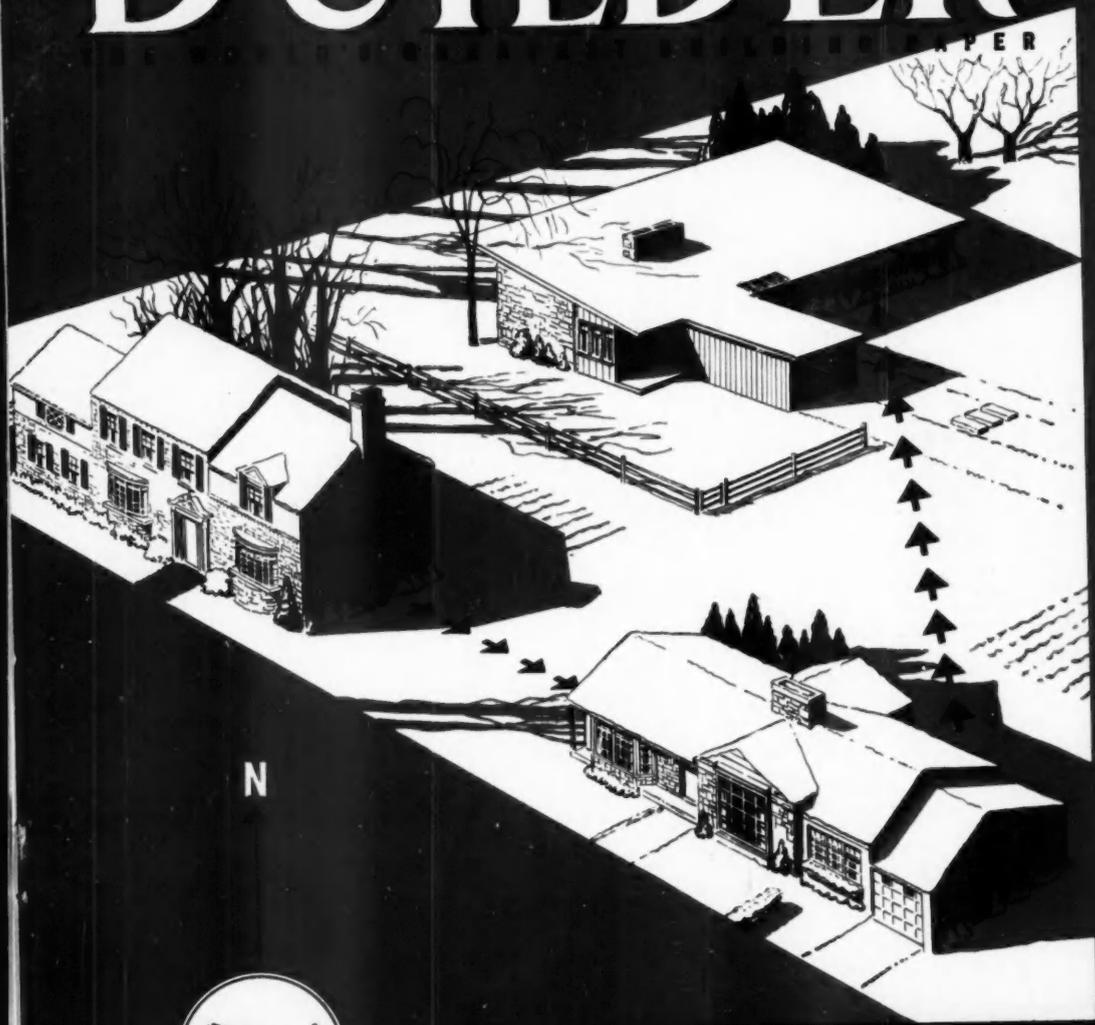


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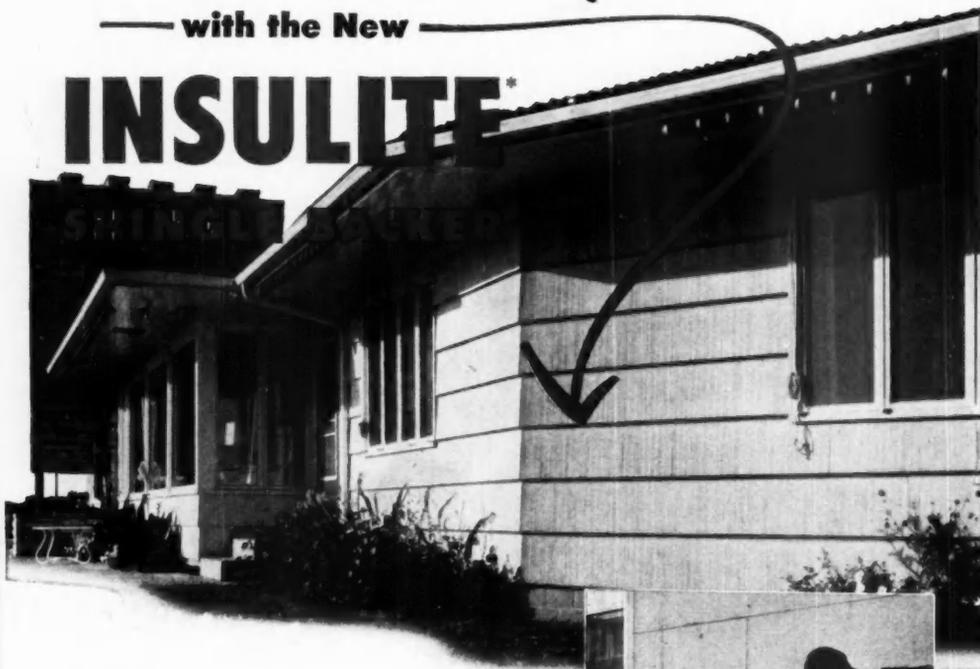
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AMERICAN BUILDER

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MARCH ISSUE**

Highlights of the NAHB Convention and Exposition, together with the roster of new officers for 1951.

The all electric house of the 50's. Here are ideas galore for the builder who is seeking the unusual; even the windows of this house operate electrically. A story profusely illustrated with plans and photographs.

Thinking of remodeling jobs? See how one builder converted a 100 year old structure into modern rental units.

Framing Farm Buildings, the fourth and last article on Construction Lumber, contains pertinent information for builders and dealers alike.

American Builder's Blueprint Plan, drawn to 1/8 inch scale and fully detailed, will give you a practical house for the average middle class buyer. This is a "big small house" the basic appeal of which has been thoroughly sales-tested.

Other features include timely editorials, how-to-do-it items, Better Detail Plates and news from all segments of the industry.



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## Publisher's Page



### America's Greatest Weapon — Production

PERHAPS the most important part of President Truman's address on December 15, immediately preceding his declaration of a national emergency, was what he said about the necessity of increasing production. For the weapon that makes the United States the most powerful nation in the world is not the atom bomb, but its capacity for production; and, unfortunately, in spite of what the President said, it is by no means certain that policies of his administration will be conducive to full utilization of our great productive capacity.

Economic conditions in the United States are widely different from what they were when we began mobilizing for World War II in 1941. The nation then had a large surplus—or at least a large unutilized—capacity, as shown by the great amount of unemployment and the low level of goods produced and transported in 1940. Without this previously unutilized capacity it would have been impossible to so enormously increase production and transportation during the war.

As means of production and transportation have been, and are now being, utilized, there has not been since the war, and is not now, any large surplus capacity. Unless they are to be more effectively utilized, it will not be possible to add so much production for military purposes to production for civilian purposes as was done during the last year. And if total production is not to be greatly increased it will be

necessary to reduce production for civilian purposes much more in order adequately to increase it for military purposes. This would impose greater hardships on the civilian population and tend to break down the economy, the strength of which must be maintained and increased to the utmost extent possible in order to bear the war load.

However, the problem may not be as difficult, or even insoluble, as it seems. The economy is based on both machines—i.e., plant—and manpower. The productive and transportation plants have been largely expanded by increased investment of private capital since the last war, and can and will be further expanded by the same means if private investment is not prevented or discouraged by such policies as taking by taxation income that otherwise would be invested, and huge government expenditures, Federal, state and local, that are not essential for either military or civilian purposes. And the effectiveness of available manpower can be increased by such means as (1) reversing the policy of reducing hours of work which has prevailed since the war, and (2) employing more women in industry.

Many illustrations could be given of how the nation's production is being restricted by reductions of working hours. One of the most important of these illustrations is the effect of the establishment of the 40-hour week on the railways. It has reduced the number of hours each

week in which freight cars are loaded and unloaded by the railroads and industry, and thus reduces the effective utilization of cars and other railway facilities. This has been the principal cause of the freight car shortage which the railways have been trying to remedy by ordering more new freight cars since the war began in Korea than ever before in the same length of time.

Increase of total production—production for both essential military and civilian purposes has swiftly become the most vitally important problem with which the American people are confronted. It will not be enough merely to substitute military for civilian production. The power of the nation to defend itself is dependent on the maintenance of a powerful civilian economy to support and back a powerful military establishment. And this can be accomplished only by policies that will make available adequate capital, materials and manpower for the civilian economy, including especially the housing industry.

There is still a housing shortage, and the only effects of denying the private housing industry adequate capital and materials would be (1) to protract and intensify the housing shortage, (2) to cause unemployment, because the ages of a great majority of building craftsmen are such that they could not be taken into military service, and (3) by these means to weaken the civilian economy.

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*Samuel O. Dunn,*

Chairman Emeritus

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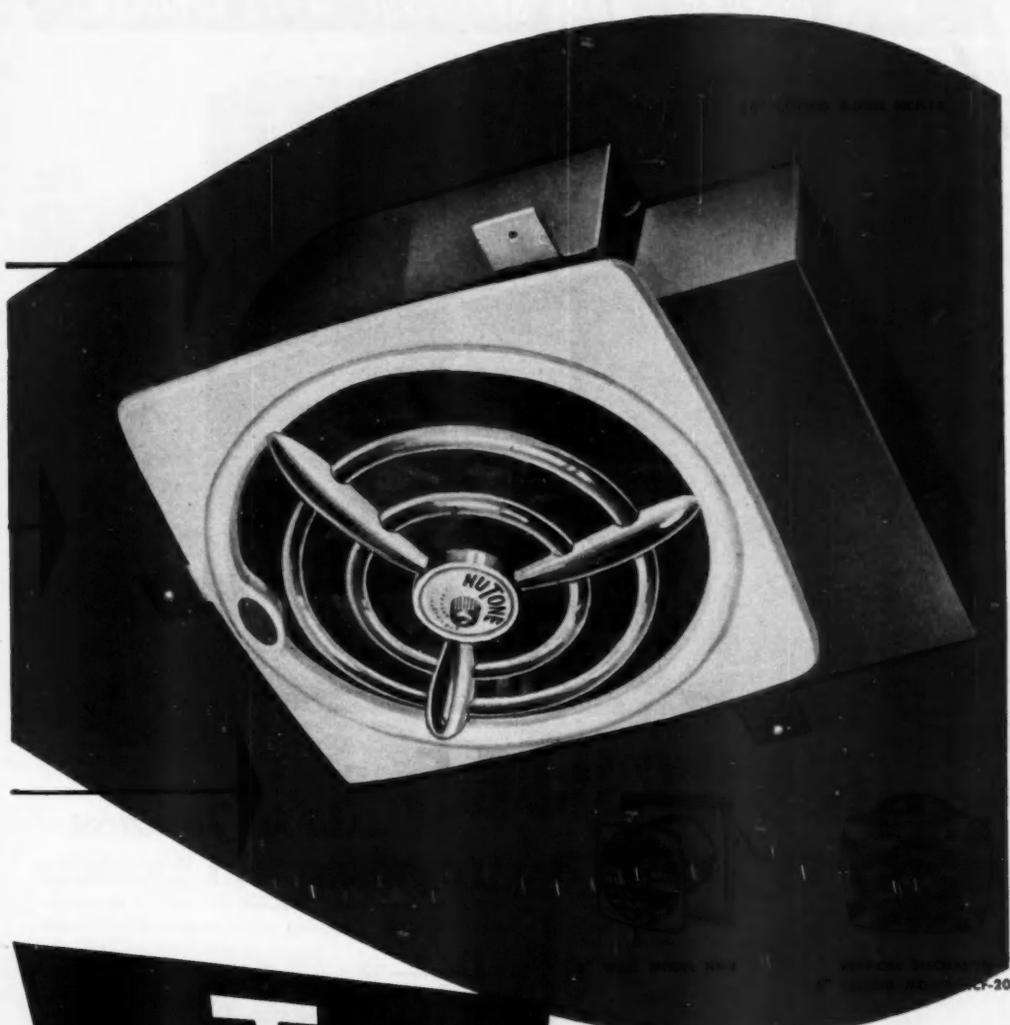
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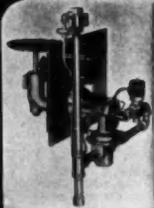
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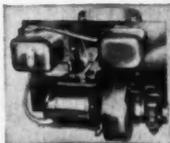
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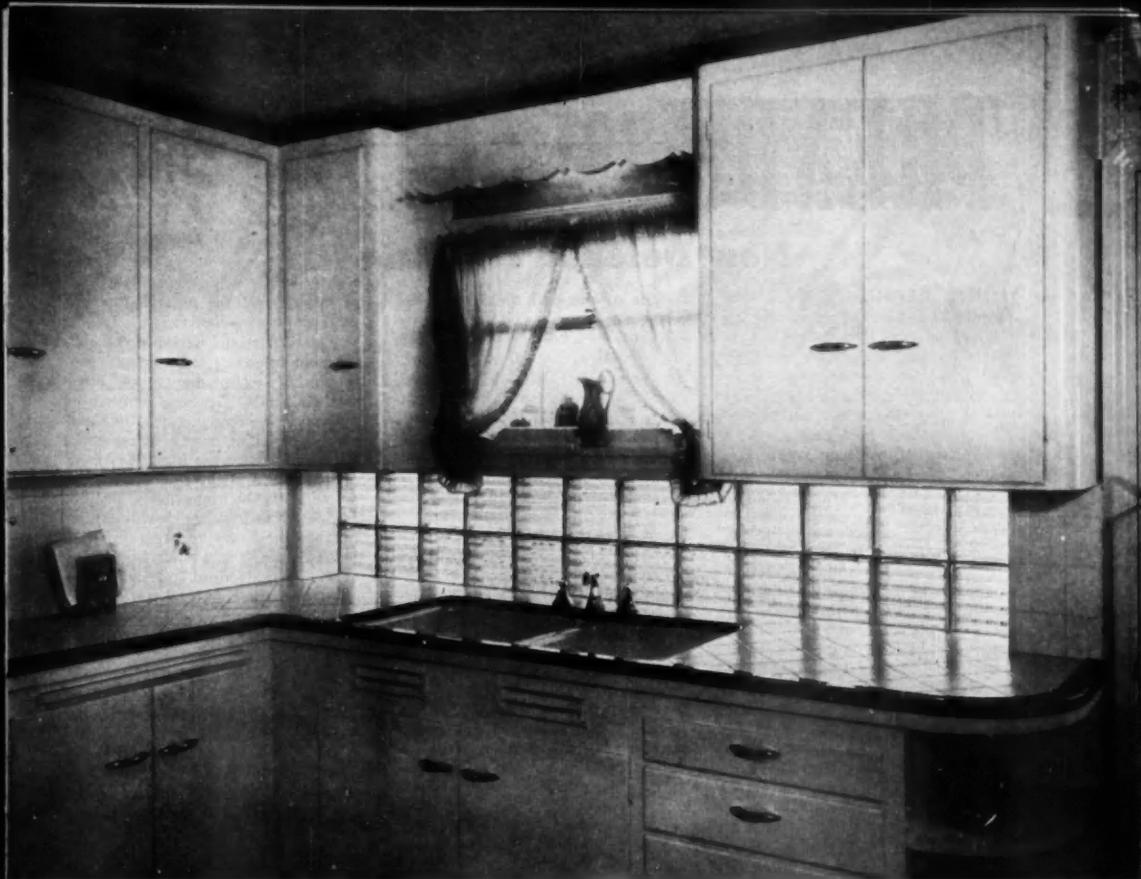
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## in the Building Field

### New Defense Housing Act

WHEN REGULATION X was issued last October it was the announced plan of the government to restrict housing starts in the year 1951 to 850,000 units, about 30 per cent below the number started in 1950. Three months have passed and no further regulations have been issued which would change the government's target. At the time it was announced that terms would be stiffened if starts appeared to be too high and relaxed if there were not enough starts. So far Regulation X, which did away with easy credit, is the only regulation which applies to residential builders. Provided the builder can finance his houses on the terms set forth in the regulation, he can build as many houses as he likes in 1951. But there are other questions which a builder must consider before he goes ahead with an abnormally large number of starts.

The principal question is "Will I be able to get plumbing and heating equipment three or four months from now?" At the moment no one is in a position to say. Everything hinges on the size of the military forces that will be established and the allocation of steel and other critical items for defense, the automobile industry, the construction industry and other large users of metals.

In the meantime builders will need to be prepared for some exasperating shortages. However, these are not likely to be shortages of cement and lumber which were so perplexing last year. Some of the problems can be solved by substitutions. If the plan requires two bathrooms, space can be provided for both and one installed at a later date. In some projects a shower stall might serve instead of a bathtub.

We know that one set of controls leads to another. Whether or not the building industry will be subject to the full set of controls that were in effect during World War II remains to be seen. It is a fact that new housing will be required in defense areas which the government will designate. There is talk about the need for 100,000 units in such defense areas. A requirement of as many as 200,000 or 300,000 units at military bases has been stated. A situation like this is likely to lead to a nation-wide permit system for new housing and allocation of building materials.

One of the first measures asked of the new Congress by the Administration is for a bill which will provide for as many as 300,000 dwelling units for such areas. This bill is intended to establish a liberalized home mortgage insurance plan for defense housing. Existing Federal Housing Administration systems of home mortgage insurance would be expanded to include "special provisions" for defense housing. Thus, private builders would build this large volume of new houses, but in places specified by the government.

The insurance would be available for both one- and two-family units and for garden-type multi-family structures, with particular assistance being given to rental housing. The insurance terms would be more liberal than the present FHA regulations.

Direct Federal loans and grants would be available in many areas for such items as water and sewer lines and other construction of general usefulness to the community.

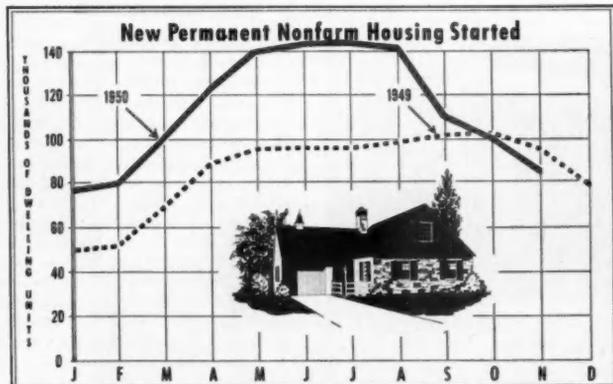
The Government will also enter into house building directly where private contractors are not available to undertake the required construction.

The Maybank-Werry Bill, which was enacted last year to provide for rental housing built by private contractors at military posts, will be expanded by the bill to include projects under the Atomic Energy Commission. The existing law would be ex-

tended beyond the present June 30, 1951, expiration date.

This is part and parcel of the government's plan to greatly increase production of steel, aluminum and other war materials. The huge plants now authorized will require tens of thousands of dwelling units to house workers recruited for the most part from other sections of the country. An example is the hydrogen bomb project in South Carolina which will exceed the atomic bomb projects in size. Other housing projects will be planned by the government in large and small cities over the country when defense areas are determined and the need for housing in those areas becomes apparent.

