local FOLDOOR installing distributor. Or write the factory.

The smartest thing in doors!



★ The famous FOLDOOR cornice top! Always identify FOLDOOR by this attractive cornice that gives it that finished look.

HOLCOMB & HOKE MFG. CO., INC.
1545 Van Buren St., Indianapolis 7, Ind.

HOLCOMB & HOKE
FOLDOOR

NEW PRODUCTS

(Continued from page 182)

LADDER STABILIZER

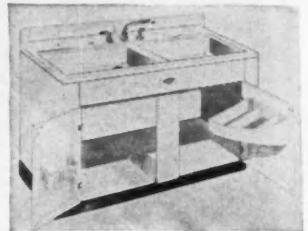
AB105121



A ladder stabilizer that makes any kind of ladder sure-footed for greater safety is now being made by Mine Safety Appliances, Dept. AB, Braddock, Thomas & Meade Sts., Pittsburgh, 8, N. Y. The unit, called the Hydraulic Lizer, is an adjustable steel attachment for the lower end straight or extension ladders. It provides safe footing for ladders in places where the two legs would not be on the same level, and can be used on any surface.

CABINET SINK

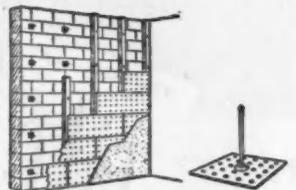
AB105107



A 48-inch cabinet sink model, featuring twin bowls and a hide-away cutlery shelf is announced by Youngstown Kitchens, whose manufacturer is Mullins Mfg. Co., Dept. AB, Warren, Ohio. The two bowls, each seven inches deep, are part of a one-piece, porcelain-on-steel top, with a four-inch backsplash and an impressed soap dish. A chrome-plated swinging mixing faucet is included. Both sink bowls are equipped with crum cup strainers and a food waste disposer may be attached to either bowl. The hide-away cutlery shelf has three compartments and is attached to the right-hand door. Other features include a soap box rack on the left-hand door, recessed toe and knee space, large undersink compartment.

SURFACE ANCHOR NAILS

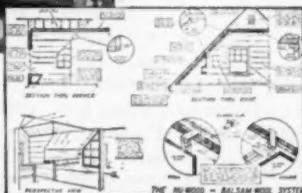
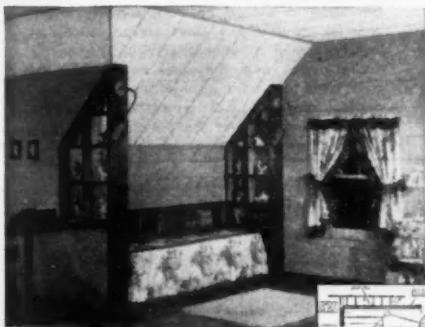
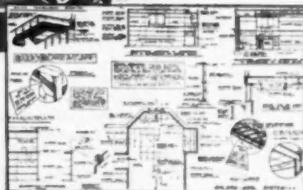
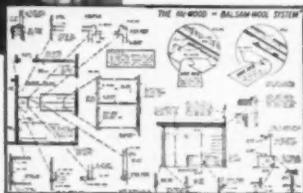
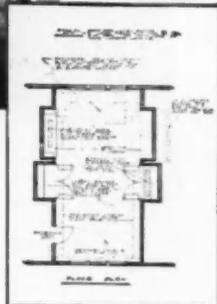
AB105117



A method by which it is possible to bond furring strips to any type of masonry wall for subsequent addition of wallboard or other finishes without drilling holes is the adhesion method made possible by use of Surface Anchor Nails, a development announced by Miracle Adhesives Corp., Dept. AB., 214 E. 53rd St., New York, 22, N. Y. The nail consists of a perforated plate in the center of which is a factory-welded nail, bolt, spindle, prong or threaded stud. Miracle adhesive is daubed to the back of the nails which are then set firmly into place on the walls. After the adhesive has set, the furring strips are held against the bonded anchor nails and tapped with a hammer. The resulting indentations are then used as centers for holes to be drilled through the furring strips. Then the strips are pressed over the anchor nails, and the nails are plumbed up and clinched.

New Products continued on page 188

planned profits for you are in these plans!



We advertised remodeled rooms like these in the country's leading home magazines, reaching millions of home owners. All of the rooms can be built quickly and easily, using the Balsam-Wool and Nu-Wood System. The response from readers has been record-breaking! That's why we thought you'd like your own set of these room plans.

More and more builders are making use of the Balsam-Wool and Nu-Wood System to get a bigger share of today's remodeling market. Here's how it works: In an uninsulated house, suggest Balsam-Wool for the attic—then show the home owner how the Balsam-Wool will save enough in fuel bills to pay for itself and a room built with Nu-Wood interior finish. It's a plan that rolls up profits fast. Let us tell you all about it!

Mail the coupon today for your set of plans.

Wood Conversion Company
Dept. 119-101 First National Bank Bldg.
St. Paul 1, Minnesota

Please send me, without obligation, the floor plans for the remodeled rooms shown in this advertisement, and full information about the Balsam-Wool and Nu-Wood System.

Name.....

Address.....

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

Balsam-Wool*

Products of
Weyerhaeuser

*REG. U.S.
PAT. OFF.



Nu-Wood*

NEW PRODUCTS

(Continued from page 184)

CONCRETE VIBRATOR AB105106

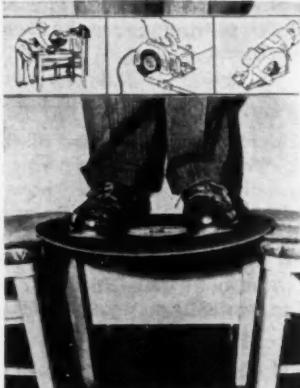


A pneumatic concrete vibrator designed to compact freshly poured concrete and to direct its movement as it is poured into the form, is called the Thor No. 521 Vibrator and is made by Independent Pneumatic Tool Co., Dept. AB., Sales Promotion Div., 175 N. State St., Aurora, Ill. Unit consists of 2 1/4-inch diameter steel cylinder, 17 1/2 inches long at the end of a five foot combination air and exhaust hose. Rotary air motor and vibrator unit are sealed in the steel cylinder.

LIGHT SWITCH AB105109

A delayed-action light switch which may be quickly and easily installed in any existing wall outlet or in new construction is the EDCO Delayed Action Light Switch made by Electric Deodorizer Corp., Dept. AB., 9993 Broadstreet, Detroit, 4, Mich. Looking like an ordinary light switch, the switch snaps light on in the same manner, but when the toggle is snapped to the off position, labeled "Delay," the light remains on for almost a full minute—long enough, the manufacturers say, to let one walk a distance of about 75 feet. In the home the delayed action switch may be installed on porches, in garages, bedrooms, hallways, bathrooms, basements and stairways.

BREAK-RESISTANT BLADE AB105119



Manufactured in layers of glass fibre cloth impregnated with resins and silicon carbide is a break-resistant abrasive blade made by the Clipper Mfg. Co., Dept. AB., 2800 Warwick, Kansas City, 8, Mo. This blade has effective use in cutting the softer range of materials such as limestone, sandstone, light aggregate concrete and dry press refractories. Known as the B-R adhesive blade for masonry cutting, it resists dropping, twisting and bending. It is claimed to give outstanding efficiency in small hand-power tools.

CAULKING COMPOUND AB105104



Caulking is neat, quick and permanent with a product that is applied like toothpaste and which dries in an hour leaving a tough, waterproof bond. Called Tub-Caulk, the product is designed for waterproofing around shower stalls, for caulking around bathtubs and sinks and for filling cracks between window frames and tile or plaster. Its finish is white and velvet smooth. The product is made by Miracle Adhesives Corp., Dept. AB., 214 E. 53rd St., New York 22, N. Y.

FLUSH DOORS AB105121



A seven-ply construction plywood flush door of birch and gum panels is the product of Walled Lake Door Co., Dept. AB., 1225-A E. West Maple, Walled Lake, Mich. The firm has also introduced the double lock block, which allows hardware installation from either side, rotating of doors for matching grain effect, and positive door balance. Of all-wood construction, the core frame contains about 9 1/2 square feet of lumber. The doors are easy to install and easy to finish.

PORTABLE HEATER AB105105



Designed for winter building is the new "Portable Heater". It delivers 40,000 B.T.U.'s and is capable of raising room temperatures 50 degrees in 20 minutes. The lightweight, 55 pound unit is easy to carry and its operational cost is estimated by the manufacturer to be \$1.00 a day. The heater is sold on a money-back guarantee, with a 30 day trial period. Manufactured by The Portable Heater Co., Dept. AB., Box 444, Painesville, Ohio.

MAGNETIC OUTLET FINDER AB105101



Operating on the magnetic draw principle and designed to locate concealed outlets in steel underfloor raceways, a magnetic outlet finder has been announced by National Electric Products Corp., Dept. AB, Chamber of Commerce Bldg., Pittsburgh, 23, Pa. In use the finder is placed on floor surface, wood, concrete or linoleum, and moved about by hand. There is a noticeable "draw" when the finder passes over the steel duct, which increases as the finder approaches a submerged outlet. Maximum pull is exerted when the finder is directly over the outlet, giving positive location for cutting through flooring.

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



**IT'S EASIER TO SELL A HOUSE
THAT HAS A HEAT-CIRCULATING
HEATILATOR FIREPLACE!**

says: H. F. REDINGER, Prominent Erie, Pa. Builder



A Heatilator Fireplace circulates heat to every corner of the living room of this charming Erie, Pa. house, built by Mr. Redinger.*

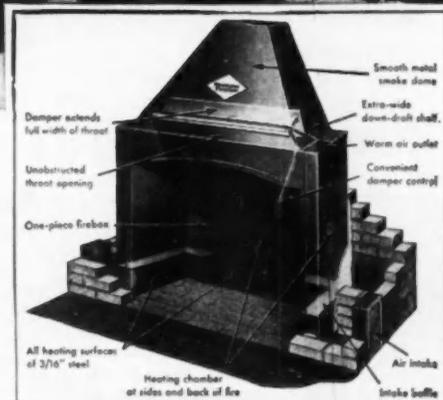
MR. REDINGER'S a wise builder. He knows people like fireplaces... not just for show, but for comfort! So he gives his customers genuine Heatilator Fireplaces that circulate heat instead of wasting it up the chimney. He's found that the famous Heatilator name helps close house sales faster.

Smokeless...Troublefree. The Heatilator unit is a heavy-gauge steel form, complete from floor to flue, around which any style fireplace can easily be built. It assures correct construction, and eliminates smoking. It draws in air at floor level, heats it and circulates it to every corner of the room. A Heatilator Fireplace gives all the heat necessary on cool spring and fall days, cuts dollars from your customer's heating bill. People know the Heatilator name... it's been nationally advertised for 24 years. **Adds little to cost.** You can specify genuine Heatilator Fireplace and yet add little

to the cost of the completed fireplace. It provides all the vital parts... saves the cost of a separate damper, firebrick, and masonry otherwise required... and on most jobs reduces time and labor expenses.

Write today for complete specifications. Heatilator Fireplaces are sold by all leading building material dealers. Accept no substitute. Look for the name Heatilator on the dome and on the damper handle. Heatilator, Inc., 9410 E. Brighton Ave., Syracuse 5, N. Y.

*Heatilator is the registered trademark of Heatilator, Inc.



Typical of many Heatilator installations throughout the country is this beautiful ranch-style fireplace.

HEATILATOR *America's Leading* **FIREPLACE**

U.S. PAT. OFF. DES. 2,100,000

Sells Houses FASTER!

UNIVERSITY OF MICHIGAN LIBRARIES

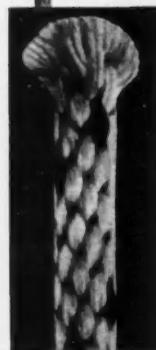
THESE ARE THE PAY-OFF SPOTS



Spot Sash Cord is highly resistant to wear . . . it's solid braided cotton . . . extra strong, extra smooth for easy, noiseless operation.



Minimum of stretch insures perfect and lasting balance without adjustments. Spot is firm yet at the same time flexible . . . knots easily for quick installation.



Look for these Colored Spots, our registered trade mark . . . your guarantee of the best. When customers want to replace old sash cord, recommend the best . . . recommend strong, long-lasting Spot Cord.

Specify and use

**SPOT
SASH[®] CORD**
Samson
CORDAGE WORKS
Boston 10, Massachusetts

Heating Unit Firm Has Novel Industry Relations Program

Officials of Norman Products Co., Columbus, Ohio, have announced a new feature in their distributor and dealer relations program. Two station wagons have been completely equipped for field demonstrations of gas and oil heating units. One of the cars is operating in the Atlantic seaboard area and the second is operating out of Detroit. Plans call for the cars to be demonstrated to distribu-



HEATING unit demonstration truck with special rack extended ready for on-the-job demonstration

tors in their territories and then turned over to them for subsequent use in dealer contacts.

The cars are easily set up for working demonstrations within a few minutes after arrival at location. A rack which can be extended six feet beyond the tailgate carries a large panel with working models of the heating units. A 100-foot extension cord permits operation of all units. The car's interior has racks for luggage and literature.

Approve Building Code For Emergency Use

Approval of a proposed model emergency building code ordinance which would permit local building officials to authorize use of alternate materials and techniques during the present emergency, when certain required materials are in short supply, was announced recently by Raymond M. Foley, administrator of the Housing and Home Finance Agency.

The ordinance was written by HHFA officials and reviewed and unanimously approved on Friday, July 27, by HHFA's Advisory Committee on the Administration of Local Building Regulations, a group composed of building officials and specialists in municipal regulations from various parts of the United States. The ordinance will be printed and made available for public distribution in the near future.

Foley hailed the document as "an outstanding example of cooperation between local and national officials."

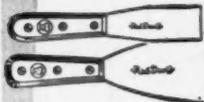


Red Devil
PAINTERS' AND GLAZIERS'
QUALITY CUTLERY



P1 SERIES
Putty Knives and Wall Scrapers—Cocobolo handles—Choice of stiff or flexible blade.

P1 - 1 1/2" - 4"



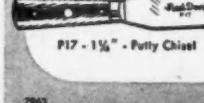
P23 SERIES
Putty Knives and Wall Scrapers—Full tang blade—Tennis handle.

P23 - 1 1/2" - 4"



P2 SERIES
Wall Scrapers—Oversize handles—Highest quality obtainable.

P2 - 2 1/2" - 4"



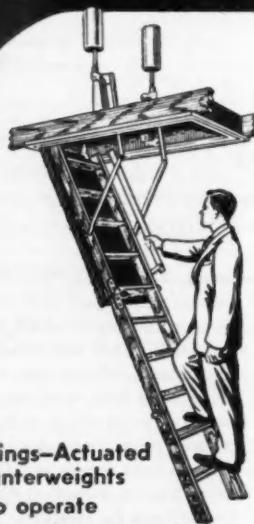
P17 - 1 1/2" - Putty Chisel

The most complete line of painters' and glaziers' cutlery.



7963
Products of
Red Devil Tools.
Irvington 11, N. J., U. S. A.

PRECISION folding stairway



- No springs—Actuated by counterweights
- Easy to operate
- Safety treads on steps
- Insulated door panel
- Requires no attic space
- Shipped in one package

Write for full information

PRECISION PARTS CORP.
Nashville 7, Tennessee

AMERICAN BUILDER

Easier to
BUY
Easier to
SELL
Easier to
INSTALL



ALDRICH

Compact **BOILER-BURNER UNITS**

Here are compact, complete, *packaged* boiler-burner units in sizes for home and industry, for low-pressure steam and hot water heating and/or hot water supply.

They're economical to buy and use; easy to install in minimum space with a minimum of skilled labor. Six sizes in the Aldrich Series "B" Heat-Pak are rated at 118,000 to 808,000 BTU an hour... 6 sizes for hot water supply with ranges of 125 to 850 GPH at 100 degrees rise.

All Aldrich boilers are available for either oil or gas firing with burners readily interchangeable.

If you buy, sell, specify, or install boiler-burners, write for information about Aldrich.

The Popular New



ALDRICH *Bantam*

FOR MODERN LOW-COST HOMES

This outstanding boiler-burner unit, designed especially for the modern 4 to 5 room home, stands only 45" high, occupies 20" x 33" of floor space. Rated at 100,000 BTU, it can be adapted to steam, hot water, or radiant heating systems, and provides domestic hot water in excess of FHA requirements. Models also available for hot water supply only

ALDRICH OIL BURNERS

Skillfully engineered, precision-built for economy and trouble-free service.

No radio interference from motors

and transformers. Burners flange or base mounted. Model CX: .75 to 2 GPH. Model SAX (shown) with interchangeable draft tubes and air cones: .75 to 4.50 GPH. Model BX: 4 to 8.50 GPH. Model JU Heavy Duty: 7 to 19 GPH.



ALDRICH COMPANY

A subsidiary of Breeze Corporations, Inc.

111 Williams Street
Wyoming, Ill.



Announcing THE SERIES 600 KENNATRACK

A NEW DOUBLE TRACK FOR 1 $\frac{3}{8}$ "
BY-PASSING WARDROBE DOORS,
WITH ADJUSTABLE HANGERS

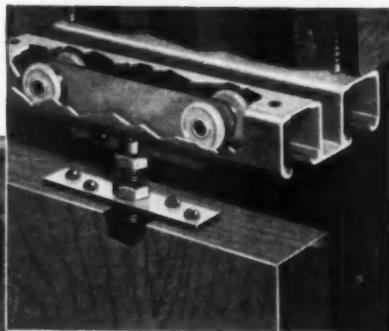


Saves installation time! Track is easily screwed to header.

Allows speedy adjustment of door height and alignment of door to jamb.

A fine, sturdy, extruded track of heat-treated Aluminum.

Assures correct space between by-passing 1 $\frac{3}{8}$ " sliding doors.



HERE'S a new addition to the Kennatrack line of sliding door hardware especially designed for by-passing 1 $\frac{3}{8}$ " wardrobe doors. Series 600 has a newly designed adjustable hanger providing a convenient means of aligning the door to the side jamb. Each door slides on not 2, not 4 but eight nylon wheels. Installation is so easy you'll be amazed—just screw track to header. Kennatrack's fast delivery and prompt service are a by-word in the industry. Ask any Kennatrack dealer! Get the facts on Series 600 now.

Address Dept. 150

JAY G. McKENNA, INC.
ELKHART, INDIANA

Specializing Exclusively in the
Manufacture of Sliding Door Hardware

CONNOR LAYTITE MAPLE FIRST AGAIN

Laytite 25/32x2 1/4" Maple as laid in the new Elizabeth Waters Grade School, Fond du Lac, Wisconsin. Laytite is made under Maple Flooring Manufacturers Association specifications and is famous for uniform

quality. Write for prices. Laytite MFMA Northern Maple, Birch and Oak Flooring. T&G or square edge, in bundles or cartons. Also 3rd grade Maple Flooring 2" and longer.



CONNOR LUMBER AND LAND COMPANY

P. O. BOX 112D • TELEPHONE 3 OR 418 • TELETYPE 26 • MARSHFIELD, WISCONSIN
CONNOR FOREST PRODUCTS SINCE 1872

Catalogs—

and Manufacturers Literature



100—CRAWLER SERIES—

An illustrated catalog featuring the Bay City 3/4-yard series, crawler mounted shovel, crane, dragline, clamshell and hoe is issued by Bay City Shovels, Inc., Bay City, Mich. Catalog describes heavy-duty design and construction of this convertible unit for excavating, erecting and material handling. Machinery assemblies, parts and attachments are illustrated and described in detail.

101—BUILDING PANELS

—“Fenestra Steel and Aluminum Building Panels” is the title of a Detroit Steel Products Company catalog containing 38 pages of valuable data for architects and builders, engineers, contractors, home owners and others who are interested in better and more economical construction. Complete descriptions of and specifications for various Fenestra wall, deck and floor panels are included. Detroit Steel Products Co., 3101 Griffin St., Detroit 11, Mich.



102—LIGHTING FIXTURES—A new 18 page catalog fully illustrating “The Austin Line” features portable lighting units, weatherproof electrical fixtures and fittings, yard lights and REA fittings. It is available from The M. B. Austin Company, Dept. AB, Northbrook, Ill.

103—ROLLING DOORS—

A catalog containing details of the interlocking steel-slat rolling door is issued by The Kinnear Mfg. Co. Columbus, 16, Ohio. The full line of Kinnear products of both metal and wood are illustrated and described.



BEAVER PIPE TOOLS



104—PIPE TOOL GUIDE

—An operating guide book is issued by Beaver Pipe Tools, Inc., 334 Dana Ave., Warren, Ohio, to assure users the best possible results from portable pipe and bolt machines and hand pipe tools. The guide is a four-page folder fully illustrating and describing how to locate and correct pipe machine and hand pipe tools troubles.

(Continued on page 194)



Give your window jobs *a new twist*

On new and remodeling jobs, Getty-operated casement windows are becoming more popular and practical every day.

You can't beat the ease of *turning* windows open and shut, nor can you overlook the feature of 100 percent window opening (instead of the ordinary 50 percent) that casements alone provide.

Most important of all, of course, is the genuine customer appreciation in having old-fashioned

casement windows brought up to date by the quick and profitable installation of Getty Operators; or by your recommendation of new casements piloted by Getty Operators to insure a lifetime of satisfactory service:

Use Getty Operators on all your casement window installations and *forget them*. They'll still be working perfectly long after you have retired.

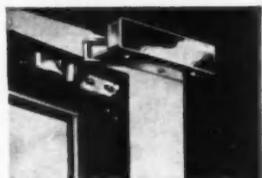
H. S. **GETTY** & Co., Inc.

3348 NORTH 10TH STREET • PHILADELPHIA 40, PA.

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

GETTY OPERATORS ARE USED ON MORE CASEMENT WINDOWS THAN ALL OTHER OPERATORS COMBINED

RELATED GETTY PRODUCTS



AUTOMATIC CLOSER 4649

Pulls the top of the casement sash snugly against the frame. Prevents warping, assures all-around tight contact. Easily installed—4 screws; no mortising required.



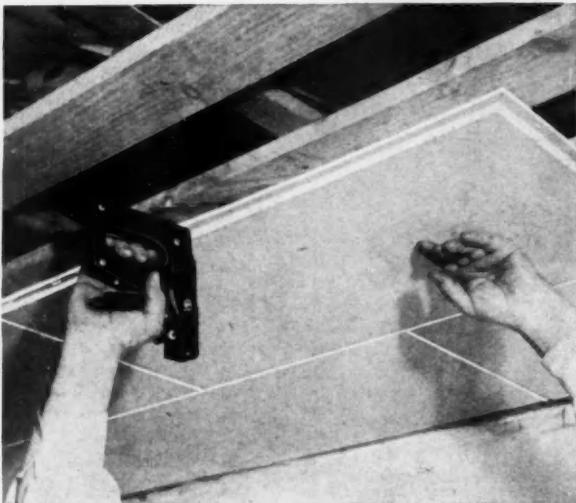
EXTENSION HINGE 2529

By means of flange type leaf it offers a firm corner support for the sash. By providing a 4" sash clearance, it assures maximum ventilation and permits cleaning of the outside casement from inside the room.

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SAVE TIME... CUT COSTS

with Bostitch T5 Tackers!



PUP UP CEILINGS TWICE AS FAST with Bostitch T5 Tacker. One hand operates it; the other holds the work. No marred edges . . . no finger marks. Staples hold tight.



SPEED UP WORK IN TIGHT PLACES with Bostitch T5 Tacker. Drives staples up to $\frac{3}{16}$ " long within $\frac{1}{16}$ " of inside corners. No lost time fumbling for nails or tacks.



APPLY METAL LATH IN HALF THE TIME with Bostitch T5 Tacker. Less tiring on overhead work. Easy front-door loading saves time, too.

TRY BOSTITCH T5 TACKERS on your next job for applying cornerite, insulation, metal lath and other materials. No other method is so quick and easy. Three models of Bostitch tackers drive staples from $\frac{1}{4}$ " to $\frac{3}{16}$ " long. Fill in the coupon today and get proof that Bostitch T5 Tackers will save time, money, and work for you.

ATTACH THIS COUPON TO YOUR LETTERHEAD

BOSTITCH, 570 Mechanic Street, Westerly, Rhode Island

I'm interested in more information about time-saving, cost-cutting Bostitch machines for applying:

- Insulation Paneling Building Paper
 Roofing Metal Lath and Cornerite

List other applications:

Name Title

Firm

Street

City Zone State

BOSTITCH®
AND FASTER
 fastens it better, with wire

ALL TYPES OF MACHINES
 FOR APPLYING STAPLES
 ALL TYPES OF STAPLES
 APPLIED BY MACHINES

Catalogs

(Continued from page 192)



105—DOOR, WINDOW HARDWARE—A catalog issued by Sterling Hardware Mfg. Co., 2345 W. Nelson St., Chicago 18, Ill., describes and illustrates the line of Sterling hardware for residential sliding doors, casement windows, storm sash and transoms. Complete specifications are included.

106—RADIAL SAW—"Unlimited Applications with the Exclusive Double Radial Action Delta Multiplex" is the title of a recent catalog which describes and illustrates functions of the 360-degree radial action saw made by Delta Power Tool Div., Rockwell Mfg. Co. 600 E. Vienna St., Milwaukee 1, Wis.



107—WINDOW AND DOOR TRIM—"Trim-Kit" packaged window and door trim of clear, soft-textured Ponderosa pine is described and illustrated in a folder issued by its manufacturer, Firpine Products Co., Oswego, Ore. How the product reduces costs, eliminates waste and saves time is set forth in the folder along with complete specifications.

108—LAMP HOLDERS—"Steberlites" cast aluminum lamp holders for PAR-38 and R-40 lamps for home, farm and industrial uses are described and illustrated in a folder-bulletin No. 120-51 issued by Steber Mfg. Co., Broadview, Ill.



109—RADIANT, ACOUSTICAL CEILING—The Burgess-Manning ceiling, a prefabricated development which provides radiant heating, improved acoustics and draftless ventilation, is described and illustrated in a folder No. 30-C-44 issued by Burgess-Manning Co., Libertyville, Ill.

110—ROOF REPAIRING—A bulletin designed to assist in determining the condition of building roofs and in planning repairs is announced by The Monroe Co. Inc., 10703 Quebec Ave., Cleveland 6, Ohio. Patching and leak-stopping methods are described in detail as are means of resurfacing old roofs. Bulletin is termed Form 102-7.



(Continued on page 196)

RUSCO HOT-DIPPED GALVANIZED PRIME WINDOW

winning rapid acceptance for all types of building

Revolutionary new pre-assembled unit can be fully installed in *minutes*... makes big savings in time, labor and maintenance



SHAKER TOWERS, CLEVELAND, OHIO

A Deluxe 92-apartment unit featuring the finest equipment throughout. Built by the Shaker Coventry Corporation. Rusco Prime Windows with insulating sash used exclusively on the 1,367 windows.

ARCHITECT: Joseph Ceruti
 STRUCTURAL ENGINEERS: Barber & Magee
 GENERAL CONTRACTOR: Roediger Construction, Inc.

THINK OF IT! A *complete* window unit—factory painted, fully assembled with glass, screen, built-in weather-stripping, insulating sash (optional) and wood or metal casing—all ready to place in the window opening. In many types of construction the Rusco Prime Window can be *fully installed in 5 minutes or less!*

Architects and builders report substantial savings in time and labor on Rusco Prime Window installations. Maintenance is minimized, too, because of the triple weather protection of hot-dip galvanizing, Bonderizing and baked-on outdoor enamel finish. And standard-sized interchangeable glass and screen inserts permit making any breakage repairs in the maintenance shop, if desired. For full information and specifications, write Dept. 7, The F. C. Russell Co., Cleveland 1, Ohio.



RESIDENCE OF MORRIS GARFINKEL, FREEPORT, LONG ISLAND, N. Y.

Rusco Prime Windows with insulating sash are used on all windows except the fixed units of this beautiful home. Used as flankers for the picture window installations, they provide rainproof, draft-free, filtered-screen ventilation.



GLASS AND SCREEN INSERTS EASILY REMOVED FROM INSIDE FOR CONVENIENCE IN CLEANING. The Rusco removable sash feature has tremendous appeal as a convenience and safety feature.



a product of
THE F. C. RUSSELL COMPANY, Dept. 7, AB101, Cleveland 1, Ohio
 World's largest manufacturer of all-metal combination windows

UNIVERSITY MICROFILMS

STAY TIGHT WITH KAY-TITE



FOR

CINDER BLOCK WALLS CEMENT BLOCK WALLS
STUCCO SURFACES
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FIELD AND QUARRY STONE
CONCRETE MASONRY RETAINING WALLS
ROUGH MASONRY UNGLAZED TILE
SWIMMING POOLS CISTERNS SILOS
ELEVATOR PITS CELLARS RESERVOIRS
COPINGS BRICK WALLS
BRICK PIERS FISH PONDS

KAY-TITE CAN BE USED ABOVE OR
BELOW GRADE, INSIDE OR OUTSIDE

Available in 50 lb. drums
White and 9 colors.

Member National Association of Home Builders

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PLEASE SEND BUILDERS INFORMATION:

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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

Catalogs

(Continued from page 14)

111—PLASTIC SURFACED PLYWOOD—The first catalog folder on plastic surfaced plywood has been issued for the use of dealers, architects, builders and other specifiers. Issued as a reference manual, the catalog describes types of plastic surfaced Douglas fir plywood, properties of the overlay panels and some of the many applications in building and industry. Issued by Douglas Fir Plywood Association, Tacoma 2, Wash.

112—WARM AIR HEATING—A warm air heating catalog said to be the most complete ever offered by American Radiator & Standard Sanitary Corp., Pittsburgh 30, Pa., is available. It offers heating contractors full product information, detailed installation data and sales helps. It is arranged to simplify selection from a complete line of warm air heating equipment. The book, called Catalog A-51, presents all material in easy-to-read form. Product information is divided into four sections, winter air conditioners, gravity furnaces, conversion burners, and controls.

118—PLASTER BONDING UNIT—A recent brochure describes the use of "Kif", an ingenious key form for permanently bonding plaster to concrete in installations such as walls, beams, columns, acoustical ceilings, and waterproofing walls. The unit is made by Buffalo Products, Inc., 315 Babcock St., Buffalo 10, N. Y.

114—BATH ENCLOSURE—Features of the Cascade bath enclosure, which is composed of two rigid Plexiglas panels molded into a Cascade form for beauty and strength, are illustrated and described in an attractive folder issued by the manufacturer, Fiat Metal Mfg. Co., Franklin Park, Ill.

115—METAL ROOFING—Follansbee Steel Corp., Pittsburgh 30, Pa., has announced publication of the second issue of "Terne Topics," a booklet issued to provide a medium for the exchange of ideas and methods in the handling and application of terne metal roofing.

116—CALCIUM SILICATE—Kaylo calcium silicate products and their various uses are described fully in a 24-page booklet issued by the Kaylo Division of Owens-Illinois Glass Co., Toledo 1, Ohio. The booklet, called "The Story of Kaylo," serves to acquaint potential users with a new basic material, its wide present application in the industrial and construction fields, and its adaptability to a great number of potential uses. Part of the book is devoted to the research and development history of hydrous calcium silicate products and a description of their properties. It also outlines applications of Kaylo laminated panels and fire-doors.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department October, 1951
American Builder
79 W. Monroe St., Chicago 3, Ill.

Please send me additional information on the following product items, or catalogs, listed in this department:

Numbers

Name

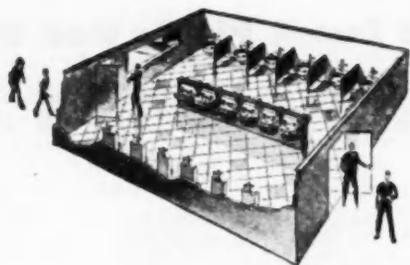
Street

City State

OCCUPATION*

*Please note that occupation must be stated if full service is given.

AMERICAN BUILDER



MAINTENANCE - EASE

Ease of maintenance adds extra value to the washrooms you equip with Case vitreous china fixtures. The more they are used, the more their durable, acid-resistant surfaces and specially designed fittings save in cleaning time. There's no better way to reduce the cost of keeping washrooms sanitary and inviting. Easy to install... available with chair carriers. See your Classified Telephone Directory for distributors, or write W. A. Case & Son Mfg. Co., 33 Main St., Buffalo 3, N. Y. Founded 1853.

Not on the cost sheet BUT VALUED BY BUILDING OWNERS!

1 AVON* #900. Wall hung vitreous china lavatory with back. Square basin, front overflow, anti-splash rim.

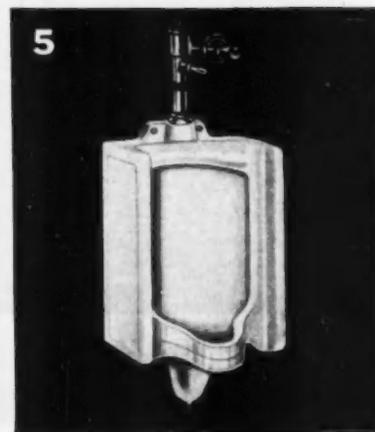
2 CASE WYNGATE* #600. Lavatory. Square basin. Anti-splash rim, heavy wall hanger.

3 CASCO* #2335-A. Vitreous China Siphon jet pedestal urinal with chrome plated flush valve, vacuum breaker.

4 CASE WALJET* #2100. Wall Hung Siphon Jet Closet with hard rubber open front seat, concealed check hinge.

5 CASE CASCO* #2325-A. Vitreous China Wall Hung Washout Urinal with shields, integral flush spreader and spud.

ORDER THESE AND OTHER MODELS for industrial, commercial and institutional installations through your nearest Case distributor.



Case *Fine Vitreous China*

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FOR DEPENDABLE, LOW-COST protection

WHEREVER YOU BUILD, USE



SISALKRAFT used for closing-in.

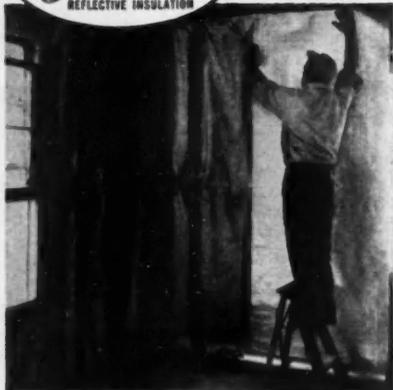
You'll find it pays to use SISALKRAFT in every possible way on every job... for closing-in... for sheathing-paper... under all concrete slabs... under all flooring... under stucco... as a moisture-vapor barrier... for curing and protecting concrete... and many other uses.

SISALATION Reflective Insulation combines insulating and moisture-vapor barrier qualities in one low-cost quality product.

More contractors and builders use SISALKRAFT Products than any other similar material.



SISALATION is easy to apply, effective, low-cost insulation.



Write Dept. AB-10
for free samples and data



THE SISALKRAFT CO.

205 West Wacker Drive, Chicago 6, Illinois
New York 17, N. Y. • San Francisco 5, Calif.

How to Install Plastic Wall Tile

Installing modern plastic wall tile of the interlocking type is like building with toy blocks. Starting at the bottom and proceeding upward, each full tile and accessory tile fits securely into the other. This eliminates the showing of all cement lines between the tile pieces and results in a beautiful wall. Moreover, the tile is easily and quickly applied since the simple fitting of one tile to another makes for self-alignment.



FIRST step is to measure for leveling point and to square and plumb all corners

Generally speaking, the only tools necessary for the application of interlocking plastic tile are a medium-tooth coping saw or a plastic tile cutter for cutting; a file to smooth the cut edges; a trowel for spreading the mastic cement, and a level to even the first course of application.