Many builders and dealers need advice on how much construction they can do this year, to what extent materials are available, how they might participate in defense housing or other defense work, etc. Business men are discouraged from going to Washington to get such information. The fifteen regional offices of the Department of Commerce, however, can supply available information and will obtain special information from the proper department in Washington. The Department shortly will open 35 additional regional offices to take care of the large volume of inquiries pouring in relative to defense work. These offices can be a valuable source of information to builders and dealers.



United States Dept. of Labor  
Bureau of Labor Statistics

AMERICAN BUILDER CHART

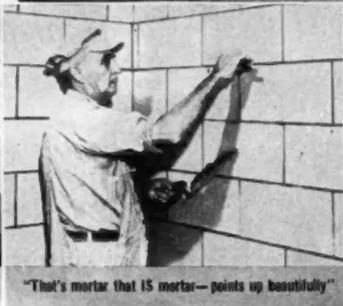
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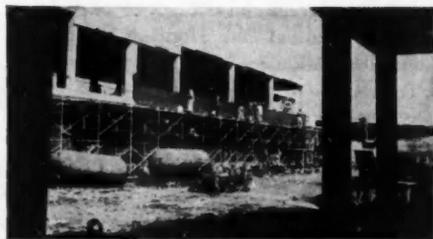
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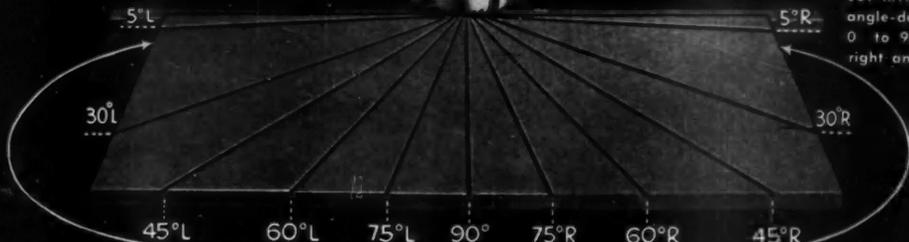


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← COMPARE THE TWO →

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The radial saw you dare compare!

You get more in a Delta — and this simple miter test lets you prove it yourself. No other radial saw invites such comparison — because no other can match Delta's capacity and flexibility.

Don't risk the cost of outmoded saws that restrict you with limited angle-cutting capacity. Buy an advanced Delta — and handle any job. See your dealer today.

Sold only through authorized dealers. Look for the name of your Delta dealer under "Tools" in the classified section of your telephone directory.

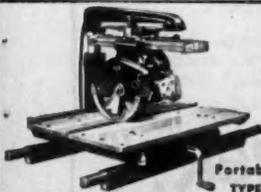


Only

## THE NEW DELTA

with its exclusive  
**FULL 360°  
RADIAL ACTION**

above the working table gives you the full saw stroke and full capacity at any angle from 0° to 90° both right and left! It's the safest saw ever built and outmodes all other makes.



Prices start at **\$22950**  
including motor and blade  
Plus more delivery charge  
(Subject to change without notice)  
**Portable TYPE** Easy time payments!

Delta Multiplex makes profits on every cut from collar to roof



Get the **FREE** facts today!

**FREE MOVIE!**

Sound — Action — Color!  
Ask to see this film.

**FREE DEMONSTRATION!**

Watch Delta Multiplex in action.

**FREE IDEA BOOK!**

20 pages showing unlimited uses of Delta Multiplex.

TEAR OUT COUPON AND MAIL TODAY!

Delta Power Tool Division, Rockwell Manufacturing Company  
6358 E. Vienna Ave., Milwaukee 1, Wisconsin

- Send me new Delta Multiplex, "Unlimited Applications".
- Send me new Delta Multiplex Tool Catalog, M-50.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ( ) State \_\_\_\_\_



*"Haven't Lost an Indianectomy  
since we found out*

**EVERYTHING HINGES ON HAGER!** \*

C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo.  
Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



AMERICAN BUILDER

# GIVE YOUR HOMES FUNCTIONAL SIMPLICITY



## by Using Space-Saving STANLEY SLIDING DOOR HARDWARE

You'll appreciate the extra space and smart appearance that modern sliding doors give your homes. What's more, their smooth, quiet operation adds to the comfort of your customers.

With Stanley hardware, doors glide smoothly, effortlessly over a V-shaped track. Completely adjustable after installation without removing trim by the simple turn of a screw driver. Your hardware consultant or dealer will be glad to tell you more about Stanley sliding door hardware.



← SEND for special folder (No. G28) that illustrates and describes complete line, with door plans, header construction, and installation details.

THE STANLEY WORKS, NEW BRITAIN, CONNECTICUT.

# STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL

FEBRUARY 1951

Select the Correct Stanley Hardware  
for all these installations  
— and many more

Complete, simplified plans  
packed with every set



Single Door with pocket.



Single door mounted inside closet.



Double doors with pockets.



Double doors mounted inside closet.

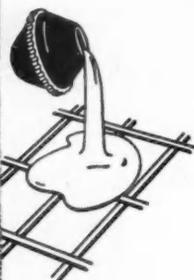
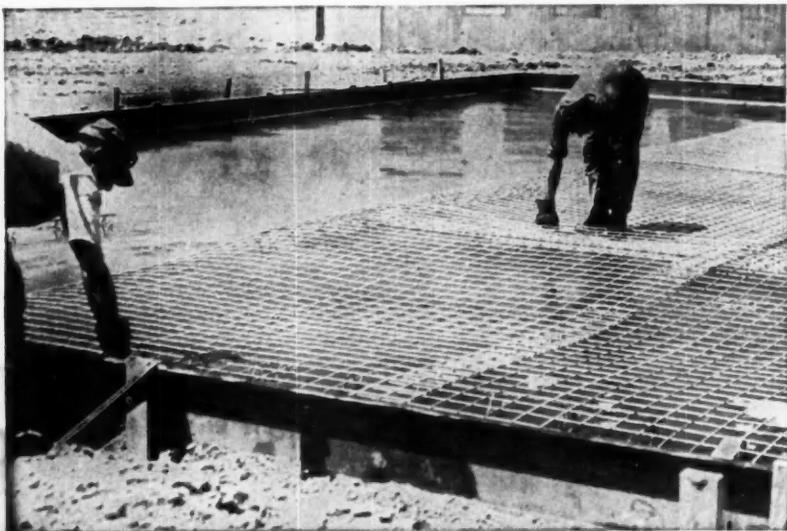
Double by-passing doors.



Three by-passing doors.



Four by-passing doors.



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*

**I**N 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  
 COLUMBIA STEEL COMPANY, SAN FRANCISCO, PACIFIC COAST DISTRIBUTORS  
 TENNESSEE COAL, IRON & RAILROAD COMPANY, BIRMINGHAM  
 SOUTHERN DISTRIBUTORS  
 UNITED STATES STEEL EXPORT COMPANY, NEW YORK

*Every type of concrete construction needs*



**AMERICAN WELDED WIRE FABRIC**  
*reinforcement*

UNITED STATES STEEL

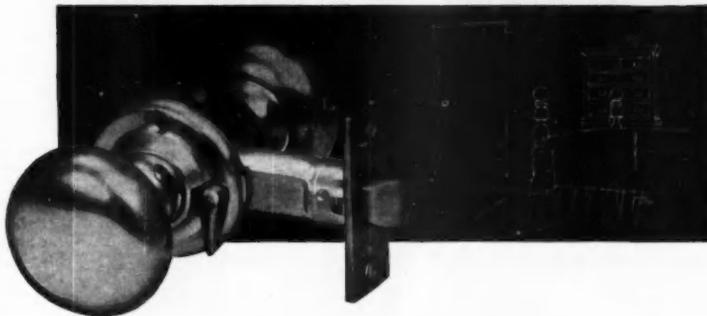
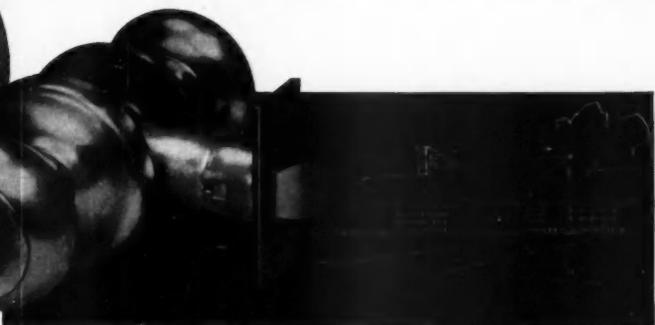
# 3 good turns for your customers

...that lead to  
better business in  
builder's hardware

**1** You can do your customers a favor by offering them an extra-quality line of tubular locks and latches that reflects careful judgment of values. With Russwin tubular locks and latches, they'll get *extra quality at no extra cost*. For over one hundred years, the name Russwin has stood for extra quality in lock construction.

**2** You'll boost customer confidence when you point to such extra-quality Russwin features as the exclusive 5 pin ball-bearing cylinder in the "Keynob" lock; the exclusive rack and pinion construction; the all-steel case and working parts; the wrought brass or bronze trim; and other construction details that assure positive security, smooth operation and enduring beauty.

**3** You'll make a hit when you show how easy and simple it is to install Russwin Tubular Locks and Latches . . . reversible for any kind of door. Get your full share of business in tubular locks and latches for residential or apartment house construction . . . offer the extra-quality Russwin Line. Write for descriptive folder today. Russell & Erwin Division, The American Hardware Corp., New Britain, Conn.



SINCE 1839  
**RUSSWIN**  
DISTINCTIVE HARDWARE

*Russwin dealers always have the edge...*

# ONE MAN CAN HANDLE the big sheets of Johns-Manville Weathertite® Sheathing

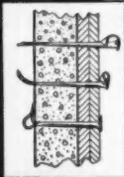
...and the J-M trademark is the sign of a quality-built home



These large tough boards reduce construction costs  
... can be used with any type of exterior finish!



"V-tite" joint for horizontal application



**WITH ASBESTOS SHINGLES:** J-M Asbestos Siding Shingles may be applied directly to J-M Weathertite Sheathing, by using self-clinching or self-locking nails, such as Esnaill, or the new Loc-Nail illustrated in inset. Drive nails at any convenient points—no need to locate or avoid studs. After the base of the nailhead strikes the shingle, further tapping flattens the head and clinches the foot against the back side of the Weathertite Sheathing.



**WITH CLAPBOARDS:** The clapboards are nailed in the conventional manner through the Johns-Manville Weathertite Sheathing and into the studding.



**WITH BRICK VENEER:** In this construction the brick ties are simply nailed through the Johns-Manville Weathertite Sheathing and into the studding.

● Notice how easily J-M Weathertite Sheathing is handled by one man. He can make fast progress, too, covering a large area with each big sheet. And he can lift the sheets high overhead without help, getting more work done without the use of ladders or scaffolding.

Many builders have found that it takes only 8 or 9 man-hours to apply 1000 feet of J-M Weathertite—a saving of at least 30% in labor!

And they report a 75% reduction in waste material. At the same time, the homeowner gets a better home, because Weathertite is a J-M Insulating Board Product: it insulates as it builds.

For application vertically, J-M Weathertite Sheathing comes 25/32" or 1/2" thick, four feet wide, and in lengths to reach from sill to plate. For horizontal application, the sheets are 2' x 8', and 25/32" thick. "V-tite" joint (see inset above) prevents infiltration of weather.

The J-M trademark appears prominently on each board, instantly identifying the builder as a user of quality building materials. For further information, write Johns-Manville, Box 290, N. Y. 16, N. Y.

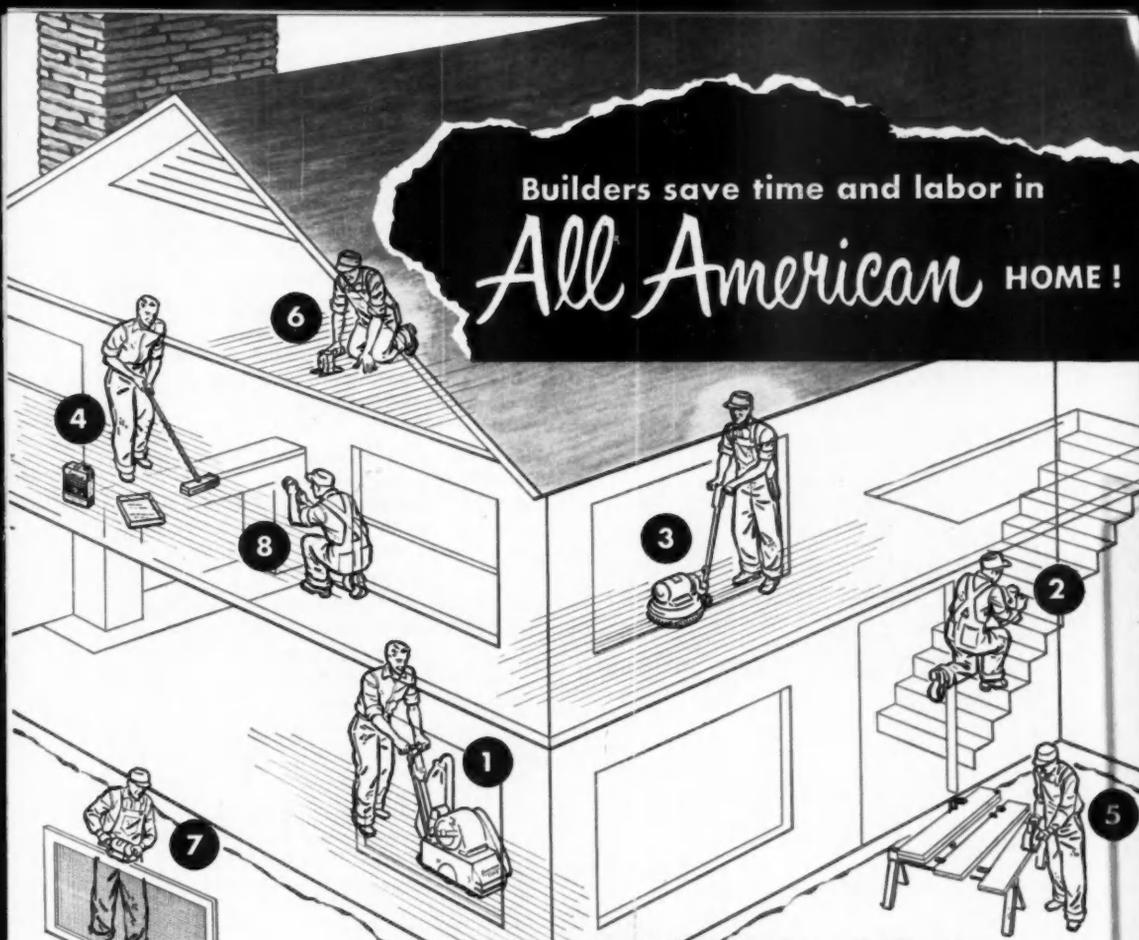


**Johns-Manville**

AMERICAN BUILDER

Builders save time and labor in

*All American* HOME!



Keep your home-building operations up-to-date with American—to increase your profits! Put American Machines on everyday jobs to save time and labor in floor sanding, steel wooling and polishing... and small tool jobs of sawing, planing and disc sanding. These machines have what it takes—advanced design, precision construction and rugged dependability—quality features to increase your efficiency and bring costs down! For a perfect finish on any floor—specify American... a complete new line of finishes, maintenance and cleaning materials for wood, cork, concrete, terrazzo, asphalt, rubber, linoleum or plastic. Send coupon for more details.



**1 FLOOR SANDERS**  
Five models: *Super 8*—high speed, 8" drum; *Standard*—widely used by contractors, 8" and 12" drums; *AMR*—a good auxiliary 8" sander; *Little American*—economical, 8" drum.



**5 PORTABLE ELECTRIC SAW**  
8 1/2" blade cuts 2 1/4" plank at 45°, or 3" straight cut. Motor develops 2 1/4 H.P. Cuts fast, any position, one-hand operation.



**2 FLOOR EDGERS**  
Two models, 7" and 5 1/4" discs—for sanding edges, closets, stairs, small halls.



**6 SCINTA SAW**  
Portable electric jig or saber saw for scroll work, dovetailing, cutting openings, etc. Two models—1/4" and 1 1/4" capacity.



**3 FLOOR MAINTENANCE**  
*American Deluxe*, for all floors—polishing, waxing, steel wooling, disc sanding. 19", 16" and 14" sizes.



**7 BELT SANDERS**  
Portable... many uses, roughing to final finish... *Sanderplane* is ten times faster than hand plane.



**4 FLOOR FINISHES**  
New complete line for all floors—seals, finishes, waxes and cleaners.



**8 SPEEDY SPINNER DISC SANDER**  
Good cutting control in disc sanding or polishing... curved or flat surfaces... wood or metal.

**AMERICAN**  
FLOOR MACHINES • PORTABLE TOOLS

SEND COUPON

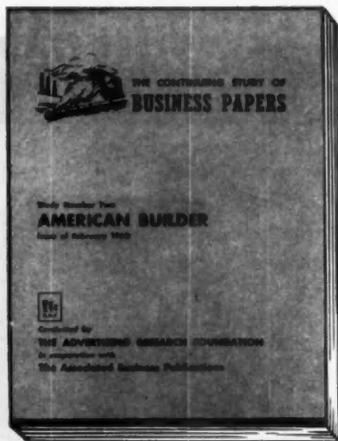
The American Floor Surfacing Machine Co.  
511 So. St. Clair St., Toledo 3, Ohio  
Please send latest catalog on the following, without obligation.

- Floor Sanders  Floor Edgers  Portable Electric Saw  
 Floor Maintenance Machines  Floor Finishes  Belt Sanders  Scinta Saw  Speedy Spinner Disc Sander

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

SERVING THE BUILDING INDUSTRY SINCE THE START OF THE CENTURY

## Results of the latest A.R.F. study show high readership of advertising



This readership study is the first survey conducted by The Advertising Research Foundation for any publication serving the light construction industry.

Readers of AMERICAN BUILDER are located in nearly every community throughout the country; and they are the factors who control specifications and buying in construction, modernization and maintenance in the residential, commercial, and farm fields.

This second in a series of A.R.F. studies of Business Papers examines primary advertising media values. It was designed to determine three factors about and for AMERICAN BUILDER and its readers: actual readership, potential audience, and specific data about the readers.

The results gathered in this study demonstrate the amount of attention devoted to advertisements in AMERICAN BUILDER. In this way, the study reflects the selling power of each manufacturer's sales message.

### AMERICAN BUILDER

advertisements  
are read  
and  
remembered . . .  
and by the key  
buying influences, too.

of the qualified readers interviewed recalled seeing one or more of the advertisements measured.

of the readers who claimed to have purchasing influence stated that they specify or recommend makes or brands.

of the home subscribers interviewed stated that they read every issue of the publication.

of the readers interviewed remembered seeing one particular black and white advertisement.

#### Attention NIAA Chapters

A colored strip-film presentation illustrating the results of this study, as was presented at the NIAA national meeting in Los Angeles, is available for individual chapter showings. Chapters interested should contact their New York headquarters office.