MASTIC is applied to the wall first in a vertical and then in diagonal pattern

Before the measurement is made, however, it is important to plan all the details of the job including a rough sketch of the way the finished job will look. A yardstick or straight-edge is also needed to determine any high or low spots on a wall. When these distortions are discovered, the high spots should be chipped, sanded or cut, and the low spots should be built up with plaster. If the plaster wall is not structurally sound, it is advisable to nail plaster-

board to the underfurring. It is equally important to square and plumb each corner before starting the installation.

In preparing for the job, a line should be drawn at the lowest point of a tub in a bathroom, or of a sink in a kitchen, equivalent to the height of a full tile. Let the bottom tile end where it may, because a cove base will cover any unevenness between the bottom course and the floor.

Before any tile can be applied it is necessary to apply a specially prepared mastic (cement) to the wall. This is first placed on the section of the wall to be worked in vertical patterns. Then the trowel is worked diagonally over the vertical application. This is done for two reasons: first, to eliminate excessive mastic, and secondly, to ascertain that the tile, when placed in position, will be covered completely by the mastic. If one should try to place the tile on the



NOTING level line, first tile is laid

vertical pattern, it is possible that its edges would fall into the grooves.

Now one is ready for the placing of the first course. You can work from right to left or from left to right, but the important thing is to watch the leveling line. After the first course is applied, the alignment for the rest of the wall is made. The locking portions of the tile fit perfectly into each other, and tile after tile is thus snapped into place. It is

(Continued on page 200)



FIRST course sets line for rest of wall

AMERICAN BUILDER

SELL SUCCESS...



SELL *National*

• NATIONAL HOMES offer more individuality — more value — more profit for the dealer builder. That's why NATIONALS surpass all others in sales! That's why you sell success when you sell NATIONALS.

Dominate the home building field in your community with the highest quality, proven and accepted home — NATIONAL. Act now! Write today!

National Homes
CORPORATION • Lafayette, Ind. • Horseheads, N. Y.

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Hot houses
are fine for flowers



...but
not for
people!



Plan your homes
For COOL comfort



■ Throughout the nation, home owners are finding that no modern convenience gives them as much comfort as a Hunter Attic Fan. It drives out stale, humid air and fills every room in the home with cool, invigorating breezes.

Installation of Hunter's new, compact Package Attic Fan is simple and inexpensive. Fan, motor, suction box and shutter are a complete unit—requiring only a ceiling opening and less than 18" clearance in attic. Four models, ranging from 4750 to 9700 CFM, to fit any home size and climate. Quiet, powerful, dependable. Manufactured by Hunter, exclusive fan makers for over 65 years.

Write for new 36-page manual,
"How to Cool for Comfort."

HUNTER FAN & VENTILATING CO.
381 S. Front St., Memphis, Tenn.

HUNTER
Package Attic Fans

Plastic Wall Tile ...

(Continued from page 198)

important to make certain that the tile is not "floating" on too much mastic. Each tile must be pressed firmly against the wall.



TILE block is cut with a coping saw



HOW the tile is fitted around sockets

If a plumbing fixture or an electric socket is encountered, the plastic tile should be cut and smoothed with a file so that it can be custom-fit to the wall. If a standard tile cutter is used, it is suggested that the tile be placed in the cutter face down and cut from the back of the face in order to prevent fracturing the lip which completely surrounds the tile. The best coping saw blade to use is one which has 32 teeth to the inch.



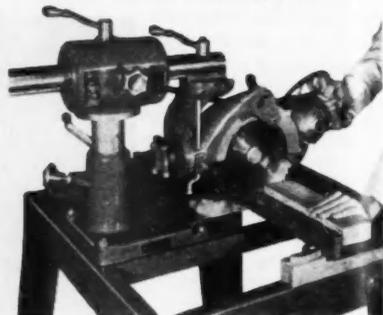
WHEN all of the tile is interlocked in position, feature strip is then applied

Because of its pliability, plastic tile will not chip, rust, crack or craze, and its unique characteristic allows its muted coloring to blend with all other color decorations in the room.

(Continued on page 202)

Your Electric Handsaw Can Be A Radial Saw in less than a minute!

Comet Radial Arm only \$160.00*



* F.O.B. Los Angeles. (Less saw bracket and pressed steel legs).

Make your electric handsaw trim more studs, cut more rafters, and give more production per hour by mounting it on a Comet Radial Arm.

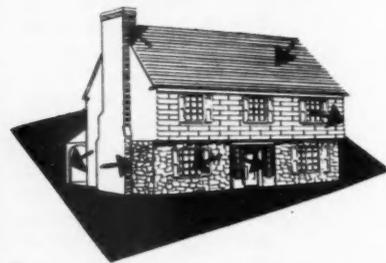
Designed to fit most electric handsaws, the Comet Radial Arm has a cut-off movement of 24", a bevel range of 0 to 45 degrees, and a miter range of 45 degrees right or left. Column adjustment is ample to take care of any stock your saw will handle. Takes less than a minute to attach or remove the handsaw. For further information and specifications, see your building machinery dealer or write:

CONSOLIDATED MACHINERY &
SUPPLY CO., LTD.

2031 Santa Fe Ave., Los Angeles 21, Calif.



Caulking Compound

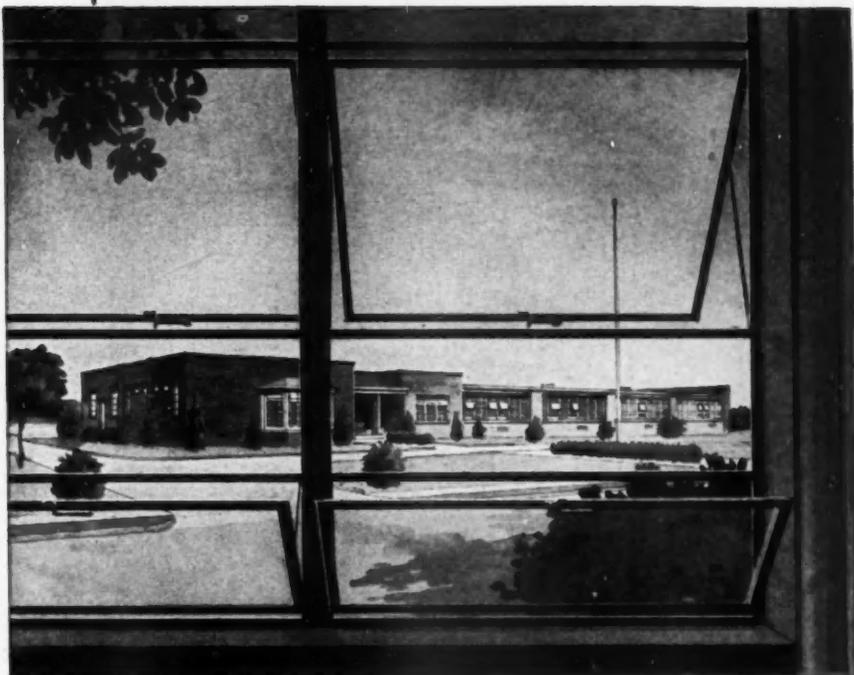


For EVERY Caulking Job!

CALBAR complies with Federal specifications and those of the Asbestos-Cement Products Assoc. It's elasticized, non-staining. Available in a full selection of colors from your jobber.

CALBAR PAINT and VARNISH CO.
Manufacturers of Technical Products
2613-26 North Martha Street
Philadelphia 25, Pa.

Lupton Architectural Projected
Window installation in Charles
Street Grade School, Palmyra,
N. J. Architects: Micklewright
and Mountford, Trenton, N. J.



Natural light and ventilation

It's sound designing to provide bright, cheerful classrooms and prevent eye fatigue with relaxing distant vision . . . it's just as vital a factor in all other buildings.

See how easy it is to achieve these objectives with Lupton Metal Windows. Precision built at every point—will not warp, swell or shrink. Maintenance problems are at a minimum. Slender metal frames and muntins admit plenty of non-glare daylighting. Easily controlled, draftless ventilation is possible in every kind of weather. Beautifully designed locking hardware allows finger-touch operation. Lupton Metal Windows are made in steel and aluminum in sizes and designs particularly suitable for schools, institutions, commercial and industrial buildings, as well as residences. Write for our General Catalog or see it in Sweet's.

MICHAEL FLYNN MANUFACTURING CO.
700 East Godfrey Avenue, Philadelphia 24, Penna.

*Member of the Metal Window Institute
and Aluminum Window Manufacturers Assoc.*

LUPTON METAL WINDOWS



This photograph proves WRIGHT RUBBER TILE resists kitchen grease!

Here is one of the first pieces of Wright Rubber Tile ever made. It has seen hard wear for *thirty years* — yet it looks almost new.

For the first fifteen years this tile was used in a store. When the store was rebuilt, it was relaid in a residential kitchen. There, it has been exposed to everyday kitchen grease for the past fifteen years, and *it is still in use.*

In spite of all this exposure to grease, the tile has lost less than one tenth of its original thickness. There's no swelling or fading. It appears to be good for another couple of hundred years.

What greater proof could you want that Wright Rubber Tile resists kitchen grease. *It is the best floor you can use in kitchens!*

WRIGHT MANUFACTURING COMPANY
5202 Post Oak Road Houston 5, Texas



FLOORS OF DISTINCTION

- WRIGHTEX—Soft Rubber Tile
- WRIGHTFLOR—Hard Surface Rubber Tile
- WRIGHT-ON-TOP Compression Cove Base

Plastic Wall Tile ...

(Continued from page 200)

The interlocking feature of plastic tile makes it possible for the average unskilled but intelligent mechanic to achieve a satisfactory job on his very first attempt.



FINAL step is the applying of cove base

Photographs and data courtesy of Jones & Brown, Inc., Pittsburgh, Pa.

Plastering Developments Shown in Slides

A new color-slide presentation produced by the United States Gypsum Co., "What's New in Plastering," urges cooperation of all components of the lath and plaster industry to assure a continued demand and bright future for plastering.

Using 57 slides, the presentation shows a number of products and systems for lathers and plasterers recently developed in the company's research laboratory.

Company representatives said the slides would be shown in all parts of the country to lathing and plastering contractors, journeymen, union officials, dealers and dealer's salesmen, and combinations of these groups. Information about the presentation can be obtained by writing the United States Gypsum Co., 300 West Adams St., Chicago, Ill.

HHFA Research Projects Described in Booklet

Housing research projects started in 1950 by the Housing and Home Finance Agency under contract with universities, governmental agencies and other non-profit organizations are described briefly and non-technically in a new 66-page booklet.

The 58 projects are listed under four main divisions: urban studies, housing economics, housing finance and housing technology.

Copies of the booklet, "Housing Research: Capsule Descriptions of Projects Started under Contract in 1950," are available from the Superintendent of Documents, Government Printing Office, Washington 25, D.C. at 30 cents a copy.

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BUILDING MATERIAL DEALERS FROM COAST TO COAST FEATURE

Thomason FLUSH DOORS

(All-Wood Throughout)

Whether flush doors or whatnots, profit is made by turnover. The faster the turnover . . . the more the profit. That's why so many building material dealers feature THOMASON Flush Doors . . . The turnover is fast and profitable.

AVAILABLE WITH THESE FACE VENEERS

In addition to the Gumwood-faced door that provides a satin-smooth surface for easy staining or painting, the THOMASON Flush Door comes faced with veneers of Mahogany, Walnut, Oak, Birch and Catalpa.

THERE ARE ALSO THOMASON FLUSH DOORS FOR EXTERIOR USE

Available either plain or with any one of five standard patterns of light opening. Or you may have the THOMASON Flush Door with a solid all-wood core, faced with all types of veneers.



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**THOMASON
PLYWOOD CORPORATION**

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TOOLS

STANLEY

Every builder should own!



Every carpenter deserves "professional" quality in these four basic hand tools. Those shown are among the finest of a complete line of Stanley Tools, designed to give you long, dependable service. See them on display at your local dealer's—look for the famous Stanley trademark. **STANLEY**

Stanley Tools,
New Britain,
Connecticut

NO. 3 JACK PLANE—
Unquestioned favorite of 9 out of 10 skilled woodworkers.



"100 PLUS" NAIL HAMMER—
Aristocrat of hammers. The finest that money can buy.



NO. 227 EXTENSION RULE—
6 ft. long. Brass extension slide extends 6" for accurate inside measuring. Long wearing nickel silver joints.



NO. 60 BUTT CHISEL—
Carpenter's choice. Steel crown distributes force of hammer blows.

THE TOOL BOX OF THE WORLD

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL



GLASS BLOCK on the farm serves dual purpose of light admittance plus insulation from frost and drafts

Use of Glass Block Increases on Farms

Glass block, a product heretofore generally associated with various types of urban construction, is now showing a rapid increase in application on farms. This means another



TWO glass block designs were used here in combination, the clear block allowing vision with no loss of insulating quality

source of business for the country builder and remodeler of farm buildings and farm homes. Here the user is more concerned, however, with the functional qualities of the product than with its decorative value.



PANELS of glass block used to replace windows on sun porch of a farm home. Glass block were used also in openings on each side of the chimney

It is being installed in both new and old structures, appearing in barns, silos, poultry houses and in storage cellars. A growing number of farmers are installing it in their homes, especially in northern states.

Your April, 1951
American Builder Directory issue
is a handy shopping guide.

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", 1½", 1¾", 1¾" lengths. Advise quantities. Prompt shipment.

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188 Clay Street
Brooklyn 22, N. Y.
Established 1850



SUPERCEDAR

Brown's
RED CEDAR CLOSET LINING

Guaranteed
90% RED HEART 100% OIL CONTENT

NATIONALLY ADVERTISED

Brown's SUPERCEDAR is nationally advertised in House and Garden, House Beautiful and Small Homes Guide. Cedar closets help sell homes—help rent apartments.

PACKAGED SEALED



ALL WIDTHS 40' TO PKG.

Brown's sealed package protects the aroma and makes it easy to stock and sell at a good profit. Ready for use—dressed, tongue and grooved and end matched. Write for builders folder and consumer booklet.

Product of
GEO. C. BROWN & CO., Inc.
GREENSBORO, N. C. Established 1896

Largest Manufacturers of
Aromatic Red Cedar in the world

Attention
Plumbers, Architects, Builders...

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FOR an enduring and versatile piping, try Chase Copper Water Tube. It comes in straight lengths of 20 feet and in coils of 40, 60 and 100 feet. Smooth inside finish of tube and fittings offers no resistance to water pressure. Also add these features: rust-proof, corrosion resistant, readily bent and cut—and you have the perfect material for domestic water lines, process lines, and underground applications.

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**New Prefab Units
Sold in Midwest**

The Lumber Engineering Co., Dearborn, Mich., producer of prefabricated homes for the past four years, has begun to contact a number of builders in the midwest. President of the concern is George D. Lytle, who said that with a fixed amount of capital and labor, today's progressive builder can find it advantageous to build homes which are composed of prefabricated or manufactured units.

The homes are all built with 2 x 4 studs, cedar siding, sheathing and insulation. Siding and insulation are shop applied. The units are so made



TYPICAL prefabricated house unit that can be site-assembled by local builders

that they give the builder a range of choices for interior finish. They can be finished with plaster, gypsum board, or any other type of wall covering. They can be erected either with or without basements. There are no radical construction methods and no variations of accepted construction practices.

The company makes delivery by truck within three hundred miles of Detroit and states that the house can be placed under roof in one day. The houses are fully acceptable for FHA and GI mortgages.

**Gunnison Homes Enter
Public Housing Field**

U.S. Steel's prefabricated housing subsidiary, Gunnison Homes, Inc., has announced that the Gunnison plant in New Albany, Ind., will roll from its assembly lines 91 prefabricated buildings included in a project being built by the Public Housing Authority in New Albany. At the same time it was announced that the average room cost of \$1,654 for this project, including ranges and refrigerators, is the lowest among 30 public housing projects now under construction in the midwest. The project will consist of 128 buildings. The remaining 37 houses will be conventional row houses of frame construction. The prefabs will house 204 families in 81 one-story duplexes and 10 one-story, four-family row houses.

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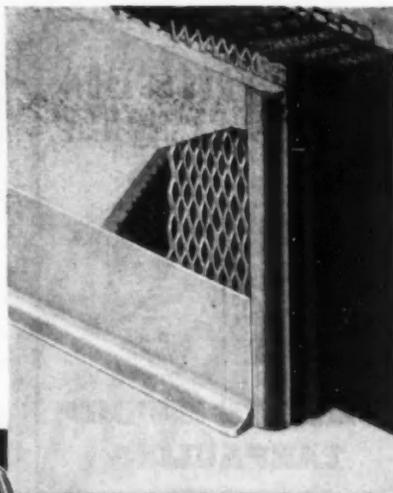
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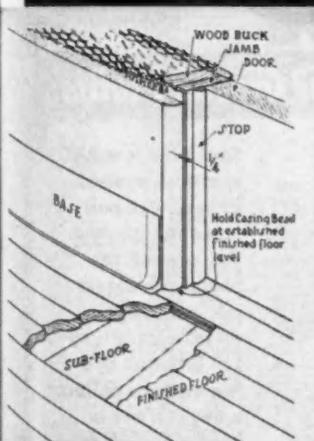
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Here's how Milcor Casing Bead creates interior beauty! Note how trim, narrow face is all that is exposed — for smart simplicity, easy cleaning. Construction-wise, note how expanded wing provides perfect plaster ground, and how casing acts as a screed to separate plaster from other material.



Create Smart, Appealing Interiors with **MILCOR*** Window and Door Casing Bead



Use of Milcor Casing Bead around door openings—Finished door frames (the same width as the partition or wall) are to be erected before lathing and plastering. Casing should be held back from the edge of the jamb a minimum of $\frac{1}{4}$ " to provide sufficient space for door hinges. Since the finished floor is laid after plastering, casing bead on sides of the opening should be held at established finished floor level.

MILCOR Casing Bead, when installed, creates the clean, modern beauty and spacious simplicity that today's buyer demands. This is because the smooth attractive face of the steel bead blends so perfectly with surrounding walls, permitting flush door and window openings. Milcor Casing Bead is made of steel for a lifetime of beauty and extra plaster protection. It is easily installed and finished.

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types can be obtained to meet all ordinary requirements, and to meet many special and difficult needs as well. A variety of styles is available. All are straight and uniform to permit perfectly fitted mitres and neat, flush joints.

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P-383A

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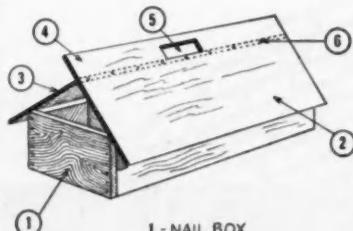
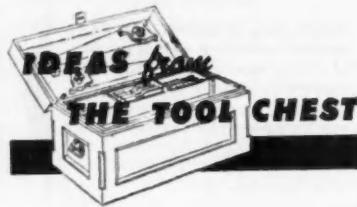
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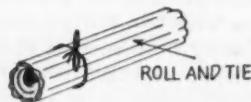
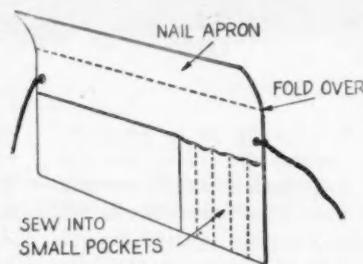


- 1 - NAIL BOX
- 2 - BOARD
- 3 - BOARD
- 4 - HANDLE OR OVERHANG
- 5 - HOLE
- 6 - NAILS

Nail Box Cover

A simple cover to keep the rain from getting into a nail box or keg when it is used outdoors may be quickly made from two boards.

The edge of one board (3) is nailed at right angles to the other board (2), far enough down on one side of board (2) to provide an overhang of one edge of board (2) to make a handle. An opening (5) is cut through the overhang (4) for easier handling.—Warren W. Howe, Longview, Wash.



Apron for Brace Bits

A simple method for carrying brace bits around on the job is to use an ordinary nail apron in place of the cumbersome tool box. Sew a portion of the pocket into a series of small pockets to receive the bits. The upper part of the apron is used as a flap, and once folded into a neat roll it can be tied by the strings of the apron.—F. M. Cicala, Wilmington, Del.



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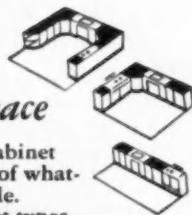
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needs a friend...*

**CALL ON
CURTIS**



friendly to space

Yes, Curtis kitchen cabinet units make the most of whatever space is available. With 20 basic cabinet types and a total of 70 sizes to choose from, you can create a kitchen of any size or shape. The dimensions of all units have been standardized to coordinate with other standard kitchen equipment.



friendly to housewives

Curtis wood cabinets are the result of years of research and experience to develop comfort-creating, step-saving, modern kitchens. Counters are of correct height. Toe space is ample. Greater storage space is achieved by special Curtis construction. Labor-saving cabinets "fit around" corners—pan trays, ventilated vegetable drawers, snack bars, are easy to reach, easy to clean.



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The fine cabinetry of Curtis kitchen units assures lifetime service. Drawers are completely dovetailed—not merely rabbeted and nailed. Hardware is furnished and applied. Curtis wood kitchen units come primed in white so that one finish coat, in any desired color, completes the job.



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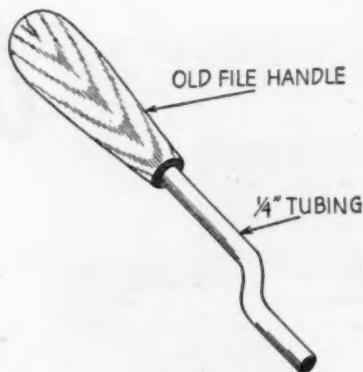
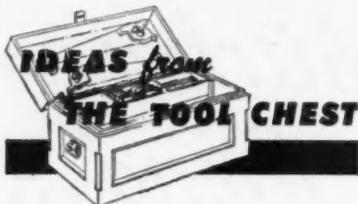


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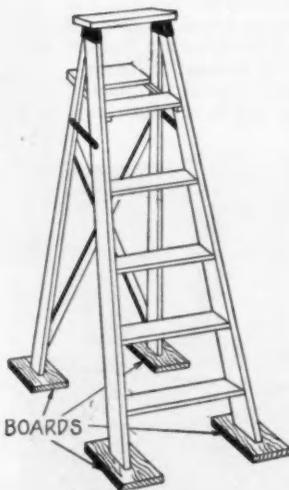
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Pointing Tool

A good pointing tool can be made from an old file handle and a six-inch long piece of metal tubing. The tubing can be bent to suit the individual. The bend in tubing should be made to clear the worker's hand from the brick wall. Size of tubing depends on the type of work to be done.—George Wilson, New Haven, Conn.



Safety Pads for Floors

The placing of small pieces of boards under the legs of step ladders prevents the bottom of legs from damaging new floors.

1x4-inch boards placed under each leg are secured with two finish nails in each piece. Nails are set below the surface.—Arthur N. Nelson, Kansas City, Mo.

Not One But FOUR!

COMBINATION
Weatherstrip—Sash Balances

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Popular Trade Names You Should Investigate



For Wood Double Hung Sash With Economical Plank Frames

Best Equipment — Lowest Prices
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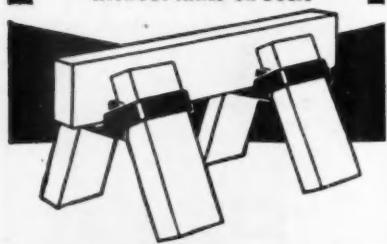
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SET UP OR TAKE DOWN WITHOUT NAILS OR BOLTS



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Fastest method of hanging doors

... and boosting profits!



REMEMBER
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HINGES
TO
A
DOOR

STANLEY ROUND CORNERED BUTT HINGE eliminates need to square up corners of mortises ... saves builder's time

DOOR AND JAMB TEMPLATE adjustable for any size door ... simple to use — saves time and labor on job (Stanley T3 Door & Jamb Template suggested)

HINGE MORTISER mortises for butts 6 times faster than by hand ... precision fit every time (Stanley HB5A Router suggested)

Today, when time is such an important factor in construction costs, wouldn't you be interested in hanging doors at least 6 times faster? You can do it with Stanley RD (Round Cornered) Butt Hinges*, in combination with the Hinge Mortiser and Template.

You can't beat this combination for millwork accuracy and speed ... for hanging doors *perfectly* every time. Hinges exactly match round cornered mortises made by the router bit (Stanley hinge leaves are interchangeable). And, with a power router, every mortise is perfect.

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**All Stanley Hinges are now available with round corners to meet any job requirement.*

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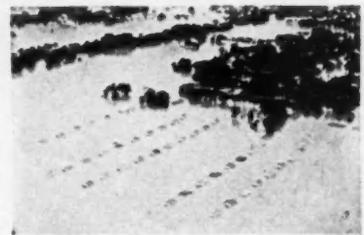
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POLES TIMBER LUMBER PILING FENCE POSTS

How Building Materials Reacted to Kansas Floods

Lloyd H. Yeager, general manager of the Gypsum Association, recently completed an inspection tour of the flood-battered section of Eastern Kansas, where he studied the effect of flood waters on building materials.

He reports that water, itself, did little permanent damage to gypsum materials in the flood area, even though currents tore through homes



WATER, WATER EVERYWHERE, as a result of the floods which swept over eastern Kansas during July. This is an aerial view of the Seaman Gardens Community in Topeka, Kas., when the flood was at its height. Blank space in upper row (left of picture) shows home was swept away in the flood

at the rate of 35 miles an hour, and in some locations washed foundations out from under home structures. Whatever damage that was done to gypsum plaster, sheathing and wall-board, Yeager said, was usually the result of impact by heavy floating objects propelled by the swift current.

He recalled that in some areas, where the flood waters rose above the attic level in homes, there were some ceiling failures, but the ceilings col-



THIS WAS TAYLOR STREET in the Seaman Gardens subdivision after the flood waters had receded. Most of these homes were covered with asphalt-cement shingles over gypsum sheathing. Shingles and sheathing performed well under the flood battering

lapsed under a heavy load of mud left by the water. Any ceiling construction would have failed under the weight, Yeager said, and he added, "if ceilings had not failed under the load, roofs probably would have caved in with much more serious consequences."

Shingles over gypsum sheathing were torn away in some locations, he reported, but the damage, again, was due chiefly to the crushing weight of

(Continued on page 214)

VENTO STEEL Casement WINDOWS



They Give -

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Gracefully designed, easy-moving Roto or Lever type operators and locking handles, as specified. Extension type hinge for ease in cleaning.

Weatheright Seal

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Solid steel sections; all corners electrically welded; cleaned and prime painted. A permanent installation.

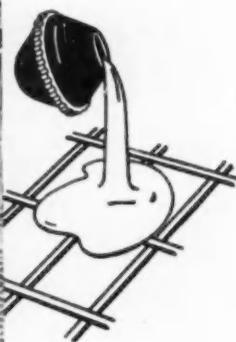
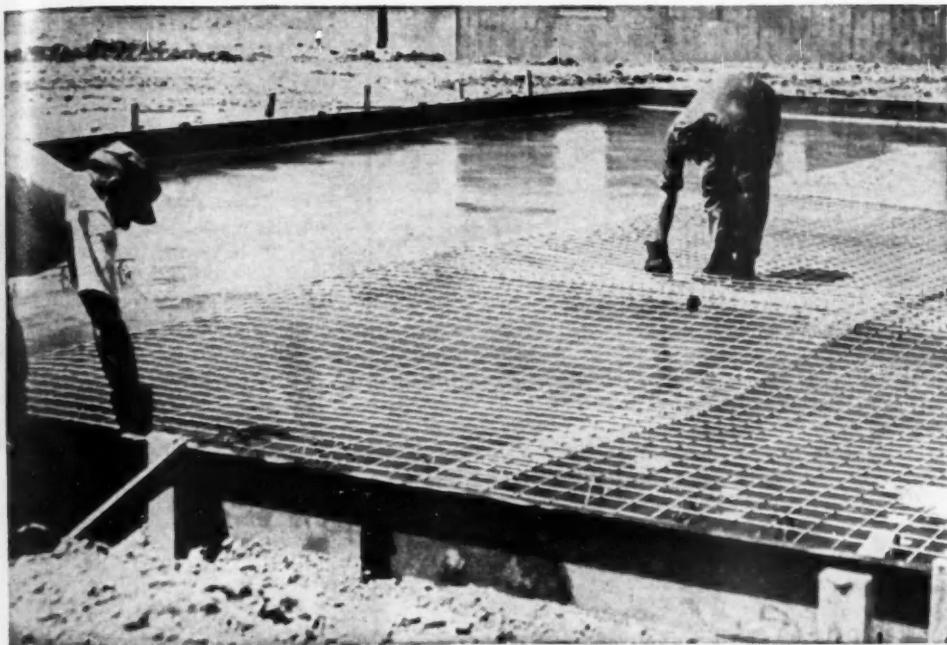
Write us for full information, also facts about Vento steel basement, utility and barn windows, Vento steel lintels for cost-saving block construction.

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AMERICAN BUILDER



This floor is a single concrete slab, reinforced with American Welded Wire Fabric. This type of construction provides for radiant heating tubes, electrical and plumbing connections.

In the house and all around it

American Welded Wire Fabric

IN concrete ground slabs, floors, sidewalks, curbs and driveways, U·S·S American Welded Wire Fabric reinforcement prevents unsightly cracks and fissures, hollows and bulges, keeps new home surroundings looking their best.

High tensile strength steel members of American Welded Wire Fabric fortify all parts of the slab. They minimize the effect of crack-causing stresses and strains, such as impact of heavy loads, friction with the subgrade during expansion and contraction, and unequal loading caused by the unevenness of the subgrade.

Prominent builders insure the permanent good looks of new homes by reinforcing concrete foundations, basements, walls and floors with American Welded Wire Fabric. They find this policy speeds up sales, helps to satisfy discriminating buyers.

You can get U·S·S American Welded Wire Fabric in every locality from jobbers' and dealers' stocks.

It will pay you well to get the latest information on American Welded Wire Fabric. Send today for our illustrated folders, which show typical uses of wire fabric reinforcement in factories, farms, airports and public buildings, as well as in residences, sidewalks, curbs and driveways. Address literature requests to American Steel and Wire Company, Room 408, Rockefeller Building, Cleveland 13, O.

AMERICAN STEEL & WIRE COMPANY, GENERAL OFFICES: CLEVELAND, OHIO
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reinforcement

UNITED STATES STEEL

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Takes up no space in the room below.

Folds up into the ceiling.

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YOUR
CHOICE
OF 7
MODELS

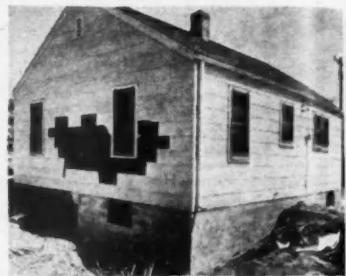
Install a Bessler Disappearing Stairway to provide a convenient means of gaining access to the upper story. Simplicity itself to operate and install; neat in appearance and strongly built. A practical and satisfactory modern space-saver.

Building Materials, Flood

(Continued from page 21.)

swiftly moving objects which crashed into the structures. He concluded that the flood conditions proved that gypsum sheathing even though it is completely inundated remains strong, and that it will continue to provide a solid base for siding.

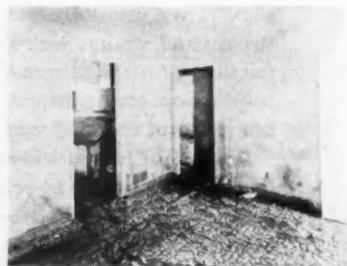
Gypsum plaster, unless bruised by impact, withstood the flood waters remarkably well. Plaster put on the walls of the Nod-Away Motel on Highway 24 in Topeka, Kas., two years ago seemed to be as good as new after the walls were washed down. The flood water level was about seven feet in the motel apart-



FLOOD CURRENTS TORE through and around homes at a rate of 35 miles an hour in some areas. Here, rapid currents washed the foundation from under this home and ripped some of the shingles from the structure

ments. Some plaster damage in homes resulted from expansion of soaked framing members and floors, which dislodged wall plates, bulged outside walls and moved partitions.

Yeager reported, too, that gypsum wallboard joint-treated with perforated tape held up extremely well under the soaking it received. The board itself performed much as did



GYPSUM WALLBOARD performed well in the flood area. Stained and bruised in a few places, the wallboard in this home will be as good as ever after it is washed down and allowed to dry. A few minor repairs will be necessary. Mud left by the flood waters covers the floor of the home

plaster, while the tape and cement on the joints suffered no appreciable damage, unless it was battered by impact.

Decoration in most homes was
(Continued on page 216)

Sensational Indoor Incinerator disposes of all burnable refuse

Costs nothing to use!

The year's big news in an extra-profit item for builders is this low-cost Majestic Incinerator. It burns wastebasket trash along with wet-and-dry garbage indoors! Taps to flue in basement or utility room. Uses only the waste itself as fuel. Unique downdraft does the trick! Dries the refuse and hastens burning. The Majestic Incinerator is a handy appliance for any home. Automatic-heated homes especially need its disposal help. Available in Economy (2 bu.) and Deluxe (3 bu.) models.

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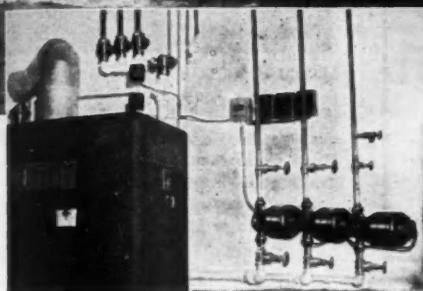


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HOT WATER HEAT

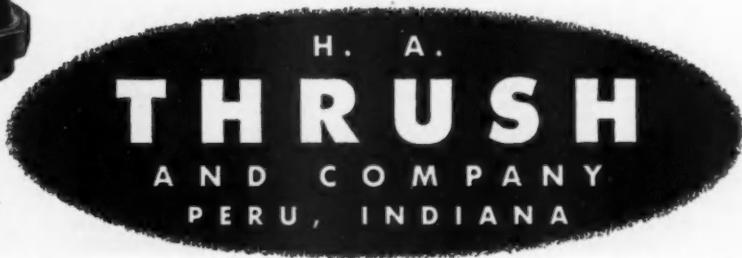
HERE'S a beautiful new home heated economically with forced circulating hot water, with radiant coils in the ceiling providing completely automatic radiant heat in any weather. Thrush Flow Control System of Forced Circulating Hot Water Heat assures highest efficiency . . . uniform temperatures in every room . . . with no overheating. Room temperature is controlled within a fraction of a degree separately in each of the three zones. This is the heating plant your customers want. See our catalog in Sweet's or write Dept. G-10



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Building Materials, Flood

(Continued from page 214)

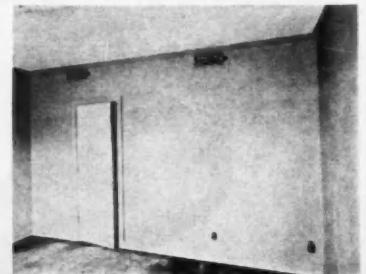
ruined, of course, because of water stains and soiling by mud, Yeager said. The interiors of homes in North Topeka, which bore the brunt of the flood at its worst, were covered with mud to a depth of three to four feet.



LLOYD H. YEAGER, general manager of the Gypsum Association (right) examines plastered wall in the Jayhawk Junior motel with Harry Lose, hotel official. Flood water level is apparent above the heads of Lose and Yeager. While water and mud stained the plaster, it failed to damage the wall otherwise.

In this area, city authorities and Army officials used bull-dozers to clear mud off the streets, much as deep snow is plowed off the highway.

Yeager made the point that gypsum building materials were thoroughly soaked in the flood area, but, he said, they will return to their original soundness and strength when they have dried out. With this thought in mind he advised home owners in the flood areas how to reclaim the



WATER FILLED this room in the Jayhawk Junior motel almost to the top of the door. The gypsum plastered wall has been washed down and is being allowed to dry. Trim suffered little damage, but hardware was removed from the door for repair.

interiors of their dwellings, emphasizing that framing members of the structure also should be allowed to dry out before repair work is undertaken. A wet basement, too, is a dan-

(Continued on page 218)

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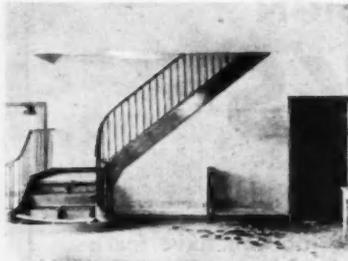
914 20th Street N. W. • Washington 6, D. C.

Building Materials, Flood

(Continued from page 216)

ger signal to be reckoned with before decoration is attempted.

If paint or other decoration is applied while plaster or wallboard and the lumber in the floors and walls still contain moisture, the probabilities are that the decoration—paint for example—will blister and be

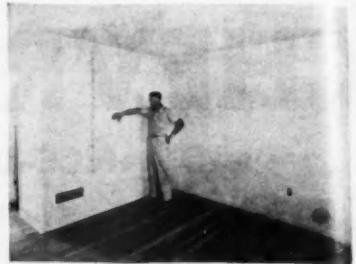


FLOOD DAMAGE is apparent in this picture, but the plaster suffered no permanent harm. Redecoration, however, will not be attempted until the plaster is reasonably dry. Care will be exercised, too, that the structure is dry throughout before repairs are undertaken

pushed off by the concealed moisture which must escape.

He called attention to depressed nailheads in gypsum wallboard, which, he said, were caused by the

expansion of soaked studs. The expanded studs forced the wallboard outward, leaving the nailhead depressions. This condition can be corrected by respotting the depression



WASHED DOWN after the flood waters receded, these gypsum plaster walls in the Nod-Away motel on Highway 24 in Topeka, seems as good as new. Water line in this room was about level with this 6-foot tall man. Flooring suffered some damage

with the special cement manufacturers recommend for the purpose. Walls should be dry, however, before nailheads are resotted. Also, such spots should be sealed with a pigmented primer when dry and before walls are decorated.

After walls (plaster and gypsum wallboard) are reasonably dry they should be washed down, Yeager said.

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"It's part of the Honeywell electronic temperature control system," I said.

"Well, that's a new one on me. How does it work?"

So I told him about the Outdoor Anticipating Thermostat that senses weather changes, and the electric clock thermostat that precisely measures indoor heating requirements. And I explained how the amplifier interprets signals from these thermostats and operates the furnace.

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Well—that pulled me up short. Here I'd been putting Electronic Moduflow into a lot of houses I'd built, and I knew it made my customers happier and more comfortable. But I'd never thought about it as a *sales* feature. "Brother, you've been sound asleep on your feet," I said to myself.

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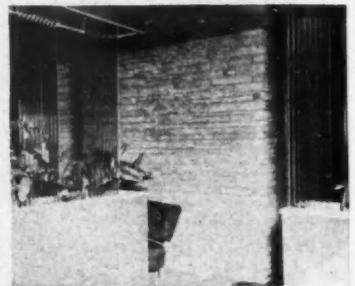
A. L. HANSEN MFG. CO.
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Bedroom Built-Ins



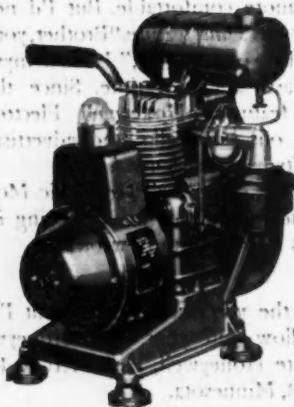
Among the numerous built-ins incorporated into the design of the \$60,000 home of James R. Bronkema, Grand Rapids, Michigan, designer and builder, (see page 126) is a custom-built book shelf below the high-set windows of the master bedroom. Flanking it are custom drawers and cabinets. Providing a headboard for the Hollywood bed, the shelf provides handy access to books, clock, radio and telephone. As in other areas of the house, the room has a ceiling exposed roof boards and beams and a paving brick floor.

Planting Boxes Aid in Room Separation



Here's an idea from a house built by Horace S. Jones in Oklahoma City, Builder (see page 144), where indoor planting boxes are used to act as dividing agents between rooms. Rising from these boxes to a soffit at the ceiling are fluted glass panels. While wide spacing between these glaze partitions permits seeing into adjoining rooms, a distinct separation, nevertheless, is achieved. The planting boxes, constructed of striated plywood, contain storage space. The photograph illustrates how the light-reflecting ability of the glass panels gives an effect of warmth to the room. The contrast between the glass panels and the rough stone wall is very effective.

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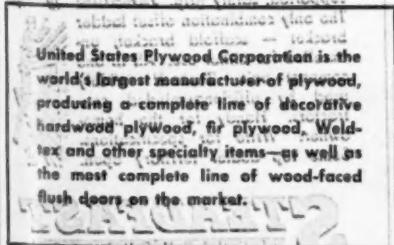
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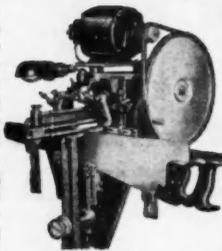


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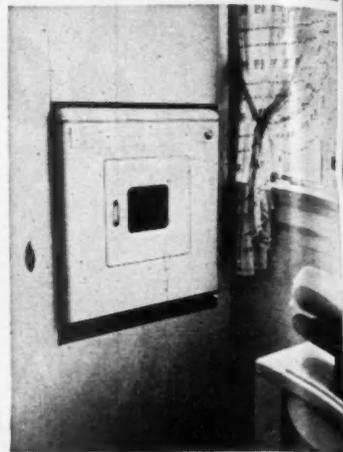
Easy to Build



An entrance hood will improve the appearance of early-century homes which have a wide, unbroken wall surface without any architectural decoration to break the monotony. It also provides protection from rain. The roof and sides of the entrance hood shown are made of Masonite 3/16" Tempered Hardboard. Note the scalloped design which was cut on a bandsaw. The framing is 2 x 2 lumber. The lattice was applied in a neat design over 1 x 2 lumber. Materials

for this entrance hood cost less than \$12, and construction time was one day, during which the prime coat of paint was applied.

Washing Machine Elevated



Automatic washer in the basement of home of Bernhard Dahl and Son, West Coast builders (see page 158, September *American Builder*) is elevated two feet from floor for greater convenience. Machine is anchored to a heavy supporting timber frame-work concealed by the panel placed below the unit.



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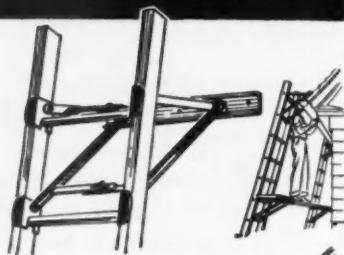


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Design Details From
Bettilyon Home

Details shown here are taken from the Bettilyon house, Salt Lake City, Utah. Description of house appears in this issue on page 148

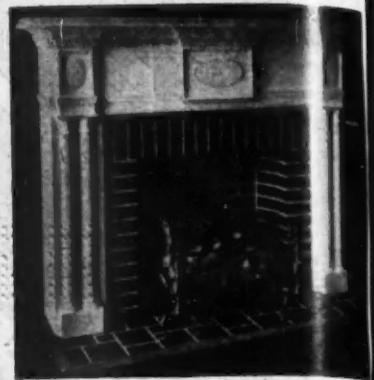


Partial view of rear elevation. Higher level at porch conforms to the street front. Rock garden planting covers the terrace between the two levels. Canopy over basement door is at floor level. Joists are extended to form the supporting members. Above grade windows supply ample light to basement area



Two views in living room. The one toward entrance door (upper photo) shows planting box with wood diagonal screen above. The other view shows brick fireplace and over-mantel forming a division between living and dining room. Built-in bookcase adjoins fireplace with storage space below

(Continued on page 226)



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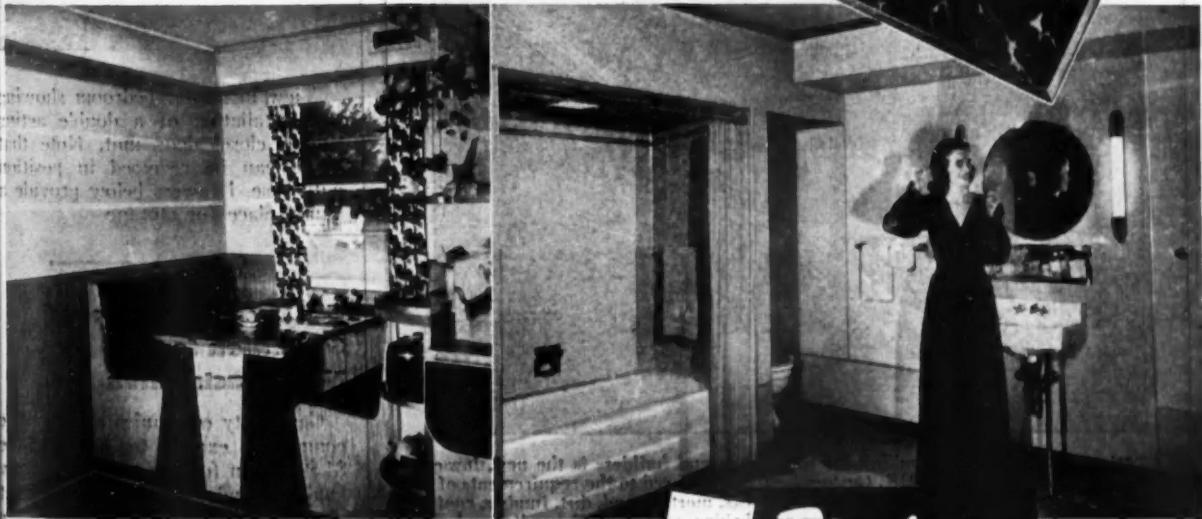
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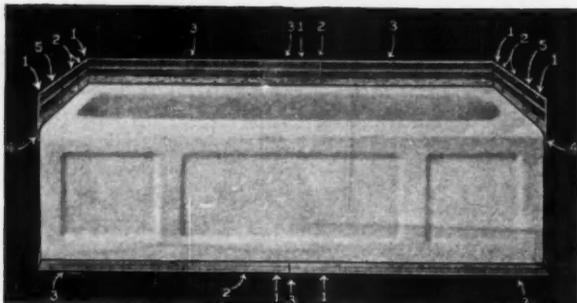


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Outstanding Features

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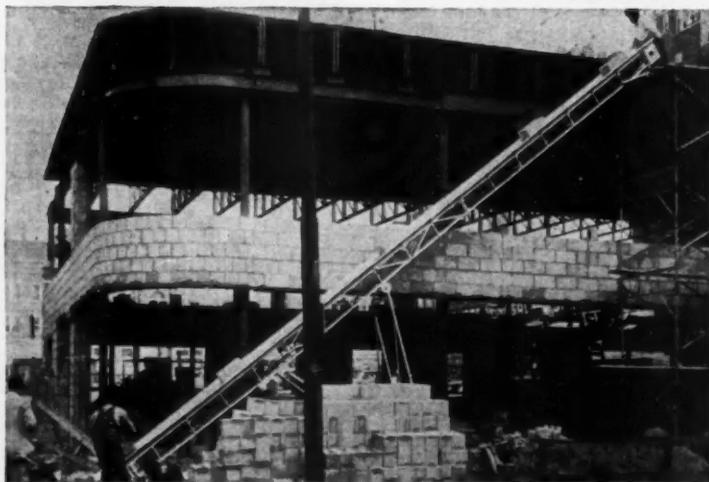
ers to overcome this problem. Lucke Hangers build tubs into walls. Tub rests securely in hanger along each wall.

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**Details From
Bettilyon Home**

(Continued from page 224)



A large comfortable kitchen is one of the features of this house. The layout of cupboards and equipment follows the recommended procedure with sink in the center flanked on either side by stove and refrigerator. Counter tops are all clay tile. The wood valance between top of cupboards and ceiling introduces a new method of finish, other than the standard drop ceiling.

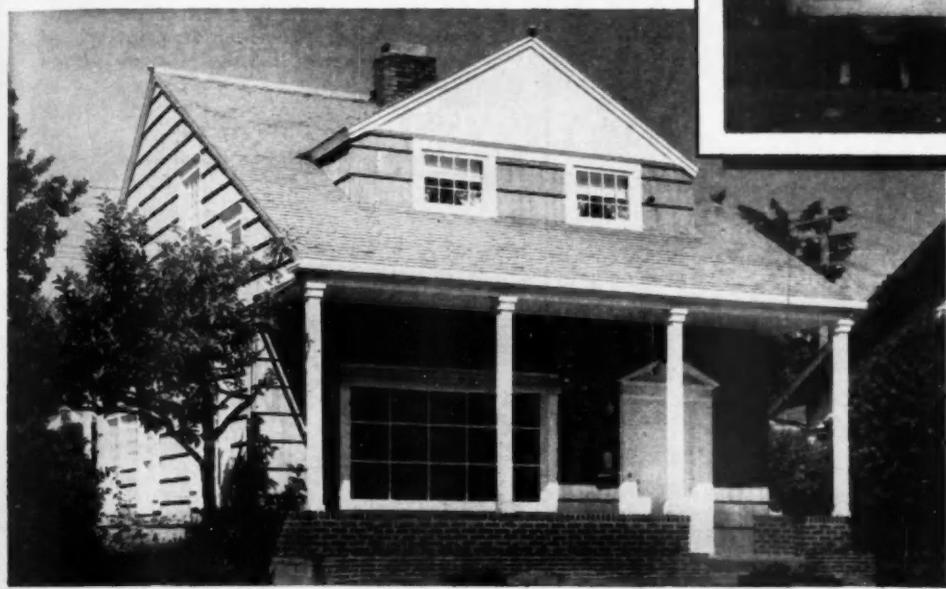


View in master bedroom showing the installation of a double acting sliding closet door unit. Note that doors can be reversed in position with ease. Drawers below provide a handy place for storage

**Gas Industry to Spend
\$4. Billion for
New Construction**

Gas utility companies and pipeline companies expect to spend some \$4.59 billion for construction of new facilities and expansion of present plant and facilities in the next five years, according to a survey recently completed by the American Gas Association. During the past five years the industry spent \$3.99 billion for the purchase and construction of new plant and equipment.

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"Dollars" WRITTEN
 ALL OVER IT...



\$ For Dealers

Windows, doors, stain, paint, hardware, brick and CERTIGRADE red cedar shingles made a big bill of sale for the retail lumber dealer involved in this remodeling job. The beauty of it is that many other families in the same neighborhood are so impressed that they're planning similar work. New home building is off; but the dealer's remodeling sales are taking up the slack.

\$ For the Architect

The architect's touch makes all the difference between the usual "patch-up" job and a truly valuable remodeling project. Many residential architects are finding the remodeling potential important to augment their new residential commissions. Homeowners find the architectural fee more than pays for itself in greater property improvement value.

\$ For the Builder

This quality remodeling work provided a building contract for double-coursing the exterior with red cedar shingles, installation of windows and doors, masonry, staining and painting. Profitable work, and you can get these remodeling contracts. Cedar Shingles over virtually any type of worn out walls can make an old house look as good as a new job. One cedar shingle remodeling job sells another!

\$ For the Homeowner

The application of red cedar shingles over the old walls has provided really modern, new-house appearance . . . yet the cost is surprisingly low. Doubling the exterior wall thickness adds greatly to the insulation properties. If the owner desires to sell, the modernized home will bring a higher price that pays for his remodeling expense, with a greater profit.

EVERYBODY PROFITS FROM QUALITY REMODELING WITH
RED CEDAR SHINGLES



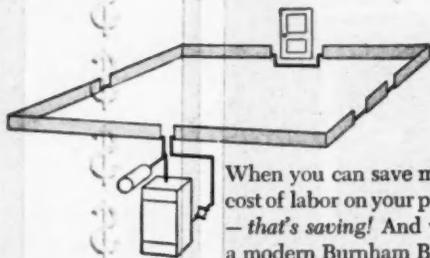
RED CEDAR SHINGLE BUREAU

5510 WHITE BLDG., SEATTLE 1, WASH. or METROPOLITAN BLDG., VANCOUVER, B. C.

SAVE 54% IN LABOR TIME!



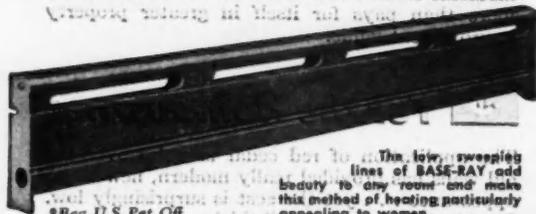
**...when you install
BURNHAM BASE-RAY
with the Series Loop System!**



When you can save more than half the cost of labor on your piping installations — that's saving! And when you deliver a modern Burnham BASE-RAY® Radiant Baseboard System the combination is unbeatable.

It will really pay you to specify this modern system. It's been proven by hundreds of successful installations over a 6-year period. It's equal in performance, efficiency and rapid response to conventional one-pipe forced circulation systems. Here's the score: 40% less pipe is used. No swing joints are used... Fittings are cut in half... RESULT—man hours on piping installation are cut by 54%. And remember BASE-RAY wears like iron... for it is made of iron.

Figures cited compare a conventional one-pipe forced circulation system with a Series Loop System in a 1-story basementsless house. Comparable savings are made in other types of houses.



The low, sweeping lines of BASE-RAY add beauty to any room and make this method of heating particularly appealing to women.
*Reg. U.S. Pat. Off.

Burnham Corporation

"PIONEERS OF RADIANT BASEBOARD HEATING"

Irvington, N. Y., Dept. AB-101



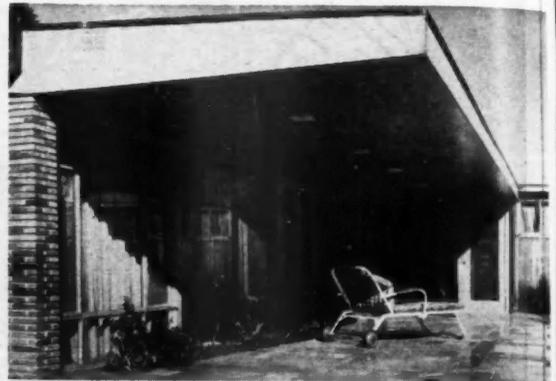
BURNHAM CORPORATION, Irvington, N. Y., Dept. AB-101
Please send me folders checked below:

New 6-page BASE-RAY Folder BASE-RAY Ratings and Installation Guide

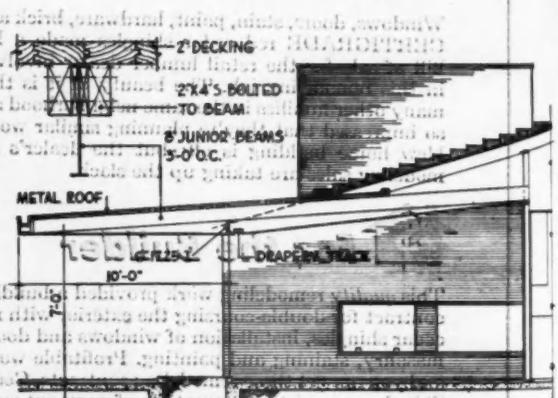
Name
Address
City State

Construction and Design Methods

Additional details taken from the house of A. J. Alexander, Memphis, Tenn. Further description of house appears in this issue on pages 108-109.



THE GLASS WALL of living room is protected from the direct rays of the sun by the 10-foot roof overhang. Roof also provides a partial covering for the large terrace which extends across the garden side of house. Doors from living, dining room, master bedroom, and foyer adjoining girls bedroom provide access to terrace.

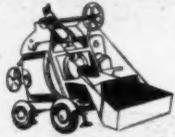


SECTIONAL DRAWING through living room and extended roof overhang indicates the character of framing required for this type of construction. Eight-inch junior beams 24 feet long are anchored securely back into the main roof area to provide sufficient leverage for the support of the cantilevered roof canopy. Continuous glass at living room wall necessitated steel beams and occasional 2 1/2-inch pipe columns for further support. Soffit of overhang is faced with 1/4-inch rigid asbestos board. Plaster ceiling in living room partially follows the slope of roof. Drapery track is recessed into ceiling at window head. The 2-inch thick wood decking over canopy and portion of living room provides a base for the application of metal roof.

(Continued on page 230)

To mix cement, you need
the right kind of mixer

this →



← not this

Same way with trucks.
Get one that fits the job!

Haul bigger payloads at lower cost

with dependable

DODGE "Job-Rated"
TRUCKS



Yes... you'll haul more for less with a Dodge "Job-Rated" truck that's factory-engineered to meet your requirements for handling building supplies and materials.

You'll be able to carry bigger loads of building supplies without danger of overloading. Balanced Weight Distribution assures that the right proportion of the load is carried on each axle. On many models, greater payloads than ever before are assured by increased axle capacity.

At loading platforms and construction sites, you'll enjoy the greater maneuverability and short turning diameter made possible by short wheelbase, wide tread front axle, and cross-steering.

And these are the most powerful trucks in Dodge history! You get "Job-Rated" power—plenty of thrifty power that's right for your job! Furthermore, low upkeep costs and long truck life are certain because of traditional Dodge dependability.

Let your nearby Dodge dealer show you how these new Dodge "Job-Rated" trucks can save you money. See him soon!

"Job-Rated" TRUCKS DO THE MOST FOR YOU

How Dodge trucks are "Job-Rated" for the building supply business

A Dodge "Job-Rated" truck is engineered at the factory to provide the best in low-cost transportation... last longer... save you money.

Every unit from engine to rear axle is "Job-Rated"—factory-engineered to haul a specific load.

Every load-CARRYING unit—frame, axles, springs, wheels, and tires—is engineered to provide extra strength and capacity necessary to support the load.

Every load-MOVING unit—engine, clutch, transmission, propeller shaft, rear axle, and others—is engineered to move the load under the most severe operating conditions.

From a wide range of models, you can select a truck that meets your operating conditions.

LAWSON CABINETS



Architects, contractors, suppliers are specifying, buying, selling a *great* many more Lawson bathroom cabinets today than ever before.

We are doing our best to meet this demand. Although deliveries on some cabinet models are extended, regular Lawson customers are getting their share.

WHY is the demand for Lawson cabinets so great? Simply because Lawson makes a better cabinet from every standpoint:

- ★ One-piece drawn, seamless steel body
 - ★ Bonderized after forming
- plus many advantages not found in other cabinets.*
- ★ Lawson bathroom cabinets are priced right.

Write for catalog on Lawson bathroom cabinets, lavatory mirrors, and chrome accessories.

THE F. H. LAWSON CO.

801 Evans Street
Cincinnati 4, Ohio
Est. 1816

WORLD'S LARGEST BUILDERS
OF BATHROOM CABINETS

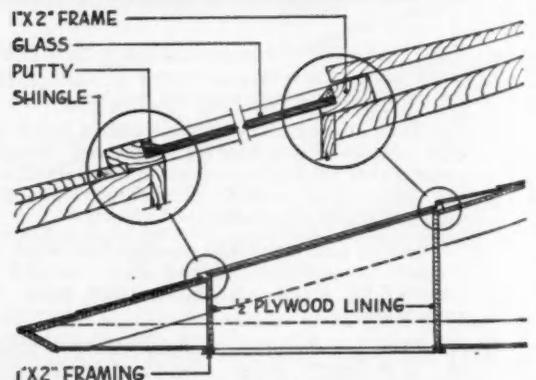


Construction Methods

(Continued from page 228)



FIREPLACE WALL of living room is exposed brick of the same texture as the brick used on exterior. The openings in this wall originally intended as a wood burning fireplace and a space for fire wood was changed in the process of building to gas logs and a space for potted plants. Floor is black terrazzo with white metal division strips



WIDE ROOF OVERHANGS shown in photograph and drawing above, often create dark areas and prevent effective daylight from entering into windows of adjoining rooms. This problem was overcome by opening light pockets between joists and rafters to roof line. In this case a continuous glass panel was inserted over pockets at roof to make this area watertight. The sides and ends of exposed joists and rafters are covered with waterproof plywood with finished trim at soffit

(Continued on page 232)

ONLY THE FINEST

Architectural Quality Redwood



BEARS THIS MARK

Redwood, with all of its inherent qualities, is recognized as one of nature's finest woods. By the same token, redwood logs are known to contain the *most of the best* texture and grain required for fine quality construction. *But*, the final quality and grade of redwood is determined *in the mill* by the manner in which logs are converted into finished lumber. Herein lies the secret of Palco Redwood's excellent quality—as *the finest redwood that's produced*. It's the best of the best.

For the complete story on Palco Redwood, write today for fully illustrated booklet, "From out of the Redwoods"



THE PACIFIC LUMBER COMPANY

Leader in Redwood—Since 1869

Mills at Scotia and Eureka, California

100 BUSH STREET, SAN FRANCISCO 4, CALIFORNIA

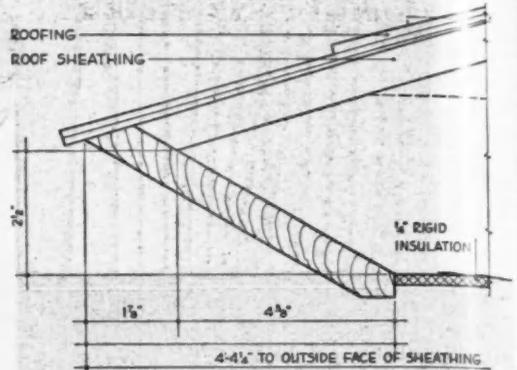
MEMBER OF CALIFORNIA REDWOOD ASSOCIATION

OCTOBER, 1951

231

Construction Methods

(Continued from page 230)



TYPICAL DETAIL of roof eave. This method is particularly adaptable where roof gutters are not used. The sharp angle in which the fascia is placed prevents water from roof backing up under the roof sheathing.

Idaho White Pine is one of the genuine white pines. It shares those same qualities which have made white pine a preferred building material since the earliest Colonial days.

Soft of texture, straight of grain and free of any tendency to split or sliyer, Idaho White Pine is famous for workability. Stock and specify it with confidence because it is manufactured, seasoned and graded to the high and carefully maintained standards of Association mills.

For more information about Idaho White Pine, send for free illustrated 64 page book. Address

WESTERN PINE ASSOCIATION
Yeon Building • Portland 4, Oregon

THESE ARE THE WESTERN PINES

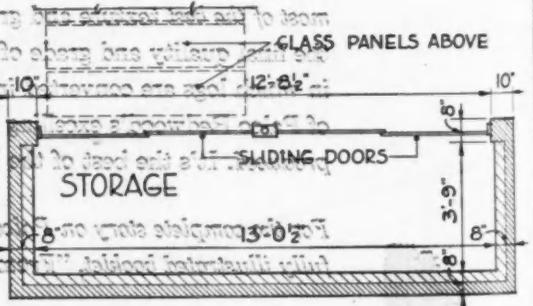
Idaho White Pine,
Ponderosa Pine, Sugar Pine

THESE ARE THE ASSOCIATED WOODS

Larch, Douglas Fir, White Fir, Engelmann Spruce, Incense Cedar, Red Cedar, Lodgepole Pine.

WOODS FROM

THE WESTERN PINE REGION



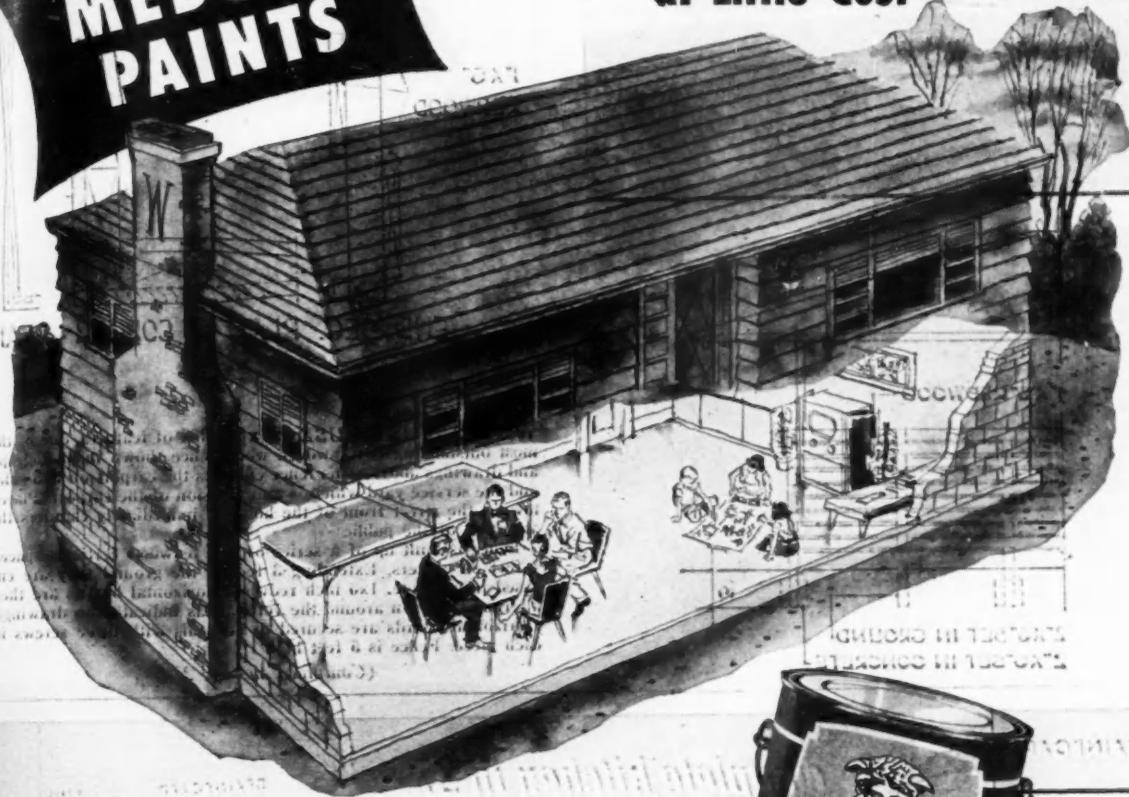
POSITION OF THE CARPORT and storage units in relation to the front of the house is shown in the photograph and plan drawing above. While the combination of carport, storage unit, and adjoining service area is space consuming, nevertheless it is extremely workable. Light pockets are provided in roof above for service porch. The floor of these areas including driveway is finished in a rough surfaced concrete with cypress dividing strips imbedded in concrete forming a 4x4 foot square pattern.

(Continued on page 234)

about 10% more livable area

**MEDUSA
PAINTS**

Give homes 20% MORE LIVABLE AREA at Little Cost



● Whether you are building to sell or on contract, you can give homes approximately 20% more livable area by finishing basements *inexpensively* with Medusa Paints. When painted in any of the beautiful colors of Medusa Paints, you create for the home owner the possibilities of a delightful recreation room . . . a pleasant playroom . . . a clean workshop . . . a bright laundry . . . in all 20% more livable space.

And at such reasonable cost, too! All you need to do is to have the *walls* painted with Medusa Portland Cement Paint. This beautiful paint actually protects basements against dampness as well as decorates. Then, on concrete *floors*, use Medusa Rubber Base Paint . . . a super tough coating that bounces off wear and resists the action of cleaning compounds, water, and other alkalis. And while you're building a beautiful basement, be sure it's lastingly dry by using those famous Medusa Products . . . Medusa Waterproofed Cements, Gray or White, or Medusa Waterproofed Powder and Paste. Properly used in all concrete and mortar, they keep basements dry for years! Medusa Products Division of Medusa Portland Cement Company, 1012-1, Midland Building, Cleveland 15, Ohio.



You can build
BETTER with

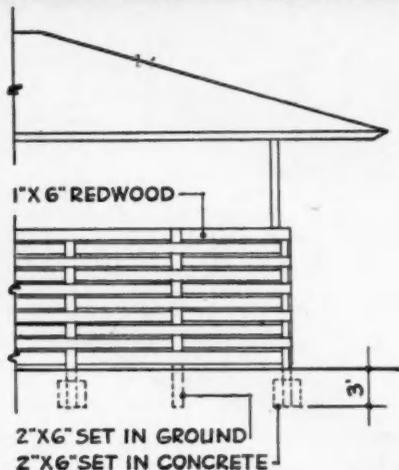
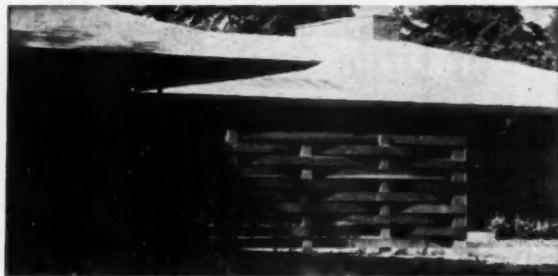


MEDUSA PRODUCTS



Construction Methods

(Continued from page 232)



1"X 6"
REDWOOD

END SEC. PLAN AT CORNER PLAN

WHILE THIS HOUSE has a number of features, one of the most outstanding is the woven wood fence shown in photograph and drawings above. This fence encloses the carport on two sides and the service yard which is an extension of the carport. Placed toward the street front of the house it immediately captures the attention of the public.

Fence is built up of a series of 2x6 redwood verticals spaced 4 feet on centers. Extending 3 feet in the ground they are encased in concrete. 1x6 inch redwood horizontal boards are then alternately woven around the verticals as indicated on drawings. Horizontal boards are secured to verticals with three screws in each piece. Fence is 5 feet high.

(Continued on page 236)

DRAINBOARD

SINK

BURNERS

REFRIGERATOR

STORAGE
DRAWER

MODEL R-520

complete kitchen in 27 1/2"

Complete 48"
Kitchen-With-Oven

L & K 48" KITCHEN... For the first time here's a 48" kitchen complete with oven — made possible by combining any 20" apartment range with General's L & P Kitchen, Model S-550. Has 4 cu. ft. refrigerator, storage drawer, and features a one-piece 12 x 16 inch porcelain sink-back splash-drainboard. 5 yr. guarantee.

DRAINBOARD

SINK

MODEL S-550

COOK ON YOUR REFRIGERATOR

GAS-ELECTRIC GENERAL CHEF. Combines electric refrigeration with cooking top, gas or electric (110 or 220 v.) Requires only 4.1 sq. ft. of space. 5 year guarantee.

L & K 27 1/2" KITCHEN... Complete 27 1/2" kitchen unit combines 4 cu. ft. refrigerator, sink, drainboard, storage drawer, and 3-burner gas range adjustable to natural, manufactured, or bottled (LP) gases. Model R-520 also available with 3 electric burners for 220 v., or 2 electric burners for 110 v. "plug-in" use. 5 year guarantee.

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Send Today for Complete Data Files on our full line of L & K line kitchens, general cooking-refrigeration combinations and space-saving refrigerators,



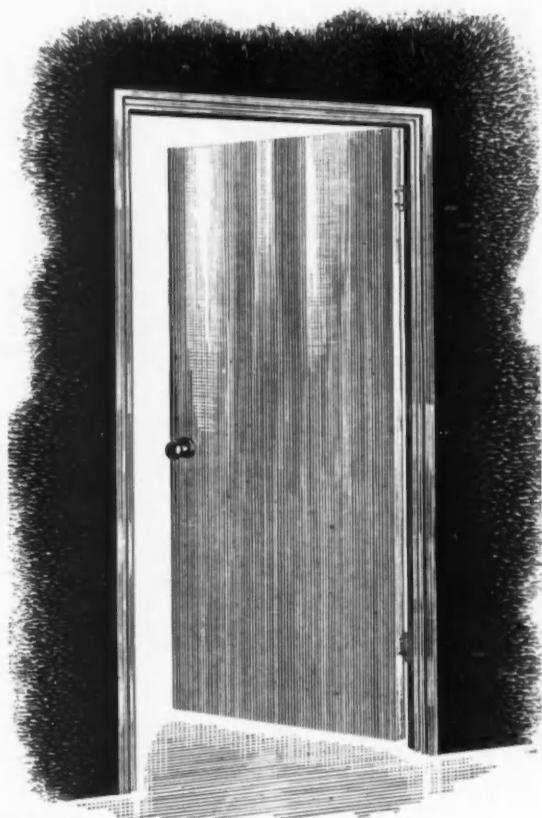
GENERAL
air conditioning corp.