## AMERICAN BUILDER



A SIMMONS-BOARDMAN PUBLICATION

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

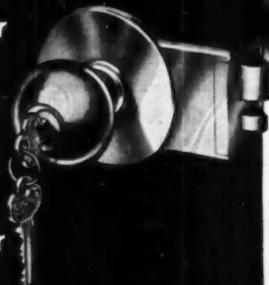
First in number of subscribers  
Over 85,000 subscribers—ABC  
First in the building field  
Established 1879  
First in number of advertisers  
481 advertisers in 1949  
First in number of advertising pages  
1,797 pages in 1949

**"Fastest  
Installation  
I ever made!"**

*Time and again  
it's been proved:*

You can install  
Corbin "900" Unit Locks  
and Latches

Faster  
than  
any  
other  
type of lock!



**HERE'S WHY** — No mortising is required; it takes an average workman only five minutes to drill two small holes, make a cut in the edge of the door, and fasten a Corbin "900" lock securely in place! *That's all there is to it . . .* the lock is always true and straight with the door, ready to provide years of trouble-free service!

But that's not all! The handsome appearance and rugged security of Corbin factory-assembled "900" Locks and Latches recommend them for all of your buildings. You will install Corbin "900" units with confidence and pride . . . in the right functions and finishes for all school, hospital, apartment, residence, and office building needs.

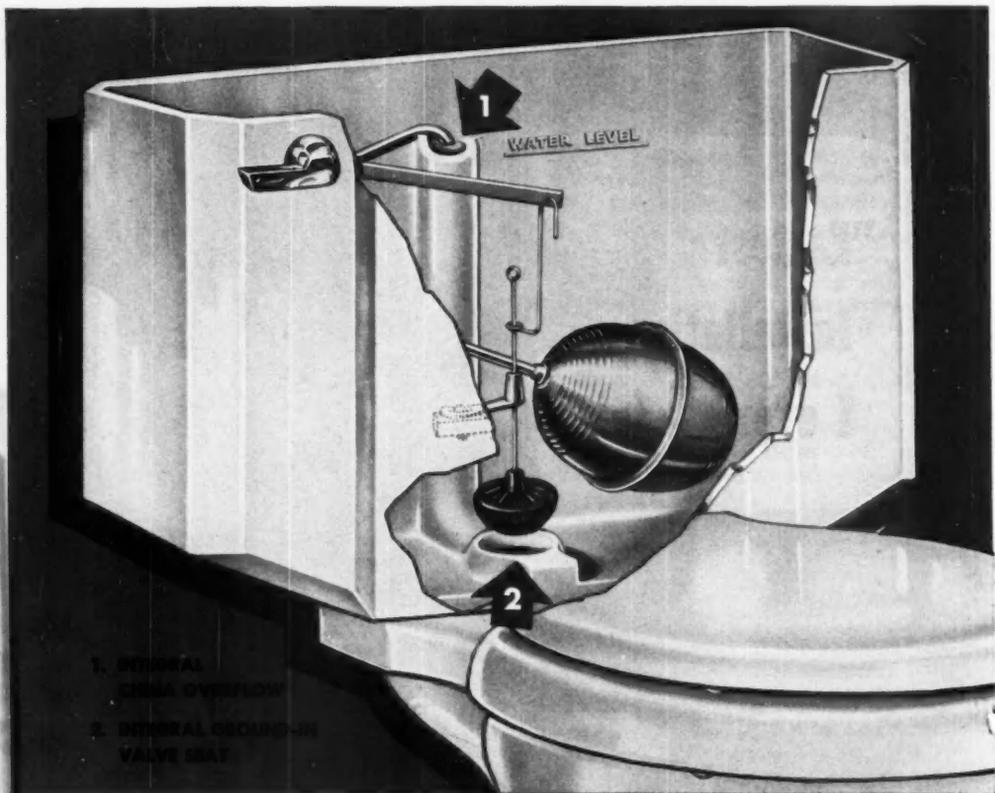
GOOD BUILDINGS DESERVE GOOD HARDWARE

**CORBIN**

**P. & F. CORBIN** DIVISION

THE AMERICAN HARDWARE CORPORATION

New Britain, Connecticut



## SELL THESE FEATURES...WIN CUSTOMER SATISFACTION

Your customers can easily see *why* the construction of Eljer Water Closet Tanks is the finest available.

The Eljer *integral china overflow* and *ground-in valve seat* are made of real vitreous china . . . a part of the tank itself. This eliminates thin metal tubes and metal seats that wear and corrode. The construction is *foolproof* . . . built to last the life of the closet. Vitreous china cannot corrode. An Eljer Fixture with

this extra quality costs no more than an *ordinary* fixture . . . even less, considering the resulting savings in maintenance expense.

Any plumber who points out these extra values to homeowners will make extra sales . . . and have satisfied customers. To have quality customers, sell quality plumbing fixtures. Sell Eljer . . . see your Eljer Distributor or write Eljer Co., Box 192, Ford City, Pa.

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

# ELJER





# ASSOCIATIONS

## *Their Plans and Activities*



### Builder Groups Name '51 Leaders

**State and local NAHB affiliates from coast to coast choose leaders for active year ahead**

A comprehensive program of speeches and panel discussions covering many phases of the building industry marked the recent seventh annual convention and exposition of the Ohio Home Builders Association at the Deshler-Wallick Hotel, Columbus.

Business session topics included merchandising, architectural trends in residential construction, mortgage and finance, and outlook for the small home builder. Speakers included Rodney M. Lockwood, past National Association of Home Builders president; Edward G. Gavin, editor of *American Builder*; Robert Heinton, Cleveland Electrical Illuminating Co.; and Johnny Jones, Columbus newspaper columnist.

Peter D. Kleist of Cleveland was elected president of the state group for 1951. Other new officers are Joseph J. Robers, Cincinnati, vice president; M. E. Kimmy, Dayton, secretary; and A. B. Stanbery, Toledo, treasurer.

Retiring President Ivan H. Gore, Columbus, presented a charter to the recently-organized Clark County Home Builders Association of Springfield. Gore was awarded an association plaque for outstanding service during 1950 by President-elect Kleist.

Among national association staff members present were Joseph B. Haverstick, secretary; Frank W. Cortright, executive vice president; Charles Malowney, regional vice president; Carl Lans, technical director and Mrs. Margaret Raynor, administrative assistant.

#### NORTHERN NEW JERSEY



**OFFICERS** of the Home Builders Association of Northern New Jersey at recent installation meeting in Teaneck (from left): Vice President Albert A. Stier, President Stephen Dudiak, Retiring President Carl S. Carlson and Secretary Alan D. Allen

Stephen Dudiak of Clifton was elected president of the Home Builders Association of Northern New Jersey at the group's annual meeting Dec. 4 at the Casa Mana, Teaneck. He succeeds Carl S. Carlson of Ridgewood.

Other builder-leaders named were Albert A. Stier, Clifton, vice president; (Continued on page 30)



**NEW OFFICERS** of the Ohio Home Builders Association (from left): M. E. Kimmy, secretary; A. B. Stanbery, treasurer; Peter D. Kleist, president; Joseph J. Robers, vice president

### Award for Best Home Week Section Won by Tacoma Paper

First prize in the nation-wide contest for "National Home Week" newspaper supplements—published during observance of the Week, September 10-17—went to the Tacoma (Wash.) Sunday Ledger, the National Association of Home Builders, contest sponsor, has announced.

Chosen for second honors among the 106 competing metropolitan papers was the Columbus, Ohio, Citizen. The Grand Rapids, Mich., Press was third. Honorably mentioned were Seattle, Wash., Times; Glendale, Calif., News-Press; Syracuse, N.Y., Herald-American; New Orleans Times-Picayune, and New York Times.

Judging of the special real estate sections was held recently in Washington, D.C. Judges were Mrs. Olive Clapper, radio commentator and columnist, and wife of the late Raymond Clapper; Mrs. Christine Sadler Coe, Washington editor of McCall's magazine; Edward R. Carr, past NAHB president; and Everett B. Wilson, Washington public relations counsel.

Awards were made at the annual dinner for the press during NAHB's convention January 22.

### 400 Underprivileged Kids Given Xmas Party in Dallas

A Christmas party for 400 underprivileged children was a feature of the holiday program of the Home Builders Association of Dallas. Held at the association's new auditorium, the party included a Christmas tree, music, entertainment, refreshments and a present for each child.

Members contributed gifts and cash to support the function. On the party committee were George Mixon, chairman, James Galetta, J. B. King, R. S. Greathouse, Louis Grinnan and R.W. MacNeil.

### Sacramento Xmas Party

More than 200 members and guests attended the annual Christmas party of the Associated Home Builders of Sacramento, Calif. A short session was devoted to business, with E. L. Schutt, retiring president, and C. B. Perkins, secretary-manager, giving their annual reports of association activities.

Members cited for their work in 1950 included Stetson Shuey, legislative committee; Jim Jansen, labor committee; and Jack Heckes, chairman of the membership committee, who reported a 24 percent increase of members.



## Dealer's Viewpoint

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

### Needed for '51: Triple-Threat Dealers

Three separate but closely related problems confront retail lumber and building materials dealers as we once again enter a controlled economy.

**One of the problems** is how to adjust our individual businesses to the perplexing new situations which arise from day to day. On the one hand, the outlook is for a fairly substantial but not drastic drop in sales this year, together with a loss of many younger employees to the armed forces. On the other hand, there will be an exhausting flood of extra paper work as wage and price controls, inventory controls, and other defense regulations take more and more attention.

Adjusting to such a situation is no easy job and will require careful planning by yard owners and managers.

**The second problem** is that of helping defense officials avoid well-intentioned mistakes which could demoralize production and distribution of materials without actually aiding the rearmament program.

That job is the responsibility of the industry's national organization and of those dealers who serve on industry advisory committees. It is no easy one because we too often have to deal with impatient officials who are all too ready to take sweeping actions and then smooth out the kinks later. Sometimes those kinks are very slow in disappearing.

**Our third problem**, which has

not yet received much attention, is that of inducing the public to use the reduced supply of some key materials to best advantage. We face, at least for the time being, a peculiar situation where we will have plenty of some materials and not enough of others. The materials which will be short—those containing critical metals—will be the key to the amount of building we can do in the immediate future.

If those scarce materials are used wisely and carefully, we can do more building in 1951 because the key materials can be stretched over a larger volume of building.

**Retail lumber and building materials dealers** have an obligation to encourage the public to conserve the less plentiful materials wherever possible, to show them how to use substitutes when that is practical, to encourage customers to buy what they really need, and to advise them to put off or cut down on building which is not really essential.

Even though the Federal government probably will take further official steps along these lines, our industry should take the initiative. By doing so, we not only will sell somewhat greater quantities of the materials which are in full supply, but also will serve the national interest by enabling the public to get more needed building done with the reduced supply of materials containing metal.



**AT DINNER** given in honor of Thomas P. Coogan, National Association of Home Builders president, by Home Builders Institute, Inc., Los Angeles, are (from left): William H. Evans, president, Home Builders Institute; Fred Eldean, president, Fred Eldean Organization, New York City; Coogan; Milton J. Brock, past NAHB president; and Fritz B. Burns, president, Kaiser Community Homes. Coogan said at a press conference that recently-enacted credit controls would cause 1951 housing starts to fall under the 800,000 total the government has indicated as desirable and that there may be a modification of Regulation X upon completion of a survey now being made jointly by the Federal Reserve Board, the Housing and Home Finance Agency, Mortgage Bankers Association and NAHB.

### Buffalo Membership Drive Nets 153

When the membership drive of the Niagara Frontier Builders Association, Buffalo, N. Y., was closed recently with an award dinner, 153 new members—27 active and 126 associate—had been added to the roster.



**WASHINGTON** scene was subject of Frank Cortright's talk before Buffalo group

Approximately 250 persons attended the party at which Frank W. Cortright, executive vice president of the National Association of Home Builders, was guest of honor. Awards were made by Chairman Victor Heaps to team and individual winners. Individual honors were taken by George Marvin.

### Hold Banquet at Dayton

The annual banquet of the Montgomery County Builders Association, Dayton, Ohio, was held January 9 in the Biltmore Hotel. Principal speaker was Frank W. Cortright, executive vice president of National Association of Home Builders.



**VITAL ISSUES** were thoroughly examined at a recent discussion panel sponsored by the Texas Panhandle Home Builders Association in Amarillo, and attended by builders, lumber and material dealers, mortgage men and others. Panel members, pictured above, are (top row, from left): Jack Seale, Amarillo; William Schutts, Amarillo; C. P. Atwood Amarillo FHA office; Clyde Bowman, Pampa; C. L. Munday, Amarillo. Bottom row: Royal Cantrell, Pampa architect; K. S. Reynolds, Amarillo; Tom Farwell, Pampa; G. W. McGuire, moderator; Charles Crowe, Amarillo.

## Southern Door Jobbers Meet in New Orleans

Approximately 500 jobbers, manufacturers and their wives attended the 11th annual winter meeting of the Southern Sash and Door Jobbers Association at the Hotel Roosevelt in New Orleans December 6-8.

Speakers included Erle Racey, advertising counsel, American Wood Window Institute; H. R. Northup, executive vice president, National Retail Lumber Dealers Association; O. Harry Schraeder, managing director, Douglas Fir Plywood Association; Donald Moore, editor, Southern Building Supplies magazine; E. W. Ruddick, secretary, Joint Wood Window Promotion Program; and P. D. O'Neal, Remington Rand, Inc.



**AT RECENT** meeting in New Orleans of Southern Sash and Door Jobbers Association, M. C. Davidson, Houston, association president, discusses inventory control methods with P. D. O'Neal of Remington Rand, Inc.

## Washtenaw County, Mich., Builders Join NAHB

Washtenaw County (Mich.) General Contractors, Inc., was presented a charter by the National Association of Home Builders and the Michigan Association of Home Builders at recent ceremonies in Ann Arbor.

Following the presentation talk by David Satin, Kalamazoo, Mich., NAHB regional vice president, members of the new affiliate were addressed by Frank W. Cortright, NAHB executive vice president, and John Weinhart, president of the Builders Association of Metropolitan Detroit.

Cortright reported that admission of the Washtenaw County group brought to 20 the number of local builder associations which have joined the national since January, 1950, accounting for an individual membership increase of 2,419. Seven other communities are currently forming local chapters, NAHB now has 17,915 members in 146 affiliated associations, Cortright said.

## Eldean Speaks at St. Louis

Fred Eldean, public relations counsel for the National Association of Home Builders, was featured speaker at a December 18 meeting of the Home Builders Association of St. Louis.

## Cortright's Column

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



### Part-War, Part-Peace — A Confusing Economy

The similarity between Washington today and the wartime Washington of 1942 is no less than remarkable.

Our hotels are jammed—incoming planes and trains are packed—government agencies shift from building to building as they expand—at least 10,000 new persons are employed each month—new laws, regulations, orders and directives are drafted and discussed daily—super agencies are piled on agencies, and rumors of further freezes and controls circulate constantly.

It is difficult to tell whether there are more job-seekers than order-seekers—more military personnel than diplomats—more confused business men seeking information than confused bureaucrats unable to inform them.

The fact is that there is an excellent reason for the confusion in Washington. Instead of an all out war, such as followed Pearl Harbor, with a black and white economy—we now have a part-war and a part-peace economy. This was called a "light gray economy" before the Korean trap was closed on us last November—now it has become a dark gray shade.

Because of the great need for high employment, high national income and high taxes, civilian production of all products is encouraged within the limits imposed by the requirements of the armament program. The main difficulty is that the military has been unable to determine the volume of critical materials required by this program. When the tonnage of steel, copper, aluminum, rubber, et cetera, is fixed, better order can be established and businessmen can proceed with greater confidence.

In home building the government wants a large number of civilian houses produced to strengthen the domestic economy and to meet the housing needs of the nation. Beyond this there is a presently unknown volume of new "defense housing" necessary for the exclusive use of defense workers at newly built war plants and plants which are being enlarged.

To encourage private enterprise to supply this defense housing, the Defense Housing Act of 1951 has been introduced. It is designed to encourage private financing of about 150,000 housing units, largely for rental. These will be single-family, two, three and four-family and multiple housing units.

The new FHA insurance device will be known as Title IX. It will be less generous than Title VI but much more attractive to builders and lenders than Title II. Under Sections 903 and 908 many builders will have an opportunity to start projects in addition to the housing they will be constructing for civilian use.

The maximum mortgage limits proposed by the bill as it enters the Congressional hopper seemed to this reporter to render it valueless in the higher cost areas throughout the country. This seems particularly unfortunate, since it is in many of these higher cost areas—Chicago, Detroit, Cleveland, Washington and countless other cities, that the greatest need for defense workers will exist. As the Banking and Currency Committees of the House and Senate study this and other provisions of the bill it may be expected that a number of remedial changes such as this will be made.

Another title of the bill is a new form of the Lanham Act, which supplied a high volume of public housing during World War II. Because this is publicly owned and operated housing it is important to study the declaration of policy of the bill, which, among other things, gives assurance that "private enterprise shall be encouraged to provide as much of the needed defense housing as it can, with special governmental assistance being made available where feasible and necessary to enable private enterprise to provide more of the defense housing. The government shall construct defense housing only where it cannot otherwise be provided when and where needed."

(Continued on page 208)

## Cortright Speaks at Louisville Meeting

"An era of drastic change" for America during which builders "may be building barracks or sections and panels of buildings to be shipped abroad" was predicted by Frank W. Cortright, executive vice president of the National Association of Home Builders, at the annual dinner meeting of the Associated Home Builders of Louisville, Inc.

Approximately 200 builders, realtors and representatives of allied trades attended the meeting in the Seelbach Hotel, at which Cortright spoke chiefly of the effects of Regulation X and the problems facing the industry during 1951.

New Louisville officers elected at the meeting were: president, James P. Bourne; vice president, C. Robert Peter, Jr.; and secretary-treasurer, Ben F. Swindler. New directors are B. M. Grimes, Harris Holt, Emery Kinkead, Robert Kittle, Arthur G. Miller, L. D. Paschal, Ralph R. Stephens, Frank C. Walther and David Wilson.

## 1951 Builder Leaders . . .

(Continued from page 27)

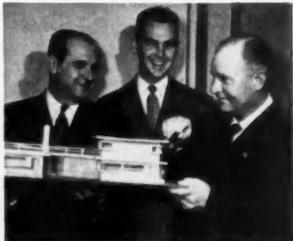
Alan D. Allen, Hillsdale, secretary; and John S. Cucchiara, Bergenfield, treasurer.

Dudiak, long active in association affairs, was vice president the past two years. He also led a 1950 membership drive which boosted the roster to an all-time high of 265.

In his acceptance talk, Dudiak sounded a note of warning about the present world situation, at the same time pledging the full support of the association in the government's emergency program.

### UTAH

"Housing in the Cold War" was the theme of the eighth anniversary meeting of the Utah Home Builders Association at Salt Lake City in December. The all-day session included speeches, panel discussions and social events.



**PRIZE-WINNING** model home at state convention of Utah Home Builders Association is admired by new association officers (from left), Nick E. Papanikolas, president; Hamer S. Culp, second vice president; and J. Albert Smith, first vice president

Nick E. Papanikolas was elected president of the group for 1951, succeeding A. P. Neilson. Also named to the officer roster

(Continued on page 184)



**NAHB EXECUTIVE VICE PRESIDENT** Frank W. Cortright is welcomed to Louisville, Ky., by officers and directors of local association. From left are: Ralph R. Stephens, B. M. Grimes, Edgar W. Archer, Emery Kinkead, James G. Polk, 1950 Louisville president, Cortright, James P. Bourne, 1951 Louisville president, Robert E. Kittle and W. Arthur Sorrell.