4510A E. Dunham St., Los Angeles 23, Calif.
NATIONWIDE SALES AND SERVICE

costs no more-yet
adds so much!

At last - a **'ONE-PACKAGE'**
door and frame assembly that
needs only a screwdriver to install!

truline



aluminum doors and frames

Here it is... "The Door that Sells the House"... the beautiful, flush panel TRULINE Aluminum Door ... at a price comparable to the installed cost of ordinary wood doors. Point by point, TRULINE Aluminum Doors are so far superior to ordinary wood doors that they are creating a sensation in the home building field. Designed to enhance the livability—and "sale-ability"—of any house.

Check these important advantages:

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| <input checked="" type="checkbox"/> FREEDOM FROM WARP | <input checked="" type="checkbox"/> STRENGTH |
| <input checked="" type="checkbox"/> EASE OF INSTALLATION | <input checked="" type="checkbox"/> DURABILITY |
| <input checked="" type="checkbox"/> FIRE-RESISTANCE | <input checked="" type="checkbox"/> SOUND-PROOFING |
| | <input checked="" type="checkbox"/> LIFETIME ECONOMY |

Now in volume production —
deliveries guaranteed.

The TRULINE 'ONE-PACKAGE' ASSEMBLY

- Flush panel door
(needs no painting)
- Frame *(complete with trim and stop)*
- Hinge butts
- Lockset

Only a screwdriver needed to install



Truline

DEVELOPMENTS

Modern Building Elements

9155 SUNSET BOULEVARD, WEST HOLLYWOOD 46, CALIFORNIA

FACTS FOR BUILDERS

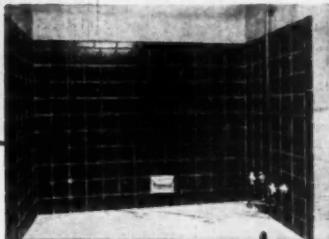
ABOUT "CONSTRUCTION BY ADHESION"



HERE ARE NEW METHODS WHICH MEAN SUBSTANTIAL SAVINGS IN LABOR AND MATERIALS FOR MODERN CONSTRUCTION

in both **NEW** building and **MODERNIZATION**

WRITE TODAY FOR RECOMMENDED SPECIFICATIONS ON 1. Setting Genuine Clay Tile. 2. Insulating Ducts. 3. Insulating walls and ceilings either by Direct Adhesion or in conjunction with Surface Anchors. 4. Installing floor runners; bonding furring strips.



1. Today it is normal procedure to install clay tile in hotel bathrooms without losing a night's revenue. This illustration shows one of the 144 rooms in the White Plaza Hotel, Dallas, Texas, in which MIRACLE ADHESIVE was used to do the job, from the time the guest left his room in the morning until he returned that afternoon.

2. -- not cubes

Plaster applied over wire and cork which has been attached to aluminum ducts using MIRACLE ADHESIVE and MIRACLE SPINDLE ANCHORS at John Hancock Mutual Life Insurance Co. Building, Boston, Mass. ARCHITECT-Cram and Ferguson, BUILDER, Inter Construction Co.

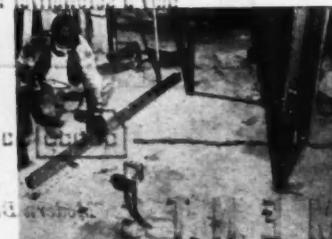


3. FIBERGLAS Insulation Type PF-613, 2" thick -- bonded to concrete ceiling using MIRACLE PRONGED ANCHORS at Radio City Studio 68, New York, N. Y. CONTRACTOR, William J. Scully, Inc., New York, N. Y.



4.

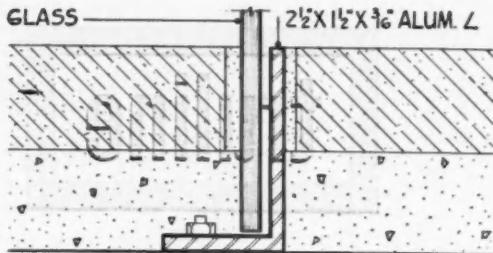
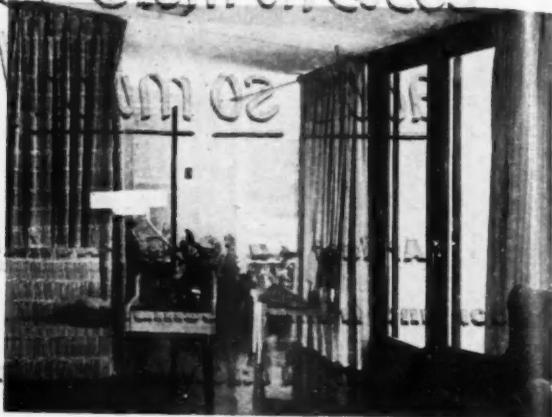
WOOD RUNNERS installed on concrete floors with MIRACLE ADHESIVE and MIRACLE ANCHOR NAILS to support 2" solid partitions, Washington Circle Apartments, Washington, D.C. GENERAL CONTRACTOR, Charles H. Tompkins Company.



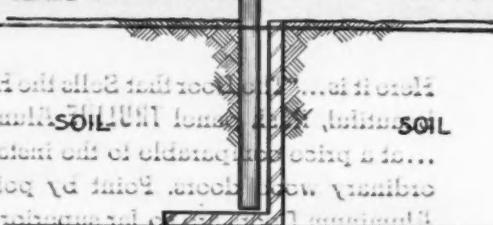
VISIT MIRACLE EXHIBIT AT ARCHITECTS SAMPLES CORP. 101 PARK AVE., NEW YORK CITY

Construction Methods

(Continued from page 234)



GLASS AT DINING ROOM TOP OF 4" SLAB



GLASS AT PLANT POCKET TOP OF 4" SLAB

THIS HOUSE is replete with planning areas, both inside and out, and also divided, as shown in the photograph and drawing above. The plate glass window in the dining room facing the garden is the dividing medium for planting box. The aluminum angle secured to top of rough concrete slab is continuous along this wall. Plate glass for the fixed windows rests on angle with sill for the plant box placed against the glass on one side and angle on the other.

New Office Building

Modern lines and materials will make the new Georgia-Pacific Plywood Company office building in Olympia, Washington, one of the most attractive and efficient in the Pacific Northwest. The two-story structure which will be completed later in the fall will house the company's Western Division manufacturing, accounting and sales offices and its National plywood sales office. The company manufactures plastic faced plywood.

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



▲ WALNUT

▲ MAHOGANY ▲ OAK ▲ BIRCH

Get Luxurious Walls at **ECONOMY** Prices!

If you have ever had any reservations about "dry-wall" construction, forget them now, and prepare to capitalize on Mengelux and Mengelbord!

Mengelux (above) is fancy-face hardwood plywood — Precision Cut to closest tolerance in length, width and thickness. It's available in 48" x 96" panels, and other standard stock sizes — in Mahogany, Walnut, Oak and Birch. Many decorators consider it more beautiful than high-priced "architectural panels" because it is allowed to retain all the natural characteristics of the fine veneer with which it is faced.

Mengelbord

Wherever precious woods are not required, Mengelbord offers advantages obtainable in no other utility plywood. It is genuine hardwood throughout — has one-piece face, free from joints and oval patches . . . free from grain-raising.

Most Mengelbord panels are all-white or nearly all-white. Others have the spectacular heartwood figures which some designers select especially for exotic interior effects. Whatever the "figure", all Mengelbord panels can be stained, painted or finished natural.

See Mengelux and Mengelbord, and be convinced! If your dealer cannot furnish samples, write direct for full facts.



Plywood Division. **THE MENGEL COMPANY, Louisville 1, Ky.**

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

UNEQUALLED!

The

Sterling

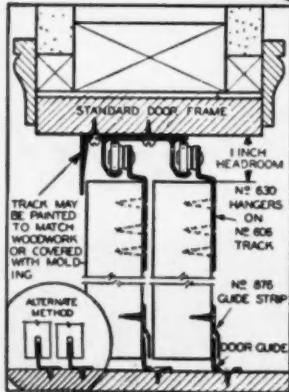
Line of

SLIDING DOOR HARDWARE
NATIONALLY ADVERTISED

The Choice of
Architects, Builders
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from coast to coast

UNEXCELLED!

The Complete Line of
Sterling Sliding Door Hardware
For Every Size and Type
of Residential Door



The 600 Series Includes Hangers for both $\frac{3}{4}$ " and $1\frac{3}{4}$ " by-passing doors. Track is aluminum.



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



No. 642
Adjustable Hanger
For Single Doors

No. 603
Aluminum Track
For Single Doors



THE Sterling 800 SERIES

ANOTHER COMPLETE LINE OF HANGERS AND TRACK FOR RESIDENTIAL SLIDING DOORS



No. 840
For $\frac{3}{4}$ "
Doors



No. 845
Has many
uses



No. 850
Fully
Adjustable



No. 852
For
Heavier
Doors



No. 860
For Pocket
Doors—
Adjustable



No. 862
For
Heavier
Doors

Write Today For Catalog on Complete Line!

STERLING HARDWARE MFG. CO.

2345 Nelson Street, Chicago, 18, Illinois



HOUSES VARY in type of overhang, entrances, use of materials

This 19-Home Development Has Variety of Exteriors

Builder:

Mutual Construction Co., Portland, Ore.

Architects:

James C. Gardiner and Frank A. Rommell,
Portland, Ore.

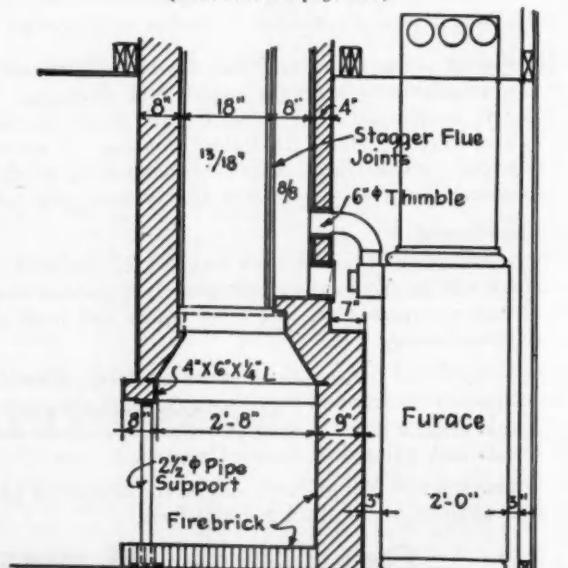
In this community of 19 homes, called "Whispering Firs," the architects have done an unusually effective job of varying house elevations and positions on the lot. The result is a group of homes which give the impression of being individually styled, although the same basic floor plan is used for all.

Lot sizes are 65x128 feet or 63 $\frac{1}{2}$ x152 feet. Offered for FHA financing under Regulation X, the homes sold for \$12,500. All have either two or three bedrooms, with a large living room.

The houses are of frame construction with exteriors of redwood siding and cedar shakes. Some are embellished with roman brick. Roof trusses were used in all, and all have overhangs. The roofs are asphalt shingle. Double hung and picture windows are used.

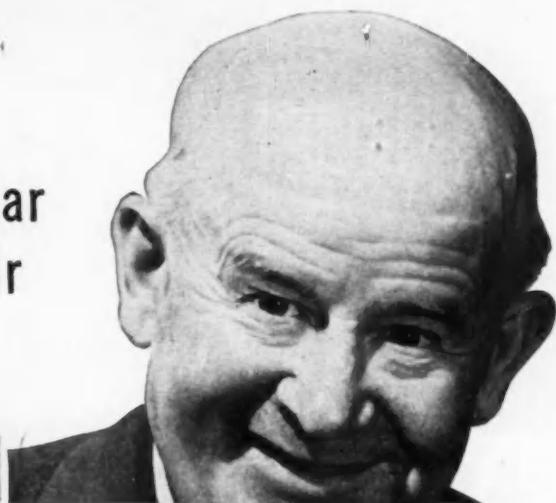
On the interior, walls are plaster board, all floors are

(Continued on page 240)



SECTION THRU FIREPLACE
AND FURNACE

How to Save Wear and Tear on Your Hair



ORDER NOW your

HOMELITE PUMPS and GENERATORS

Sure as shooting . . . someday in the not too distant future, water will be slowing up work on the job; or you'll need some instant power to get electric tools into operation or for floodlights on night work. Well, if you haven't got those pumps or generators handy or, if the ones you have are pretty tired, beaten up and just can't come up to the job, that's when

you'll feel like pulling your hair out by the roots.

Why not, right now, place your orders for Homelite Carryable Pumps and Generators. Sure deliveries are somewhat delayed . . . as it is with all good *wanted* equipment. But an order today might save the day in the future. You'll have pumps and generators handy . . . and the very best, Homelites.

Manufacturers of Homelite
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Blowers • Chain Saws

PERFORMANCE • DEPENDABILITY
HOMELITE
CORPORATION
SERVICE

510 RIVERDALE AVENUE • PORT CHESTER, N.Y.



SELF STORING
Glass Walls

AN OUTDOOR LIVING ROOM

Homeowners praise Self-Storing Glass Walls for magically turning porches and breezeways into all-weather, all-season rooms. Floor to ceiling glass brings beauty, comfort and convenience to any home. Each unit has three sliding panels which guarantee complete ventilation and perfect weather proofing.



Builders claim Self-Storing Glass Walls are tops for simple installation. Most sales are automatic as homeowners recognize the many outstanding features of these reasonably priced units. No customer complaints when Self-Storing Glass Walls are used in building or remodeling.



Architects say Self-Storing Glass Walls are excellent in sound construction. Glass is rubber mounted. Each panel slides in a separate metal channel. Extruded aluminum is anodized to prevent finger marks. Full length, rugged Lumite screening gives each unit lasting durability.



Dealer Inquiries Invited!

WRITE FOR FREE INFORMATION

SELF STORING
Window Co.

2613 Stevens Avenue South
Minneapolis, Minnesota

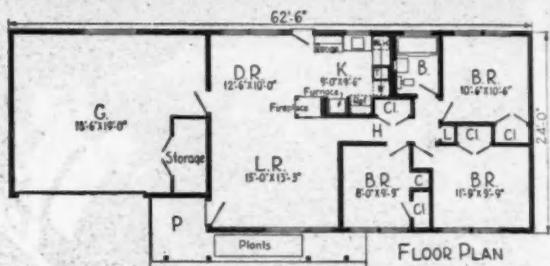
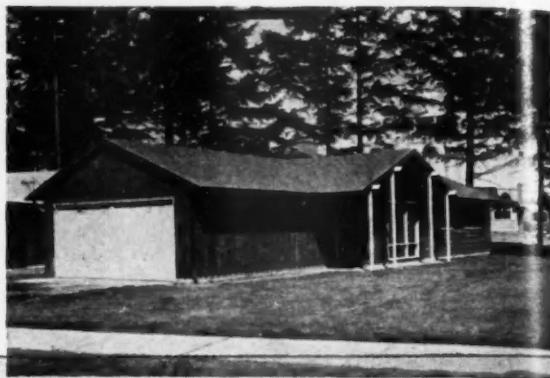
NAME _____

ADDRESS _____

CITY _____

Home Development

(Continued from page 238)



ANOTHER TYPE of exterior, shown with basic floor plan asphalt tile. The rear wall of the living room fireplace forms part of the kitchen wall, the remainder of which is 6-inch T & G horizontal redwood. Kitchen cabinets, abutting furred beam 15 inches from ceiling, are of 1-inch redwood. There is a fluorescent light over the sink. Bedroom cabinets have redwood doors.

All patios have concrete floors, some have roofs. The two-car garages provide 250 square feet of storage space.

BRAND NAME PRODUCTS USED

USG Sheetrock
Formica sink-tops
Weiser locks
Fasco exhaust fan
American Standard plumbing fixtures

Coleman forced air furnace
Armstrong asphalt tile
Stanley garage door hardware
Tutch latch clasps



ATTRACTIVE SIGN at entrance harmonizes with setting



sell the best ...

sell

Gunnison

Sell quality! Quality in materials—quality in manufacturing! GUNNISON HOMES feature variety in designs, floor plans and exterior elevations . . . each home can be under roof in one day, ready for occupancy a short time later! Quick construction reduces skilled labor to a minimum! Above all, GUNNISON HOMES are permanent—built to endure the most strenuous treatment. Rigid testing, PLUS quality control all the way, assure soundness and strength in homes that are priced to suit the most moderate income. Yes, you sell the best when you sell GUNNISON!

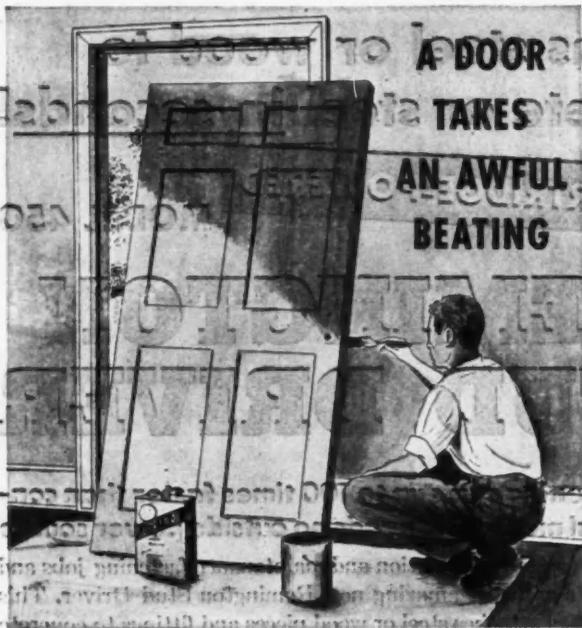
Interim Financing is available to qualified GUNNISON Dealers! Choice dealerships are still available in some areas. Your personal inquiry is welcome— for complete information, write Dept. A-18.



Manufacturers of
Gunnison Coronado
and CHAMPION Homes

Gunnison Homes INC

UNITED STATES STEEL U.S. CORPORATION SUBSIDIARY
NEW ALBANY, INDIANA



Doors—Exterior, Interior, Storm, Screen, Combination—if Wood, they have a lot to contend with.

They can swell and stick from dampness, shrink and sag from heat—but the contractor always gets the blame.

Treat every door, jamb and frame with Cuprinol before you hang it or paint. For Cuprinol minimizes the action of moisture and dryness and increases the dimensional stability of fitted mill work. Even on pre-treated wood work, planing and fitting may open the fibres—and a coat of Cuprinol costs so little that it does not pay to take a chance of criticism or complaint.

CUPRINOL®

Water Repellent Wood Preservative

COSTS LITTLE SAVES MUCH

One coat is sufficient. Takes paint perfectly, and Cuprinol gives protection, too, against rot and termites. A gallon, brush applied, treats about 400 sq. ft. In quarts and gallons for On-the-job application. Your Lumber Dealer has it, or can get it for you.

— See Sweet's File for builders 2b/CU or write for information on types of Cuprinol for specific uses.

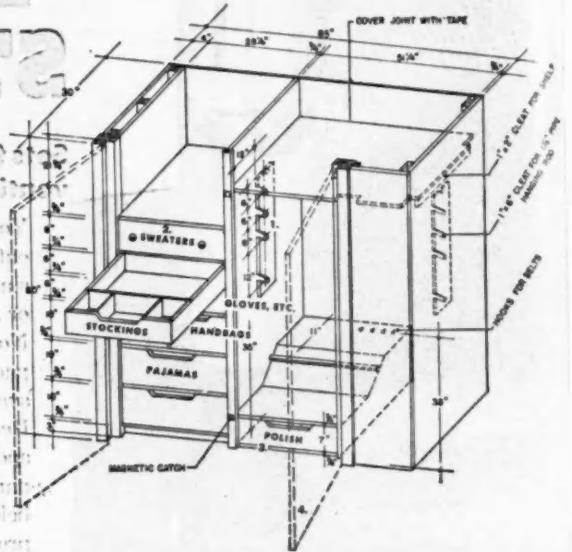
CUPRINOL Division, Darworth Incorporated
56 Maple Street Simsbury, Conn.

Girl's Bedroom that "Grows"

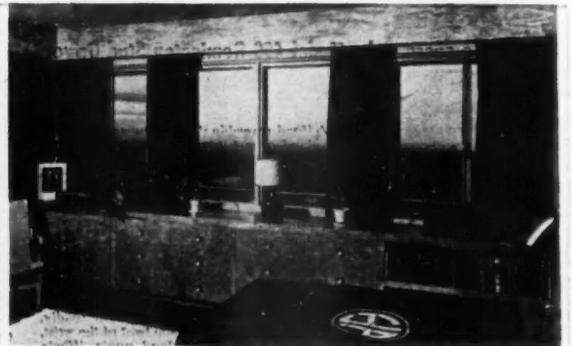
A girl's bedroom that "grows with the girl" has been designed as an answer to the problem of adapting a room both to the needs of a child and, a few years later, a young woman.

The plan centers on a special closet, other changes during the "growing up" period consisting mainly of decorative variations. Sponsored by the M and M Woodworking Co., the room was designed by George Cooper Randolph, A.I.A.

The closet, readily adaptable to most homes, contains an adjustable clothes rod which may be raised by degrees



CONSTRUCTION DETAILS OF "adjustable" wardrobe closet



BUILT-IN bookcase and storage is type used in girl's room

from three to 5½ feet above the closet floor, a mothproof sweater drawer, shoe racks and a drawer beneath for cleaning and polishing materials, a hat shelf, and wardrobe drawers with compartments for special types of articles. Provision is also made for full-length mirrors on the back of closet doors.

Other features of the bedroom are a built-in dressing table and chest of drawers with indirect lighting, built-in bed and bedside cabinet, desk and bookshelves, a doll shelf which can be used later for photographs and bric-a-brac, and a built-in radio-phonograph.

Information about the girl's bedroom closet is available from the M and M Woodworking Co., 2301 N. Columbia Blvd., Portland, Ore., or through local Lalarkey plywood and door jobbers or dealers.

UNIVERSITY OF MICHIGAN LIBRARIES

Douglas Fir doors



Shown here is the popular FDI Tru-Fit No. 2035

*The quality group of door manufacturers is comprised of mills inspected regularly by the Fir Door Institute. This service is a check on quality completely independent of individual mill supervision. Doors produced by these manufacturers carry FDI grademarks:

Acme Door Corporation

Hoquiem, Wash.

Buffelen Manufacturing Company

Tacoma, Wash.

Cruver Door Company

Anacortes, Wash.

Everett Plywood & Door Corporation

Everett, Wash.

M and M Wood Working Company

Portland, Ore.

E. A. Nord Co., Inc

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Tacoma, Wash.

Simpson Logging Company

Seattle, Wash.

Vancouver Door Company

Montesano, Wash.

The Wheeler Osgood Company

Tacoma, Wash.

You Pick A Winner When You Specify A Tru-Fit Douglas Fir Entrance Door

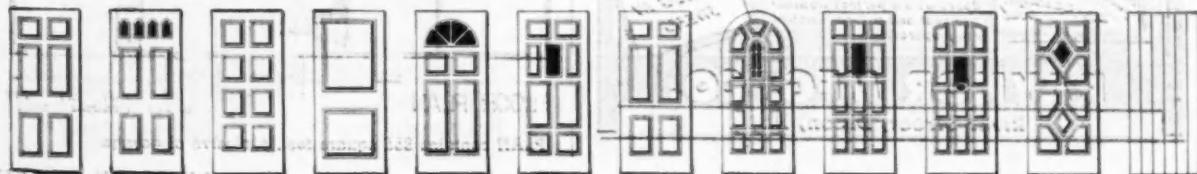
It's like betting on a one-horse race. You can't go wrong. Not with a quality-manufactured* Tru-Fit entrance door. Every one of the 21 entrance door designs is manufactured of select Western softwood—Douglas Fir, Western Hemlock or Sitka Spruce. Every one is architect-designed to fit exactly today's architectural styles. Every one meets rigid quality standards.

Bonded with completely waterproof, completely weatherproof phenolic resin adhesives, Douglas fir entrance doors are precision-built to last the life of the home. The FDI Hallmark of quality on every genuine FDI-Inspected door is your positive assurance of quality, durability and craftsmanship, in accordance with rigid Department of Commerce quality standards.



Fir Door Institute

Tacoma 2, Washington



UNIVERSITY OF MINNESOTA PRESS



AN OUTDOOR LIVING ROOM

Homeowners praise Self-Storing Glass Walls for magically turning porches and breezeways into all-weather, all-season rooms. Floor to ceiling glass brings beauty, comfort and convenience to any home. Each unit has three sliding panels which guarantee complete ventilation and perfect weather proofing.



Builders claim Self-Storing Glass Walls are tops for simple installation. Most sales are automatic as homeowners recognize the many outstanding features of these reasonably priced units. No customer complaints when Self-Storing Glass Walls are used in building or remodeling.



Architects say Self-Storing Glass Walls are excellent in sound construction. Glass is rubber mounted. Each panel slides in a separate metal channel. Extruded aluminum is anodized to prevent finger marks. Full length, rugged Lumite screening gives each unit lasting durability.



Dealer Inquiries Invited!

WRITE FOR FREE INFORMATION

SELF STORING Window Co.

2613 Stevens Avenue South
Minneapolis, Minnesota

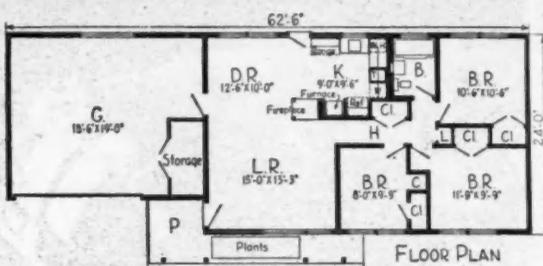
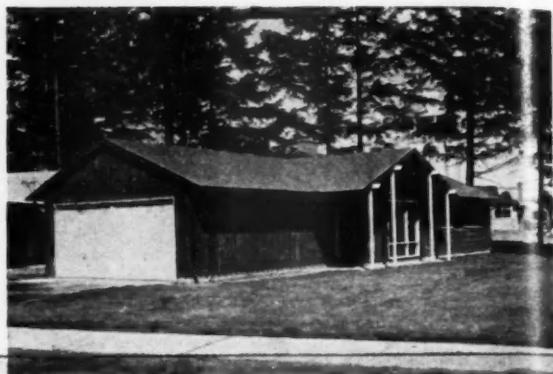
NAME _____

ADDRESS _____

CITY _____

Home Development

(Continued from page 238)



ANOTHER TYPE of exterior, shown with basic floor plan

asphalt tile. The rear wall of the living room fireplace forms part of the kitchen wall, the remainder of which is 6-inch T & G horizontal redwood. Kitchen cabinets, abutting furred beam 15 inches from ceiling, are of 1-inch redwood. There is a fluorescent light over the sink. Bedroom cabinets have redwood doors.

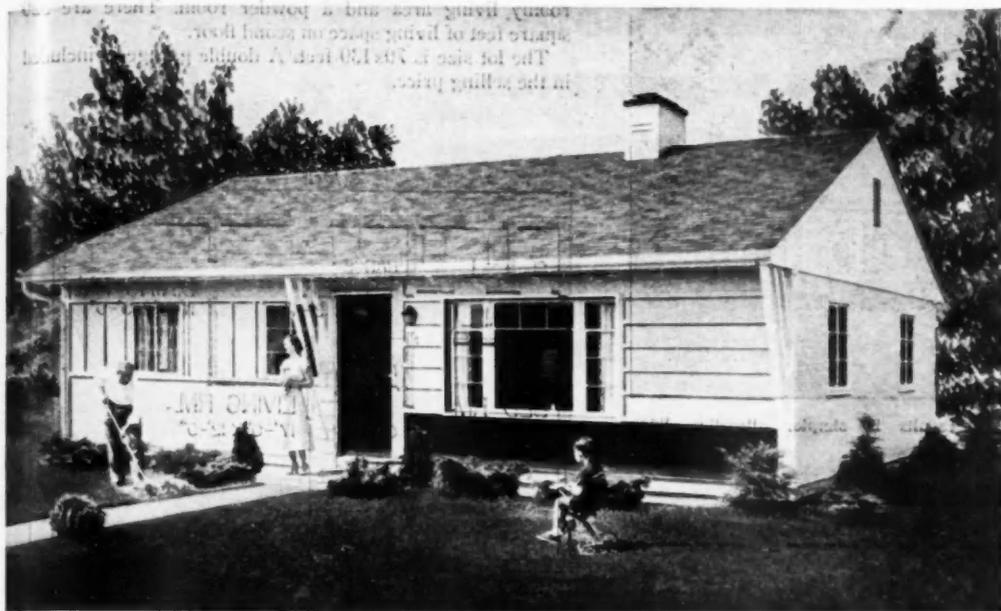
All patios have concrete floors, some have roofs. The two-car garages provide 250 square feet of storage space.

BRAND NAME PRODUCTS USED

- | | |
|-------------------------------------|------------------------------|
| USG Sheetrock | Coleman forced air furnace |
| Formica sink-tops | Armstrong asphalt tile |
| Weiser locks | Stanley garage door hardware |
| Fasco exhaust fan | Tutch latch clasps |
| American Standard plumbing fixtures | |



ATTRACTIVE SIGN at entrance harmonizes with setting



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Gunnison

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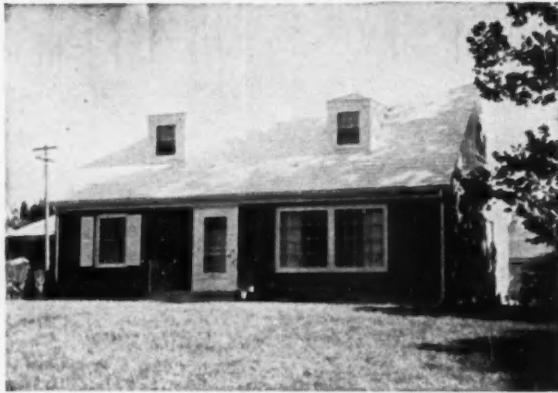
Manufacturers of
Gunnison Coronado
and CHAMPION Homes

Gunnison Homes INC.

UNITED STATES STEEL  CORPORATION SUBSIDIARY
NEW ALBANY, INDIANA

"Gunnison," "Coronado" and "Champion"—T.M. Gunnison Homes, Inc.

OCTOBER, 1961



TRADITIONAL DESIGN results in simple, attractive lines

Efficient Plan Stressed In This Two-Story Home

Builder:

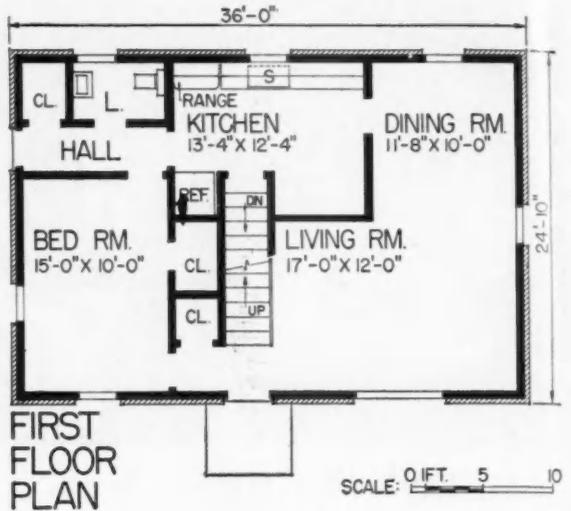
C. E. Kessler, Lincoln, Neb.

Traditional design with a workable floor plan characterizes this two-story \$19,500 home. Among the features is an all-purpose room on the first floor which can be used as a den, office, dining room or extra bedroom.

The first floor, with 894 square feet of floor space, has

roomy living area and a powder room. There are 500 square feet of living space on second floor.

The lot size is 70x130 feet. A double garage is included in the selling price.



FIRST FLOOR plan gives good access to all room from entry. Two bedrooms and a complete bath are located on second floor

ECONOMICAL, MODERN SCHOOL CONSTRUCTION

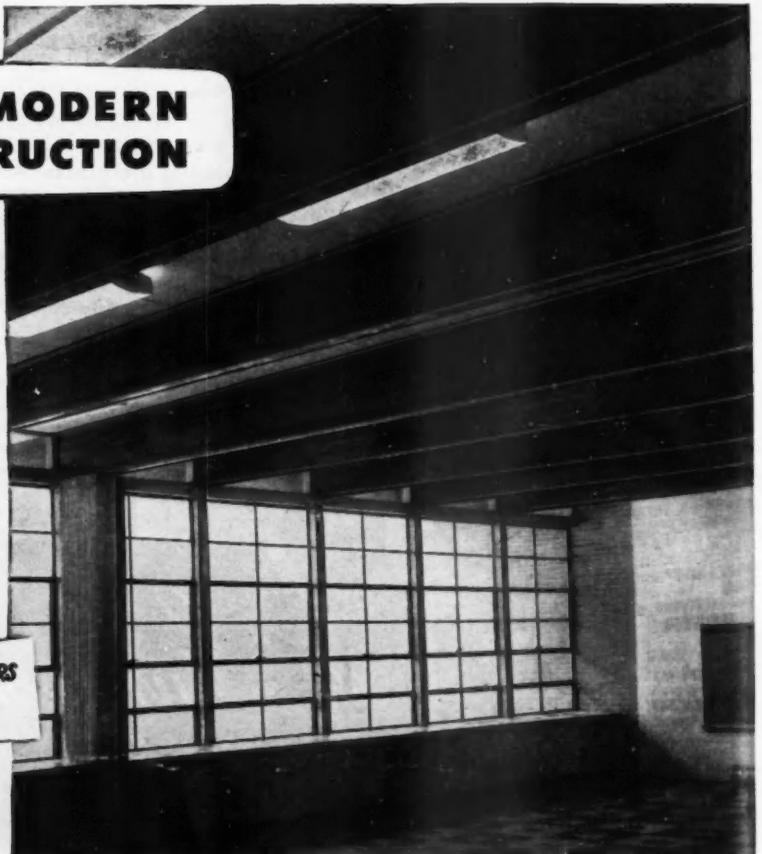
Build with efficient RILCO BEAMS

Here's the economical, practical beam to use in modern, one-story school construction. Rilco Beams and Columns are custom fabricated from finest quality, kiln dried lumbers. They are not subject to checking, warping or twisting. Smoothly surfaced, cut to length and drilled for assembly hardware, they offer important savings in materials, time and labor

Rilco field representatives will gladly consult with you about your requirements or you may write for literature

RILCO WORKS WONDERS
WITH WOOD

Laminated PRODUCTS, INC.
2311 FIRST NATIONAL BANK BUILDING • ST. PAUL, MINN.



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**Fastens steel or wood to
concrete or steel in seconds!**

NEW CARTRIDGE-POWERED

MODEL 450

REMINGTON STUD DRIVER

Sets fastening studs up to 100 times faster than conventional methods...needs no outside power source

You can speed construction and maintenance fastening jobs and cut costs with the amazing new Remington Stud Driver. This simple tool attaches steel or wood pieces and fittings to concrete or steel . . . easily sets as high as 5 fastening studs in a minute. No outside power source or other equipment needed. It's compact, rugged, safe. Test-proved to be the world's finest fastening system, the Model 450 Remington Stud Driver is made by Remington Arms Company, Inc., America's oldest and foremost sporting arms manufacturer. For detailed information and the name of your nearest distributor, fill out and mail the coupon below. There may be slight initial delays on delivery until production and distribution catch up with demand.

LOOK AT THESE EXCEPTIONAL FEATURES

COMPACT AND PORTABLE—Weighs only 5½ pounds, ideal for scaffold, ladder, overhead work, inaccessible places. Comfortable to use in any position.