**1951 LEADERS** of the Home Builders Association of Westchester, N.Y., discuss plans for new year's activities at recent annual election meeting in Roger Smith Hotel, White Plains, N.Y. From left are James Cook, secretary; Edward A. Lashins, vice president; Frank P. Tufaro, president; and Joseph M. Baltz, treasurer. Cook, Tufaro and Baltz were re-elected. President Tufaro pointed out that during 1950 local builders created more than 16,000 new dwelling units for Westchester families. Approximately 6,500 of these were single-family homes, while another 10,000 dwelling accommodations were provided in new apartment projects in the county.



**MINIATURE BUNDLES** of Certigrade shingles are offered to delegates by officers of the Red Cedar Shingle Bureau following the organization's 34th annual meeting in Seattle in December. From left are Earl S. Wasser, Milwaukie, Ore., newly-elected vice president; W. H. McLallen, Vancouver, B.C., newly-elected president; W. W. Woodbridge, Seattle, reelected secretary-manager; and Virgil G. Peterson, Seattle, reelected treasurer.

# saves us

# \$112<sup>00</sup>

**Dotybilt Homes, Inc. BUILDERS**  
P. O. BOX 187, MASSAPEQUA, NEW YORK

We used DeWalts on every job I've been on during the past 14 years. I've seen them stand up and do the job quicker and better when other saws failed.

During the past 2 years we built 83 houses in this section of Long Island and a study of our operating costs shows that it cost us about \$4.30 per house to operate the DeWalt while our savings in labor figures about \$112.00 per house. Maybe that explains why we're such enthusiastic boosters for DeWalt.

Recently we expanded our operations and built a new plant to produce prefabricated house sections for quick, site erection. Naturally our DeWalt saws are playing a big part in making this whole operation possible.

(Signed) Coles Doty, Pres.  
Dotybilt Homes, Inc.

says

Dotybilt Homes, Inc.

Dotybilt Homes, Inc.

Dotybilt Homes, Inc.

Read, in the letter above, what Mr. Coles Doty has to say about DeWalt saws!

Every builder and contractor operating today—building one house or one hundred houses—can profit by doing what Mr. Doty did.

When you have a flexible, all-purpose DeWalt on your job you know all these things:

You *know* you have today's finest, most dependable radial saw.

You *know* you have a machine that will help you build better, faster—from cellar to roof!

You *know* you will get fast, accurate cutting all the way—and many different kinds of cuts. DeWalt is many machines in one!

You *know* you will save money on every house—increase year-round profits.

Investigate DeWalt now. Go in to see—or call—the nearest DeWalt dealer! See, especially, the new DeWalt Model GR with 5 new features, including low dead rise motor which permits deeper cut, allows you to use 14" blade and make 4½" cut. Send coupon below for full information on DeWalt.

## DE WALT INC.

a subsidiary of American Machine and Foundry Company



### NEW!

**DE WALT GR**  
with low dead  
rise motor!

DE WALT, INC.  
12 Fountain Avenue  
Lancaster, Pa.

Please send me literature and complete specifications on the new DE WALT GR.

Name.....

Address.....

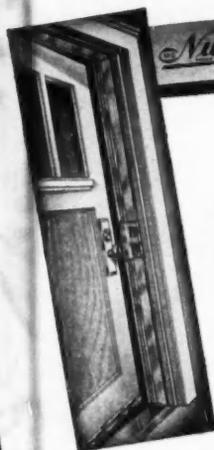
City.....State.....

I plan to build.....homes in the next 12 months.



# Mack says... Check the Weather

## Numetal WEATHER STRIP



### FOR DOORS

Conveniently packaged in sets for almost all standard doors. Available with regular brass and felt door bottom strips or with threshold bottom strips or with threshold and exposed hooks. No special skill or tools are required. Easily installed with only a hammer and household scissors. Comes complete with sufficient strips for size opening, lock keeper strip, screws, nails and instructions for installing. Perfect for over-the-counter sales!

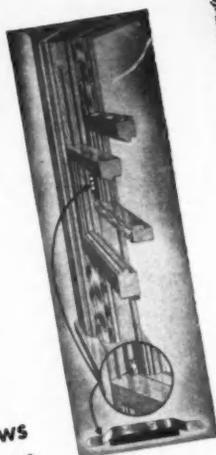
This door equipped with Style "C" Numetal on sides and top, lock keeper strip and a brass and felt door bottom.



### FOR WINDOWS

Numetal Window Sets also come complete in convenient packages. Fits all standard 28", 30", 32" and 36" double hung windows. Cut-to-dimension and efficient type. It is a practical and efficient type of permanent weather strip and can be quickly installed by anyone. Each set contains necessary strip for top, bottom and sides, meeting rail strip, sash plugs, nails and instructions. Individually packaged — ready to hand to your customers — ready to install!

This window is completely weatherproofed with strip from Numetal Window set. Includes Style "A" for top, bottom and sides; Style "B" for regular meeting rail; sash plugs; Style "D" available for rabbeted meeting rails.



## Numetal DOOR BOTTOM STRIPS



Just what your customers need to keep cold air, dust, and dirt from blowing under doors. A popular seller! Made of wool felt and extra heavy gauge brass or aluminum. Furnished in standard lengths for 28", 30", 32", 36", 42" and 48" doors. Also available in special lengths. Packed 1/2 dozen same length in each carton.



## Nu-WAY WEATHER STRIP

Easy to sell because it's so easy to put on! Works perfectly on any type window or door. Made of moth-proof, pre-shrunk, color-fast, wool felt and white metal. Attractive display carton contains 12 individual 20-ft. rolls.

# proof Items You Need ...and Order Now!

WE NEED

- Numetal Weather Strip
- Nu-Way Weather Strip
- Numetal Door Bottoms
- Nu-GARD Automatic Door Bottoms
- Nu-ART Thresholds
- On-GARD Coil Weather Strip
- Nu-CALK SPEED LOADS
- Nu-Glaze

## Nu-GARD Automatic DOOR BOTTOM AND DRAFT ELIMINATOR



This is the door bottom in answer to a home-owner's prayers! Beautifully designed door bottom keeps firm contact with floor when door is closed. Saves fuel—stops drafts under door! When door is opened the hinged felt section automatically raises to clear carpet. All working parts and cover shield are made of high quality Alacrome metal—will not rust or tarnish. Easily installed. Furnished in 28", 32", 36", 42" and 48" lengths. May be shortened 2". Fits right or left hand door. Packed in individual cartons, including necessary screws and tools. A Nu-GARD Automatic Door Bottom is a boon to your customers and a boost to you'll sell 'em!



This handsome double-duty display case takes little space and makes sales! Given to you with your order for the introductory assortment. Removable top becomes handy shelf in front to hold actual working model. Case contains 24 door bottoms, twelve 32" and twelve 36" lengths—each individually packaged. Don't be without these—order today!

## NU-ART THRESHOLDS



Thresholds are becoming increasingly important in the weatherproofing picture—residential as well as commercial and industrial! You should have a complete stock of these attractive thresholds. Available in brass or Alacrome, with holes drilled, screws furnished—each individually wrapped and labeled.

## ON-GARD BRONZE COIL WEATHER STRIP

Here is the perfect coil strip! Patented nailing zone feature eliminates buckling and forms weather-tight edge. Double turned outer edge forms a hump, proof, rigid contact. Packed 100 ft. or 200 ft. in exclusive patented dispensing carton or with your initial order for five 100 ft. rolls we give you a sturdy counter display case.



## Nu-CALK SPEED LOAD

America's favorite calking compound in the most efficient calking load on the market. Packaged 10 loads to each carton and 4 cartons per shipping case. Keep a good supply on hand of this fast-seller!



## Nu-Glaze GLAZING COMPOUND

Sells better because it really "stays put"! Won't crack or peel off. Perfect for all glazing. Packaged in attractive cans from 1/2 pint to 12 1/2 lbs.—in drums from 25 lbs. to 880 lbs. Order now!



ORDER NOW! Your order will be shipped same day received.

# MACKLANBURG-DUNCAN CO.

OKLAHOMA CITY 1, OKLAHOMA

**MACKLANBURG  
DUNCAN  
&  
QUALITY  
PRODUCTS**

# NOW! MEET THE DEMAND FOR LOW-COST REMODELING WITH GOLD BOND GRAIN BOARD

*Made of fireproof gypsum but looks like natural wood!*



**BIG, STURDY PANELS** of Gold Bond Grain board can be nailed to wood framing or right over old material. They make the job go fast and help keep costs down!

ARE a lot of your prospects "cooling-off" because they think remodeling costs are too high?

Then let Gold Bond Gypsum Grain Board be your ace-in-the-hole to sell more jobs *right now!* You can show those prospects how you can give them the beauty of fine natural wood paneling for *just a fraction of the cost.* You can tell them:

- ★ It's fireproof.
- ★ Easily cleaned with a damp cloth.
- ★ Has protective lacquer finish.
- ★ Can't tell it from real wood, without close inspection.

**And you'll like it too, because:**

- ★ It saws like lumber.
- ★ Won't expand, contract or warp.
- ★ Easy to nail to wood framing or right over old material.
- ★ Comes in: *Bleached Walnut, Dark Walnut, Knotty Pine.*

See full size panels at your local Gold Bond Dealer Today!

Bleached Walnut



Knotty Pine



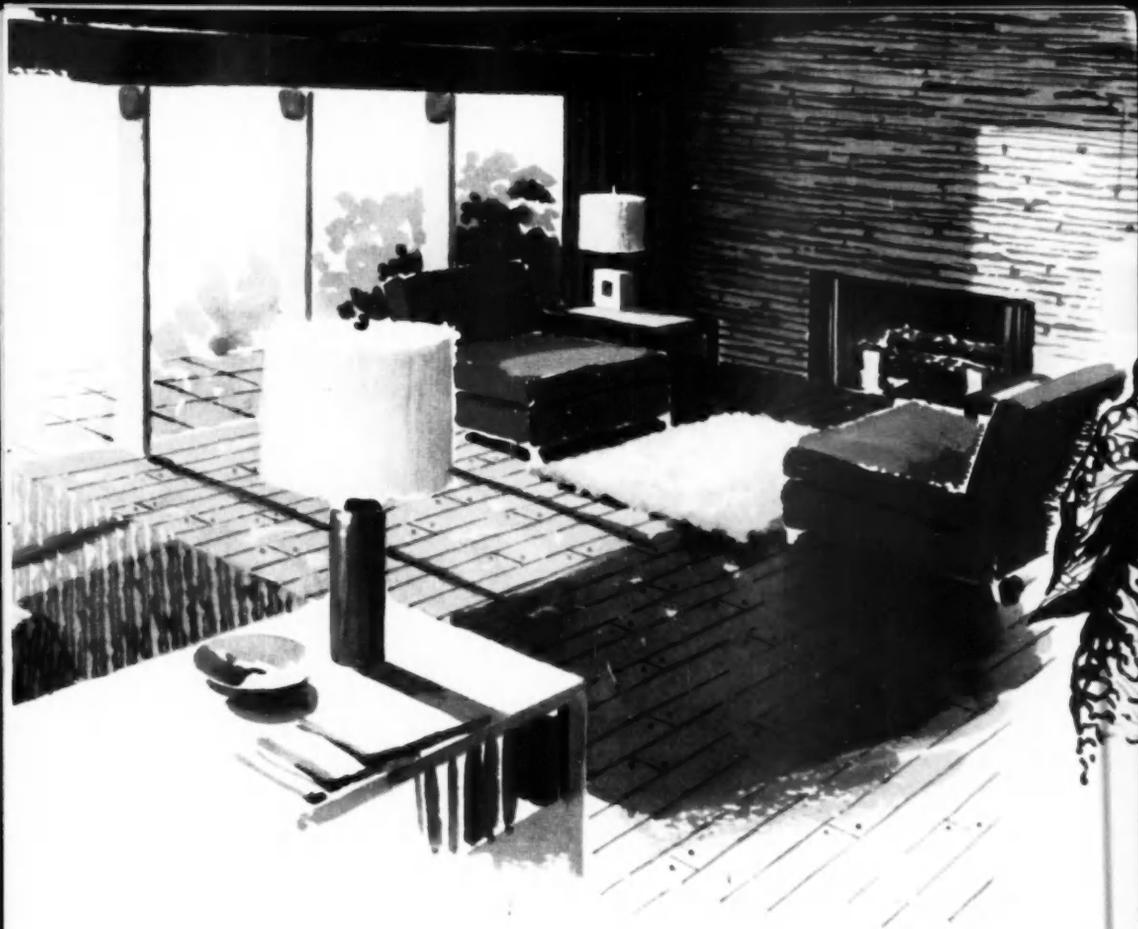
Dark Walnut



You'll build or  
remodel better with  
**Gold Bond**

**NATIONAL GYPSUM COMPANY, BUFFALO 2, N. Y.**

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



**EVERYBODY LIKES**

# Bruce Ranch Plank Floors

## **Pegged and Finished at the Factory**

There has been more unsolicited praise for Bruce Ranch Plank than for any hardwood floor introduced by Bruce in the past twenty years. And there are several good reasons for this:

(1) It's a distinctive hardwood floor, yet costs very little more installed than regular strip flooring. (2) Alternate  $2\frac{1}{4}$ " and  $3\frac{1}{4}$ " oak strips, with walnut pegs, give the charm and individuality of a custom-built floor. (3) Bruce Ranch Plank is pegged and finished at the factory, and is easily installed by blind nailing.

This popular floor gives added style and decoration to homes in all price ranges. Architects and decorators have approved it for modern and traditional styles. Write for color booklet or consult Sweet's Files. E. L. BRUCE CO., MEMPHIS 1, TENN.



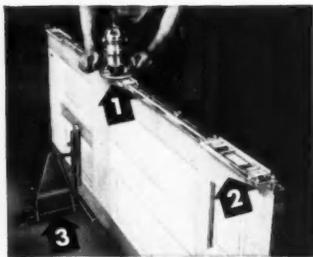
*Other Bruce Products: Block and Strip Flooring • Lumber  
Terminix • Bruce Floor Cleaner, Waxes, Finishes*



# SPEED UP SAWING

with a  
**Stanley W65**  
**6" Safety Saw**

**SPEED UP  
DOOR HANGING**



- 1** -H88 Hinge and Butt Router
- 2** -T3, T5 or T6 Door and Jamb Templet
- 3** -GA-156 Sash and Door Holder

Here's a combination that permits mortising doors and jambs for hinges 6 times faster than by hand. What's more, every mortise is perfect—eliminating recutting, or shimming.

● In time saving alone, the Stanley W65 Saw will quickly pay for itself.

The Stanley W65 is ideal for cut-off work on framing or siding boards; for cutting stairs or baseboards, or for fast, clean sawing of plywood, wallboard, asbestos, or masonite.

Outstanding features of the Stanley W65 include: the multi-grip handle, positive adjustments for cut-depth and beveling, manual control on safety guard, base on both sides of saw, ball and roller bearings. See the W65 at your tool supplier's, or write for literature. Stanley Electric Tools, 492 Myrtle Street, New Britain, Connecticut.

# STANLEY

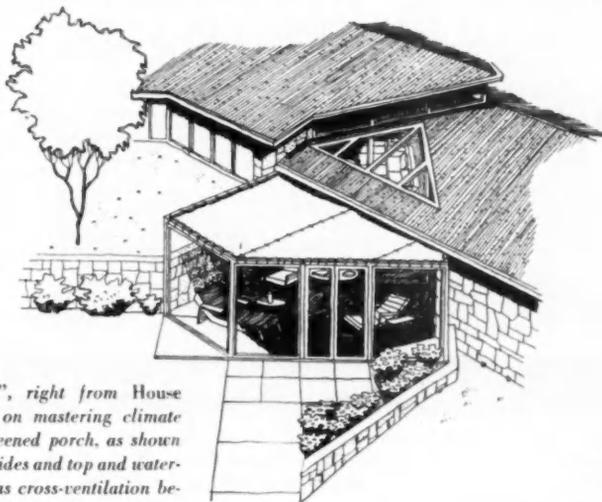
Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL  
AMERICAN BUILDER

# House Beautiful **builds**

**extra business! And that business can be yours . . .**

*{ Capitalize on promotable editorials like these in the March issue... reaching and influencing your best prospective customers, month after month }*



**H**ere's the "Climate-Controller", right from House Beautiful's forthcoming editorial on mastering climate extremes. In June, it's a shady screened porch, as shown here, with its paved floor, screened sides and top and waterproof canvas roof. In August, it has cross-ventilation because it projects out into the normal path of the summer breeze. But its main feature is a series of glass doors, hinged together accordian fashion, which can be moved into different positions as the seasons change. If they're unfolded outward to deflect the summer breeze into the house, the "Climate-Controller" serves as a windcoop. In

spring and fall, with the canvas roof removed and the glass doors acting as a windscreen, it's a comfortable sunpocket. In mid-winter, with the glass doors swung in to enclose the outer wall of the triangle under the skylight shown, it becomes a tropic hothouse.

## **"Worse Climate" mastered in forthcoming house presentations**

March *House Beautiful* presents three advanced houses—all designed and built specifically to master the Minneapolis-St. Paul area climate, where the combination of winter and summer extremes is greater than in any other part of the country . . . all incorporating principles developed by *House Beautiful's* Climate Control Project.

Based on an orderly analysis of the numerous climate factors to be met and mastered, the solutions offered will

be of great practical value to home builders in any region where there's a big difference between winter and summer. Watch for them. Use them in your business. Including such important comfort principles as correct choice of site and materials, underground living areas, winter sun traps, wind control, etc., the chances are they'll furnish you answers to any number of design and construction problems which now face you and your customers in conquering climate extremes.

**FOR MORE PROFITABLE SALES-BUILDING IDEAS, turn the page** ▶ ▶ ▶

# HOUSE BEAUTIFUL MAKES

Push and promote big-sellers like these...

Imperial's new 1951 line inaugurates a new fashion trend in wallpaper — with modern weaves and textures, with patterns giving the illusion of three-dimensions and contemporary designs having the flat look of a hand print. Traditional papers include florals, diagonals, pin-stripe and geometrics. Wallpapers to re-create the outdoor aspect indoors are featured.

STRAHAN wallpapers for 1951 are more varied, more beautiful than ever before . . . the most complete line of quality wallpapers in Strahan's 65 years. Nationally advertised in House Beautiful, House & Garden, House Beautiful's Guide for the Bride, Bride's, and Living for Young Homemakers, to make it easy for you to sell them.

Internationally famed designer Virginia Hamill has executed Caribbean Cruise Wallpapers, the latest series in Stockwell's collection of "Trend of the Times Wallpapers". The 17 striking designs represent the legendary atmosphere, lush vegetation and sunny colors of the Spanish Main. These are ideal backgrounds for contemporary and traditional interiors.

The latest scenic wallpaper from the California design studios of Albert Van Luit & Company is "Farmer's Market", a delightful impression of Hollywood's famous shopping center. So that potential customers may see the new design, full-color miniatures of the three different color schemes are offered for 30¢ each.

Vikon Metal Tiles bring the luxurious custom look to every room where tiles are appropriate. There are 30 different fade-resistant decorator colors to choose from on steel or aluminum, plus stainless steel. Vikon Tiles are low cost too and inexpensive to install. Write Vikon Tile Corp., Washington, N.J.

When selecting materials for today's building requirements, builders and architects always consider special features of Wall-Tex fabric wall coverings as advertised in national magazines.

Control of plaster cracks and safely washable colors and finishes plus beauty of color and pattern — are featured to attract and sell investors, buyers and tenants.

Spongex sponge rubbered rug cushion, the finest cushion underfoot . . . the cleanest cushion under rugs. It provides a new kind of comfort for a lifetime of footsteps.

Custom made to fit your windows by Eastern Machine Products Company's many custom manufacturers, Pre-Fab blinds are available in 14 decorator colors, all in DuPont Plastic finish. Pre-Fab venetians have the enclosed all-metal head and Eastern's famous one-piece metal bottom rail with snap-on tape clamps — to remove the slats for cleaning.

Fleetlite is a completely new window idea. It has a frame of extruded aluminum with four channels that carry interior and exterior double hung windows and a screen. Sash are easily removed from inside for cleaning. It is a year-around window completely fabricated, glazed and individually packaged in the factory.

Colorful awnings of these fabrics add distinction to any home. Otis fabrics are produced from yarns dyed before being woven, hence they show "both sides alike." This feature is emphasized in advertising addressed to home owners, but primarily intended to benefit the local awning maker, who has a sample book showing all patterns. The Falls Company of Norwich, Conn.

Now you can have light and air through your picture window. A flip of the switch and the insulated glass disappears as a bronze screen takes its place. The Vito Automatic Window is the only picture window that opens electrically. Available in six sizes for living rooms, dining rooms, kitchens, and bedrooms.

The West Coast Woods species — Douglas Fir, West Coast Hemlock, Western Red Cedar and Sitka Spruce — are noted for their strength, dur-

ability and versatility. Write for folder on merchandising aids available. These dealer helps include full-color booklets, free newspaper mats, posters, radio spot announcements, and display posters.

Watch for O'Brien's full-page, full-color ad in the April issues of HOUSE BEAUTIFUL, BETTER HOMES & GARDENS, AND LIVING, introducing O'Brien's Colors of 1951, available in Liquid Velvet — America's Most Washable Flat Wall Finish and shown in the new O'Brien Color Manual on full-page 6" x 3" swatches. Complete dealer merchandising program. The O'Brien Corporation, South Bend, Indiana.

The KOHLER Jamestown lavatory for homes and apartments (March — HOUSE BEAUTIFUL) features a wide shelf, integral soap dish, Centra Mixer fitting for water of the desired temperature, Synchro mechanical drain, roomy basin. In matching design KOHLER Cosmopolitan Bench Bath features integral seat, slope and, flat, safe bottom. Fittings are brass chromium-plated.

With Republic Duo-Way, all combustible household wastes (garbage and trash) disappear like magic at the touch of a button. The reason why Duo-Way is the one practical solution to this big disposal problem, why it "out-performs" anything ever tried before, is its unique, patented, "Two-zone" principle of operation. Autogoss Company.

Cash in on this smash-hit Permaglax ad. Get the lions share of this season's water heater business displaying, demonstrating and selling the finest — Permaglax, with the glass-surfaced steel tank that can't rust because glass can't rust — now in new models that cost no more than ordinary water heaters.

The Delco-Heat Boiler is perfectly suited for all radiant and "regular" steam or hot water heating systems in today's popular size homes. This automatic oil-fired unit — with exclusive "Rotapower" Oil Burner — also supplies domestic hot water. For literature write: Delco Appliance Division, Rochester 1, N. Y.

## USE THE CONVENIENT COUPON METHOD OF ORDERING

Check any or all the top-quality products below (preceded by a number), which are advertised in March House Beautiful, fill in your name and mailing address . . . mail to: Merchandising Division, House Beautiful Magazine, 572 Madison Avenue, New York 22, N. Y.

- 29. BALSAM-WOOL SEALED INSULATION
- 30. CHAMBERLAIN BLOWN ROCK WOOL INSULATION
- 31. BLUE RIDGE STRUCTURAL GLASS
- 32. IMPERIAL WALLPAPERS
- 33. STRAHAN WALLPAPERS
- 34. SUNTILE
- 35. "TREND OF THE TIMES" WALLPAPERS
- 36. VAN LUIT SCENIC WALLPAPERS
- 37. VIKON METAL TILES
- 38. WALL-TEX FABRIC WALL COVERING
- 129. GOODYEAR WINGFOOT VINYL FLOORING
- 39. SPONGEX RUBBER RUG CUSHION
- 40. CANVAS AWNING INSTITUTE
- 41. EASTERN PRE-FAB VENETIAN BLINDS
- 42. FLEETLITE FABRICATED WINDOWS

- 43. FLEXALUM VENETIAN BLINDS
- 44. OTIS WOVEN AWNING FABRICS
- 45. PELLA ROLSCREENS
- 46. RUSCO COMBINATION WINDOW
- 47. THERMOPANE
- 149. TRUSCON STEEL WINDOWS
- 48. VITA AUTOMATIC WINDOWS
- 49. CURTIS COMPANIES WOODWORK
- 50. WEST COAST WOODS
- 51. CABOTS' CREOSOTE STAINS
- 52. O'BRIEN'S LIQUID VELVET FLAT WALL PAINT
- 53. RAMUC ENAMEL FOR POOLS

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

- 54. CASE BATHROOM FIXTURES
- 55. ELJER BATHROOM FIXTURES
- 56. KOHLER PLUMBING FIXTURES
- 57. GENERAL ELECTRIC DISPOSAL
- 58. REPUBLIC DUO-WAY DISPOSAL UNIT
- 59. BRYANT WATER HEATER
- 60. A. O. SMITH PERMAGLAX WATER HEATER
- 61. AMERICAN-STANDARD HEATING
- 62. B & G HYDRO-FLO HEATING
- 63. DELCO-HEAT BOILER
- 64. DELCO-HEAT OIL-FIRED CONDITIONAIR
- 65. DELCO-HEAT "GA" CONDITIONAIR
- 66. HEATILATOR FIREPLACE
- 67. HUNTER PACKAGE ATTIC FANS

# BIGGER PROFITS EASY!!!

parading across House Beautiful's pages, month after month.

The Delco-Heat Oil-fired Conditionair will be a big selling addition to any home "package." Has exclusive "Roto-power" Oil Burner. Automatically heats, cleans, humidifies and circulates the air. Delco-Heat makes automatic heating equipment for all fuels, all heating systems, all sizes of homes. For literature write: Delco Appliance Division, Rochester 1, N. Y.

The Delco-Heat "GA" Conditionair — an automatic gas-fired unit — heats, cleans, humidifies and circulates the air. Has the new "Multi-Rod" heat exchanger that extracts maximum heat from fuel. Available in five models. AGA approved for all gas fuels. For literature write: Delco Appliance Division, Rochester 1, N. Y.

Heatilator Fireplace is a valuable extra sales feature in any home. It circulates heat throughout the entire room instead of wasting it up the chimney. Will not smoke. Simplifies construction, adds little or nothing to cost. No limit to mantel design. Nationally advertised — people know the name "Heatilator"!

Attic fan installation has been greatly simplified by a new package unit developed by Hunter Fan and Ventilating Co., Memphis, Tenn. Quiet, powerful fan fits large attics and narrow hallways. Complete with fan, motor, suction box and ceiling shutter (automatic or pull chain). Made in four sizes (4750 to 9500 CFM) to fit any size home. Hunter Fan & Ventilating Co., Box 2858-HB, Memphis 2, Tenn.

The MOR-SUN pressed steel furnace (for gas and oil) is unique in that it is MASS PRECISION PRODUCED! Every part is die-pressed. Built on the outside and rugged efficiency on the inside are not enough; the MOR-SUN gives even more — dependability — through use of quality control equipment. MOR-SUN finest, most beautiful furnace in the world.

Matchless heating performance is provided by every attractive furnace and air conditioner in Waterbury's complete line. The right unit for every size and type home — the choice of any

fuel — guarantees customer satisfaction every time. Complete literature available. Write The Waterman-Waterbury Company, 1121 Jackson St. N.E., Minneapolis 13, Minnesota.

Every month in House Beautiful, Webster advertising tells your prospects about Webster Baseboard Heating — true perimeter heating with forced hot water. Proven in service in more than 12,000 installations. Descriptive literature on request to Warren Webster & Company, Dept. HAB-3, Camden 3, New Jersey.

Hanovia World Renowned Ultraviolet Quartz Health Lamp. Every American may enjoy and profit from the healthful rays of the Hanovia Ultraviolet Quartz Health Lamp — the outstanding lamp, precision built, that gives you the beneficial short, medium and long waves of ultraviolet which are so helpful in keeping you physically fit.

Now you can offer your customers Beautiful Kitchen Maid Kitchens with modern Flo-Line Styling. Aluminum Drawers, Resinite Doors, and a host of convenient features. Available in four delightful patterns and the popular Appliance White. Advertisements supported by a full assortment of sales promotion material and a complete newspaper mat service. The Kitchen Maid Corp., Burns, Indiana.

A full-page, full-color advertisement shows why "MOTHER LOVES FORMICA". Gay hues and distinctive patterns for sink cabinet and dinette tops. Unharmful by boiling water, alcohol, fruit acids, cleaning alkalies. Never need painting or refinishing. Wipe clean with a damp cloth.

There are many new drapery needs in the current trend of house design . . . in extensive remodeling and refurbishing jobs. Judd traverse tracks meet every track demand . . . cut-to-measure or extending. Judd's thimble-tip non-sag curtain rod threads easily. With Judd's Plecmaster any woman can make her own pleats . . . they all love it.

Photographs showing recent trends and many helpful hints with the use of Marble as fireplaces, tables, floors, walls, stair treads, in bathrooms, sills, counter tops, etc. in fine home decoration are of every homemaker are offered in a booklet by the Marble Institute of America, Inc., 108 Forster Ave., Mt. Vernon, New York.

Year after year, more and more people give their lawns a head start for healthy, sparkling beauty with an early meal of Scotts TURF BUILDER. They know it pays to seed early too! So start displaying Scotts Seed and other Lawn Care Products right away to get your share of this profitable volume.

ATCO, Britain's largest-selling power lawn mower, is now sold in the U. S. ATCO Motor Mowers are so soundly built that more than half the 1921 models 30 years old are still in operation. Finger-rip clutch and speed controls. Easily handled. Unusually steady. Five models: 14" to 24" cut: \$205 to \$575. Charles H. Pugh, Ltd.

Easy-to-Put-Up Orlyt Greenhouse made in sections, pre-assembled, ready to go together with bolts and screws. Made in greenhouse and lean-to greenhouse types, both free-standing and ready to attach to home. 64 sizes from 5 x 10 ft. to 13 x 25 ft. Prices start at \$195. Automatic heat. Automatic Ventilation. Lord & Burnham, Irvington, N. Y., Des Plaines, Ill.

SPEEDLINE matched garden and lawn tools — a complete first quality line of forged steel tools in lighter, faster working patterns designed specially to appeal to home gardeners. All tools finished alike with blue handles and gold trim to encourage multiple and repeat purchases of matching tools. 18 items to select from.

Worcester has been a famous name in lawn mowers for more than 50 years. Now, backed by aggressive consumer advertising, the company presents a new 21-inch power mower, the Worcester Shear Master. This fine mower provides all the easy-operating features your customers are looking for. Write for catalogue.

## FREE DISPLAY CARDS FOR YOUR BUSINESS

Check any or all the top-quality products below (preceded by a number), which are advertised in March House Beautiful, fill in your name and mailing address . . . mail to: Merchandising Division, House Beautiful Magazine, 572 Madison Avenue, New York 22, N. Y.

- 68. MINNEAPOLIS-HONEYWELL THERMOSTATS
- 69. MOR-SUN FURNACE
- 70. MUELLER CLIMATROL
- 71. WATERBURY FURNACES — AIR CONDITIONERS
- \* WEBSTER BASEBOARD HEATING
- 72. WILLIAMS OIL-O-MATIC OIL BURNER
- 73. WINKLER "LP" OIL BURNER
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- 95. ORLYT LEAN-TO GREENHOUSE
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- 99. WORCESTER 21in. SHEAR MASTER POWER MOWER

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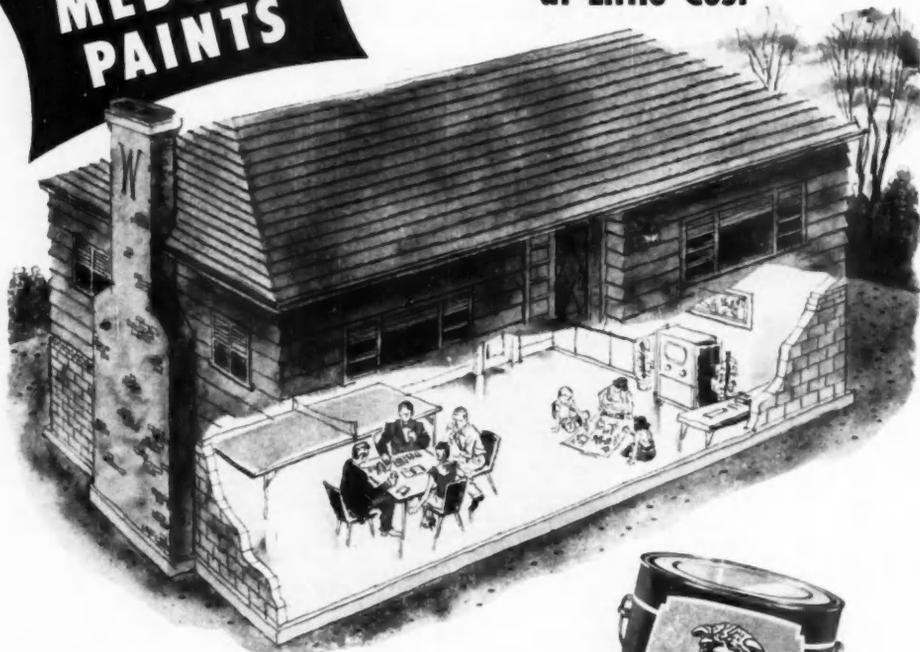
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**Give homes 20% MORE LIVABLE AREA  
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**BETTER** with*



**MEDUSA PRODUCTS**



REG. U. S. PAT. OFF.

## Letters to the Editor

### Practical and Newsworthy

Sirs: We are delighted to take time out to express our appreciation for *American Builder* and the good job being done in covering construction jobs that are of vital interest to every builder who is trying constantly to do a better job. We think your feature articles, such as "Gypsum in Construction" and "Construction Lumber," which were recently run, are particularly helpful. We trust you will keep up the good work.

M. W. Turner,  
M. W. Turner Company, Realtors,  
Tulsa 3, Oklahoma

Sirs: . . . Believing in giving credit where it is due, we would like to tell you that we enjoy *American Builder* a great deal. In addition to being very interesting and educational, we find that it is the best means of keeping abreast of the building news throughout the nation. May we extend our congratulations on a job well done.

R. S. Belk,  
Southern Pacific Milling Company,  
Santa Barbara, California

### "Good Time Charley"

Sirs: My compliments to you on your editorial in the December, 1950, issue of the *American Builder* entitled "The Basic Problem." Your line of thinking parallels my own. I have felt all along that it was our duty to bring about peace treaties with our defeated enemies as soon as possible after the ending of World War II and then bring our soldiers home. True, our position as the only nation with exportable capital, required us to lend (not give) substantial amounts of money to those nations demonstrating an ability and willingness to live up to the terms of their borrowings. As it is, we have taken billions of dollars out of our taxpayers' pockets and have been a regular "good time Charley" in squandering those huge funds all over the world. Furthermore, we have now become entangled all over the world. I would rather run the risk of being called an isolationist than to approve the wastage of the fruits of toil of the American people. Our lavish gifts have brought us no friends. Had we loaned the money we could have incurred no greater enmity than we now enjoy. As you so accurately stated in your editorial, the better policy would be to set an example to the whole world by demonstrating that, under freedom, men can produce more and enjoy more of the good things in life than under any

other system. Your editorial and the one by Mr. Dunn on Page 9 of the same issue furnish beacon lights of sanity in an age when insanity seems to be more popular.

Russell & Russell,  
Attorneys and Counselors-at-Law,  
New York 17, N. Y.

### A Book About Lumber

Sirs: We have received our December issue of the *American Builder* and have read the article on "Construction Lumber." If the succeeding three articles on lumber are as well done as this one, it would be a fine idea to have the whole series combined into one pamphlet. If this is done we would like to secure a supply for distribution to our contractor customers.

Al Roth  
Farm Cash Lumber and Hardware Co.  
Wichita, Kansas

Sirs: I have just had time to finish reading the entire section (on lumber in the December issue) and am more than delighted with the excellent results accomplished. This type of presentation is certainly worthwhile. Craftsmen as well as apprentices can learn much from this fine editorial effort. So, too, can dealers, contractors and others. Of special interest to me was the understandable manner in which you covered the basic material on framing. The thought has probably already occurred to you that this information could be profitably published in handbook form, after first publication in *American Builder*. Assuming that the material in the next three issues measures up to the contents of the December issue, and I am sure it will, you have the makings of a fine handbook. Above all, you have been very practical in your approach to this subject matter.

Arthur W. Prialux,  
Public Relations Director,  
West Coast Lumbermen's Association

Sirs: I have become very much impressed with the article in your December, 1950, issue of the *American Builder* on lumber and house construction. Inasmuch as we continually deal with builders who want to use our products for their exterior and interior work, it would benefit us greatly to have on hand a few copies of these splendid articles.

J. M. Parriott,  
Architectural Department,  
United States Plywood Corporation

Sirs: The first installment of the series on Construction Lumber appearing in

(Continued on page 194)

## STAY TIGHT WITH KAY-TITE



**KAY-TITE**  
CONTROLS WATER SEEPAGE  
IN POROUS MASONRY

CINDER BLOCK WALLS  
CEMENT BLOCK WALLS  
STUCCO SURFACES  
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KAY-TITE CAN BE USED ABOVE OR  
BELOW GRADE, INSIDE OR OUTSIDE

Available in 50 lb. drums  
White and 9 colors. Write

# KAY-TITE

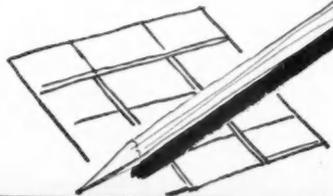
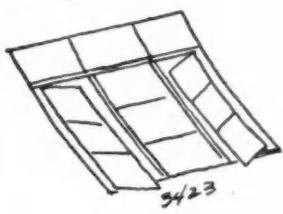
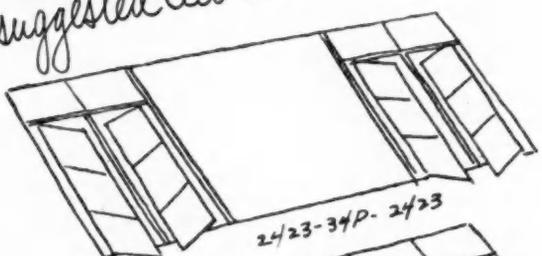
COMPANY

Box 550

West Orange, New Jersey

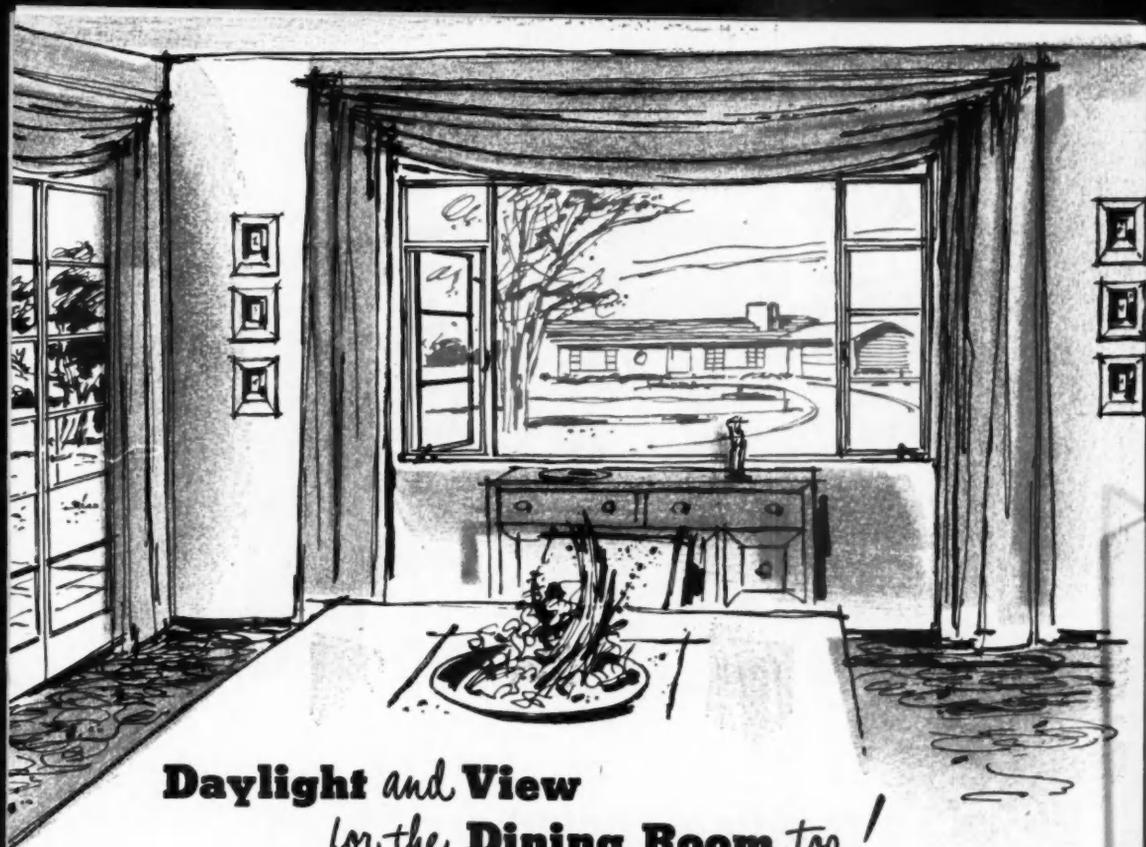


*suggested Ceco casements for the dining room*



**CECO  
STEEL** ®

*In construction products* **CECO ENGINEERING**



## Daylight and View for the Dining Room too!

Ask any headwaiter of a plush dining place what request he hears again and again and he'll tell you:  
"Table next to the window please."