SPEED—One man can set up to 5 studs per minute, as much as 100 times faster than other methods. Sets stud at whatever depth is required up to 2¾ inches, depending on material.

ELIMINATES INVESTMENT IN OUTSIDE POWER—Self-powered. Especially useful in isolated places.

TRIPLE SAFE—Plainly visible red dot indicator shows when it's cocked; safety must be depressed before and during squeezing of main trigger; permanently attached safety shield must be compressed against work before Stud Driver will op-

erate. Trigger can't be accidentally tripped. Slight recoil. Low noise level.

WIDE VARIETY OF STUDS are available for every fastening job. Genuine Remington studs are trademarked for user's protection. Pull-out resistance as high as two tons in good concrete, depending on stud used. Cartridges are available in 5 power loads covering practically all fastening needs.

UNIQUE, FAST ASSEMBLY OF STUD AND CARTRIDGE—Tough plastic heel cap permits lightning assembly of any cartridge with any stud, identifies power load, protects head and thread of stud during driving.

PRICE for Model 450 Remington Stud Driver complete in rugged steel carrying case—only \$119.50.

How to operate the Model 450 Remington Stud Driver



Press loaded Stud Driver firmly against working surface, depress safety button, pull trigger.



Explosive charge imbeds stud solidly. Open Stud Driver with twist of the wrist, eject empty shell, load again. Whole job takes seconds!

Speeds all these jobs . . . and many more

1. Hanging steel sash and door bucks to concrete and brick.
2. Anchoring wood plates to concrete floors and ceilings for setting partitions.
3. Fastening wood furring strips to concrete for attachment of metal lath.
4. Anchoring suspended ceilings, sprinkler systems and lighting fixtures to concrete.
5. Attaching conduit and panel boxes to steel and masonry.
6. Anchoring light machinery to concrete pads.
7. Erection of signs, awnings and venetian blinds on steel or masonry.
8. Hanging radiator housings to concrete or brick.

MAIL THIS COUPON TODAY FOR FURTHER INFORMATION

Remington Arms Company, Inc.
Industrial Tool Division
938 Barnum Ave., Bridgeport 2, Connecticut

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

Name _____

Firm _____

Position _____

Address _____

City _____ State _____

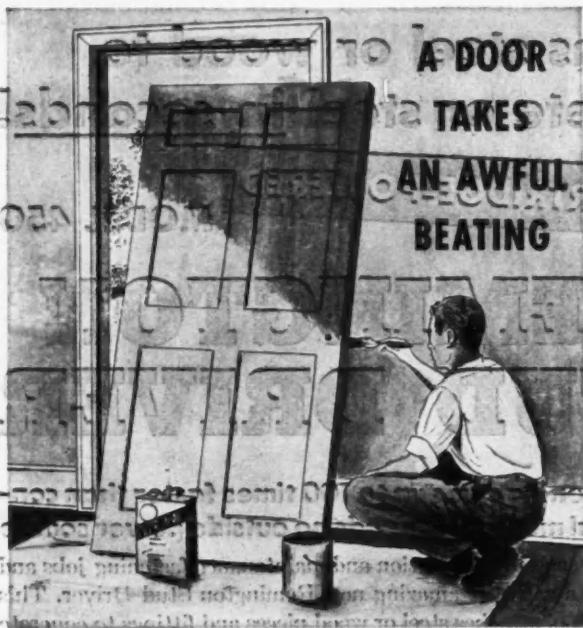
"If It's Remington—It's Right!"

Remington



OCTOBER, 1951

243



Doors—Exterior, Interior, Storm, Screen, Combination—if Wood, they have a lot to contend with.

They can swell and stick from dampness, shrink and sag from heat—but the contractor always gets the blame.

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One coat is sufficient. Takes paint perfectly, and Cuprinol gives protection, too, against rot and termites. A gallon, brush applied, treats about 400 sq. ft. In quarts and gallons for On-the-job application. Your Lumber Dealer has it, or can get it for you.

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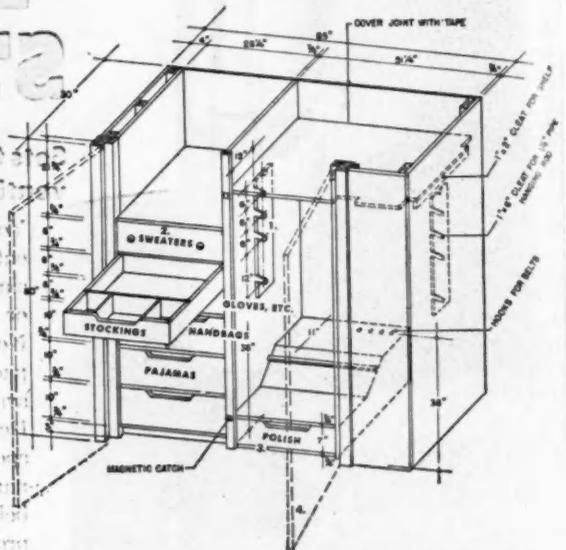
CUPRINOL Division, Darworth Incorporated
56 Maple Street Simsbury, Conn.

Girl's Bedroom that "Grows"

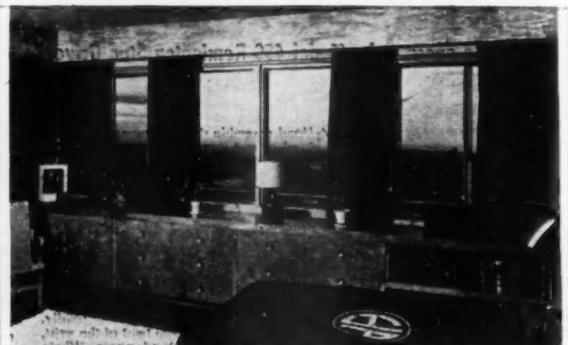
A girl's bedroom that "grows with the girl" has been designed as an answer to the problem of adapting a room both to the needs of a child and, a few years later, a young woman.

The plan centers on a special closet, other changes during the "growing up" period consisting mainly of decorative variations. Sponsored by the M and M Woodworking Co., the room was designed by George Cooper Randolph, A.I.A.

The closet, readily adaptable to most homes, contains an adjustable clothes rod which may be raised by degrees



CONSTRUCTION DETAILS OF "adjustable" wardrobe closet



BUILT-IN bookcase and storage is type used in girl's room

from three to 5½ feet above the closet floor, a mothproof sweater drawer, shoe racks and a drawer beneath for cleaning and polishing materials, a hat shelf, and wardrobe drawers with compartments for special types of articles. Provision is also made for full-length mirrors on the back of closet doors.

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Information about the girl's bedroom closet is available from the M and M Woodworking Co., 2301 N. Columbia Blvd. Portland, Ore., or through local Alaskay plywood and door jobbers or dealers.

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Douglas Fir doors



Shown here is the popular FDI Tru-Fit No. 2035

*The quality group of door manufacturers is comprised of mills inspected regularly by the Fir Door Institute. This service is a check on quality completely independent of individual mill supervision. Doors produced by these manufacturers carry FDI grademarks:

Acme Door Corporation

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Buffelen Manufacturing Company

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Puget Sound Manufacturing Co.

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Simpson Logging Company

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Vancouver Door Company

Montesano, Wash.

The Wheeler Osgood Company

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You Pick A Winner When You Specify A Tru-Fit Douglas Fir Entrance Door

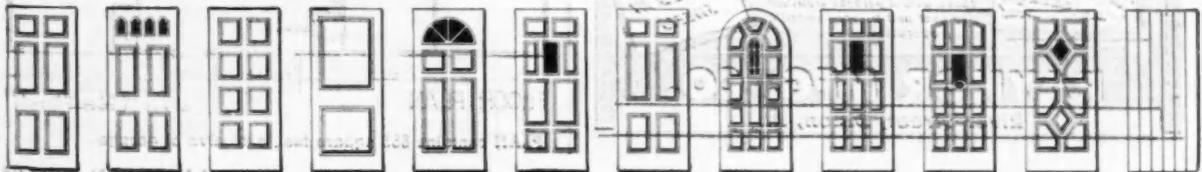
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Fir Door Institute

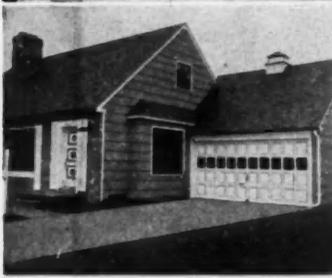
Tacoma 2, Washington



RAYNOR

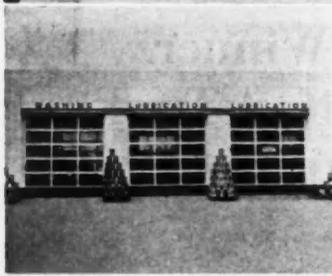
Offers a

DOOR FOR EVERY INSTALLATION



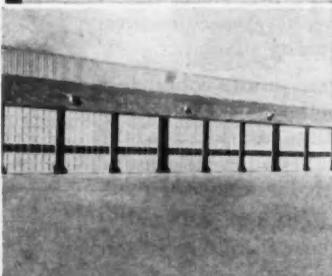
RESIDENTIAL

Equipped with Finger Tip Control, Raynor residential doors offer the utmost in beauty and convenience. Exclusive machine routed Raised Panel Doors by Raynor, offer an extra "special effect" when added beauty and individuality is desired.



COMMERCIAL

The Raynor complete line of wood sectional overhead doors include such special models as Hylift, vertical lift, and special low headroom doors. All are built complete in Raynor's own plant—there is a Raynor door for every commercial installation.



INDUSTRIAL

Raynor industrial doors mounted on 3" track, curved on 20" radius embody rugged "three way stress construction" (1—mortised and tenoned; 2—glued; 3—steel doweled). Equipped with heavy duty hardware, Raynor large industrial doors are "designed and built to do the job."



All Raynor doors are equipped with Patented Graduated Seal. This feature provides the complete Raynor line of wood sectional overhead doors with a perfect weather tight seal and assures smooth, easy operation.

SEE OUR CATALOG IN SWEETS

RAYNOR MFG. CO.

River Street, Dixon, Ill.



THREE BEDROOM homes with attached garage sell for \$10,500 including 65x125 foot lot

Three-Bedroom Design by Small Homes Specialists

Builder:

Belfoy-Smith Construction Co.,
Tacoma, Wash.

Architect:

W. A. Wollander, Housing Consultants,
Tacoma, Wash.

To produce a low-cost three-bedroom house that would practically sell itself this builder enlisted the cooperation of a group of experienced small home designers.

The consultant firm produced designs for houses and the land development. The house plans lent themselves to production-line operations.

The three-bedroom home has ample closet space, a dining area independent of the living room, and large living space. Plus features such as fireplace, built-in bookcases, and entry closet are included in the \$10,500 price.

The exterior of the house is cedar shakes with a hip and gable roof. Interesting treatment of the front is achieved by the use of a large picture window, planting box, and lattice work styled in the Chinese motif.



FLOOR PLAN

PLAN contains 855 square feet, exclusive of garage

AMERICAN BUILDER

1818
1951

HOPE'S

The Name
Guarantees



Residence of Paul B. Sullivan, Jamestown, N. Y. Axel H. Johnson, Contractor

ONLY
\$283⁵⁵

for HOPE'S STEEL
CASEMENTS
in this home

Their pleasing effect with wood-frame construction adds much to the sales appeal of a small house, and their **KNOWN QUALITY** makes the buyer confident of its value. Hope's Windows will help you sell homes for better prices. Write for Bulletin No. 102K.

HOPE'S WINDOWS, INC., Jamestown, N. Y.

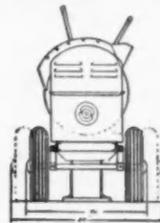
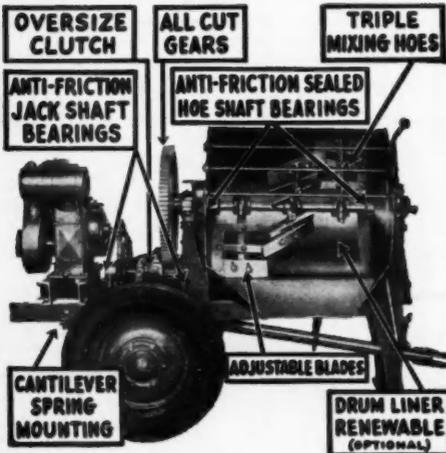
THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS



WONDER PLASTER & MORTAR MIXERS

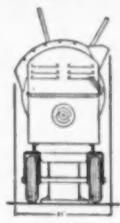
America's Finest Hoe Type Machines

Choose a "Super Six" or a "De Luxe" and you'll get a light-weight unit with quality features usually found only in expensive, heavy-duty installations. Sealed hoe, jack shaft bearings, renewable blades, triple mixing hoes minimize repairs and guarantee money-making performance. Send TODAY for illustrated, descriptive Bulletin HM 5491.



SUPER SIX
5:50 x 16 pneumatics
Wisconsin 4-5 HP air cooled

DE LUXE
4:00 x 18 pneumatics
Briggs & Stratton 3-4 HP air cooled



- LOWER SHOVELING HEIGHT
- BUILT IN SAFETY GRATING

TELESCOPING AXLE EXTENDS 10" FOR FASTER TRAILING AND EASE OF HANDLING.

CASTER-TYPE WHEELS CUT WIDTH TO 31 IN. FOR INSIDE WORK.

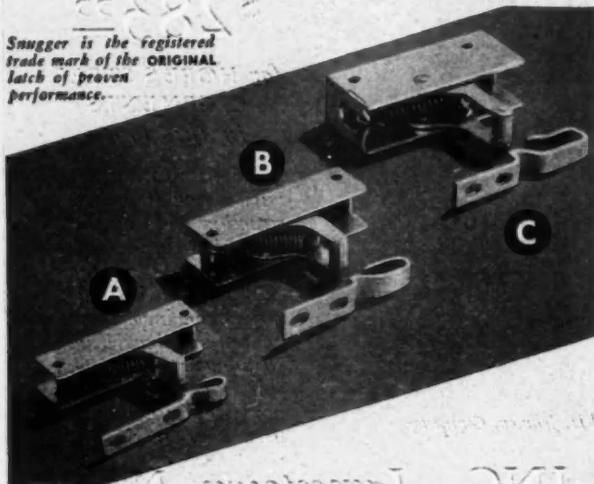
CONSTRUCTION MACHINERY COMPANIES
WATERLOO, IOWA



WIN-DOR Snuggler

PULLS DOORS SNUG

Snuggler is the registered trade mark of the ORIGINAL latch of proven performance.



NO LATCHES • NO LOCKS • NO MORTISING

save time • save labor

A SERIES - 47 - SNUGGER For cabinet and cupboard doors. It may be installed at the top, bottom or in the middle, either vertically or horizontally. The housing has spring with 6 pound pull. Hook type keeper is fastened to the inside of the door and is adjustable for exact contact. Pulls in warped doors.

B SERIES - 48 - SNUGGER Medium size with holding power for closet or wardrobe doors. Snuggers actually reach out and pull the door shut automatically. No mortising required—only knob and rose needed for outside. Positive action. 8 pound spring. This size ideal as automatic top closer for casement windows.

C SERIES - 49 - SNUGGER Large size for combination storm doors where strong pull is required to shut and keep closed against wind, suction, etc. Snuggers always work, are concealed and save time and labor in installation.

INSIST ON SNUGGERS . . .

THERE IS NO SUBSTITUTE FOR QUALITY

CHICAGO

at your hardware dealer

a product of

THE CASEMENT HARDWARE CO.

Dept. P. 406 N. WOOD ST. CHICAGO, ILL.



WIN-DOR

Snuggler



TYPICAL unit of 64-house development in Walnut Creek, Calif.

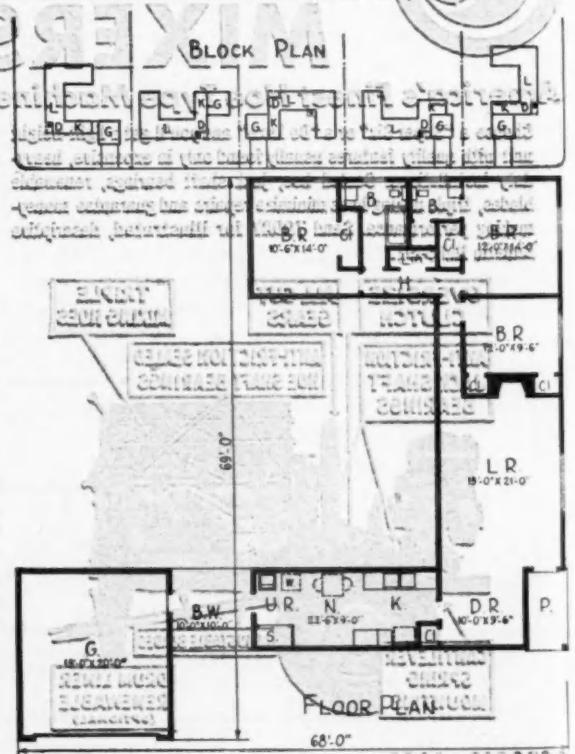
Shifting Plan Areas Gives Varied Exteriors

Builder: Robert L. Platt, Orinda, Calif.
Architect: Claude Albon Stiehl

CALIFORNIA prize winning development achieves its striking exterior variation by shifting three floor plan sections. The three areas that are shifted to give this variation are garage, kitchen-dining, and living-bedroom "L" shaped area.

The 1,390 square feet of living space, combines three bedrooms, two baths, living room, dining room, and kitchen-utility room. The house is built on a concrete slab with parquet floor. Asphalt tile is in the kitchen and clay tile on the bathroom floor.

The exterior has a wainscoting of painted 10-inch siding with natural vertical redwood paneling. A shake roof, brick front porch and planting box complete the exterior. The house on a 90x110 foot lot sold for \$16,750.





OIL AND GAS
HOME HEATING

THE G-E AIR-WALL HEATING SYSTEM

With this amazingly simple heating method G-E "Climate Engineering" helps builders sell homes. The G-E Air-Wall System provides comfortable forced warm air and radiant heat at the perimeter, cuts installation costs and time.

Typical new product development by G-E "Climate Engineers" is the G-E Air-Wall Heating System. It may be installed in new or old homes, with or without basements, and in slab-type construction.

Home owners acclaim its benefits: balanced heating comfort; freedom of furniture placement without blocking heat; and more attractive basements or utility rooms. More and more builders of homes from \$7,000 to \$70,000 are offering this new system of heating comfort in preference to conventional types. Its flexibility simplifies construction, reduces installation time, and makes it well-suited to defense housing. National advertising and the reputation of G-E products make homes with G-E heating easier to sell.

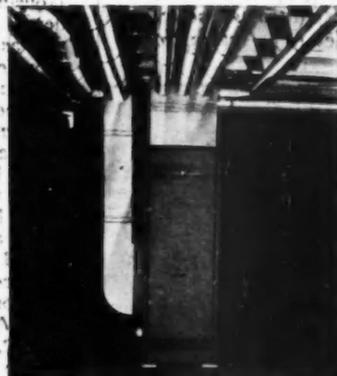
Another G-E development now being introduced in selected markets is the G-E Residential Air Conditioner combined with a G-E Oil or Gas Furnace for economical winter-summer comfort.

G-E's single responsibility assures builders of the best because all G-E heating equipment is G-E designed, engineered, tested, and manufactured. Write for information on G-E Air-Wall, Steam or Hot Water Automatic Heating Systems to General Electric Company, Air Conditioning Division, Bloomfield, N. J.

AUTOMATIC AIR-WALL REGISTERS have a built-in thermostat which operates a damper to moderate flow of warm air to compete safe for factors which create special heat regulating problems.



BABY SPENDS A LOT OF TIME ON THE FLOOR. That's one reason why General Electric's Climate Engineers developed Air-Wall Heating with its specially designed register that operates in the same manner as the windshield defroster in your car. Warm air is directed upward along cold outer walls, warms them so that heat is radiated.



AIR-WALL IS EASY TO INSTALL. Here's a typical Air-Wall duct installation. Notice how small ducts allow more headroom.



EASILY FITTED TOGETHER. Air-Wall ducts are 4" in diameter. Adjustable elbows allow movement from 0° to 90°.

You can put your confidence in

GENERAL ELECTRIC

Use FRANTZ No. 80* GARAGE HARDWARE

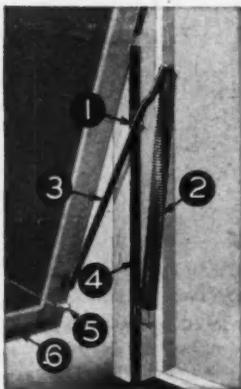
AMERICA'S MOST POPULAR SET
OF OVERHEAD DOOR EQUIPMENT



USE THIS VERSATILE HARDWARE WITH CUSTOM OR MILL-MADE GARAGE DOORS

Equally "at home" on carpenter-built or mill-made doors, Frantz No. 80 Series* overhead garage door hardware will lift any door weighing up to 150 lbs.—is a favorite with architect and contractor alike. Features (shown at right) include: (1) Automatic opener, (2) Powerful spring which does all the lifting, (3) Sturdy formed steel arms, (4) Steel weather-stripping, (5) Positive latch, (6) Angle iron brace to prevent warping. Steel hangers and ball-bearing wheels assure smooth, quiet operation. Set comes complete with chrome handle, brass cylinder lock, track supports, braces and lags. Simple, easy to erect.

*No. 83 for doors 8'x6'6"
No. 839 for doors 9'x6'6"
No. 80 for doors 8'x7'
No. 809 for doors 9'x7'



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FRANTZ MANUFACTURING CO., STERLING, ILLINOIS

Los Angeles Times

SUNDAY MORNING, AUGUST 12, 1951

Low-Rent Housing 'for Nothing'

In the panorama of public housing, as they call it, which was observed here the other day, there is a little cloud (no bigger than a man's hand of course) which ought to be studied by Los Angeles taxpayers. They should study it because they are going to be stuck with taxes although they have been told that it is a Federal beneficence which will cost them nothing except for sewer, etc.

What They Don't Say

The public housing of which we speak is the present project to build 10,000 low-rental units on 11 different sites. These units are to be built with money obtained by bond issues by the Los Angeles Housing Authority—bonds guaranteed by the U.S. Treasury—and they will cost, it is said, \$110,000,000, and the bonds will be retired through the low rentals which will be charged for the apartments. It all sounds very pretty. The housing will be almost self-liquidating.

But the thing they don't tell you about is the administration cost of these apartments. Whenever the government operates such a project as these housing units it must dispatch a swarm of bureaucrats to oversee the property and the tenants. For instance: the Housing Authority's last report shows that the present overhead cost per public housing unit for management, maintenance, operating services, collection, etc., is \$28.05 a month. To this unit cost the Housing Authority adds 68 cents for payment in lieu of taxes to the local government and a \$7.77 debt service charge. The accountants then make an adjustment which is too complicated to describe and come up with a total cost per apartment of \$35.60. And the average rental of the units is \$32.32. That's a loss of \$3.28 a month on the average unit.

The Loss in Taxes

Now when Mayor Bowron eagerly signed the co-operation agreement two years ago it was put out that the Housing Authority would give the city a little something in lieu of taxes. That is to say, the low-rental housing would pay, as private ownership does, for all the services the city provides to citizens, renters or home-owners. But the catch is this: The agreement the Mayor signed says that there shall be payments to the city in lieu of taxes "to the extent that funds are available from income." Where are these funds available from income?

The Federal housing bureaucracy also says in its report that it thinks it can cut down expenses. It expects that its 10,000 low-rental units in Los Angeles will drain off only \$19.99 a unit to pay the bureaucrats who will be rushing around to see that tenants are worthy—voting right, for instance—of having their low rent.

Byron Jones, director of the Montecito Hills Improvement Association, has some remarks. He calculates that \$95,952,000 eventually will be spent on administration costs for the 10,000 Los Angeles units.

"Now," says he, "suppose that instead of paying this \$95,952,000 (to) the planners, we took it and erected 10,000 private homes at the cost of \$9,595.20 each and made an outright gift of these houses to the people now living in the so-called slums. The slums would be cleared and we could start collecting taxes for the new homes. Certainly \$100 a year a home would be reasonable enough for taxes. This would give us \$1,000,000 a year for 10,000 homes, or \$40,000,000 over the life of the proposed program (40 years.) Thus we would be \$40,000,000 further ahead even if we gave the homes away under private ownership than we would be under the Socialistic plan. The reason this is true is that the \$96,000,000 paid for management and other So-

(Continued on page 252)

**A NEW KIND
OF FIRE-INSURANCE
saved this church**



CAREY FIRE-CHEX SHINGLES

With interior gutted by fire, this church at Rose Hill, N. C. still stands — a tribute to the amazing fire-resistance of Carey Fire-Chex Shingles!

Despite intense heat and flames which gutted the interior of the Mt. Zion Presbyterian Church at Rose Hill, N. C., the Carey Fire-Chex roof remained virtually intact! Even when a section of the roof collapsed after supporting members burned through, Carey Fire-Chex shingles *prevented spread* of fire to adjacent roof areas and certain destruction of the entire building!

Carey Fire-Chex, made of a new, patented asbestos-plastic, are the first and only shingles ever to win Underwriters' Laboratories, Inc. highest fire-protective rating—CLASS A*. And, in addition to unequalled fire safety, Fire-Chex also offer longer life, greater beauty. Made extra-thick (weight 325# per sq.) for extra wind and weather protection, Fire-Chex feature new shadow-blend beauty—create roof designs copyrighted as works of art.

Give your clients the priceless fire protection, rich beauty and long, maintenance-free performance of Carey Fire-Chex Shingles. See your Carey dealer—or write *now* for illustrated literature!

*Without asbestos underlayment

Rose Hill, N. C. Officials

Praise Carey Fire-Chex Shingles!

Excerpts from sworn statements by Chairman of Mt. Zion Building Committee and Rose Hill, N. C. Fire Chief—

"Owing to the fire-resistant quality of the (Carey) shingles, the fire was held in check for three hours. I have no hesitancy in saying quite frankly that all of us attribute the saving of our buildings . . . to your very fine shingle."

W. D. Corning

Chm., Bldg. Comm.
Mt. Zion Presb. Church

"It is a pleasure for me to recommend your shingle, from the standpoint of fire-resistance, without any reservation. The evidence in this particular fire speaks for itself."

H. B. Sumell, Chief

Rose Hill Volunteer F.D.

FROM THE HOUSE OF CAREY

Bathroom Cabinets and Accessories • Ventilating Fans • Ceramo Asbestos Siding • Corrugated Asbestos Cement Siding • Fire-Guard Rock Wool Insulation • Fire-Chex Asbestos-Plastic Shingles • Other famous products for home, farm and industry.

Carey

The Philip Carey Mfg. Company, Lockland, Cincinnati 15, Ohio

back in 1929

(when the Chanin Building in New York was built)



FROM AN OLD PHOTOGRAPH

important builders were already contracting for **Moultile**—the pioneer asphalt tile flooring

(...the new Moultile is better than ever!)

Moultile inc.

P. O. Box 1156
Joliet, Illinois

Low Rent Housing . . .

(Continued from page 250)

cialistic overhead not applicable to privately owned homes is simply unproductive water down the rat hole, while the same \$96,000,000 invested in private homes would bring a return in the form of taxes."

It follows from Mr. Jones' reasoning that the costs of the 11 housing projects here will be as follows:

1—Principal cost of 10,000 units (\$11,000 each)	\$110,000,000
2—Interest at 2½% amortized over 40 years	53,996,000
3—Management—operating overhead	95,952,000
4—Loss in tax receipts	40,000,000

Total Cost \$299,948,000

There are some incalculable expenses left out of this table, but it shows that cost per apartment will be about \$30,000 in the 40-year period. With a rental income of \$32.32 a month per unit you have over the 40 years an income of \$155,000,000 and the net loss, to be paid from taxes, therefore, is about \$145,000,000.

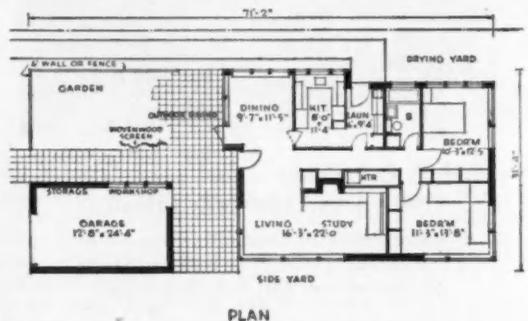
Mr. Jones calculates that Federal taxes will pay for \$44,000,000 of this deficit. The rest will be borne by Los Angeles—\$40,000,000 of it in tax losses and the rest to be collected—\$61,000,000, that is.

This is the low-rental housing we are getting for nothing from the Federal government.

"House for Moderns" on TV

At a recent model home exhibit at the Century Federal Savings Bank in New York, the "House For Moderns" designed by Edward D. Stone for Good Housekeeping magazine was voted the most popular by thousands of people visiting the show. This model house was used in one of the numbers on the Perry Como television show recently. Of unusual design, no marks of traditional architecture characterize the house. No shutters flank the windows; no muntins split up their broad panes; no frothy trim frames the front door or gable ends.

Redbrick walls, interrupted by sheets of glass set in white trim, are surmounted by a lightgray shingled roof. Slim and only 30-feet wide, the house can be made to fit on a 50-foot lot. On a larger lot, it can be flanked by a planted



and terraced area with flagged deck. The floor area of the main portion of the house is 1,130 square feet. This is exclusive of garage and breezeway. The house contains two bedrooms, bath, living area, dining area, kitchen, and laundry. A feature of the design is a walled court area along the length of the garage. Windows are protected by three-foot roof overhang.

Kitchen is U-shaped with modern in-line laundry. There is a package port between laundry and kitchen for receiving deliveries. A cleaning closet and tuckaway supplements kitchen cupboards. An eight-foot kitchen window supplies ample daylight. Sparing use of interior partitions and large corner windows give an openness to the design.

Construction is of brick with concrete floor slab and asbestos-cement shingle roof.

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One-line definition of a Quality home

● "Fully insulated with Fiberglas* Insulation". These five words help you to sell houses—fast. It's a sign of superior construction recognized by architects, builders, lending agencies and home buyers alike.

That's because your prospects know Fiberglas Insulation. In other forms, it's found in their refrigerators, ranges and autos. They read about it—editorially and in advertisements in many leading publications. So, more and more builders are not only using Fiberglas, they're also promoting it as a selling feature.

With this insulation, you provide the buyer with substantial fuel savings . . . savings he is quick to appreciate. You save money for yourself, too. Fiberglas Insulation is easy to handle, fast to install. And the vapor barrier more than meets FHA requirements.

Contact your local building supply dealer and get full information on how this great insulation can help you *sell more homes—more profitably*. Owens-Corning Fiberglas Corporation, Department 62-J, Toledo 1, Ohio.



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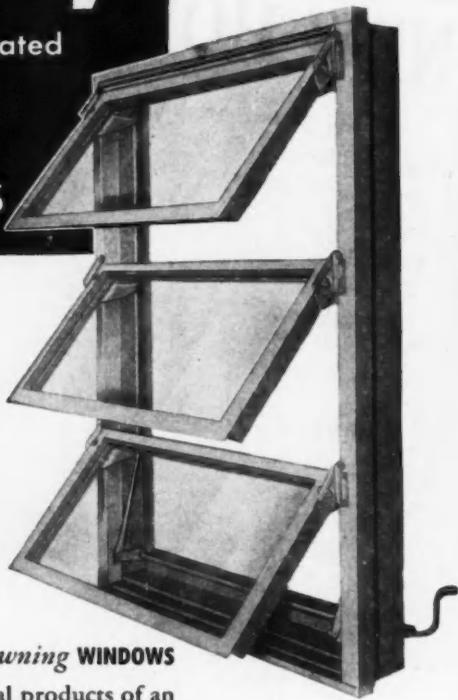
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WOOD
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Gate City WOOD awning WINDOWS

are the proven, practical products of an old established firm of wood window craftsmen. Their modern functional design simplifies climate control during all seasons, in northern and southern homes. Installation in thousands of homes, apartment buildings, hotels, schools, and hospitals during the past ten years is evidence of their extreme popularity.

* *Weatherlight, Draft-Free, Easy To Operate and Easy To Look At!*

ALL-SEASON ADVANTAGES

PROTECTION from rain, wind, snow, cold and severe storms.

VENTILATION CONTROL through easy adjustment of sash for "draft-free" regulation of air currents, or 100% ventilation. Sash may be left in open position for ventilation without fear of damage from rain.

BEAUTY that creates desire for ownership, reduces sales resistance.

INSIDE SCREENS of Lumite, are precision fitted for insect control.

STORM SASH is available, to fit screen openings.

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PRODUCER'S COUNCIL, INC.

**MAIL
COUPON
NOW**

Gate City

SASH and DOOR CO., Dept. AB-10
FORT LAUDERDALE, FLORIDA

Gentlemen: As a Contractor Dealer , I'd like to know more about GATE CITY Awning WINDOW profit possibilities for 1951.

NAME _____
ADDRESS _____
CITY _____ STATE _____

Extra
PROFIT ADVANTAGES

EASY TO PAINT, on the job, the exact color customer wants, to harmonize with exterior and interior.

EASY TO INSTALL, because each window or tier is delivered as a complete packaged unit.

* Horizontal weatherstripping, Storm Sash and Thermopane at slight extra cost.
Refer to SWEET'S Architectural File

Specialty Selling of Electric Kitchens

How a young war veteran teamed up with a general contractor and a plumber to sell and install more than 200 kitchens in the last two years may well serve as a plan of action for builders and dealers who wish to develop this lucrative market.



FIRST step is in visiting prospective customer in her old kitchen and explaining how kitchen may be modernized. At this visit Dornbos makes preliminary measurements and a rough sketch to provide cost estimate for the installation

The young man is John Dornbos, who returned from the war to work in his father's hardware and appliance store in a north Chicago suburb. Specializing in selling appliances, he worked out an agreement with a general contractor and a plumber to do the installation and service work for a share in the profits. Because he channels his work through them, Dornbos gets priority when he needs it, and the three "partners" working together have had unusual success specializing in kitchens. The contractor is Joseph Gathercoal of the Gathercoal Construction Co., an established firm in the remodeling business, and the plumber is Robert Moore, an expert in installing auto-

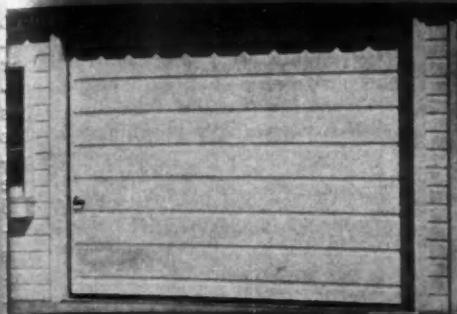
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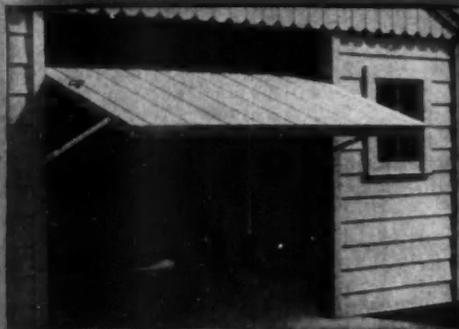
ROUGH sketch is converted into blueprint and exact costs determined by a conference with contractor and plumber. Here Dornbos is talking with contractor Gathercoal on a prospective installation

AMERICAN BUILDER

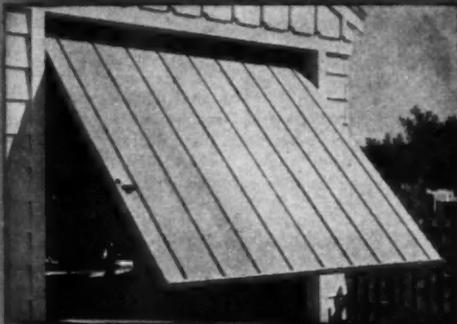
Lifetime Durability . . . Quicker Installation . . . Bigger Value!