And that is easy to understand because everyone enjoys the relaxing thoughts that come from distant views  
—the good cheer daylight brings.

So, why not daylight and view when dining in too?

Ceco design makes that possible with windows of steel that transform a whole dining room  
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with beauty born of daylight.

Next time, plan dining rooms with Ceco Steel Windows. They have practical advantages too—such as  
tighter weatherseal—won't stick or warp—are easier to wash from the inside.

And remember, when you use Ceco Steel Windows, you know you've used the very best,  
you're sure of economy too. Send for the free booklet detailing window designs  
for the dining room and every room in the house.

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5601 W. 26th St., Chicago 50, Ill.  
Rush me a free book on window design titled  
"New Beauty in Steel Casements." AB

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Cash in on this big selling program. Let your neighborhood know that you handle Flintkote Products.

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To help you do just that . . . you will have lots of convincing new literature for your use. Hard-hitting dealer helps . . . envelope stuffers . . . samples . . . counter salesmen . . . they're all there, ready to help you sell.

Be sure you get full details from your Flintkote representative next time he calls. Or, if you're in a real hurry, write us. We'll rush complete information . . . so you'll have plenty of time for planning.

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# **FLINTKOTE**

*...the extra years of service cost no more!*

AMERICAN BUILDER

# On and Off the Record

News, Views and Comments



**MAJOR IMPROVEMENT—**Painting, reroofing and repairs are major improvements under 225.2(g) of Regulation X, in the opinion of the board of governors of the Federal Reserve system. Thus, any such work costing more than \$2,500 comes under the credit restrictions of the act.

**LABOR ALLOWANCES—**In the case of an owner doing all or part of the labor required to build a house, or accepting labor gratis from his friends, an allowance against the total value of the property can be obtained.

**ALLOWABLE IN ESTIMATE—**Also a reasonable estimate of the value of the labor to be performed by the borrower, his family or friends may be included in the bona fide estimate of the cost of completing new construction. This is construed to mean that if a man can build a house on which the estimated value of the entire property is \$10,000 for an actual cash outlay of \$8,000 in materials and employed outside labor, he can get credit for a \$2,000 labor equity of his own in the extension of credit under Regulation X.

**MIXED PURPOSE LOANS—**A borrower seeks a loan of \$8,000 on an existing residence. \$2,000 of the loan will be used to retire an existing mortgage on the property, or to retire indebtedness not secured by the mortgage on the property, or for some other reason which would not make the loan subject to Regulation X. How much credit can be extended, and on what terms?

**BOARD'S OPINION—**The \$8,000 is for financing a major addition to the residence. The maximum loan value for this would be \$6,450, to which the entire \$2,000 would be added. Total loan allowable is \$8,450. Of this, the \$6,450 would have to be repaid within the time and at the rate required by Regulation X.

**SUBSTANDARD—**If you do not know it, substandard as applied to residence units, need have little or nothing to do with the physical or structural condition of the building. In fact, a new, modern building may contain one or more substandard living units, according to the definition re-

cently released by the Bureau of the Census.

**EXAMPLE—**A single room with cooking facilities or two rooms having a separate entrance qualify as a dwelling unit, but if either is without a bath it is substandard. If a family in a new, modern home rents out a room with cooking facilities but no private bath, both the room and the remainder of the house are classed as substandard. There are two substandard units.

**NPA ORDER M-6—**It requires steel producers to allot to their warehouses proportionate percentages of each steel product, based on monthly shipments during the first nine months of 1950. Purpose of the order is to assure supplies of steel to small business firms.

**ALUMINUM—**Use for production of civilian products reduced by 35 per cent of total used in first six months of 1950.

**STATEMENT OF THE MONTH—**It was made by Melchior Palyi, eminent economist. He said, "How does it help to gradually compress the civilian sector if the military sector grows in proportion, or better, and if credit expansion and/or government deficit pour out additional purchasing power? (Actually, even a budget balanced with the aid of excessive and maldistributed taxation pours oil on the fire of rising prices.) As long as defense preparations must rely on monetary inflation as their incentive, the result can only be price inflation. Perhaps it is unfair to the Fair Dealers to discuss their ideas too seriously. They may be nothing more than ideological stop-gaps for the sake of 'public relations.' What they indicate more than anything else is the compounded confusion on the domestic front from which the nation's management suffers, from top level down. That, in turn, is a reflex of an underlying confusion about what 'defense' means; against what, for how long, over what area, by which military and spending methods, etc.? The totally obsolete idea of a global Maginot Line built of men, weapons, and especially of dollars, engenders domestic production and financing policies which are bound to be destructive of the material and spiritual heritage of country."

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a NEW  
PLANT

**SOUTHERN PINE LUMBER COMPANY**

...FOR PENTA OR CREOSOTE TREATING OF YARD STOCK,  
INDUSTRIAL AND COMMERCIAL LUMBER, POLES, POSTS,  
AND TIMBERS. Mixed or Solid Car Shipments

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TEXARKANA  
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**Coleman**® *Blend-Air*

**acclaimed by builders everywhere**

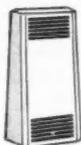
From all over the nation, outstanding leaders in the building industry have given a resounding stamp of approval to Coleman BLEND-AIR—the spectacular new central heating and ventilating system developed, perfected and introduced by Coleman of Wichita, Kansas. Not mere words of praise, but orders! orders! orders! have poured in faster than Coleman can fill them. And why not—BLEND-AIR is a heating revolution!

Coleman BLEND-AIR is startlingly new from its 3½" heating tubes that are quick and easy to install in old as well as new homes, to the flexible elbows that bend around obstacles, to the magic blender that blends just the right amount of freshly heated air with circulated room air for even comfort, to the compact, fully automatic Coleman Blend-Air Furnace that completes the revolutionary new system.

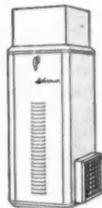
**AMERICAN BUILDER**



**1. 3 1/2" Heat Tubes** save costly metal work on the job. They're pre-engineered and standardized for precision fit and lower cost. Flexible elbows bend around obstacles and overcome other job conditions. Individual tubes carry heat from furnace to blender in each room. Heat can be dampered down as desired.



**2. Magic Blenders** placed in the wall in each room blend hot air direct from furnace with the room air that is pulled into the blender. This blended warm air is RE-circulated through the room. Temperature can be controlled in each room. There are 3 types of blenders to fit any construction, new houses or old. (Above: Cabinet type.)



**3. Special Blend-Air Furnace** can be put in basement, kitchen, utility room or closet. Saves space. Heat tubes carry heated air from bonnet to blenders in rooms. A centrally located return air duct brings air back to the furnace for filtering and reheating. Models for gas or oil fuels.

GAS MODELS APPROVED BY AMERICAN GAS ASSOCIATION; OIL MODELS LISTED UNDER LABEL SERVICE BY UNDERWRITERS' LABORATORIES

Now every home . . . large or small . . . old or new . . . can have this central heating system that is as new as tomorrow, made of standardized parts, delivered on the job as a complete package, amazingly simple to install, surprisingly low in cost and remarkably economical to operate. Made by Coleman—the name that helps you sell. If you haven't already gotten all the facts, write today to The Coleman Company, Inc., Dept. AB-751, Wichita 1, Kansas.

**Comfort costs so little with a Coleman**  
America's Leader in Home Heating

FEBRUARY 1951

## What contractors and builders say about Coleman Blend-Air

### Chicago, Ill.

"We found it to be the best heating system for our houses and it is, by far, doing a better job than the unit we previously used. . . . All our customers are very well satisfied."

— Fidelity Builders



### Memphis, Tenn.

"One of the reasons we like Blend-Air is that it takes so little room for duct work in the attic . . . plus the fact it is easy to install. All the Blend-Air units have been so installed on time."

— Louis Weeks Construction Co.



### Randolph, Mass.

"Coleman's new Blend-Air Heating System has helped in the following ways: (1) Simple installation, (2) Trouble-free operation, (3) Economical operation, (4) Neatness in appearance, (5) Increasing the selling value of houses."

— Gerald M. Callahan, Inc.



## What users say about Blend-Air

### New Orleans, La.

"Our Blend-Air System has kept our home completely warm from floor to ceiling. . . . We have a little boy in the crawling stage and warm floors are a must. . . . It was installed in less than two days' time."

— Ed. J. Hemard, Jr.  
1470 Granada Drive



### Des Moines, Iowa

"We have been very pleased with the operation and comfort of this Blend-Air System. . . . We especially enjoyed the even heat from ceiling to floor in every room throughout the house."

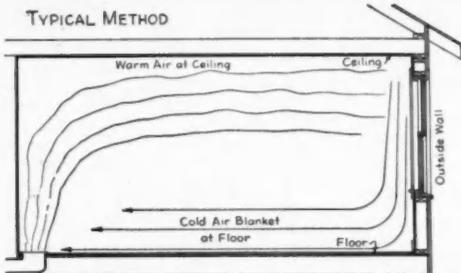
— John C. Lemke, 2002 63rd Street





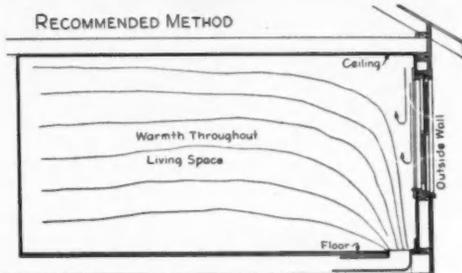
# TECHNICAL GUIDE for Builders and Craftsmen

TYPICAL METHOD



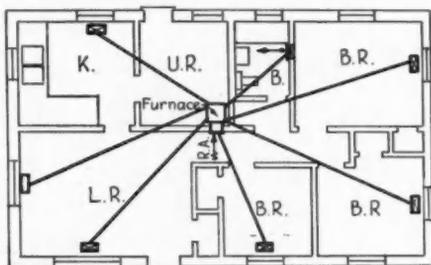
COLD AIR settles around floor. Warm air rises to ceiling

RECOMMENDED METHOD

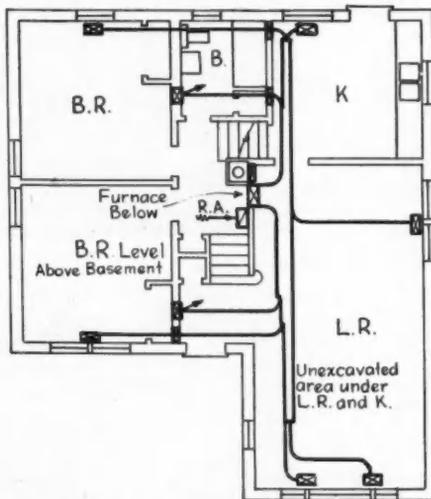


WARM AIR from register rises to offset cold from windows

## Layouts for Perimeter Heating



BASEMENTLESS HOUSE with slab floor. Radial distribution system



TRI-LEVEL HOUSE. Trunkline and branch distribution system

**T**HE THEORY of perimeter warm air heating, discussed in a previous article (*American Builder*, January 1951), is based on the principle that comfort will prevail in any structure if the heating system will replace heat that is lost, as fast as it is lost, at the point where it is lost. Delivering heat where it is needed is the logical premise on which the heating systems described were designed. Each house plan shown presents special problems. With a temperature difference (1F to 3F) between floor and ceiling the thermostat setting need not be raised above 70 F. in a perimeter distribution system. The need for high room temperatures and excessive heat losses through ceilings is eliminated. Perimeter warm air heating abandons past conceptions implied in the term: cold air. Return air intakes may be placed in the floor, on low sidewall or high sidewall because the temperature differentials between floor and ceiling denote the absence of a layer of low temperature air at the floor. Cold is avoided by preventing its formation.

The following designs of warm air perimeter systems have proved effective and are suggested design procedures for types of construction that have received widespread acceptance.

### Small Basementless House with Slab Floor

A radial distribution system is recommended. Supply ducts are formed in the slab, one duct for each register. The warm supply ducts impart a mild warmth to the slab and floor, providing a comfortable radiant effect as the warm air flows to the registers located under windows.

### Tri-Level House

Either a trunkline and branch or extended plenum distribution system is recommended. Use of a downflow furnace permits heat to be introduced into the system below the lowest living level, thus taking advantage of the natural tendency of heat to rise and permitting warm air to be delivered continuously at a low velocity. Note that ductwork is hidden in a crawl space and that risers are installed in a common partition.

(Continued on page 50)



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by Alexander Schwartz

*The New Edition  
is Ready!*

Simply, clearly and precisely written in down-to-earth language. 44 Pages crammed with Facts, Figures, Charts, Illustrations, and Explanations of Heat and Vapor Transfer; Conduction and Density; Convection; Radiation and Emissivity; Rejection, Reflection, Absorption and Permeability.

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## TECHNICAL GUIDE for Builders and Craftsmen

### Layouts for Perimeter Heating

(Continued from page 48)

#### Small House with Full Basement

An extended plenum system is recommended, a variation of the trunkline and branch system but having the same advantages. This is especially good in small homes where the furnace can be centrally located. It requires a bare minimum of costly shop and site labor and needs only a bit more metal than the conventional trunkline and branch system.

The furnace in this system may be placed either in the basement or on the first floor. In either case only a small area is needed for the heating unit.

The first floor location offers many advantages when a compact downflow furnace is used. This type of unit occupies about the same area as a masonry chimney and leaves the basement free for laundry, recreation, workshop and other activities. It is an excellent solution in areas where basements occasionally become flooded. It costs no more than a basement installation.

#### Small House with Crawl Space

Either a radial, trunk and branch, or extended plenum distribution system is recommended. If radial distribution is used, individual ducts are run beneath the floor to each register from a centrally located furnace as in the concrete slab application. In either case floors are kept warm. Heat loss from uninsulated ducts to the crawl space is utilized in warming the floor.

Radial distribution permits the use of standard size pipe which may be purchased in 10 feet and longer lengths. The pipe may be held together and made secure with drawbands or sheet metal screws. This alone accounts for a substantial saving in installation costs.

In using any of the three systems recommended for this type of house, foundation walls should be insulated and vents in these walls should be closed during the heating season. In other words, the crawl space must be tight so most of the heat lost by the ducts will warm the floor.

#### Medium-Size Basementless House with Slab Floor

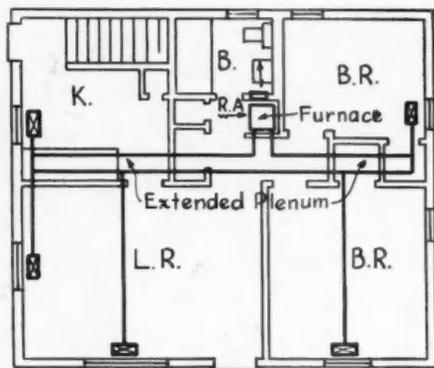
A loop perimeter system is recommended. This system is designed specifically for this type of house as radial distribution would call for too many individual feeder ducts. A continuous duct is placed immediately under the surface of the concrete around the entire perimeter of the building. Outlets may be taken off wherever desired. Warm air is fed into this continuous loop duct by radial feeders which are connected to a centrally located furnace.

#### Medium-Size House with Half Basement

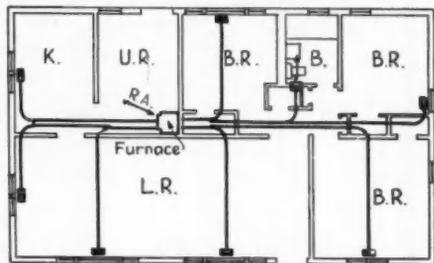
A trunkline and branch distribution system is recommended. The trunkline is installed at the ceiling of the basement, usually parallel with the beam. Branch ducts may be either round or square and are connected to floor registers under windows, except in bathrooms and front entrances where it is desirable to install the registers on the sidewall. If the height of the ductwork approximates that of the beam and the branch ducts are installed between joists, the system is compact and preserves the full ceiling height.

No insulation of ducts is required. Heat loss from the exposed ductwork warms the basement. If additional heat is required, outlets may be cut into the trunk.

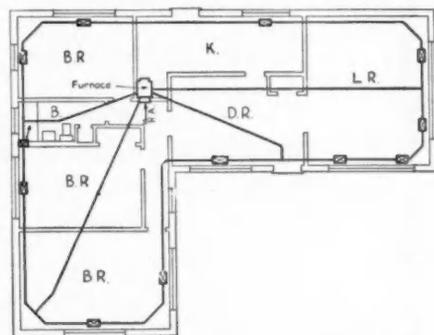
Courtesy Mechanical Home Systems Inc., Chicago, Ill.



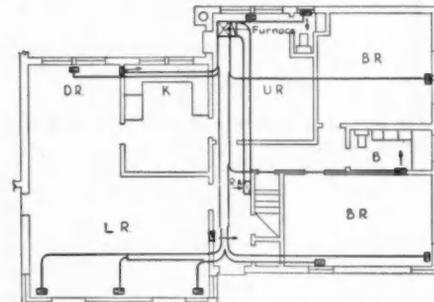
HOUSE with full basement. Extended plenum distribution system



HOUSE with crawl space. Trunkline and branch distribution



BASEMENTLESS HOUSE with slab floor. Loop distribution system



HOUSE with half basement. Trunkline and branch distribution

AMERICAN BUILDER

# NEW! Vertical Steel — Oil-Fired Winter Air Conditioner by RICHMOND

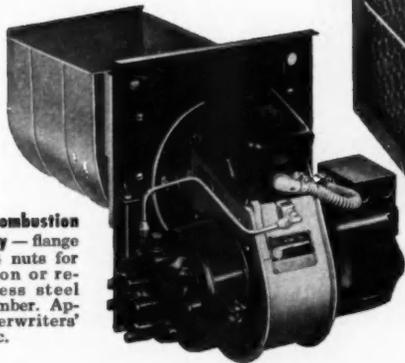
Here's a new and wanted addition to Richmond's line of winter air conditioners . . . giving you a still wider selection of quality heating units.