✓ 9' x 7' Receding (track type) Door
✓ 9' x 7' Canopy type Door



✓ 8' x 7' Receding (track type) Door



✓ 8' x 7' Canopy type Door



✓ 16' x 7' Receding (track type) Door



ALL-STEEL GALVANNEALED OVERHEAD

GARAGE DOORS

5 types

for 8', 9' and 16' openings

LIFETIME DURABILITY—Steel Sheets, milled to uniform specifications, are welded together into a one-piece door leaf—with no bolts, screws, rivets or stitches to become loose.

Grooved steel sheets welded to a deep steel frame form a rigid "box" unit—the kind of structure used for strength in bridges. Heavy, diagonal steel braces welded to a sturdy frame prevent sagging and weaving. Strand Doors stay plumb and square, operate easily, for a lifetime. Steel stands up under shipping and handling—and won't warp, shrink, rot or splinter.

Strand Garage Doors are *galvannealed*—galvanized with a heavy zinc coat for lasting rust protection, oven-baked to provide a clinging base for paint to match the garage. No priming coat is needed.

QUICKER INSTALLATION—Dependable springs and complete hardware including bolts, screws, handle, strong lock and 2 keys come in a single handy package (plus track in the case of the receding door). Everything comes ready to install; nothing more to buy. Hardware serves as installation templet on jambs, saving much time. Instruction sheet comes with door—handy man with simple tools can install.

BIGGER VALUE!—Strand's lower first cost results from standardization on five models—and big volume production concentrated in one plant. Order Strand Doors now from your dealer, or mail the coupon if you need more information.

STRAND GARAGE DOOR DIVISION
Detroit Steel Products Company
Dept. AS 10, 2242 E. Grand Blvd.
Detroit 11, Michigan

Please rush detailed description of Strand all-steel Garage Doors for 9' x 7', 8' x 7', and 16' x 7' garage openings. I am a

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Address _____

City _____ State _____

BRANDS BY *Tenaris*—POWER MAKER OF QUALITY BUILDING MATERIALS

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ARCHITECTS
CONTRACTORS
AND BUILDERS
EVERYWHERE
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It is designed
with the newest
BEVEL EDGE!

It's the only patented
INTERLOCKING
plastic wall tile!

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It has been tested
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Good Housekeeping!

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It is lightweight. Will
not chip or crack! Solid
color thru and thru!

INTERLOCK's patented "interlocking" feature assures foolproof self-alignment. Locks on for the life of the wall! Individual tiles can be removed if necessary without disturbing adjacent tiles. Eliminates dirty cement lines for beautiful expanse of color. INTERLOCK is the only wall tile with all of these selling features!



For the best in wall tile, be sure to specify
Pittsburgh INTERLOCK Plastic Wall Tile.

JONES & BROWN Inc.

439 Sixth Avenue, Pittsburgh 19, Pa.

Write today for details

JONES & BROWN, INC., Dept. KS 10

439 Sixth Ave., Pittsburgh 19, Pa.

Please send more "INTERLOCK" information.

Name _____ Jobber

Address _____ Dealer

City _____ State _____ Contractor

Specialty Selling . . .

(Continued from page 254)

matic dishwashers, disposal units, and other water-bearing appliances.

While such a dealer-contractor plumber tie-up is rare in the appliance business, in this case it has proved mutually profitable. Dornbos has a few basic fundamental premises that may not follow the rule book but which have certainly paid off for him. Among these is his insistence on giving his customers personalized treatment. When he receives a call from a prospective customer, he goes to the house and makes rough measurements. With this quick sketch and a base figure of \$50 per lineal foot for the new kitchen, he makes a cost estimate. If the owner is interested, the next step is planning the kitchen. He weeds out serious from curious prospects by charging \$100 for the planning, which is, of course, applied as part payment on the total cost.



KITCHEN completed. Moore and Gathercoal meet in Dornbos office where Dornbos pays them their share in the kitchen installation. The "partnership" arrangement has paid the principals very well

Then a scale drawing of the proposed kitchen is drawn. From Gathercoal and Moore he gets exact cost figures and draws up a contract. He then makes his appointment with his customer and calls at a time when both the husband and wife are home.

On this call he takes along a "minikit" (provided by his appliance distributor, Hotpoint, Inc.) that consists of scale model appliances, and movable walls, doors and windows. He sets up the kitchen in miniature so the housewife may see exactly what her kitchen will look like. Dornbos declares this planning kit is one of his greatest sales aids. For while few women can understand a blueprint, all can readily understand the scale models.

When the blueprint is approved, the customer signs the contract. Dornbos requires 50 per cent downpayment, with the balance to be paid when the kitchen is completed. While he appreciates that this method of payment

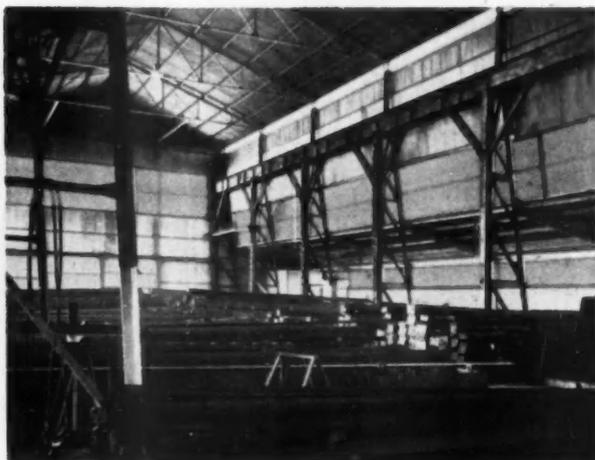
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BUILD IT WITH *Alysnite* PLASTA-GLASS® PANELS

THE NEW FORM OF GLASS YOU CAN NAIL!



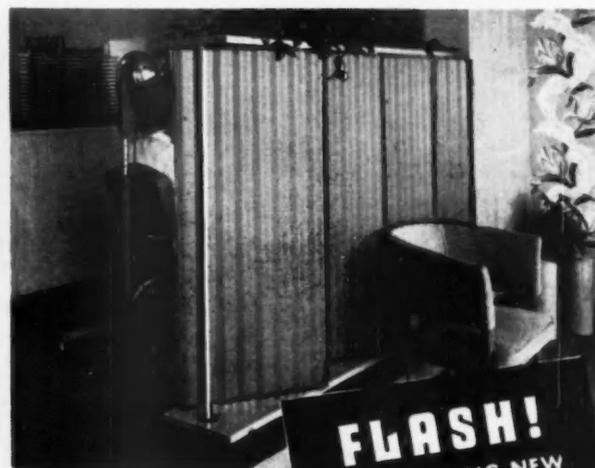
WANT A SKYLIGHT or a window in a metal building? Simply substitute a panel of Alysnite for a metal sheet. Alysnite "nests" with any corrugated material.



HUNDREDS OF THOUSANDS of Alysnite panels are now being installed throughout America and abroad. Branches of the U.S. Govt. have used tens of thousands of sq. ft. in the past 6 mos.



WHOLE ROOFS of Alysnite need only the lightest supports. Ideal for sun porches, greenhouses, barbecue shelters, etc. Alysnite weighs only 8 oz. per sq. ft.



ALYSNITE is rapidly replacing uses because it is as easy to little or no framing for most

FLASH!
ALYSNITE'S BIG NEW
MIDWEST PLANT IS
IN FULL PRODUCTION

COSTS 20 to 80% LESS INSTALLED

2½" Corrugation — 8', 8' 4", 10', and 12' lengths. Widths, 26", 34" and 40" 1½" Corrugation — 8' lengths, 26" width.

4.2" Corrugation — (to match corrugated asbestos) 8', 10' and 12' lengths, 42" width.

Curved sheets for quonsets, etc., available in standard lengths and radiuses. **STANDARD COLORS:** Opalescent blue, rose, green, light green, maize, and oceanmarine. . . . Other sizes and colors available on special order.

ALSO AVAILABLE IN FLAT SHEETS

BUILD WITH ALYSNITE. Alysnite is a new form of structural glass made by combining glass fibers with plastic. It is shatterproof, permanent and feather-light . . . can be sawed, nailed or drilled . . . is as easy to use as plywood. Requires no conventional window framing. Like patterned glass, Alysnite transmits light freely but you can't see through it. Now being used in thousands of buildings in place of old-style skylights and windows as well as for

partitions and decorative effects. Ideal for patio roofs, barbecue shelters, awnings, etc., and for almost any patterned glass application, plus many new uses never possible before.

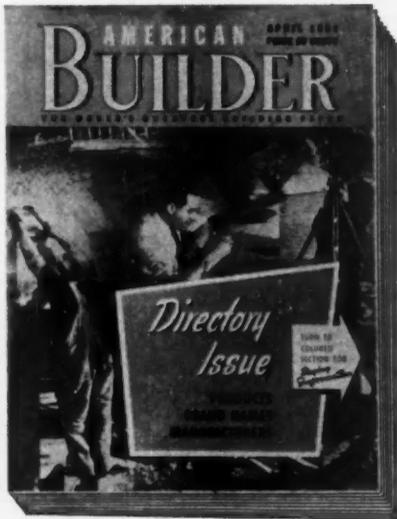
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**Look it Up
HERE**



Your most valuable
Buying Guide
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Use it often!
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Keep it handy
on your desk or counter
for ready reference

AMERICAN BUILDER
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79 W. Monroe St. Chicago 3, Ill.

Specialty Selling . . .

(Continued from page 256)

might meet considerable resistance in lower-income markets, he has experienced no difficulty. This indicates, he believes, that there is a vast and untapped market for all electric kitchens.

Dornbos finds there is a logical tie-in between hardware merchandise and kitchen equipment. People who come to the store for nails, light plugs or other items often become interested in kitchen displays.

"You can't sell \$3,000 kitchens house-to-house, like vacuum cleaners," Dornbos insists. "I've tried it, and it doesn't work. When a customer becomes interested in a new kitchen, she generally calls a friend who has had a similar job done. If the friend is satisfied, the man who did the work is recommended. We make a strong point of fully guaranteeing satisfaction in the appliances, installation and remodeling workmanship."

Do these methods of doing business pay? Well, on a recent Saturday, Dornbos and his associates sold four \$3,000 kitchens.



Open New Asbestone Plant

AT FORMAL OPENING of new \$1,000,000 St. Louis branch plant of Asbestone Corp., New Orleans, are (from left) Paul G. Charbonnet, vice president; Harold W. Davis, general sales manager; and Clifford F. Favrot, president. The new plant will first go into production of Asbestone siding shingles and wallboard

**Aluminum Windows
Are Available Now**

Aluminum windows are currently available, contrary to rumors and misunderstandings that have arisen during the past few months, according to an announcement by the Aluminum Window Manufacturers Association.

With the Controlled Materials Plan (CMP) now in effect, aluminum window producers can rely on a flow of material; and this, combined with an anticipated improvement in the supply situation, assures purchasers of aluminum window deliveries as promised, the association said.

BENDIX Manufacturing Co.
192 Lexington Avenue, New York 16

CEDAR-LUX

is not an imitation. It is actually pulverized, aromatic cedar wood. It contains all the oils and has the delightful fragrance of real cedar lumber and retains fragrance and protective properties indefinitely. CEDAR-LUX is packaged in 5 and 10 lb. cans and 50 lb. drums. The user simply adds water to desired consistency and applies to inside of closets with paint brush, spray or trowel. Can be applied over wallpaper, paint, wall boards, plaster or any smooth surface. A 5 lb. can will CEDAR-LUX the ordinary small closet and a 10 lb. can will surface a large closet

- ★ EVERY HOME A PROSPECT
- ★ NATIONALLY ADVERTISED
- ★ FREE DEALER HELPS
- ★ BIG PROFIT MARGIN

Retail Prices 5 lb. can \$6.95
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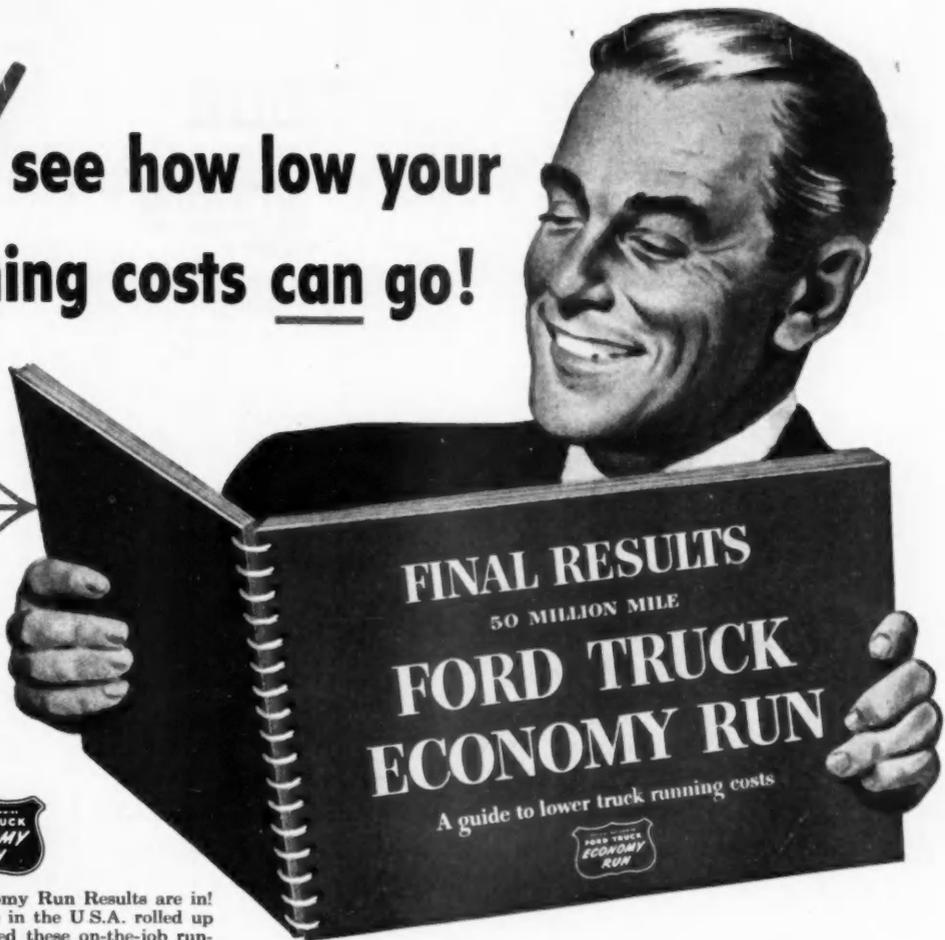
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Now see how low your truck running costs can go!

A FORD DEALER EXCLUSIVE!

This 144-page book is a record of over 5,500 cases . . . on-the-job truck running costs in over 195 kinds of truck-using businesses. It's another Ford first, and only your Friendly Ford Dealer has it!



Final Ford Truck Economy Run Results are in! Owners from every state in the U.S.A. rolled up 53,783,930 miles—recorded these on-the-job running costs. Every important truck-using business was represented in the 6-month Run, every size Ford Truck, every kind of road and load condition.

"My Ford Pickup runs for only 2¼¢ a mile"

... says C. W. Miller,
Concrete Construction, Inc.,
Wilmington, N. C.



Mr. Miller was one of over 250 contractors and construction men who entered the nationwide Ford Economy Run. His POWER PILOT equipped Ford F-1 Pickup truck traveled 8,189 miles at a cost of \$181.41 for gas, oil and maintenance with no repairs!

You'll find his complete running cost record on page 95 in the "Final Results" book. See how your truck running costs stack up with other appliance men from all parts of the country who have loads and working conditions similar to yours. See evidence of Ford Truck Economy.

See "Ford Festival" starring James Melton on NBC-TV.

New "Final Results" book gives black-and-white evidence of how *little* it can cost to run a Ford Truck in your kind of work!

Now check your truck costs against "par"! The "Final Results" book is a practical "yardstick" that lets you compare your running costs with the actual experience of other truck users in your kind of job.

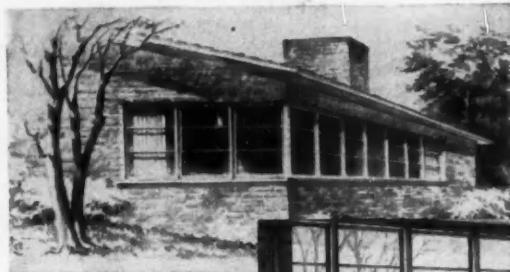
See these cost-to-run figures today! There's no obligation. Your Ford Dealer will be glad to show you over 5,500 reports . . . arranged so that you can easily find cases with loads and working conditions similar to yours. See actual running costs for gasoline, oil, maintenance and repairs, paid for by actual truck operators, on actual jobs!

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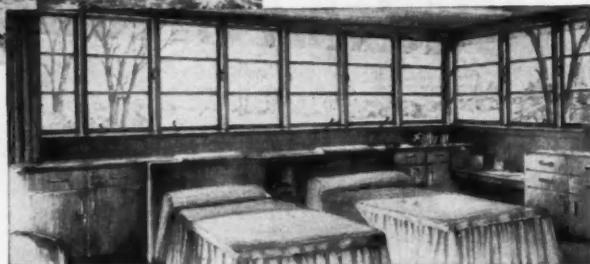
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AND
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Pella CASEMENT WINDOWS

PROVIDE CUSTOM WINDOW EFFECTS from STOCK SIZE UNITS

Pella Casement Units can be combined into more than 300 different sizes of varying width and height. Installation cost is cut to a minimum because all Pella Casement Windows are completely assembled and pre-fitted at the factory. Pella Casements, in modular dimensions, fit right into specified rough openings.

CHECK THESE CONVENIENT, LOW-COST *Pella* FEATURES

ROLSCREENS — Pella casements are equipped with inconspicuous, convenient Rolscreens that roll up and down like window shades. Rolscreens eliminate putting up, taking down, painting, repairing and save valuable storage space.



DUAL GLAZING AND WEATHERSTRIPPING — All Pella Casements are dual glazed to insulate against winter cold and summer heat . . . weather-stripped to eliminate drafts.

EASY TO OPERATE — Pella's patented hinge design and construction assure easy operation.

FITS ALL TYPES ARCHITECTURE — Pella Casements fit snugly into wood, frame, brick, brick veneer, stone, etc. They convey dignity and stateliness to Colonial architecture . . . enhance Cape Cod "coziness" . . . lend breadth to Modern or Spanish styles and sturdiness to half-timbered English.

3-LIGHT WIDE UNIT — Only Pella can build these wide casement units, made possible because of Pella's patented hinge design, superior sash construction and steel inner frame.

FOR FURTHER INFORMATION

Mail the coupon today for a complete set of Casement Details No. 1050M

ROLSCREEN COMPANY, Dept. C-52, Pella, Iowa

Without obligation, send me "PELLA CASEMENT Installation Instructions in Full Size Casement Details No. 1050M."

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ALSO MAKERS OF FAMOUS PELLA ROLSREENS AND VENETIAN BLINDS

Here's One Way to Beat Regulation X

Lakewood Park, the huge 17,150 house project at North Long Beach, California started a new method of selling houses at low down payments. Their non-profit co-operative organization will enable them to sell \$10,000 homes for an initial \$695 down payment and approximately \$50 a month. Shares are sold in the co-op corporation which include the house. This large investment type FHA approved plan enables low down payments and ready financing.

The Lakewood Park project made national headlines in April, 1950. They sold two and three bedroom homes from \$7575 to \$9075, with no down payment for the veteran and one-third from the non-veteran.

If a high down payment has stopped you from having a home of your own . . .

Lakewood Park Mutual Homes
now solves your problem!

2-bedroom
\$695
down payment

3-bedroom
\$795
down payment

1. No cash needed. No bank loans.
2. No interest. No rent.
3. No taxes. (Share taxes are getting hurt!)

Don't delay - these homes are selling fast!

LAKEWOOD PARK MUTUAL HOMES

LARGE NEWSPAPER ADS appeared in the Los Angeles papers to announce the new home financing plan

Veterans could move into the homes for a payment of only \$155 imputed and escrow fees.

Regulation X in October 1950 changed this type of house financing and large low initial payment projects were thought to be through. However before the government provision took effect 27,000 people populated the area.

With their housing plans at a stand-
(Continued on page 262)



THRONGS VISIT Lakewood Park to learn of the latest in low down payment housing

Notice how
**Pittsburgh
Steeltex**
builds a veneer
wall into a
single solid
unit

You'll find that replacing standard sheathing with Pittsburgh Steeltex will give you the basic advantages of masonry veneer construction without including its disadvantages. The strong welded steel mesh bites into the continuous mortar bond behind the brick or stone veneer—thus providing greater mutual resistance against later settling and distortion. Furthermore, fire resistance is considerably increased due to the elimination of flue action normally found between masonry and sheathing. For further good reasons to specify Steeltex, see our catalog in Sweet's or write for our catalog D.S. 132, Dept. AB, Pittsburgh Steel Products Company, Grant Building, Pittsburgh 30, Pa.

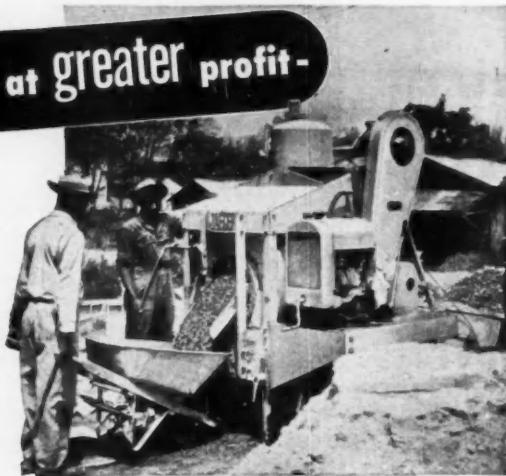


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**Pour Better
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Faster with a
Jaeger!**



Jaeger 6-S, 11-S and 16-S power-loading mixers pour better concrete because their mixing drums give famous criss-cross, double mixing action that guarantees high-strength, uniform quality concrete. They pour it faster because (1) loading skips automatically shake batches into drums—no pounding, no scraping, minutes saved; and (2) drums, blades and discharge chutes are especially designed for swift, clean discharge. All this means more concrete per day and per wage dollar. Get the details—write for Catalog M-10.



And, for the small-job contractor, there's the 3 1/2-S Tilter, with V-bottom "Dual-Mix" drum.

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**The Biggest
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that sells Homes!**

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- Large Hanging Space
- Ample Hat Shelf
- Spacious Shoe Rack
- Tray Space equal to chest of drawers
- Full Length Mirror

Jan Sterling
co-starring in a Peabody-Sooton
Production — "Rhubarb"
a Paramount Picture

The Space Saving Miracle for New and Remodel Construction!

REVOLVODOR—superbly designed to bring new efficiency, economy of space to every room of the home. Ingenious engineering makes use of waste space—lends the sleek handsomeness of truly functional design. Revolvodor may be installed in just 1 1/2 hours time in new construction. Made of the finest materials—available to fit any space situation. Specify Revolvodor on your next assignment!

Where space is a problem
it's Revolvodor for

- wardrobes
- buffet bars
- personal bars
- kitchen cabinets

REVOLVODOR CORPORATION

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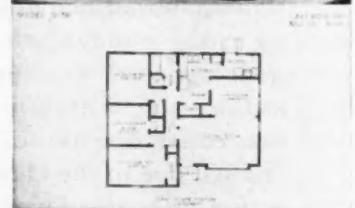
Here's One Way ...

(Continued from page 260)

still it was obvious that some co-op deal had to be worked out. Many ventures of this nature had been tried but failed before construction began as no qualified organizers directed the efforts. Mr. Ben Weingart of the Lakewood management gave birth to the idea that they could act as the organizer. Mr. Louis Boyar of the Aetna Construction Company worked out the details with the Longbeach FHA. Under FHA rules an organ-



THREE BEDROOM home of 1201 square feet area needs only \$795 as the initial payment and \$67.75 monthly



TWO BEDROOM home has a down payment of \$695 and monthly payments of \$59.75. The house area is 937.5 square feet total

izer can be hired and paid for his services. In fact all building phases can have technical supervision and their costs are allowable building expenses for the members.

The builder purchased the land and developed it. He sold the homes for the construction cost and took a profit on the land and the management of the tract after construction. Financing loans for the cooperative run for 35 years at 4 per cent interest with 1/2 per cent FHA premium. Individual shareholders in

(Continued on page 264)

AMERICAN BUILDER



Nazareth Academy, LaGrange, Ill., Thomas J. Higgins & Associates, C. H. Ording—Architects; George Sollitt Construction Co.—Contractor

Adlake Aluminum Windows pay their own way at Nazareth Academy

From the time that they were first installed, the ADLAKE Windows in beautiful Nazareth Academy began to pay for themselves—by eliminating all maintenance costs except routine washing. And ultimately, they will save their own cost, and more!

These ADLAKE Windows form a perfect weather seal against wind, rain, and cold—for only ADLAKE offers the combination of woven-pile weather stripping and patented serrated guides that assures minimum air infiltration and finger-tip control. And what's more, ADLAKE Windows never warp, rot, rattle, stick

or swell. They retain their smart good looks and easy operation for the life of the building.

For the full story of ADLAKE's worry-free, money-saving operation, drop a card to The Adams & Westlake Company, 1124 N. Michigan, Elkhart, Ind. No obligation, of course.

ADLAKE Aluminum Windows Have These "Plus" Features
 Patented Serrated Guides • Woven-Pile Weather Stripping
 No Painting or Maintenance • Finger-tip Control
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for
every
ROOM
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or standing construction...

The *Flush Wall Radio* fits in perfectly with today's popular trend to built-in appliances in the modern home. Architects and builders agree that *Flush Wall Radios* give added charm and sales appeal to kitchens, bathrooms, bedrooms... any room in the house!

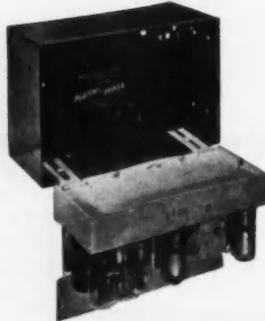
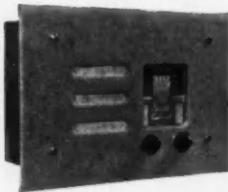
And home owners are enthusiastic about their *Flush Wall Radios* in both new and standing construction! Easy installation gives custom quality appearance and low-cost convenience!

- Easy to service—Chassis swings out on patented adjustable slotted hinges.
- As easy to install as an Electrical Receptacle Outlet.
- Radio is 5-tube AC-DC superheterodyne.
- Approved by Underwriters' Laboratories for built-in installation.
- Panels in Masonite or Plastic in latest decorator colors.
- Designed to fit in a standard 4 inch partition.

**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

33 Clinton Street

Newark 2, N. J.

264

Here's One Way...

(Continued from page 262)

the co-op must undergo a credit rating investigation and all phases must be FHA approved before construction starts.

Titles to the homes are held by the non-profit co-op corporation. Monthly payments are made by the share holders to the corporation which pay expenses and payments on the mortgage. Members can sell their share (house) or rent it at any time.

The Lakewood organization first built seven model homes, then newspaper and radio blasts set off the program on July 28th. The goal of \$5,000,000, all that FHA allows for a co-op single total expenditure, was nearly reached two weeks after the program started. As soon as one group is complete another is contemplated.

Broaden Grading Rules For Redwood Lumber

Shipment of dressed finish redwood lumber in all lengths from three to 20 feet is now permitted by standard grading rules, according to an announcement by the California Redwood Association.

Standard lengths are now three to 20 feet in multiples of 1-foot or 2-foot for dressed finish and for all yard grades worked to bevel, bungalow and colonial siding, ceiling, wall boarding, drop siding rustic and similar patterns.

The change extends to the privilege of shipping odd lengths, which heretofore was permissible only in lengths shorter than 10 feet, to the longer lengths. It also reduces the standard lengths from six to 20 feet to three to 20 feet for dressed finish and for casing, base, etc. No change in standard lengths has been made for rough finish or other yard grades, rough or dressed.

The change was made to conserve lumber, as most of the defects from working or seasoning may be eliminated by trimming one foot instead of two feet, as has been practiced in the past.

In addition it is no longer necessary for the number of knots in Select Heart redwood two inches and thinner to be limited to one maximum-size knot or equivalent in smaller knots to each four linear feet.

These and other changes clarifying the present rules will be incorporated in a new grading booklet to be issued by the California Redwood Association.

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KITCHEN



CHILD'S ROOM



PLAY ROOM



BATHROOM



BEDROOM



Build *Fire-Safe* MASONRY Homes!

75% of All Building in Phoenix, Arizona is CONCRETE MASONRY Construction

In the Phoenix area, Concrete Masonry has attained a firm foothold. Wherever you look, you find new homes, new commercial structures, new schools and churches built with Concrete Masonry. Most of these buildings are designed by architects. Here, several architectural firms have designed and built their own homes and offices of concrete block. Phoenix may well be regarded as a show place for the Concrete Products Industry.

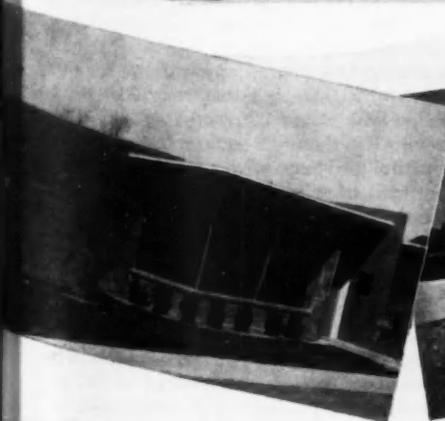
Note the **BEAUTY** and **ARCHITECTURAL FLEXIBILITY** of the Phoenix homes shown here. They are all built with **VIBRAPAC** Concrete Masonry Units furnished by the Builder's Supply Corporation at Phoenix. To the **PERMANENCE** of concrete are added such features as *fire-safety, storm safety, insulation against heat and cold, acoustical and soundproofing qualities, vermin-proofness, structural beauty*, plus definite **ECONOMY**. The durability and design of a **VIBRAPAC** Concrete Masonry home stand as a building beacon to architects and builders throughout the world.



FREE BULLETIN — Ask for a copy of Besser Bulletin No. 51, illustrating concrete masonry units, also names of Vibrapac-equipped plants in your area.

BESSER MFG. CO.
Alpena, Michigan, U. S. A.

Front Pallet Feed Besser Vibrapac recently installed in Builder's Supply Corp. plant. It's a two-stop machine with height and density controls. Fully automatic. No machine operator required.



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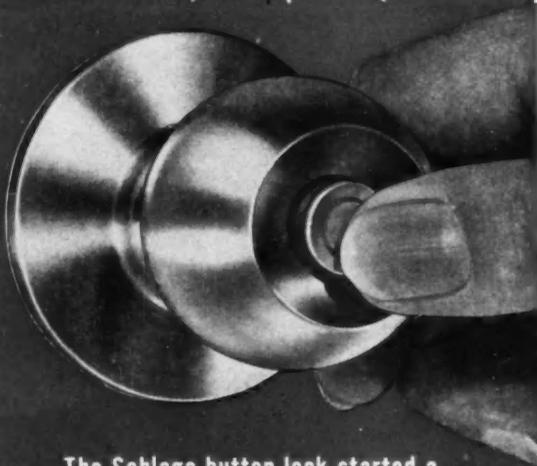
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SEATED AT TABLE, left to right: R. H. Morris, Publisher, *American Builder*, Chicago; Ed Gavin, Editor, *American Builder*, Chicago; Joseph Driskell, builder, Forth Worth, Texas; Floyd

What is Happening to Housing in

The European Housing Study Committee of the National Association of Home Builders arrived in New York on August 20 after a six-weeks tour of England and western Europe. A press conference, arranged by the Fred Eldean Organization, for three members of the five-man committee, was held the day the ship docked, and was attended by 10 business press and newspaper representatives.

The three committee members who stayed in New York for the press conference were Floyd Kimbrough, chairman, Jackson, Miss., Joseph Driskell, builder, Fort Worth, Texas, and W. W. Carruth, builder, Dallas, Texas. Representing *American Builder* at the conference were R. H. Morris, publisher, and Ed Gavin, editor.

The committee reported the highlights of their observations in England, Germany, Switzerland, Italy, Holland and France. They were agreed that housing conditions in Europe prove that the only way to provide housing at prices the average person can afford is through private enterprise, unhampered by government controls. They reported that housing conditions in the countries they visited ranged from fairly good to very bad.

The committee saw 15 housing projects in England, all public. There is no private home building in England now. Using Croydon as an example that is typical, they reported that there are 9,000 approved applications for new homes in this city of 300,000, and that only 750 starts have been made in 1951. Currently, in England, five-room apartments with less than 950 square feet cost from \$7,200 to \$7,800 to build. That is with a labor cost approximately 25 per cent of what it is here.

Western Germany was reported "going to town," and without any public housing. German industriousness unhampered by government aids or controls was given as the reason.

W. W. Carruth, who visited Switzerland, said that the little mountain republic has no government subsidy for home building now. Financing is by means of a first mortgage with no maturity date, bearing from 3 to 3½ per cent interest and callable in 60 days. This eliminated the third mortgage and government subsidy last year. The



Kimbrough, builder, chairman of the committee, Jackson, Mississippi; W. W. Carruth, builder, Dallas, Texas. Foreground: New York press representative

in Western Europe?

60-day clause is to protect the mortgagor in case the mortgagee should begin to neglect property or willfully deface it.

In Italy the builder has to operate entirely on his own capital. No rentals of any kind are being built, and the lira has about one-sixtieth its prewar purchasing power. It is possible for builders to borrow construction money at interest rates varying from eleven to eighteen per cent on one-fourth to one-fifth of value. As a result, all residential construction in Italy is for the wealthy. A little housing is being done by industrial corporations. Italian labor gets \$3.70 for an eight-hour day. But the laborer never sees \$1.70 of this amount. He gets the two dollars, and the remainder goes to thirteen different taxing bureaus of government. Italian labor is being paid an absolute minimum necessary for bare subsistence. In the opinion of one of the committee members control of production and rigging of prices by cartels for their own protection is the major reason for Italian poverty.

Holland presented a brighter picture. There are no slums and no housing shortages. Average wages for building labor are \$8 a week. Land is at a high premium, and all land titles are controlled by government. The government subsidizes rent.

France, the committee reported, is strangled by rent control. In all of France only 150,000 units have been built since the close of the war. Eighty-five per cent of the units have no bath. In 1947 there were 350 units started on one project. At the rate of progress up to date it was the opinion of the committee that they might be finished in 1955. Cartels are squeezing the worker, and the incentive to produce is gone. Rentals, generally, are about four per cent of the worker's income, and the limit by law is ten per cent. Financing is on the basis of a 100 per cent government subsidy. Terms are two per cent, 65 years.

The five-man committee left the United States on July 7. Other members of the committee in addition to the three attending the press conference, are B. A. Martin, Atlanta, and Ralph Wells, Kansas City, Mo. The committee expects to issue a detailed report soon.

OCTOBER, 1951

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BOOK REVIEW



ARCHITECTURAL AND BUILDING TRADES DICTIONARY

By Burke, Dalzell, Townsend. 5¼ inches by 8½ inches, 377 pages, illustrated. American Technical Society. \$6.00. See No. 29 in adjoining column.

Most of the special words and phrases used in the building trades are not common in ordinary spoken English nor are they found in the average dictionary. Therefore a special dictionary that presents the broad range of building terms and definitions in daily use in the light construction industries fills a real need for apprentices and students as well as for the building tradesman himself.