Here's a unit built to fit easily into homes where space is tight . . . ideal for restricted space used in utility closet installations.

Here's a competitively priced, thrifty-to-run unit that more than meets today's demand for low-cost heating . . . without sacrificing quality.

Here's the new SU-P in its handsome jacket . . . made of sturdy steel, finished in light green Hammertone baked enamel. Note the heat exchanger . . . made of 12 gauge steel . . . welded for durability and efficiency. Use the handy coupon to get full information—fast.

Remember—when quality and economy count, count on Richmond.



**Oil Burner and Combustion Chamber Assembly** — flange mounted with 4 nuts for easy installation or removal. Stainless steel combustion chamber. Approved by Underwriters' Laboratories, Inc.

### Type SU-P

Steel Oil-Fired Winter Air Conditioner. Two sizes—85,000 BTU and 106,000 BTU output at Bonnet.



# RICHMOND

RICHMOND RADIATOR CO.—AFFILIATE OF REYNOLDS METALS CO.

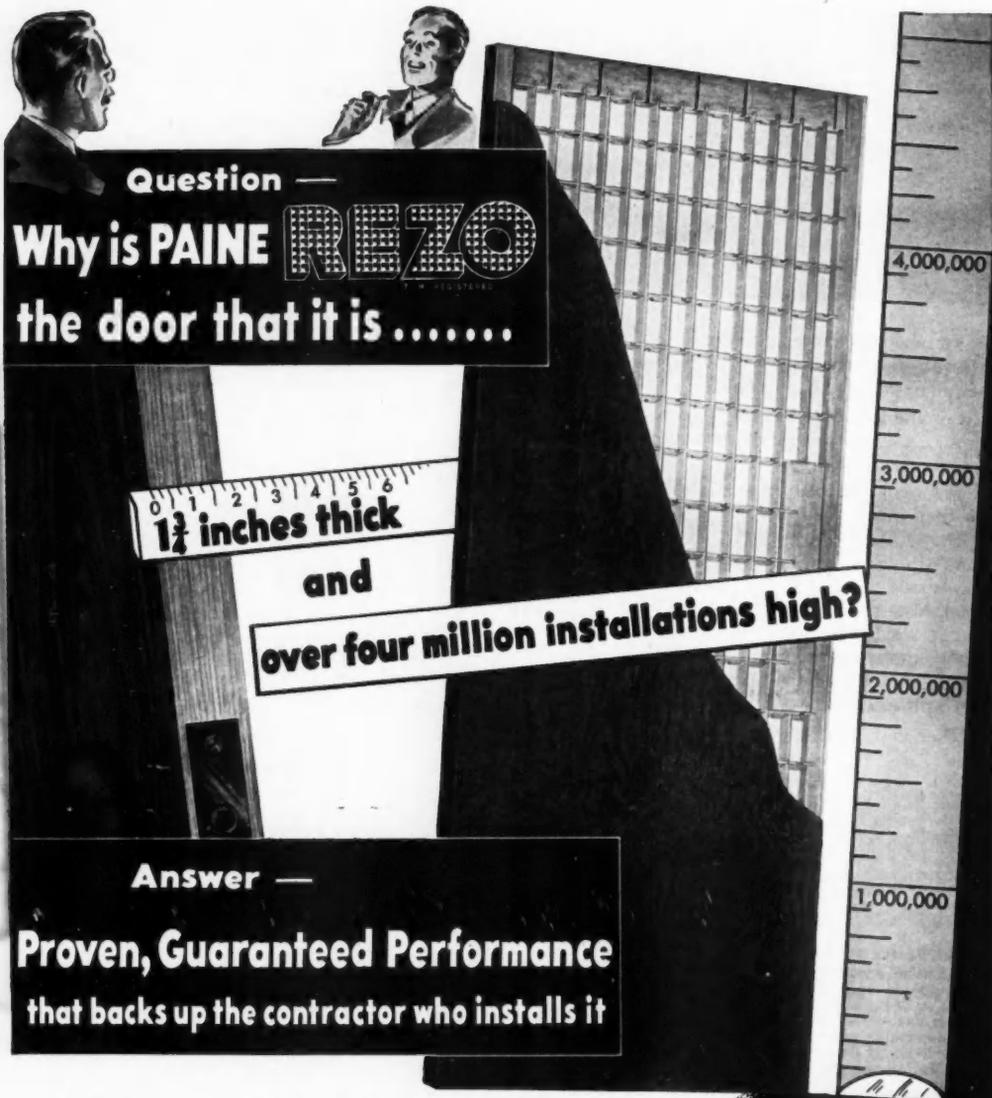


Richmond Radiator Company  
19 East 47th Street, New York 17, N. Y.  
Please send me information and literature on Richmond heating equipment and plumbing fixtures.

NAME .....

COMPANY .....

ADDRESS .....



**Question —**  
**Why is PAINE REZO**  
**the door that it is .....**

0 1 2 3 4 5 6  
**1½ inches thick**

**and**

**over four million installations high?**

**Answer —**  
**Proven, Guaranteed Performance**  
**that backs up the contractor who installs it**

In all of the construction industry, there is no door like the Paine Rezo . . . no door that combines the great strength of the interlocking wood Rezo core with lightness in weight, no door that is the equal of the Rezo in dimensional stability, no door that performs so well anywhere and everywhere that it carries an unconditional guarantee of satisfactory service.

A 1½-inch thickness is the minimum required to provide this structural strength that responsible builders have wanted more than four million times — a demand that has made Paine the world's largest exclusive manufacturer of flush air cell doors. Write today for full information.

*Manufactured by the*

**PAINE LUMBER CO., LTD.** *Oshkosh Wisconsin*

ESTABLISHED 1853

AMERICAN BUILDER

**You Can Pay \$50 More  
and Still Not Beat the**

**8" HEAVY-DUTY  
LECTRO-SAW**

**only \$92.50**

**for • ABUNDANT POWER  
• SPEEDY SAWING • EASY HANDLING**

If you're like most people, you rate a tool by the work it does . . . not by the figure on its price tag. That's why it will pay you to try the 8" Heavy-Duty LECTRO-SAW! Ruggedly built for heavy-duty sawing, this husky Saw gives you the features and performance you'd expect to find only in a saw costing much more. Yet it costs you only \$92.50! And it soon pays for itself in time and money saved on a raft of jobs!

LECTRO-SAWS are built by 40-year-old BLACK & DECKER, world's largest maker of quality electric tools. See your building supply dealer for a demonstration of LECTRO-SAWS—8" Heavy-Duty model, \$92.50; 6" Heavy-Duty model, \$56.50. Write today for free, detailed catalog to: HOME-UTILITY Div., The BLACK & DECKER MFG. Co., Dept. 666, Towson 4, Md.

**A PROFESSIONAL SAW . . . . . AT A POPULAR PRICE**



Products of HOME-UTILITY Div.  
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**Complete Safety  
Features—telescoping  
guard—instant-  
release trigger switch**



**Powerful universal  
built by B&D especially  
power sawing on A. C. or D. C.**

**Robust construction  
for extra-long life**

**Tests Prove** the superlative power and cutting ability of the 8" Heavy-Duty LECTRO-SAW! To make the test shown below, a variable-speed conveyor motor was hooked up with a chain to each saw to pull the saw through the wood in a ripping cut. What's more, while Saws "B" and "C" were in the same price range, Saw "A" costs almost \$50 more than the 8" Heavy-Duty LECTRO-SAW!

**Max. Rate of Feed—Ripping  
3" Dressed Fir (Ft. per Min.)**

**8" HEAVY-DUTY  
LECTRO-SAW . . . 17'  
SAW "A" . . . . . 14'  
SAW "B" . . . . . 8'  
SAW "C" . . . . . 6'**

**EASE OF HANDLING  
—in the board!**

Balance tricks are fine in a side show. But the only place where balance and ease of handling count with a Saw is when it's in the board, sawing wood! That's where the Lectro-Saw shines!

**The shorter the distance** between the handle and blade of a power saw, the easier it is to control. The LECTRO-SAW's handle-to-blade dimension is held to a minimum ( $\frac{1}{4}$ " less than any competitive saw listed above). Yet the handle is close to the center of gravity for good balance.

**Note the two depth adjustments**—front and rear—on LECTRO-SAW which permit the handle to be kept at a comfortable wrist position, regardless of depth of cut. This is not possible on saws with only one depth adjustment.



**Tailor-Made LECTRO-BLADES!**



The first saw blades designed specifically to take advantage of the power of a particular saw! LECTRO-BLADES have fewer number of teeth than conventional blades to give a better distribution of work load and produce chips instead of fine saw dust. As a result, they actually increase the output of the Saw!

**Carbide-Tipped LECTRO-BLADES** cut transite and cement board 7 to 12 times faster than abrasive discs. Last 30 times longer between sharpenings than regular steel blades. Lose less diameter than ordinary blades when resharpened.



## A Prospect Gave Me The Sales Idea Of The Year!

**I**T was funny the way it happened. We were walking around the outside of the house when my prospect said, "What's that?" And he pointed to the Honeywell Anticipating Thermostat.

"Just *one* of the thermostats in the electronic temperature control system," I said. "It matches your heating to the changes in weather. Working together with another thermostat indoors, it makes sure your rooms are *always* comfortable. This system can be 100 times more sensitive than standard controls."

Well—you should have seen his face light up. "That's really *something*," he said. "Why, you ought to be shouting that story from the roof. It's one of the best features in the house!"

Frankly, I was amazed. I'd put in electronic control because I knew my customers would be more comfortable—and better satisfied with the house. I'd never thought about it as a special sales feature like my modern kitchen and automatic laundry and my picture windows. But this experience changed all that.

Since then, I've been making a big point of electronic temperature control—both in my sales talks and my advertising. And the response has been wonderful.

For *my* money, Electronic Moduflow is the sales idea of the year.

• • •

Electronic controls can help *you* sell houses, too. For more of the "whys" and "hows" call your local Honeywell office. Or write Minneapolis-Honeywell Regulator Co., Department AB-2-26, Minneapolis 8, Minnesota.

MINNEAPOLIS  
**Honeywell**  
*First in Controls*

AMERICAN BUILDER

# Sell Roddiscraft Solid Core Flush Veneered Doors For



**APARTMENTS**

**HOTELS**

**OFFICE BUILDINGS**

**SCHOOLS**

**INSTITUTIONS**

## You Can Tell Your Prospects Roddiscraft Solid Core Flush Veneered Doors Are

### **FIRE RESISTANT...**

The resistance of Roddiscraft Solid Core Flush Veneered Doors to fire has been substantiated by independent laboratories where standard Roddiscraft Doors\* have easily exceeded the 40-minute fire test — a fact of interest to apartment and hotel builders.

### **SOUND RESISTANT...**

Roddiscraft Standard 1-3/4" Solid Core Doors develop an average sound transmission loss of 30.9 decibels — only a little less than specially constructed sound resistant doors of much greater cost.

### **WATERPROOF...**

Recommended for exterior as well as interior use. Phenolic resin glue provides two completely waterproof shields over the entire area of the door on each side of the core.

Wherever doors are needed, the complete line of Roddiscraft Doors — solid core, hollow core, Protex fire doors and X-ray doors — gives you a door for every application. Order stock sizes and thicknesses from your nearest Roddiscraft warehouse.

\*Not to be confused with the Roddiscraft Protex 60, rated a 1-hour Flush Veneered Wood Fire Door by the New York City Board of Standards and Appeals.

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MARSHFIELD, WISCONSIN

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Houston 10, Texas . . . . . 2425 Sabine St.	St. Louis, Mo. . . . . 3344 Morganford Road
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# Sliding Door Hardware?

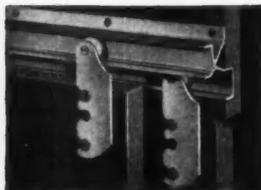


Here are **4** reasons  
why you should choose  
**KENNATRACK!**

## SERIES 250

### FOR CABINETS AND WARDROBES

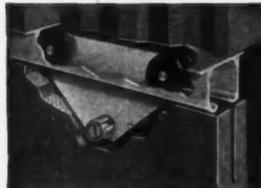
New Series 250 is an improved hanger for by-passing 3/4", 1 1/16", 1-1/16" or 1-1/8" doors. Permits doors to be mounted flush with cabinet face. Series 250 has nylon wheel for long wear, silent service. One design meets every need for by-passing doors.



## SERIES 300

### FOR ALL-AROUND USEFULNESS

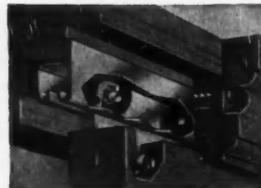
Series 300 is extremely popular because of its varied uses. Like all other Kennatrack, it is top mounted... NO floor track. Exclusive mounting feature requires minimum of headroom. Each door is carried on not two... not four... BUT ON EIGHT neoprene-tired wheels.



## SERIES 325

### FOR OPEN POCKET CONSTRUCTION

Series 325 is of special design for open pocket sliding doors—same as Series 300 except for special flange which simplifies mounting in open pocket. Each door has not two... not four... BUT EIGHT neoprene-tired wheels. Wheels run smoothly on ball bearing axes.



## SERIES 400

### FOR HEAVY WALL POCKET INSTALLATIONS

Series 400 is for heavy closed pocket doors... extra heavy track. Full-floating hanger design assures equal distribution of load to not two... not four... BUT EIGHT oversize, neoprene-tired wheels, on ball bearing axes. Has vertical adjustment.



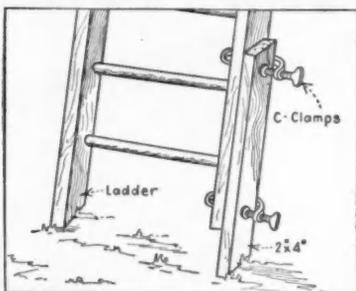
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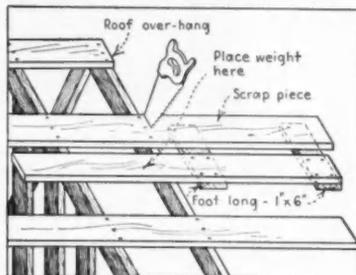
## TECHNICAL GUIDE for Builders and Craftsmen

### How to Set Ladder on Sloping Ground



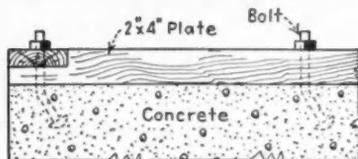
Take a five or six foot piece of 2 x 4 and clamp securely to the side of the ladder by means of two C-clamps as shown in sketch. Stepladders can be used in the same way except that two legs require lengthening.—Submitted by Herbert E. Fey, New Braunfels, Texas.

### How to Hold Roof Overhang Boards



To eliminate breaking when cutting excess roof overhang boards, nail two short scrap pieces to underside of boards as shown. This board with the scrap ends is placed under the extension to be cut and the weight of the cutter is placed on this board while cutting.—Submitted by Herbert E. Fey, New Braunfels, Texas.

### How to Anchor Bolts in Concrete



To overcome turning on the part of the bolts that are used to anchor wood plate to concrete, bend the bolts about 3 inches from the threaded ends before they are inserted in concrete.—Herbert E. Fey, New Braunfels, Texas.

# B & G *Hydro-Flo* Heating

WITH RADIANT BASEBOARDS

FOR RADIANT  
SUNNY WARMTH  
AND  
BEAUTY TOO



## THREE GREAT SALES FEATURES!

No wonder this combination for winter comfort and home beauty is being installed in so many new homes!

Consider these features: Radiant sunny warmth from heating units which look like conventional wooden baseboards *and are just as unobtrusive!* No over or under-heating—the B & G *Hydro-Flo* System automatically adjusts the heat supply to the weather! Heat is evenly distributed—draftless—virtually the same temperature from floor to ceiling!

Next, an all year 'round supply of hot water for kitchen, laundry and bath, *heated by the same boiler that heats the house.* Plenty for automatic washers, showers—and at amazingly low cost!

And finally—fuel economy! The automatic modulation of the heat supply prevents fuel waste—keeps heating cost at rock bottom. This accurate control is especially valuable in spring and fall, when only a little heat is needed.

Write for descriptive literature.



WARMTH AS SOOTHING  
AS SUNSHINE



YEAR 'ROUND  
HOT WATER



LOW OPERATING  
COST

B & G *Hydro-Flo* Equipment can be installed on any hot water heating boiler

- 1 *B & G Booster*—An electrically operated pump which circulates hot water through the baseboards.
- 2 *B & G Flo-Control Valve*—Helps keep home temperature constantly at the comfort level.
- 3 *B & G Water Heater*—Provides an abundance of year 'round, low-cost hot water.

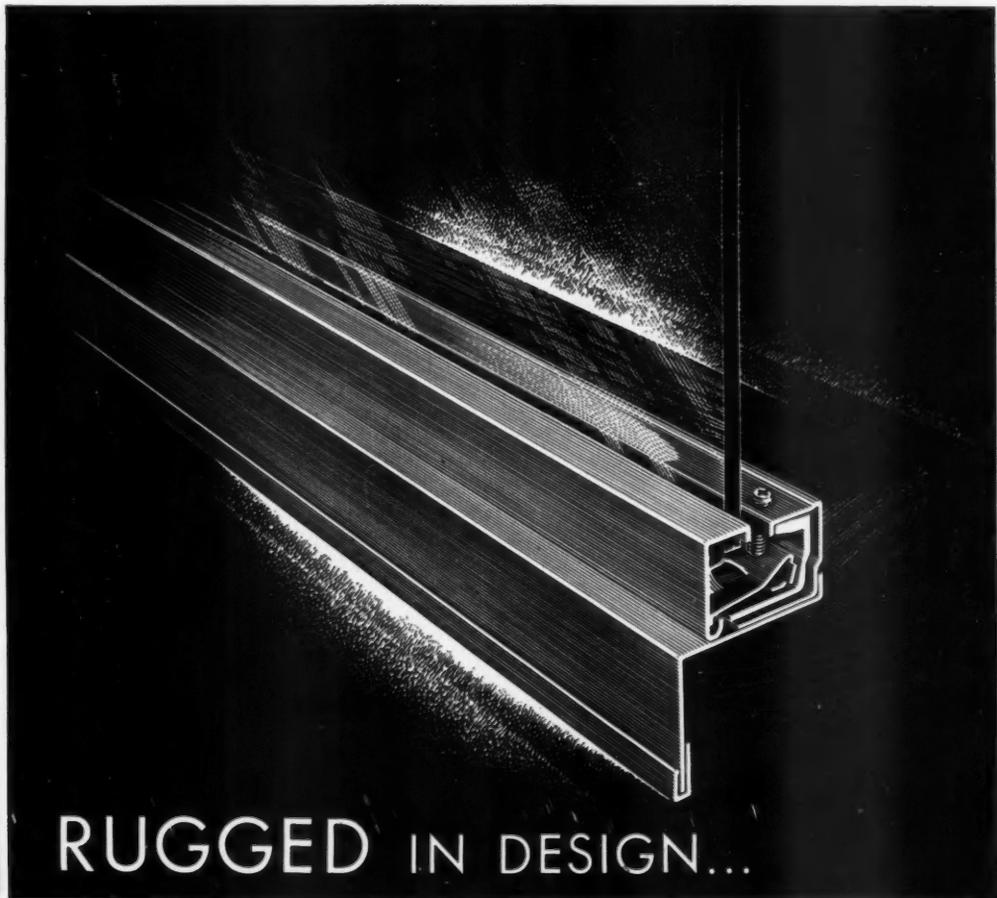


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The clean, modern styling of this new Kawneer Stock Sash reflects its inherent strength and reliability.