Just such a book is the ARCHITECTURAL AND BUILDING TRADES DICTIONARY, compiled by a capable trio, Messrs. Burke, Dalzell and Townsend. It is an excellent collection of words and phrases used in air conditioning, heating and ventilating, painting and decorating, electrical work, insulation, acoustics, carpentry, masonry, roofing, sheet metal work and plumbing. In addition, terms employed in general architectural work are included. What makes this book more useful than other similar dictionaries is the fact that it has limited itself to building and architectural terms and has not included technical words from other fields. Also, its listings are up-to-date covering new building processes and recently developed materials.

The publishers of the DICTIONARY should take credit for providing the book with hundreds of clear, well-identified illustrations that add considerably to the ease of understanding the basic definitions. Then, too, the fact that phonetic spelling has been employed to aid in the proper pronunciation of some difficult words makes the book just that much more usable. Everything considered, it seems that this is a handy reference volume that should earn a prominent place on any builder's bookshelf.

HOW TO MAKE YOUR OWN FURNITURE

By H. L. Williams. 8½ inches by 11 inches, 188 pages, 240 illustrations. Simmons-Boardman Publishing Corp. \$3.95. See No. 30 in adjoining column.

We bring this newly published book to the attention of AMERICAN BUILDER readers because we are impressed by the great number of practicing builders who have small wood working shops in their own homes and who in their spare time make excellent wooden furniture either for their own use or to sell. With new furniture prices being what they are, it is not surprising that home workshop furniture making is today one of the country's fastest growing and most rewarding hobbies.

In this book, as distinctly different from other books on the subject, the author has selected furniture projects and patterns that have real beauty as well as lasting usefulness. In other words, the furniture that this book gives step-by-step directions for making is furniture that anyone would be proud to have in his own home and which would find a ready market if offered for resale. Sample projects are: chest of drawers, lamp table, drop leaf table, wing chair, coffee table, and dozens of others. There are also full sections professionally written on built-in furniture, finishing furniture, and furniture design. Fully illustrated.

A SPECIAL

Here's an easy way to get new essential information that will help you increase your income. Every volume a standard work by leading authority. Remember—it's the informed builder who is the successful builder.

ESTIMATING

1. **THE BUILDING ESTIMATOR'S REFERENCE BOOK** and Vest Pocket Estimator (not sold separately). By Frank R. Walker. Contains latest estimating and cost data on everything that goes into house construction. Most complete compilation of estimating and cost data available. \$12.00.
2. **SIMPLIFIED CARPENTRY ESTIMATING.** By J. W. Wilson and Clell M. Rogers. Everything needed to "take-off" a bill of materials from set of plans and specifications for a frame house—with many helpful quick-reference tables and short-cut methods that simplify the work. \$3.50.
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4. **SPECIFICATIONS.** Full set of detailed house specifications (and item index), with spaces for inserting the pertinent description data. \$5.00.
5. **HOUSE CONSTRUCTION COSTS.** By G. Underwood. Estimating instruction book written for students but equally useful for carpenters and contractors. \$4.75.

CARPENTRY AND BUILDING

6. **HOUSE CONSTRUCTION DETAILS.** Compiled by Nelson L. Burbank. Exact working guide on every detail of house construction from foundation to finish. Tells dimensions, materials, processes, step-by-step working methods. \$4.50.
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THE STEEL SQUARE

10. **STEEL SQUARE.** By Gilbert Townsend. This how-to-do-it steel square instruction book provides fundamentals plus step-by-step house construction problems solved by proper steel square use. \$2.25.
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PLAN BOOKS

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ing forms for concrete to constructing fireplaces and septic tank systems. Includes discussion of handling new products such as glass blocks, waterproofing mixtures and insulating blocks. \$5.00.

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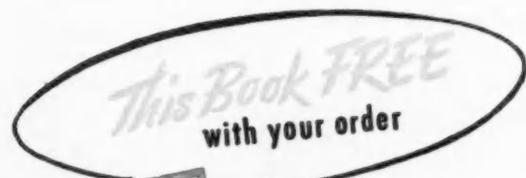
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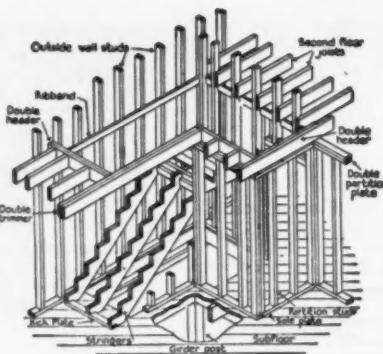
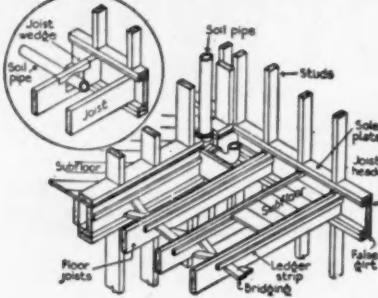
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Recovering Lost Play Space

The problem of how to use space and have it, too, arose when a one-and-a-half car garage was erected at the rear of one of several homes under construction by Alex Schmidt in Chicago's South Shore district. The 14 by 22 foot garage diminished the already small backyard play area which was needed for recreation space.

Because of the design of the house, the garage necessarily had to be de-



SUN DECK atop a detached garage built by Ace Lumber and Construction Company of Chicago.

tached. The owner put his talents to work and designed a garage with a sun deck, accessible by a stairway at the rear of the garage.

Erected by Ace Lumber and Construction Company of Chicago, the structure sets on a four-inch concrete slab, 14 by 25 feet. The 2 by 4 wall studs are on 24 inch centers. The roof joists are 2 by 8's on 24 inch centers, covered with one-inch sheathing lumber and roll roofing, over which duck boards are laid over 2 by 2's. The eaves are boxed in with 1 by 8's. Overhang of the roof is three feet all around except on the side nearest the house, where it is one foot. A 24 inch self-bridging railing surrounds the roof.

The 26 foot long roof slopes eight inches, from 7 feet 9 inches to 8 feet 5 inches. A ten foot wide overhead door and clapboard siding set off the garage.

Building the sun deck on top of the flat-roofed garage not only gave back as a recreation area the space taken up by the garage, and more to spare; it also enabled the owner, in this case, to make advantageous changes in his house.

Adjoining homes, which are of similar design and have hip roofs, have a sun deck across the width of the rear of the house on the second floor level. By making his garage top the sun deck, this owner was able to continue his roof to the rear building line, install a gable end, and come out with a wide verandah which can easily be enclosed to make a room measuring about 12 by 28 feet. All that, plus more than 520 feet reclaimed from lost yard space!

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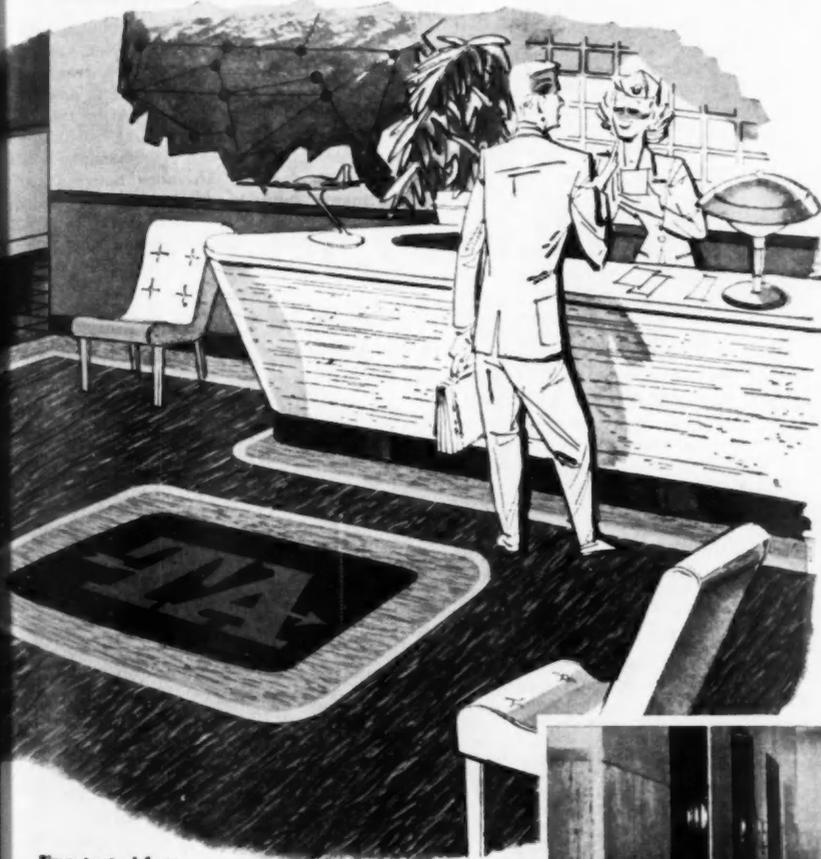
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College Trains Qualified Men for Building Industry

Utica College of Syracuse University, Utica, N.Y., is pouring qualified men into the contracting and building industry. The college has designed a program intended to break the graduate into the actual building phase of the game, rather than a heavy concentration on a more intensive engineering theory.

It has the backing and approval of architects, builders, and contractors in the New York State area; in fact, some of the local contractors helped design the course. Frank C. Delle Cese, a graduate of Cornell University and Treasurer of the Central New York Institute of Architects, was chosen to supervise the program and teach the technical courses.

Major portions of the program include descriptive geometry, analysis of architectural drawings, mechanics for contractors, materials and assembly, the business of contracting, the history and appreciation of architecture, and a wide array of general courses to support the liberal side of the program.

After a student completes the two-
(Continued on page 274)

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Trains Men for Industry

(Continued from page 272)

year associate degree requirements, he may continue his studies, either in day or evening classes, and obtain the baccalaureate degree with two years advanced credit.

The four-year program requires "in service" training during the junior and senior year, either as full-time employment during the summer, or part-time work during the school year. Both the course instructors and its backers help the student to find such employment.

Prof. L. C. Dillenback, Dean of the College of Fine Arts and Director of the School of Architecture at the parent Syracuse University, and Prof. Robert L. Willard, chairman of the division of career studies at Utica College, conceived the program and put it into a trial period last winter. The response was immediate and enthusiastic.

It was agreed by contractors that it will help circumvent the long, and sometimes disappointing, apprentice period now necessary.

New Roof Deck Cooler in Summer

When the Lynch Corporation, glass and packaging machinery manufacturers of Anderson, Indiana, replaced a worn-out roof deck over the pattern shop of their Jackson Avenue plant recently, they received a new weather-tight covering. According to



William Buckholtz, plant manager, the part of the plant covered by the new deck, made of Kaylo roof tile laid on rail-type sub-purlins, is now about 15 degrees cooler on hot summer days than the adjoining section which is still covered by wood. As the photograph shows, the new deck, over the bay at the right, also serves as a giant reflector, greatly improving lighting conditions. The roof tile was manufactured by Owens-Illinois Glass Company of hydrous calcium silicate, a structurally strong insulating material with a light reflection factor of more than 80 per cent. The installation was made by George W. Lathrop & Sons, Toledo, Ohio.

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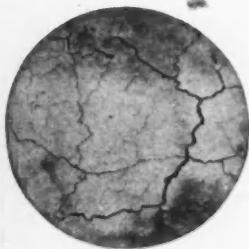
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Unretouched photo showing a section of ordinary gypsum wallboard after it has been subjected to a fire temperature of 1,700°F. for 1 hour. Note the shrinkage cracks, characteristic of ordinary gypsum exposed to heat.



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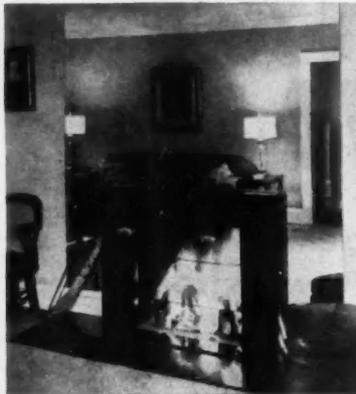
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Fireplace Suggestion

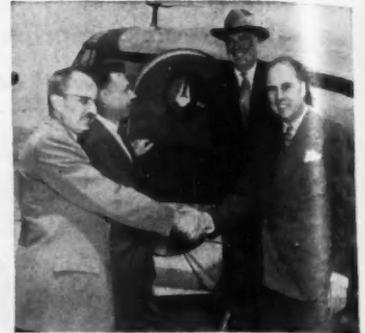
A suggestion has been made to the Porcelain Enamel Industry by the chairman of its new uses committee, Charles Lohman, who stated that the Porcelain Industry could make life-time prefabricated steel enameled fireplaces. The quality and decorative



A JET-BLACK custom steel porcelain enameled fireplace in seasonal service for over 20 years shows very little wear. Many colors and variations of finishes can be applied to these fireplace units appearance of porcelain enameled steel fireplaces will supply the deluxe sales features that builders are looking for, stated the chairman.

Enameled steel fireplaces are not

Use New Canadian Airport



CHARTERED FLIGHT use of Waterloo-Wellington airport, Guelph, Ontario, Canada, recently established as part of Canada's defense program, is made for first time by Lou Dexter (right), president of Dexter Lock Co., Grand Rapids, Mich., a National Brass Co. subsidiary. Others (from left) are Doug Mitchell, president of Dexter Lock Canada Ltd.; Ted Drewry, treasurer of Dexter Lock Canada Ltd.; and Bob Gibson, treasurer, Dexter Lock Co.

new as a custom-built black fireplace and hearth was installed in a Cleveland home in the early 1930's. The fireplace in constant seasonal use for 20 years shows a slight amount of wear on the extended hearth, otherwise the entire hearth and mantel-piece are in a practically new condition.

Sterling SLIDING DOOR HARDWARE

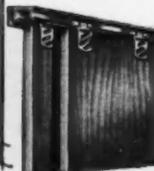
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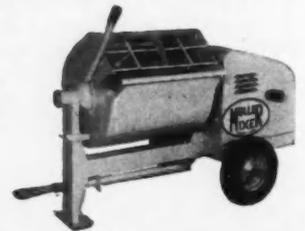
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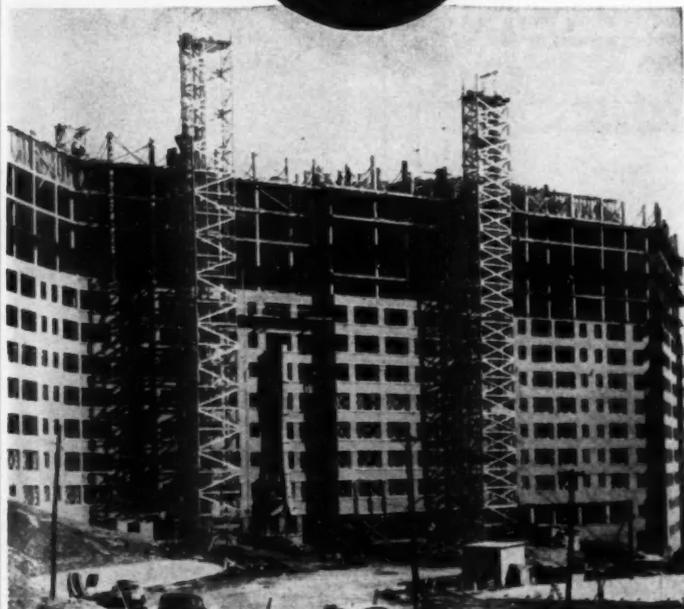


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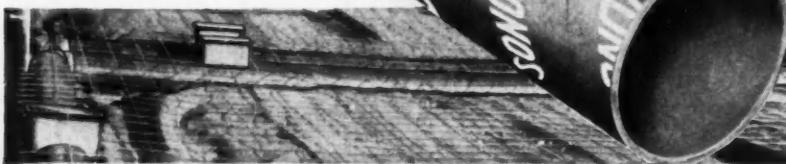
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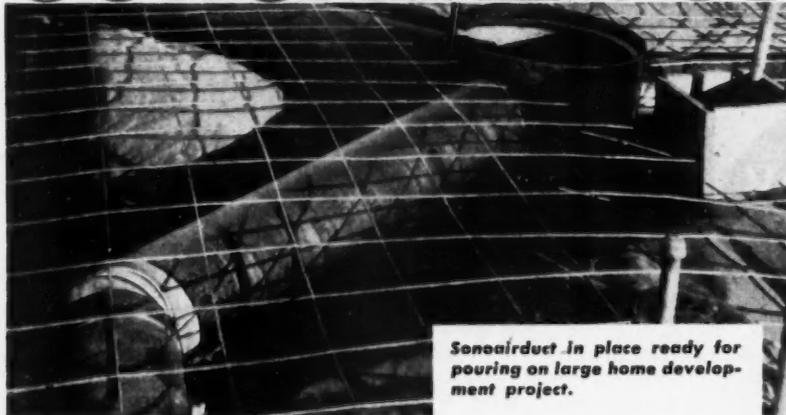


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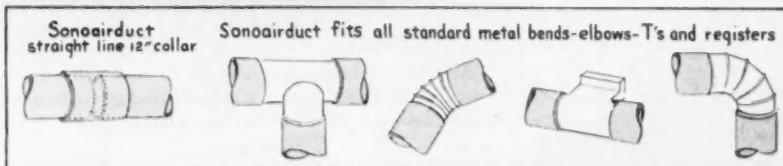
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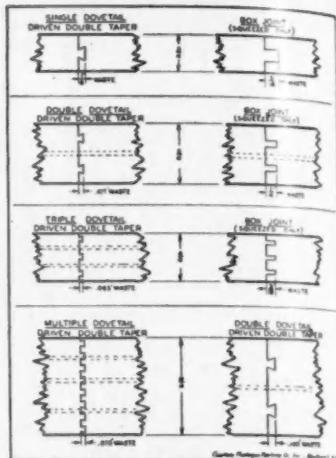
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How to Reduce Wastage in Edge-Joining of Lumber



COMPARISON OF WASTE IN GLUE JOINTS

WASTAGE REDUCTION in the edge-joining of lumber is illustrated in this chart, released by the Muskegon Machine Co., Newburgh, N. Y. The three top joints in the left column on the chart are greater in strength than those immediately to the right of them, but reduce considerably the amount of waste in forming the joint. The multiple dovetail type of joint shown in the lower left can be resawed anywhere without reference to the location of the dovetails.

Sound Values in Medium Price Range

The 1,640-home Churchill Valley development, recently completed near Pittsburgh, offers sound values in the \$9,400 to \$11,600 price range. The development homes are of brick



SECTION of 1,640-home Pittsburgh project

construction, with variations of four basic designs—bungalow, story-and-a-half, and five- and six-room two-story.

A kitchen feature is a one-piece, porcelain-enameled steel sink top. This relatively lightweight unit was easily handled and installed by one man.

Builders of the homes were Sampson Brothers, Inc., Russell P. Miller, Inc., and Harry E. Wilson, Inc., all of the Pittsburgh area.

STRAN-STEEL FRAMING

FOR SCHOOLS

Here is what Benjamin Kenneth Wyatt, architect for the Robstown, Texas and other school buildings, says about Stran-Steel Framing:

"We have used Stran-Steel construction in several recent school buildings.

"Besides being most flexible for modern design, providing light cantilevered construction, thin window Mullions used with collateral materials, economical suspended furring, Stran-Steel offers great rigidity with speed of erection for greater economy.

"Being able to nail to Stran-Steel Framing gives the economy of wood framing for dry wall construction (Knox School) also eliminates furring for metal lath (Robstown Schools) in plaster construction. Fire-safety and long life is of paramount importance in school building construction and incombustible Stran-Steel framework meets both of these requirements."

Stran-Steel Framing makes it easy to design, easy to build **BETTER BUILDINGS** economically! If you are planning a school project, classrooms, or other type of construction, you can give your buildings a backbone of steel with Stran-Steel Framing.

Complete literature and specifications data available upon request, or see Sweet's catalog service, architectural and builders files.

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Stran-Steel Division

Ecorse, Detroit 29, Mich.

NATIONAL STEEL CORPORATION

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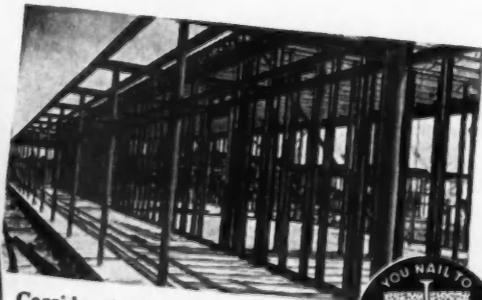
Exterior view of school. Electrical wiring is installed through factory-punched holes in frame members.



Interior view of school under construction. Note how wood collateral is nailed directly to metal framing.



Stran-Steel Framing for Robstown Elementary School.



Corridor detail of school showing Stran-Steel framing.



STRAN-STEEL REG. U. S. PAT. OFF.

"No matter what the price range—

WOMEN EXPECT TO SEE G



Mr. Chas. H. Mohr, President of the National Realty Corp. of Baltimore, Md. and President of the Builders Assn. of Md., gives you the straight facts about why he installs General Electric Kitchen equipment.

HERE'S MR. MOHR calling on Mrs. E. Glenn Moore, Jr. in Woodmoore, suburban Baltimore. The Moores purchased their G-E equipped house 7 months ago, and Mr. Mohr is calling to get Mrs. Moore's firsthand comments.

Mr. Mohr sold his first group of 57 homes the first day they were advertised. Since then, he has erected more than a hundred additional homes. And, to quote Mr. Mohr, "the rest of these G-E equipped homes also sold themselves."

"No matter what the price range may be, women do *expect* to see General Electric equipment in the kitchen or else they're not keenly interested. It's no secret: G-E Kitchens *sell* my houses!"
Home Bureau, General Electric Company, Bridgeport 2, Conn.



"We're so very pleased with our G-E Disposall,® Mr. Mohr. Now we get rid of garbage immediately. It's so easy just to scrape food-waste down the drain. So wonderful, too, for disposing of cantaloupe and watermelon! It washes garbage away simply by turning on the cold water."



"When two people work away from home as we do, it's awfully tiring just to stand there and wash dishes. With our G-E Dishwasher, however, we just stack them and have the work done automatically. The G-E Dishwasher does a much better job than I could do by hand, too!"

SEE G-E EQUIPMENT IN THE KITCHEN!"



"Before I moved here, Mr. Mohr, I had a gas range and I hated to cook. This new G-E Range with its push buttons and automatic oven, is simply wonderful. And, we particularly like the deep well. It's grand for steamed shrimp. This G-E Range suits me to a 'T'."



"My mother has a General Electric Refrigerator and she thinks it's marvelous. She's so enthusiastic about her General Electric that I wanted none other. A General Electric Refrigerator is so quiet, dependable, and it has so much space for all foods!"



"Now we never want for hot water. There's always enough for all purposes, Mr. Mohr. Why, as a matter of fact, it's now turned on the low mark of the indicator and I've never even had to turn it up. General Electric certainly makes efficient products!"



"Mr. Mohr, I want to tell you again that paying for this G-E Kitchen equipment as a part of our regular mortgage is really the most painless method of payment I know of. Why, the additional charges are less than five dollars a month!"

P. S. "Our G-E Cabinets are swell, too!"

You can put your confidence in—

GENERAL  ELECTRIC

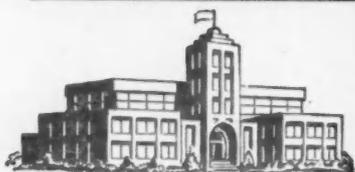
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Sets Industry Record For Perlite Production

A production record for perlite aggregates has just been reached according to Great Lakes Carbon Corporation, manufacturers of Permalite brand perlite. Last month in their Linden New Jersey plant, second largest perlite processing plant in the world, they produced the 2,000,000th 4 cubic foot bag of Permalite. The company claims that this is an industry record for any one manufacturer.

Official records for the perlite industry, recently released by the Perlite Institute, show that production in the last two and one-half years of operation, has increased over 400 per cent and is maintaining a sharp incline upward. This is very much



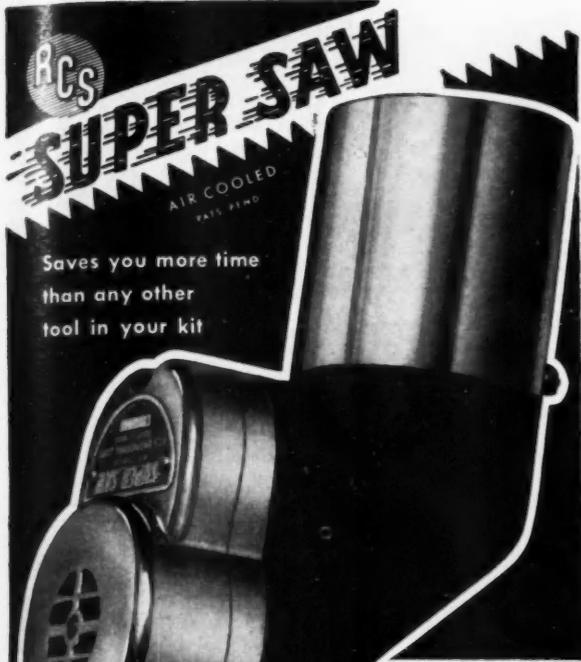
MANUFACTURERS of Permalite brand perlite, have announced that they have produced their 2,000,000th 4 cubic foot bag of Permalite. The Company claims that this is an industry record for any one manufacturer. In the photograph, Mr. Fred Brose, Operations Manager, Perlite Division Great Lakes Carbon Corporation, (left) congratulates Mr. Donald H. Gott, General Sales Manager, Building Products Sales

the same trend for Permalite. While only a few bags were made in the pilot plant at Torrance, California four years ago, when Permalite was first manufactured on a commercial scale, today's production is geared to the increasing market demand. At present, Permalite brand perlite is manufactured in the world's largest perlite processing plant at Torrance, California, as well as the plant at Linden, New Jersey. Both of these plants are owned and operated by Great Lakes Carbon Corporation. In addition, Permalite brand perlite is manufactured throughout the United States by Permalite licensees. The combined output of the two Great Lakes Carbon plants, and the plants of the Permalite licensees, makes Permalite by far the largest selling brand of perlite in the United States.

Since its introduction, Permalite has found an ever expanding market

(Continued on page 284)

AMERICAN BUILDER



Saves you more time
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A Journeyman's
tool, built to stand
up under constant,
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Super Saws and Blades are
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Schedules, Class 40 Material.



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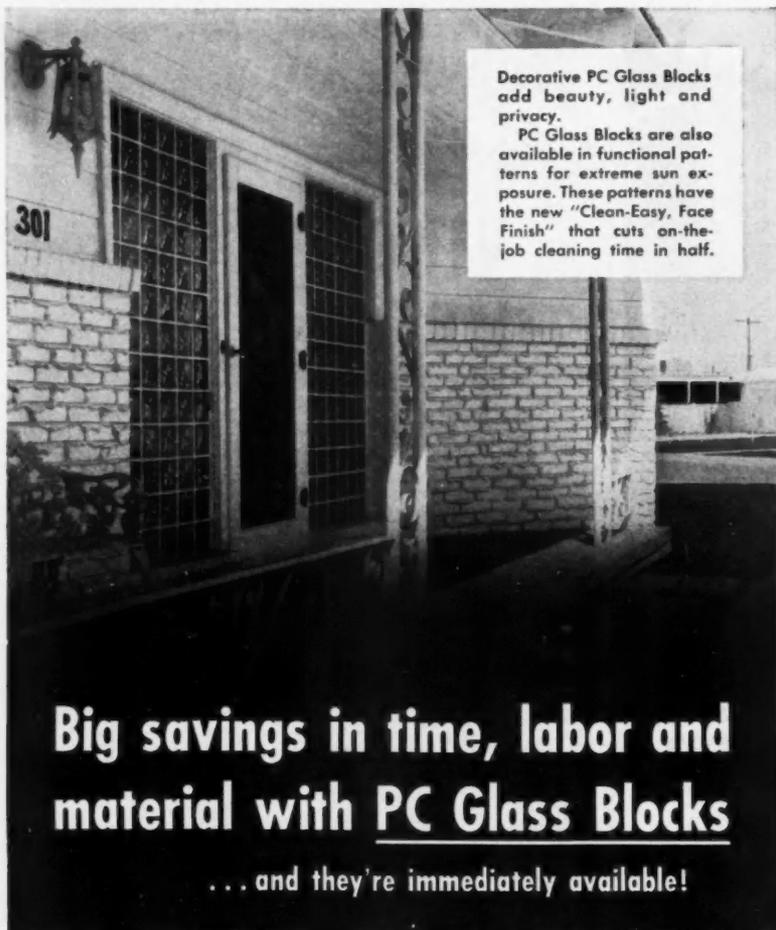
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Decorative PC Glass Blocks add beauty, light and privacy.

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Without obligation on my part, please send me your FREE 24-page book on PC Glass Blocks for residential application.

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GLASS BLOCKS

The mark of a modern building

Distributed by Pittsburgh Plate Glass Company; W. P. Fuller & Co. on the Pacific Coast; Hobbs Glass Ltd. in Canada; and by leading distributors of building materials everywhere.

Sets Industry Record

(Continued from page 282)

as a basic building material. In this field, Permalite is mainly used as a substitute for sand in plaster and concrete. For these uses, Permalite has three outstanding properties that make it so advantageous. These are insulation, high fire-retardance, and light weight.

Today with the critical steel shortage, Permalite is contributing greatly to the defense effort by helping to conserve structural steel. In a multi-story building the use of Permalite in concrete and plaster can account for as much as an 80 per cent saving in dead load, and most of the saving will be in structural steel.

Story of Lumber Industry Told in Motion Picture

A new motion picture, "Tree to Trade," designed to tell the story of the lumber industry from growing and harvesting of trees to manufacture and use of products has been released by the Long-Bell Lumber Co. It is available for use by the general public.

The picture, made on 16 mm film with sound and color, runs 31 minutes. A short opening sequence is de-



FIRST OFFICE of the Long-Bell Lumber Co. in Columbus, Kans., reproduced to scale for historical sequence in "Tree to Trade," new motion picture released by the company

voted to the history and growth of the 76-year-old Long-Bell firm, followed by views of tree plantations in the south and Pacific northwest. Then shown are logging camps in California, Washington and Oregon; one of the world's largest sawmills; and the manufacture of a number of lumber products. The closing scenes are in an average lumber yard, with a salesman making a sale.

The film is being distributed without charge from Long-Bell offices in Kansas City, Mo., and Longview, Wash.

4 Easy Steps TO A PERFECT WINDOW INSTALLATION



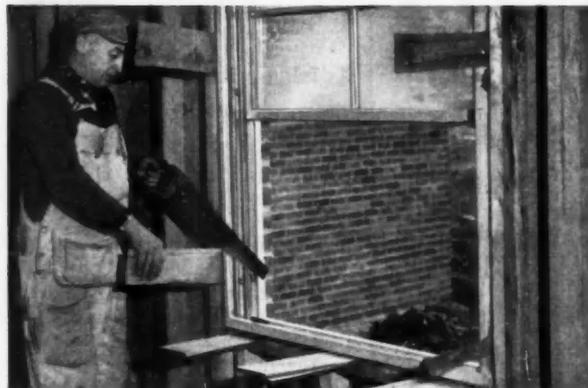
1 Insert built-up unit in wall opening.



3 Nail *through* the highest shim at each side of window.



4 Final 10-second adjustment insures owner satisfaction.



2 Square the frame and shim at these 7 places. Saw off shims flush with frame,

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dow too).

An independent research company recently proved that R·O·W Removable windows can be washed in 1/2 the time it takes to wash ordinary windows. For complete information on this test, and the name of your nearest R·O·W Distributor, fill out the coupon.



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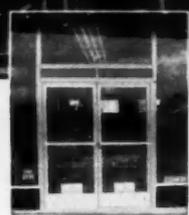


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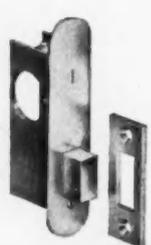
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**BRENTWOOD SHOPPING CENTER—
 SAN FRANCISCO**

With the Adams-Rite Series 970 Minimum Backset Deadlocks full advantage can be taken of modern door design. These locks can be used in stiles as narrow as 1½" yet take any standard cylinder. In the Brentwood Shopping Center, shown above, Pacific Aluminum Doors and fronts by San Francisco Glass Company, were used by Associated Home Builders, Contractors. Write for complete information.



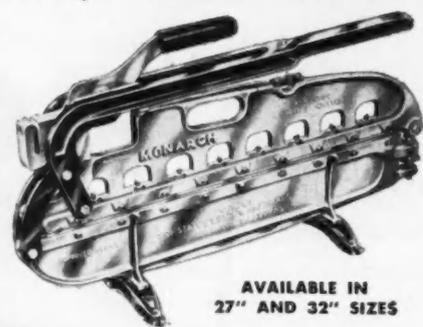
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ADAMS-RITE MANUFACTURING CO.
 540 WEST CHEVY CHASE DRIVE, GLENDALE 4, CALIFORNIA, U. S. A.

MONARCH CUTTER
 FOR ASBESTOS SIDING AND SHINGLES
GUARANTEED 100% Non-Breakable

**MALLEABLE
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The Monarch Asbestos Siding and Shingle Cutter in malleable iron gives you the 100% guarantee against broken castings. Because of its metallurgical structure, malleable iron is the ideal material for this cutter. The Monarch gives greater toughness, higher resistance to corrosion and will stand up to heavy and repeated impact.

The Monarch has a front end nose punch, notcher, and precision cutting blades.

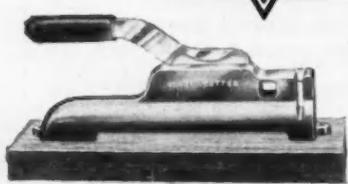


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The SCOUT is a small utility cutter for asbestos siding and shingles, with front end nose punch. The cutting blade is made from a high grade steel, heat-treated, has sharp serrated teeth machined by a milling cutter. Overall length 16", height 6", width 2¾". Approx. wt. 3½#.

The base of the Scout Cutter is high-grade aluminum casting, having the proper amount of weight necessary to perform the best operation by the applicator.

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**New Research in 3 Fields
 Launched by HHFA**

Housing research recently begun under the program of the Housing and Home Finance Agency includes tests for new materials in plumbing systems, studies aimed at better building code administration, and studies of problems resulting from the rapid influx of population to new defense production centers, HHFA Administrator Raymond M. Foley has announced.

The plumbing research, designed to test alternate materials that may be used instead of metals and other critical materials in plumbing installations, is being developed at the University of Maryland.

Syracuse University is handling the building code work. Two studies will be made, one involving an analysis of representative systems for administering municipal building codes, the other developing a training program for local building officials.

In the urban growth projects, the University of North Carolina will make a study of the Atomic Energy Commission's new plant on the Savannah River in North Carolina; and the University of Pennsylvania will make a similar study of urban development around Morrisville, Pa., where the United States Steel Company's new works are being built.

**Lehigh Students Test
 Own Concrete Designs**

Design and testing of concrete beams and columns has been introduced into the undergraduate curriculum of Lehigh University as a phase of its course, "Reinforced Concrete Theory."

Belief that senior civil engineering students would profit from the practical experience of verifying theoretical computations of structural failures prompted inclusion of the work on the program, according to the instructor, Dr. Alvin C. Loewer, Jr., and his assistant, Alex Smislova, who report undergraduate enthusiasm high.

The senior students are divided into groups, each of which designs and predicts the ultimate strength of two 6x6x36-inch beams intended to fail in tension, and two designed to fail in compression.

They also prepare a balanced design on an 8x8-inch by 12-foot beam and calculate its failing load. On the larger beams SR-4 strain gauges and a wire deflection measurement device are used for critical study of performance under test.

BUILD HOMES NO ONE ELSE HAS



The Eastwood

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

Build Peaseway Contemporary Homes

Be the first builder in your area to build the Peaseway "New-Design" Homes. They're New! Exciting! The first CONTEMPORARY DESIGN homes in the prefabricated field. They're the homes that fulfill the ever increasing demand for better indoor-outdoor living. They mark the beginning of a new era in home building.

These Peaseway "New-Design" Homes were created by such famous masters of contemporary design as Oscar Stonorov, Robison Heap, and Schwarz and West! They provide unsurpassed livability, quality and durability.

Write for the Peaseway Plan and learn how these homes can be yours to build on a franchise basis in your territory. Learn, too, about the complete line (8 different designs) of Peaseway Homes you can offer—ranging from a 2-bedroom home of 691 square feet to the most recent "NEW-DESIGN" home containing 4 bedrooms and 2 baths with 1410 square feet of floor space. Prices range from \$7,000 up. F.H.A. approved.

Many Peaseway franchise builder-erectors have found that the Peaseway plan has gained for them prominence and dominance in their market. Each franchise is a valuable property and enables you to build for any market including large private and public projects. We invite you to write . . . just a few lines on your letterhead—asking for the Peaseway Plan.

Peaseway
homes

... first in better living.



The Crestwood

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



The Archwood

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

WRITE TO: ROOM 1002

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"In business in Cincinnati since 1893"

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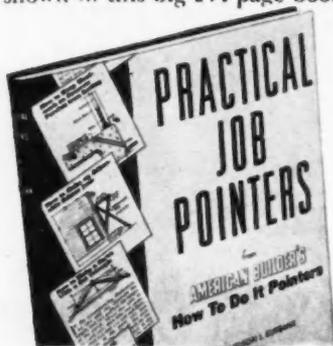
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Now! Carpentry, building construction and building repair jobs are made easier with the practical methods shown in this big 211-page book. Every one of these methods has been TESTED in actual use; every one saves time, saves work, saves money.

CONTENTS INCLUDE:

88 handy ways to use tools; 37 ideas for work benches and attachments; 62 work-saving ways to use portable equipment; 39 suggestions on excavations, foundations and forms; 32 methods for making sills, girders, joists and sub-flooring; 49 hints on exterior and interior wall construction; 36 short-cuts in roof and bay construction; 19 tips on making cornices and porches; 54 ideas for interior wall covering and trim; 27 helps on stair construction; 37 window suggestions; 54 ideas for installing doors; 29 tips on closets, shelves and built-in equipment; 24 flooring pointers; 35 aids in installing sanitary equipment; 44 short-cuts in laying out work; etc., etc., etc. More than 700 illustrations show you exactly "how-to-do-it." All items indexed so that any particular idea or short-cut you want can be located instantly.



DO YOU KNOW HOW TO

- Raise a sagging beam without using a jack?
- Repair a sunken floor board without ripping out the entire floor?
- Scribe and fit boards to an irregular surface?
- Replace broken asbestos shingles?
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- Make sagless garage door?
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- Put pipe into a partition already plastered?
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Bathroom NOT "Most Dangerous Crossroads," Fixture Executive Holds

The newspaperman who recently said "the bathroom is the most dangerous crossroads in the world" was "way off base" and cannot back his charge with facts, according to a top executive of a bathroom fixture manufacturer.

A. G. Zibell, sales manager of the plumbing and heating division of Kohler Co., pointed out that the bathroom accident rate could be misleading because it includes all mishaps—such as cutting a finger on a razor blade or mistaking one bottle of medicine for another.

But, Zibell said, information obtained from two large insurance companies, Metropolitan Life and Hardware Mutuals, as well as other unbiased sources, indicated that a maximum of only 3.5 per cent of all home accidents occur in the bathroom. Listed as considerably more dangerous were kitchen-dining (30 per cent), living-sleeping (18 per cent) and stairs and steps (12 per cent).

Zibell said that manufacturers have constantly sought to reduce accidents with a safety-first program in the design of plumbing fixtures and fittings. Such precautions include bathtubs with lower sides to make entrance and exit less risky, handles and escutcheons of metal instead of breakable china, and grip bars to avoid tumbles in bath and shower.

Families at home are to be indicted for carelessness, Zibell said, citing comparison between home and industrial accidents. Within a period of 15 years, it was revealed, the national industrial accident rate has been reduced 50 per cent. This was attributed to safety campaigns and safety devices. During the same period the safety picture in homes has remained relatively unchanged; percentage-wise almost as many persons are injured as were 15 years ago.

"I am sure," Zibell added, "that plumbers and plumbing contractors can improve their 'positive selling' by keeping the safety efforts of the manufacturers uppermost in mind. Rather than back down at the simple assertion that 'bathrooms are dangerous,' they will profit from insisting that 'modern bathrooms are engineered for safety.'"

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On a Money-Back Guarantee

INSTA-HEET, THE MAGIC FUEL, raises room temperature 50 degrees in 20 minutes. The hottest fuel on the market. No smoke, no fumes, no odor and no ashes.

"As important as a hammer to a carpenter or a trowel to a bricklayer," says the St. Louis Star Times.

Very economical. Costs between 10 and 12 cents per hour in 100# cylinders. Averages \$1.00 per day for an eight-hour day.

Continuous heat by using 2—100# cylinders using an automatic throw-over valve. When one tank is empty it throws over to the full one.

Very simple to operate—turn valve, light match and you have heat INSTANTLY.

Unit with 25 ft. hose with check-valve in the hose (if the hose is ever cut it shuts off the gas automatically).

Every part in the manufacture of this unit is UNDERWRITER'S APPROVED. All tanks are ICC approved. Absolutely fool-proof.

All units are sold on a money-back guarantee, with a 30-day trial period.

Made for every use in the construction trade: for plasterers, cement men, plumbers, paperhangers, and for trucks transporting food from Wisconsin to Florida.

1—Unit with 5 ft. hose with check-valve and 20" cylinder \$89.95

Price for 100# tanks with 25 ft. hose given on application.

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To help you
build a
better home...



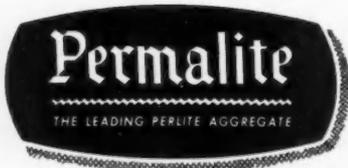
**Permalite makes plaster
4 WAYS BETTER!**

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.

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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.



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

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TWO-STORY house with three bedrooms, sewing area, and basement. It's price is \$9,500 including lot

**Two Story—
Low Square Foot Cost**

Builder:
Ward H. Blackall, Grand Rapids, Mich.

Again true is the adage that you get more for your money in a two story house. That is how this Grand Rapids, Michigan builder can offer a 3-bedroom home with basement and lot for less than \$10,000.

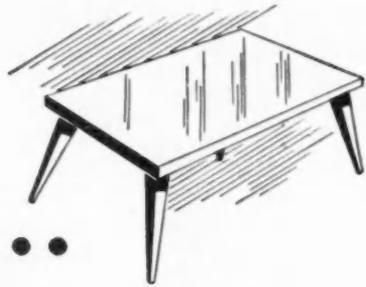
The 28 foot 6 inch x 24 foot house has two first floor bedrooms and one upstairs. Also on the upper level is a sewing area. Bath, kitchen-dining area, and living room complete the house. The interior is plastered. Trim is enamelled and floor is oak. Included in the price are screens and colored plumbing fixtures. The lot size is 44x130 feet.

BRAND NAMES PRODUCTS USED	
Armstrong linoleum	Miami bathroom cabinet
Balsam-Wool insulation	R-O-W windows
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LAYOUT of first floor. House has an over-all area of 919 square feet

For a cocktail table or a cocktail lounge . . .



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NEVAMAR[®] tops any surface

WITH COLORFUL BEAUTY AND DURABILITY

NEVAMAR is a versatile building material. It lends itself readily to the smallest resurfacing job or the largest building project. Beauty, color and durability are built right in! NEVAMAR is a high-pressure laminate that is amazingly resistant to practically every cause of damage. Maintenance costs are eliminated because it never needs painting or refinishing. In homes, in stores, in offices, in public places—NEVAMAR is the surfacing material you can depend on for lasting satisfaction. Get all the facts that every builder should have about NEVAMAR.

SOLE DISTRIBUTORS: THE NEVAMAR COMPANY, BALTIMORE-30, MD.

 *The NATIONAL Plastic Products Company*

Manufacturers of Nevamar High-Pressure Laminates • SARAN FILAMENTS • Wynene Molded Products
ODENTON, MARYLAND • NEW YORK: EMPIRE STATE BUILDING • LOS ANGELES: 2252 EAST 37TH STREET

This is
NEVAMAR[®]

a high-pressure laminate surface, designed for long life and lasting beauty. Nevamar is not affected by grease, alcohol, fruit acids, ammonia, bleach, ink or similar substances. It will not crack, crack or peel. Nevamar is resistant to cigarette burns and withstands boiling water. Nevamar may be cleaned with soap and water.

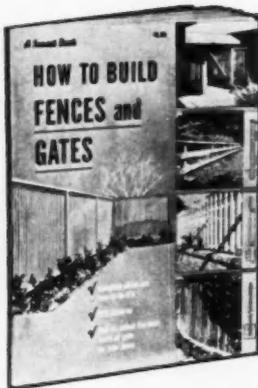
• To keep your Nevamar surface beautiful, don't use abrasive cleaners! A protective pad should be used beneath hot vessels, electric heaters and similar appliances. Don't use your Nevamar surface as a cutting or chopping board.

Guaranteed 25 Years or More
by Good Housekeeping

THE NATIONAL Plastic Products Company
INCORPORATED • NEW YORK, N. Y. • 10020111

NEVAMAR high-pressure laminates conform to NEMA specifications.





Redwood in the News

San Francisco, Calif., September 4—"How to Build Fences and Gates" is the title of the new how-to-do-it fence book published by the Lane Publishing Company.

The paper-bound book contains 96 pages of detailed instructions on how to build all styles of fences and gates, including the new woven and louvered fences. The more than 200 photographs and 40 explanatory drawings make it a particularly useful handbook for today's homeowner.

The book not only gives complete building plans but also includes valuable information to assist the homeowner in selecting the best fence or gate for his home. Hundreds of retail lumber dealers already have purchased copies to have on hand for the convenience of their customers.

By special arrangement through the California Redwood Association, lumber dealers are entitled to trade discounts on this and other Lane Publishing Company books, including such titles as "How to Build Your Fireplace," "Sunset Barbecue Book," "Building Plant Shelters," and "Western Ranch Houses."

Interested dealers should write to George Pfeiffer, Lane Publishing Company, Menlo Park, California.



THE DEMAND IS FOR **CRA** REDWOOD!

Your customer wants Redwood he can trust—stock he can count on to give him the fine performance Redwood is capable of giving! And that means grade-marked, trade-marked, Certified Dry Redwood—accurately graded, uniformly milled, properly seasoned.

The demand is for dependable CRA Redwood—so why gamble? Feature CRA Redwood—the Redwood you can be sure of—the Redwood processed by these reputable member firms.

CALIFORNIA REDWOOD ASSOCIATION MEMBERS:

ARCATO REDWOOD CO. • COASTAL PLYWOOD & TIMBER CO. • HAMMOND LUMBER CO. • HOLMES EUREKA LUMBER CO. • NORTHERN REDWOOD LUMBER CO. • THE PACIFIC LUMBER CO. • ROCKPORT REDWOOD CO. • SIMPSON LOGGING CO. • UNION LUMBER CO. • WILLITS REDWOOD PRODUCTS CO.

INDUSTRY BRIEFS

William H. Haag has been named

vice president in charge of manufacturing and purchasing by Perfection Stove Co., taking the post left vacant by the retirement of C. A. Blackburn.



Haag

Haag joined the firm in 1928 as a production engineer. In 1947 he became works manager of the Perfection Platt and Ivanhoe plants.

B. J. Greenough, for the past seven years manager of the Perfection Stove Co.'s Jersey City, N.J., sales district, retired recently for health reasons. He has been succeeded by H. C. Erhard, who has been affiliated with the company's range and heater division in Cleveland since 1949. When Greenough joined the company 38½ years ago it was known as the Cleveland Metal Products Co.

John C. Fleming has been named

E. L. Bruce Co.'s assistant advertising manager, replacing Friel Mullins, who has been transferred to the Terminix Division. A former reporter for the Memphis Commercial Appeal, Fleming



Fleming

for the past two years has been handling sales correspondence and special promotions for the Bruce Co. flooring division.

W. H. Riddell has been appointed assistant to the sales manager of the Keystone Asphalt Products Co., a division of the American-Marietta Co., J. E. Poole, general sales manager, has reported. In his new position Riddell will be in charge of sales correspondence, replacing W. E. Hagemeister who has been promoted to assistant sales manager.

American Structural Products Co. has appointed

Richard J. Canavan district sales manager in Washington, D.C., for its Insulux glass block. The firm is a subsidiary of Owens-Illinois Glass Co.



Canavan

Canavan, who succeeds A. F. Meyers who resigned recently, was formerly technical director for Producers' Council, Inc., Washington.

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KEYMESH REINFORCING . . . *gives old age to new beauty*

Add long life to the beauty possibilities of stucco and you have a product that wins the approval of owners everywhere.

Construction and money saving advantages can be obtained by using the Keystone System of Stucco application. An exterior finish for new commercial buildings or homes is provided which conforms to modern design requirements. Modern Keymesh-reinforced, concrete stucco retains its attractive appearance for the life of the building.

Keymesh reinforcing is also used to give strength, reduce cracks and damage in interior plaster, terrazzo, and roof deck applications.

Write for complete information.

Keystone Steel & Wire Company
PEORIA 7, ILLINOIS



Let us send you the "Keystone System" booklet.

Keymesh is handled easily, quickly. Comes in convenient sized rolls.

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A GUIDE TO QUICK HEATING

MARKEL HEETAIRES
Electrical Wall Insert—Wall Surface Attachment—
Removable Space Heaters with AUTOMATIC
THERMOSTAT or MANUAL CONTROL

A Guide to Quick Heating

*Choose the Right HEETAIRE
for Every Purpose!*

Look at this Table of Contents

The Principles of HEETAIRES Types and Sizes

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How to Select the Right HEETAIRE for Every Purpose

Here's the first and only complete GUIDE to the selection of electrical wall-insert and wall-attachable space heaters!

It gives all the information about QUICK HEATING you've always wanted—types, sizes, heating principles, thermostatic heat controls, recommended wattages—plus an exclusive chart based on the four factors that determine the selection of the correct . . . HEETAIRES.

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151 SENECA ST. • BUFFALO 3, N. Y.

INDUSTRY BRIEFS

John T. McCarley has been promoted to assistant general manager at Yale & Towne Mfg. Co.'s Philadelphia Division, which manufactures hoists and industrial trucks. He was succeeded as manager of production by Kenneth H. Bergstrom. McCarley joined the firm in 1936 in its automotive division, then located in Detroit, and was transferred to the Philadelphia Division the following year. Bergstrom joined the Philadelphia Division in 1949 after having served the plant while on the staff of Barrington Associates, industrial management consultants.



McCarley

* * * * *

John A. Gilbreath, formerly sales manager of the Air Conditioning Division of Servel, Inc., has been named assistant vice president in charge of the division. Other appointments announced by President W. Paul Jones were: **A. F. Scharer**, vice president in charge of the International Division; **F. W. Ortman, Jr.**, vice president in charge of personnel; **S. L. Nicholson**, vice president in charge of purchasing; and **Rudolph Schnakenburg**, vice president in charge of finance. **N. J. Litherland** was named treasurer; **W. E. Baker**, vice president in charge of manufacturing, was appointed to the additional post of assistant to the president; and **O. J. Dail** was advanced from general manager to assistant vice president in charge of the commercial electric refrigeration division.

* * * * *

Major promotions in the Simpson Logging Co. have been announced by W. G. Reed, board chairman. **Thomas F. Gleed**, former president of the Seattle-First National Bank and a Simpson director for nine years, has been named president. Gleed succeeds Reed who has been serving as both president and chairman, but will in the future assume full time board duties. **Charles E. Devlin**, general sales manager, was named vice president—sales, and **C. Henry Bacon, Jr.**, general manager of Simpson's Shelton Working Circle operations in Washington state, was promoted to vice president—operations. **H. O. "Bud" Puhn**, logging manager, was named general manager of Shelton.



Gleed

AMERICAN BUILDER

Copperweld

WALL TIES
—THE ONLY PERMANENT,
HIGH-STRENGTH TIES
FOR CAVITY WALLS

Thick copper covering assuring permanence is **MOLTEN-WELDED** to tough steel core providing strength.

Strength, safety and permanence are assured when you use Copperweld* Ties to bond cavity walls together. The corrosive action of moisture, lime, and mortar cannot penetrate or weaken these ties because a thick sheath of copper is inseparably Molten-Welded to a strong steel core and permanently protects it against rust. This means that the original breaking strength of the wire—close to 2 tons—is constant for the entire life of the cavity wall. No other high-strength tie has a protective covering as thick and as permanent as the copper on Copperweld Ties.

Make your cavity wall tie specifications and orders read "Copperweld." This will assure safety and long life—vitaly important factors in building construction.

*TRADE MARK

Made in 6" and 8" sizes—packed 500 of one size to a box. If your dealer can't supply you write us today for literature and prices.

COPPERWELD STEEL COMPANY
Glassport, Pa.

SALES OFFICES IN PRINCIPAL CITIES

only
BH&G
 is so
BIG

in this special way



It's the **ONLY** one of the 3 biggest man-woman magazines that offers 3½-million better building prospects—screened for the **BUY** on their minds!

PICTURE all the families now building new homes. Do you know that 7 out of 10 of them read BH&G?

Picture home-hungry families from coast to coast buying BH&G's Five-Star Plans, Lumber and Materials Lists. Yes—and visiting BH&G Home Planning Centers in major department stores at the amazing rate of a million a year!

And picture 3½-million families, husbands and wives together, reading Better Homes & Gardens—avidly—to see what's new, what's better, what's for **THEM**, among the myriad things sold to make a house a home!

Can you picture a better boost for *your* selling efforts than a campaign in BH&G?



Serving a **SCREENED MARKET** of 3½-Million Better Families

MEREDITH PUBLISHING COMPANY, Des Moines, Iowa

when **HIGH** costs
get you **DOWN**



use **RA-TOX FOLDING DOORS**

for new construction

Try Ra-Tox Folding Doors for wardrobe and clothes closet closures. Instead of costly standard door and wall construction, hang a Ra-Tox Folding Door from wall to wall and from ceiling to floor. Your costs will be lower . . . the result modern and beautiful. Let us give you the facts on the many ways builders have lowered costs with Ra-Tox Folding Doors . . . in both homes and commercial buildings.

for selling remodeling jobs

To help keep remodeling costs low and remodeling easier to sell, use Ra-Tox Folding Doors wherever interior doors or room dividers are needed. Make extra profit by suggesting replacement of standard doors with Ra-Tox Doors to eliminate waste of wall and floor space. In commercial applications, Ra-Tox Doors have many uses . . . in restaurants, for example, large size Ra-Tox Doors make highly attractive room dividers at low cost.

RA-TOX FOLDING DOOR ADVANTAGES

Ra-Tox Folding Doors are made of strong wood slats, woven together into a durable, modern material . . . that is suspended from an overhead track. Advantages are:

VENTILATION . . . air circulates through openings between the wood slats. Ventilates wardrobes and permits free air flow between rooms for effective room heating or air conditioning.

FOR COMPLETE INFORMATION . . . see your local building material dealer or lumber yard . . . or write for Catalog.

LOW COST . . . supplied complete with all hanging hardware, finish painted. Complete door installation quickly made.

WIDE COLOR RANGE . . . supplied in your choice of ten different colors or in natural wood finish.

ANY SIZE . . . any width desired and in any normal height.

THE HOUGH SHADE CORPORATION • RA-TOX DIVISION • JANESVILLE, WISC.



WARDROBE DOORS



BETWEEN-ROOM DOORS



ROOM DIVIDERS



CLOSURES FOR
IN-A-DOOR BED CLOSETS
AND KITCHENETTES

INDUSTRY BRIEFS

L. Charles Underwood has been appointed manager of advertising and sales promotion for the **Philip Carey Mfg. Co.**, Cincinnati, L. W. Clarke, vice president in charge of sales announced recently. Underwood joined Carey in 1947 after doing agency and industrial advertising work with several Cincinnati firms. He is a graduate of the University of Cincinnati.



Underwood

Appointment of **Ray Arndt** as manager of door sales for the eastern division of **Georgia-Pacific Plywood Co.** has been announced by James L. Buckley, vice president. Arndt, before his association with Georgia-Pacific, was manager of the door division of U.S. Plywood Corp. for five years. Prior to that he was eastern sales manager for Oregon-Washington Plywood Co.



Arndt

James B. Lynn has been appointed advertising manager of the **American Floor Surfacing Machine Co.**, Toledo, Ohio, it has been announced by W. B. Crew, executive vice president and general manager. Before joining the firm Lynn was associated with a New York advertising agency. He has also owned and managed an advertising art business in Cleveland.



Lynn

Howard E. R. Hutton has been named comptroller of **Fleet of America, Inc.**, Tom Y. Smith, president, has reported. Hutton was assistant secretary at Bell Aircraft Corp. for 15 years. He is a native of Buffalo, N.Y., and attended the University of Buffalo. The company, manufacturers of an aluminum window unit, has offices in Buffalo and a plant in Blasdell, N.Y.



Hutton

Final plans have been made for the largest advertising and merchandising campaign in the history of **R.C.A. Rubber Co.**, Akron, Ohio, R. T. Reiss, president has announced.



Nicholas Martin



Nicholas Martin, Jr.

Small Firm Sells 10 Million Square Feet of Insulation Board a Year

A firm with a five-person executive-administrative staff, Dealers Wholesale Supply Co., now serves 500 active accounts in and around Detroit—largest volume for a business of its kind in the area—and also has the distinction of being the largest independent distributor of Insulite in the country.

Currently, the entire personnel of the company consists of Nicholas "Nick" Martin, president; his son, Nicholas, Jr., vice president; C. Hopkinson, sales manager, two office assistants and the warehouse and trucking force.

Prior to organization of Dealers Wholesale in 1932, the senior Martin was sales manager of Cornell Wood Prod-



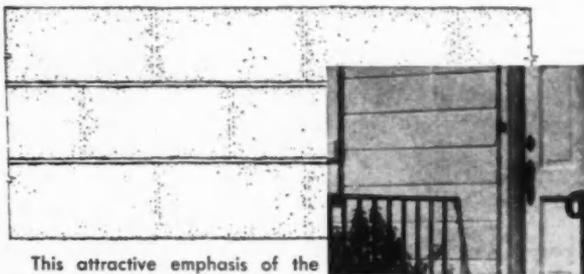
OFFICE STAFF of Dealers Wholesale, in addition to the two Martins, consists of (from left) C. Hopkinson, sales; Margaret George, accountant; and Beatrice Madden, office manager

ucts Co. and was also associated with the Upson Co. for a number of years. He is a veteran of 35 years in the building material field.

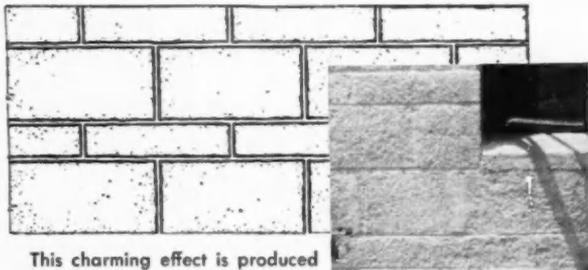
The firm carries lumber and timber products, insulation, plywood doors, flooring mouldings and many building specialties. With four warehouses (another to be added soon) adequate stock is maintained to permit small shipments to dealers, allowing the latter to avoid numerous less-than-carload orders. Delivery equipment includes two tractors, three trailers, and two stake trucks. In addition to the delivery force, 10 warehousemen are employed.

How to put sales appeal into masonry walls with CONCRETE BLOCK

Concrete masonry construction offers unusual durability, firesafety and economy. To these natural advantages builders can add immense sales appeal by laying concrete block in any of many distinctive patterns. Here are three popular examples:



This attractive emphasis of the horizontal lines is achieved simply by striking off the vertical mortar joints flush and accentuating the horizontal joints between every course with a jointing tool.



This charming effect is produced with 4-in. block between courses of 8-in. block—every other course or every third or fourth course. Emphasizing the horizontal joints adds distinctiveness.



This pattern can be produced in many variations by using 8x8x16-in. block, some of which have been scored with a masonry saw. The finished wall appears to be made of many sizes of block.

Free booklet, "Facts about Concrete Masonry," is available in U. S. and Canada. Send for your copy.

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Dept. A10-3, 33 W. Grand Ave., Chicago 10, Ill.

A national organization to improve and extend the uses of portland cement and concrete... through scientific research and engineering field work

ADVERTISERS IN THIS ISSUE

A

Adams-Rite Manufacturing Co. 286
 Adams & Westlake Company, The 263
 Aldrich Company 191
 Allied Building Credits Inc. 208
 Allied Chemical & Dye Corporation 80-277
 Allmetal Weatherstrip Co. 170
 Alsynite Company of America 157
 Aluminum Window Manufacturers Association 13
 American Builder 64-258-268-269-270-288
 American Central Division 273
 American Encaustic Tiling Co. 183
 American Floor Surfacing Machine Co. 56
 American Hardware Corp., The 15
 American Radiator & Standard Sanitary Corporation 62-63
 American Steel & Wire Company 213
 American Structural Products Company 46
 American Welding & Manufacturing Co., The 48
 Andersen Corporation 138-139
 Architectural Tiling Company, Inc. 183
 Asbestone Corporation 25
 Associated Plywood Mills, Inc. 40
 Atlantic Tile Manufacturing Co. 183
 Austin Company, The M. B. 176
 Avco Manufacturing Corp. 273

B

B. Mifflin Hood Co. 183
 Bambrick, Richard J. 206
 Barclay Manufacturing Co., Inc. 45
 Barrett Division, The 80
 Bell & Gossett Company 57
 Belsaw Machinery Co. 206
 Bendix Manufacturing Co. 258
 Besser Mfg. Co. 265
 Bessler Disappearing Stairway Co., The 214
 Better Homes & Gardens 295
 Bird & Son, Inc. 32
 Black & Decker Mfg. Co., The 75
 Bostitch 194
 Bostwick Steel Lath Co., The 216
 Brown Company 14
 Brown & Co., Inc., Geo. C. 204
 Brown-Graves Co. 96
 Bruce Co., E. L. 11
 Burnham Corporation 228

C

Calbar Paint and Varnish Co. 200
 Cambridge Tile Manufacturing Co. 183
 California Redwood Association 292
 Carey Mfg. Company, The Philip 251
 Carlyle Tile Company 183
 Carr, Adams & Collier Co. 81
 Carrier Corporation 114-115
 Case & Son Mfg. Co., W. A. 197
 Casement Hardware Co., The 248
 Ceco Steel Products Corporation 6-7
 Cedar-Lux Products Co. 258
 Central Metal Strip Co. 210
 Certain-teed Products Corporation 69-275
 Chase Brass & Copper Co. 205
 Chevrolet Division of General Motors 217
 Chrysler Corporation 229
 Cincinnati Iron Fence Co. 224
 Coffman Co., The R. G. 70
 Congoleum-Nairn Inc. 83
 Columbia Steel Company 213
 Connor Lumber and Land Company 192
 Consolidated Machinery & Supply Co., Ltd. 200
 Construction Machinery Companies 247
 Copperwell Steel Company 294
 Crane Co. 12
 Crosco Lumber Company 74
 Cummins-Chicago Corporation 51
 Cuprinol Division 244
 Curtis Companies Service Bureau 209

D

Daniels, Inc., C. R. 208
 Darworth Incorporated 244
 Delaware Floor Products Division 83
 Delco Appliance Division 112
 Delta-Rockwell Power Tool Division 65
 Detroit Steel Products Company 25
 DeWalt, Inc. 78-79
 Dexter Lock Company 170
 Dodge Corporation, F. W. 210
 Dodge Division 229
 Douglas Fir Plywood Association 27

E

Eljer Co. 34
 Ez-Way Sales, Inc. 208

F

Fair Lumber Company, D. L. 282
 Fenestra Building Products 3
 Fiat Metal Manufacturing Company 50
 Fir Door Institute 245
 Fleet of America, Inc. 186
 Flintkote Company, The 264
 Flush Wall Radio Company 264
 Flynn Manufacturing Co., Michael 201

Foley Mfg. Co. 222
 Ford Division of Ford Motor Company 259
 Formica 149
 Frantz Manufacturing Co. 250

G

Gate City Sash and Door Co. 254
 General Air Conditioning Corp. 234
 General Electric Company 249-280-281
 General Motors Corporation 112-217
 General Tile Corporation 183
 Getty & Co., Inc., H. S. 183
 Gladding, McBean & Co. 183
 Grand Haven Stamped Products Company 210
 Great Lakes Carbon Corporation 290
 Great Lakes Steel Corporation 279
 Gunnison Homes, Inc. 241

H

Hachmeister-Inc. 55
 Hager & Sons Hinge Mfg. Co., C. 60
 Hall-Mack Company 26
 Hansen Mfg. Co., A. L. 220
 Harnischfeger Corporation 47
 Haskell Manufacturing Corp. 140
 Hassall, Inc., John 189
 Heatlator, Inc. 189
 Holcomb & Hoke Mfg. Co., Inc. 184
 Holly Manufacturing Co. 276
 Homasote Company 85
 Homelite Corporation 239
 Hope's Windows, Inc. 247
 Hough Shade Corporation, The 296
 House Beautiful 41-42-43
 Hunter Fan & Ventilating Co. 200

I

Infra Insulation, Inc. 67
 Inland Steel Products Company 207
 Insulite Division, Minnesota and Ontario Paper Company 2-222

J

Jaeger Machine Company, The 262
 Johns-Manville 33
 Jones & Brown, Inc. 256

K

Kaiser Aluminum & Chemical Sales, Inc. 94-95
 Kay-Tite Company 196
 Keasbey & Mattison Company 82
 Kelvinator Division 4
 Keystone Steel & Wire Company 293
 Kohler Co. 220
 Koven & Bro., Inc., L. O. 72

L

La Salle Products, Inc. 294
 Lawson Co., The F. H. 230
 Libbey-Owens-Ford Glass Company 28-29
 Little Burner Company, Inc., H. C. 206
 Lone Star Cement Corporation 17
 Louisville Cement Company, Incorporated 77
 Lucke, Inc., W. B. 226
 Ludman Corporation 20

M

Macklamburg-Duncan Co. 18-19
 Majestic Co., The 214
 Market Electric Products, Inc. 294
 Marsh Wall Products, Inc. 275
 Master Metal Strip Service, Inc. 272
 Mastic Tile Corporation of America 177
 McKenna, Inc., Jay G. 191
 Medusa Portland Cement Co. 233
 Mengel Company, The 8-181-237
 Meredith Publishing Company 295
 Milwaukee Electric Tool Corp. 58
 Minneapolis-Honeywell 219
 Miracle Adhesives Corp. 236
 Mosaic Tile Company 183
 Moulite Inc. 252
 Mueller Furnace Co., L. J. 54
 Mulkey Co., Sam. 226
 Muller Machinery Company, Inc. 276
 Murray Tile Company, Inc. 183

N

Nash-Kelvinator Corporation 4
 National Brass Company 179
 National Clay Pipe Manufacturers, Inc. 91
 National Electrical Manufacturers Association 53
 National Gypsum Company 92
 National Homes Corporation 199
 National Lock Company 39
 National Manufacturing Company 4th Cover
 National Oak Flooring Mfrs. Assn. 87
 National Plastic Products Company, The 291
 National Steel Corporation 279
 National Tile & Manufacturing Co. 183
 Nova Sales Co. 85

O

Olean Tile Company 183
 Oliver Corporation, The 84
 Overhead Door Corporation 3rd Cover
 Owens-Corning Fiberglas Corporation 255
 Owens-Illinois Glass Company 46

P

Pacific Clay Products 183
 Pacific Lumber Company, The 231
 Pacific Tile and Porcelain Co. 183
 Paine Lumber Co., Ltd. 223
 Pease Woodwork Company 284
 Pittsburgh Corning Corporation 284
 Pittsburgh Plate Glass Company 6-112
 Pittsburgh Steel Company 261
 Pittsburgh Steel Products Company 261
 Pomona Tile Manufacturing Co. 183
 Portable Heater Company 289
 Porter-Cable Machine Co. 71
 Portland Cement Association 297
 Precision Parts Corp. 190
 Prefabricated Home Manufacturers Institute 218
 Price Fireplace Heater & Tank Corporation 224
 Pryne and Co., Inc. 274

R

R. C. A. Rubber Company, The 271
 RCS Tool Sales Corp. 283
 R-O-W Sales Company 285
 Raynor Mfg. Co. 246
 Readybuilt Products Company, The 274
 Red Cedar Shingle Bureau 227
 Red Devil Tools 190
 Remington Arms Company, Inc. 39
 Republic Steel Corporation 262
 Revolvodor Corporation 262
 Reynolds Metals Company 44
 Richards-Wilcox Mfg. Co. 174
 Richmond Radiator Company 10
 Rilco Laminated Products, Inc. 242
 Robertson Manufacturing Co. 183
 Roddiss Plywood Corporation 152
 Roliscreen Company 260
 Rowe Manufacturing Co. 111
 Rudiger-Lang Co. 172
 Russell Company, The F. C. 195
 Russell & Erwin Division 15

S

Samson Cordage Works 190
 Sargent and Company 71
 Schlage Lock Company 266-267
 Self Storing Window Co. 240
 Sisalkraft Co., The 198
 Skilaw, Inc. 30-31
 Solvay Sales Division 277
 Sonoco Products Company 278
 Southern Pine Lumber Co. 212
 Stained Shingle & Shake Association 59
 Stanley Electric Tool Div. 211
 Stanley Tools 204
 Stanley Works, The 185
 Steadfast Equipment Co. 222
 Steel Scaffolding Co., Inc., The 218
 Sterling Hardware Mfg. Co. 238-276
 Stran-Steel Division 279
 Strand Garage Door Division 255
 Summitville Tiles, Inc. 183
 Symons Clamp & Mfg. Co. 182

T

Technical Glass Company, Inc. 49
 Tennessee Coal, Iron & Railroad Company 213
 Texas Company, The 88
 Thomason Plywood Corporation 203
 Thrush and Company, H. A. 215
 Tile Council of America 183
 Tri-State Building Materials Co. 286
 Truline Developments 235
 Truscon Steel Company 89
 Tylac Company 90

U

United States Plywood Corporation 61-113-221
 United States Quarry Tile Co. 183
 United States Steel Corporation Subsidiaries 86-213-241
 Universal Atlas Cement Company 86

V

Van-Packer Corporation 169
 Vento Steel Products Co., Inc. 212
 Vikon Tile Corp. 283

W

Wappat Division, Fred W. 51
 Waterfilm Boilers, Inc. 72
 Weatherproof Products Corp., The 216
 Western Pine Association 232
 Westinghouse Electric Corporation 93-173
 Weyerhaeuser Sales Company 136-137
 White Company, David 52
 Wood Conversion Company 187
 Worthington Pump and Machinery Corporation 277
 Wright Manufacturing Company 202

Y

Yale & Towne Manufacturing Co., The 150-151

UNIVERSITY OF MICHIGAN LIBRARIES

.....183
.....231
.....183
.....223
.....287
.....284
.....10-117
.....201
.....201
.....183
.....289
.....73
.....297
.....190
.....218
.....224
.....274

.....271
.....283
.....285
.....246
.....224
.....227
.....190
.....243
.....89
.....262
.....44
.....174
.....10
.....242
.....183
.....152
.....260
.....111
.....172
.....195
.....15

.....190
.....71
.....266-267
.....240
.....198
.....30-81
.....277
.....278
.....211
.....59
.....211
.....204
.....185
.....222
.....218
.....238-276
.....270
.....255
.....183
.....182

.....49
.....213
.....88
.....205
.....215
.....183
.....286
.....235
.....89
.....90

.....1-113-221
.....183
.....6-213-241
.....86

.....169
.....212
.....283

.....51
.....72
.....216
.....232
.....93-173
.....136-137
.....52
.....187
.....277
.....202

.....150-151
FILDER