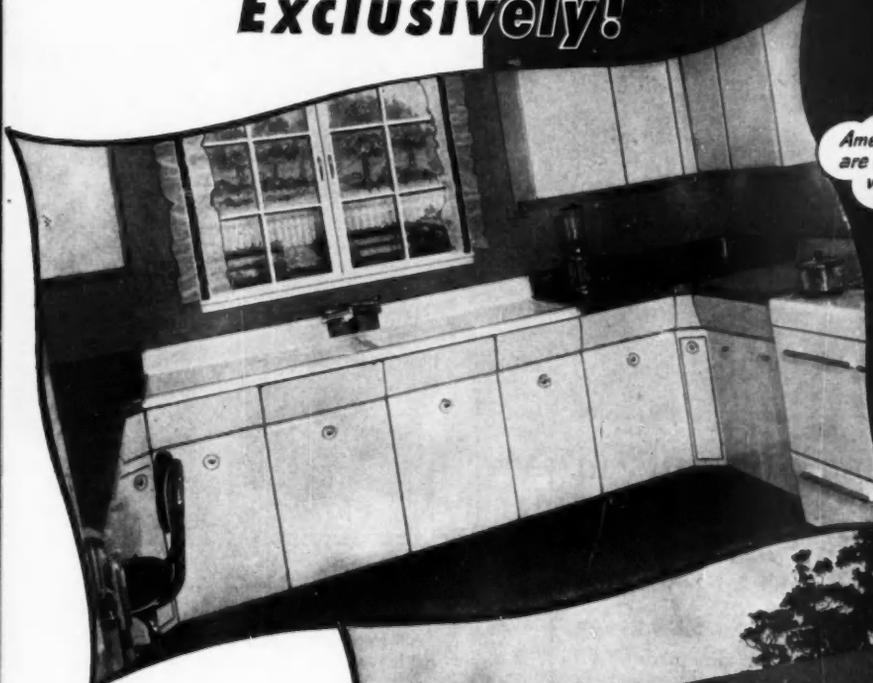
Famous Kawneer resilient-grip construction reduces installation problems, and it insures maximum safety and reliability. The strong steel clips minimize breakage due to sudden shocks, high winds, and building settling. For further information write The Kawneer Company, Department AB-63, 1105 North Front St., Niles, Mich., or Department AB-63, 930 Dwight Way, Berkeley, California.

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are what women  
want most!*



In a project of 25 homes, 24 buyers chose American Kitchens over another well-known brand! American Kitchens quality pays off . . . in increased consumer acceptance, in faster sales, in bigger profits. Mail coupon below for more information.

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Because of  
Their Quality!"**

The Nicoll Lumber Company of Redwood City, California, manufacturers of famous Roll-A-Way Homes, feature American Kitchens exclusively. H. W. Smith, president, says:

"Our success is largely due to our goal in selling quality houses at low prices. This is accomplished by using factory methods . . . Naturally, we feature American Kitchens because of their quality and ease of installation."

Builders everywhere specify American Kitchens because they give more return for the dollar, sell homes faster. An American Kitchen assures prospects that hidden materials are top-quality too!



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**KITCHENS**

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. . . it "stands the gaff" in dining room or dormitory.

**Reasons:**

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This seasoning protects oak's natural strength and texture, promoting adequate absorption of wear-resisting finishes.



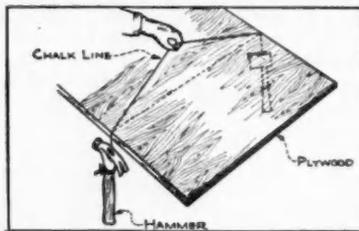
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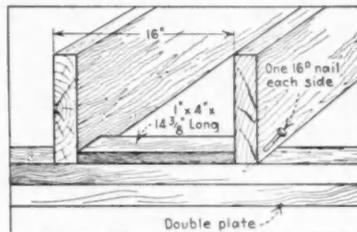
**TECHNICAL GUIDE**  
 for Builders and Craftsmen

**How to Use Chalk Line Without Help**



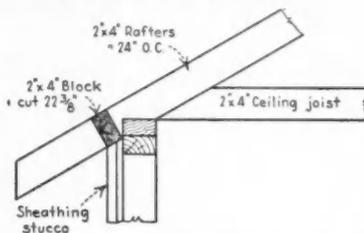
When it is necessary to mark off a wide sheet of plywood or Sheetrock with a chalk line before cutting, tie hammer to one end of line and another tool of similar weight on the other end. Drop the tools over the end of board where cut is to be made and raise the line in the center for marking.—Herbert E. Fey, New Braunfels, Texas.

**How to Use Joist Spacers**



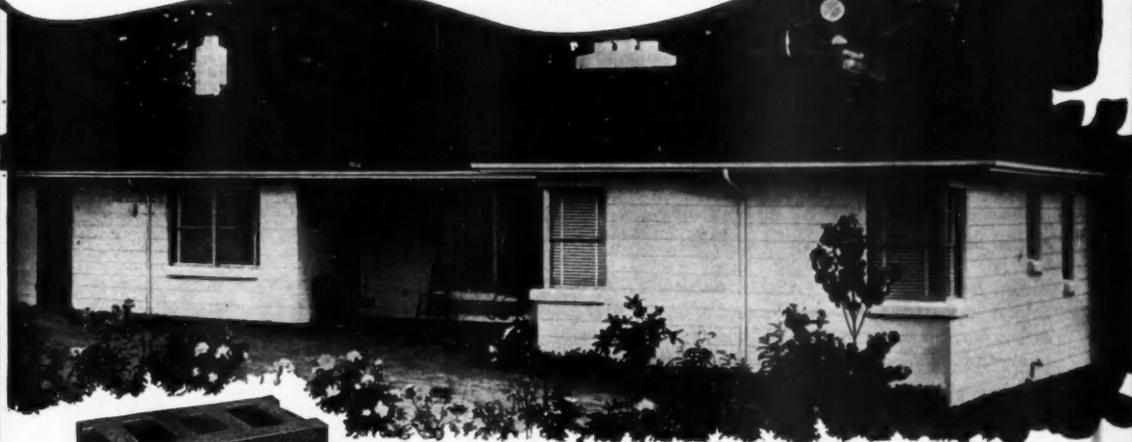
After the wall plates are doubled and the studs placed in position and braced ready for the joist, cut two boards size 1 x 4 inch by 14- $\frac{3}{8}$  inches long. Set the first ceiling joist 16 inches from inside corner of plate to center line of joist. Then use these spacers between all other joists. Pull out spacer and repeat.—J. G. Caldwell, San Mateo, Calif.

**A Time Saver in Roof Framing**



It is a time saver to cut 2 x 4-inch blocks between the rafters and nail them in place as roof is framed. After the roof is cut there are plenty of scrap pieces around. Blocks are easy to place as the lower edge goes tight against stud line.—J. G. Caldwell, San Mateo, Calif.

*By All Means, Our New Home Must be*  
**an ALL-MASONRY**  
*Home!*



### 10 Reasons Why **BESSER BLOCK EXCELS!**

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- **ACCURATE DIMENSIONS** — Close tolerances always maintained on width, height and length.
- **CLEAN CUT PERMANENT ARRISES** — Fully pressed top — troweled faces.
- **RECTANGULAR CORES** — Provide a higher tensile strength — carry a greater load in compression.
- **HAND HOLDS** — Easy to lift — less finger pressure required to pick up block.
- **FAST CUBING** — Rectangular cores of Vibrapac block simplify lift truck handling of block cubes — eliminate breakage.

- ✓ **VIBRAPAC BLOCK for Walls and Foundations**
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VIBRAPAC Concrete Masonry Units are available in a variety of attractive patterns for sturdy, fire-resistant walls. These units can be controlled and varied in both texture and density as required for sound proofing, acoustical correction or appearance of wall finish.

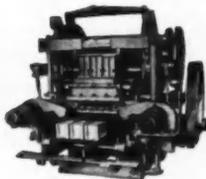
VIBRAPAC Soffit Block give you fire-safe concrete floors . . . warm and dry . . . floors that won't sag, warp or shrink . . . especially adapted for radiant heating. They produce a surface of acoustical and insulation value that can be left exposed, painted or plastered.



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— the fully automatic concrete block machine. Produces high quality masonry units of any desired texture or density.



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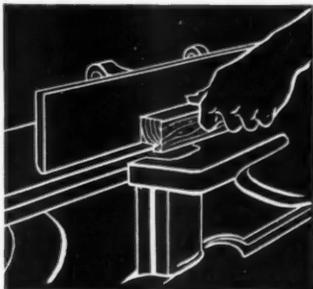
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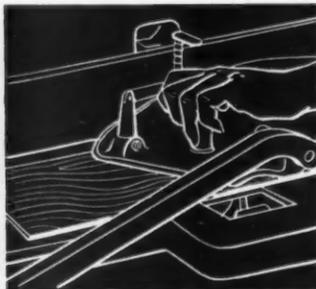
AMERICAN BUILDER



**Jointing**—An accurate, clean rabbet cut is assured; fence moves across full width of table to support work while rabbeting. Rabbeting capacity  $\frac{5}{8}$ ".



**Handling narrow strips**—This narrow strips can be planed down to small dimensions by feeding strip between the fence and curved lower edge of the Dual Purpose Guard using thumb hold down device.



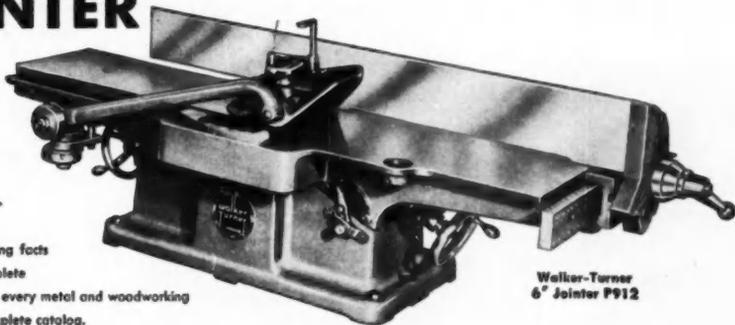
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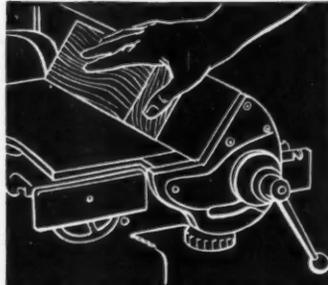
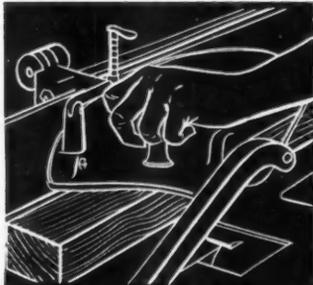


Walker-Turner  
6" Jointer P912

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**Surfacing**—This is accomplished simply by exerting a slight downward pressure. With the safety guard on top of the work, both hands are protected while stock is being surfaced.

**Beveling**—Big tables, designed for simple accurate depth adjustment. This operation shows beveling at  $45^\circ$ . Fence may be tilted to  $45^\circ$  in either direction.



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FEBRUARY 1951

63

# Why Builder Ralph D. Talbott **EQUIPS ALL HIS HOUSES WITH ELECTRIC RANGES**



The Talbott Building Company of Baltimore, Md. sold 44 of these houses in one day. Priced at \$8,990, they have two bedrooms, living room, dining room, and completely electric kitchen. They are known as low cost, luxury homes.

These Talbott houses in the Lochearn development have electric kitchens which include electric sink and dishwasher with waste disposer, automatic electric water heater and electric refrigerator. And the automatic range—of course, it's *Electric!*



"When I build a house," says Mr. Talbott, "I make sure to install the kind of equipment my prospective purchasers will want. I've found out what they want, and the way my houses sell proves that I'm right. The equipment might vary a bit from house to house—but there's one thing goes into every house I build. That's a modern, automatic Electric Range. When a woman sees that range, she sort of takes it for granted that everything else is up-to-the-minute."

Are you equipping *your* houses with the cooking equipment women want—automatic modern *Electric* Ranges?

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*EQUIP*  
*YOUR HOUSES WITH*  
**ELECTRIC**  
**RANGES**



These well-known builders  
are also on the  
**Electric Range Bandwagon!**

William Levitt—Levittown, L. I.  
Cy Williams—Toanock, N. J.  
James R. Bronkema—Grand Rapids, Mich.  
Samuel H. Walker III—Kensington, Md.  
Arnold Hartmann—Newton Centre, Mass.  
C. Ronald Marcotte—Cincinnati, Ohio  
William A. Zeh—Los Angeles, Cal.



## EDITORS' Round Table

A RECENT release from the Journal of Public Housing states that public housing officials throughout the country are "putting to work every means available to cut housing construction costs without sacrificing acceptable minimum space and site density standards."

**THE PUBLIC HOUSING** officials, of course, overlooked the first and most effective means of solving the problem which, incidentally, is being handled very well by private builders and their suppliers.

**THE FIRST** and most effective way open to the officials is to quit their jobs, close their office, and relieve the taxpaying public of the necessity of maintaining them. That would eliminate one large slice of government spending, and make possible a reduction in Federal taxes, which would decrease the cost of housing to some extent.

**THESE SAME** officials, if they have anything to contribute, will find themselves in great demand by private builders who are always eager to employ the brains that will help them cut their construction costs.

**THE REPORT** goes on to state that the Chicago Housing Authority recently reduced the cost of some of its projects by 16 per cent on a re-bid following redesign. If that is the kind of cost reduction the tax payers are buying through maintaining the Chicago Housing Authority, it is a bad buy.

**THOSE ARE** the antique methods discarded before the war, and brought about by a designer submitting bids on a plan, often for the real purpose of learning from builders what the cost would be. Then, the expensive process of re-design is begun, and the bid-getting process repeated. The skilled private builder knows his business and his costs well enough to accept only those designs which he knows in advance can be built for a pre-determined price. If he knew any less he never would survive his first year.

**THE CHA**, the report goes on to say, used such means as cutting the size of elevator lobbies, modifying boiler specifications, introducing op-

(Continued on page 67)

FEBRUARY 1951

School Architects  
specify...  
Boards of Education  
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**FoldeR-Way**  
AUTOMATIC  
**Folding Partitions**  
by Richards-Wilcox



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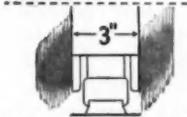
### EXCLUSIVE FEATURES



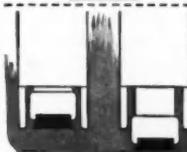
1. **Fully Automatic.** All folding, unfolding, locking, unlocking, and sound-proofing operations are accomplished by the electric operator and its auxiliary mechanism. You turn the switch key—R-W does the rest.



2. **Positive, Silent Action Roller Chain Drive.** Will not slip, stretch, or break.



3. **Friction-Proof Track.** Ball-bearing hanger wheels are machined to provide a line contact with the 3/8" round cold-rolled steel bar runways of the track, assuring minimum friction and silent operation.



4. **Gymnasium Doors Are Full Three Inches Thick Over Entire Area.** This provides flush surface similar to a solid wall. Eliminates protruding butt-hinges in players' contact zone below seven foot level.

5. **Fully Automatic Floor Seals.** Self-adjusting to uneven spots in floor. No levers or manual effort required to operate.

**DON'T SPECULATE**—investigate the advantages of FoldeR-Way Automatic Folding Partitions by Richards-Wilcox. Check the installation nearest to you. For details, telephone, write, or wire, today.

#### OPERATING LOCKED

See an R-W FoldeR-Way Automatic Partition in operation at any of the schools in the partial list at right, or write for address of installation nearest you.

Keat State University, Kent, Ohio—Opening: 114' x 20'  
Hinsdale Community High School, Hinsdale, Illinois—Opening: 127' x 28'  
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Kinkaid School Gymnasium, Houston, Texas—Opening: 71' x 21'  
High School, Brookline, Mass.—2 Openings: 100' x 20' and 130' x 20'  
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**Klamath Door Company**  
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**M & M Wood Working Co.**  
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**E. A. Nord Co.**  
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**Puget Sound Manufacturing Co.**  
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**Robinson Plywood & Timber Co.**  
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The official FDI stamp on a Douglas Fir, Western Hemlock, or Sitka Spruce door is your assurance it meets the quality standards of the U. S. Department of Commerce. To be certain of door quality, specify FDI grade-marked doors and be *sure*.



Mills subject to Fir Door Institute inspection are always glad to provide Notarized Certificates to buyers upon request, showing that doors shipped have been found to be up to U. S. Department of Commerce Standards for the grade purchased.

**Fir Door Institute**

Tacoma 2, Washington



## EDITORS' Round Table

(Continued from page 65)

tions for the contractor wherever possible, reducing building heights, reducing amount of painting required, omitting requirements for the contractor to wash windows. How can the public justify paying a government agency to do these things, which any top-grade architect would have known about in the first place?

**ANOTHER EXAMPLE** is cited by the Journal in Little Rock. Here, according to the Journal, approximately a half-million dollars were cut off the cost of a project. Every change made in the design was done "at the suggestion of the architect in consultation with some of the contractors who figured the job in the first place . . . This procedure was used because our architects felt . . . that we would be apt to cut where cutting would help if we followed the contractors' suggestions and because the contractors were obviously in possession of information concerning current material shortages and prices that should largely govern the changes we made."

**IF EVER** there was a frank admission that the only people who know building costs are the builders themselves, the Journal made it, and also quite frankly said that the only people to go to for economical construction methods and design information are the same builders. Again, why is it necessary for the taxpayers to support housing authorities throughout the country when they are powerless to do anything but ask the builders how to do the things the builders can do better without housing authorities?

**OF COURSE**, it would be unfair to question the existence of housing authorities on that evidence. It must be said for them that they are trying. The Journal states that housers as well as architects and planners are criticizing PHA for the reduced standards stemming from reduced room space and increased site densities, and claiming that high costs can be reduced through other means—improved methods of buying materials, better design, new techniques for mass production.

**HERE**, the critics are unfair. How do they expect the housing officials to come up with the answers when it has already been demonstrated and admitted that the builders are the only ones who have the background and

(Continued on page 69)

FEBRUARY 1951



Why is our choice of dealers important to you as an architect or consulting engineer? *Because no matter how much quality we build into a furnace—it takes proper installation to turn that quality into owner-satisfying performance!*

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School contains sixteen (16) rooms and a gymnasium and houses three hundred and twenty (320) pupils. One stoker using one hundred and ten (110) tons of rice coal per year requires twenty two (22) man hours for a complete heating season. The building is cared for by a single custodian who performs all other janitorial duties as well.

## SCHOOL No. 2

This is a seventeen (17) room and gymnasium unit housing two hundred and ninety two (292) pupils. One stoker using one hundred and fifty (150) tons of #1 Buckwheat per year requires  $\frac{1}{2}$  man hour of labor every two and one half ( $2\frac{1}{2}$ ) days during the heating season. A single custodian performs all other janitorial duties.

## SCHOOL No. 3

Three (3) stokers using five hundred (500) tons of rice per year requires two and one half ( $2\frac{1}{2}$ ) man hours of labor per day for boiler room attention. A single custodian performs this and all other duties in the school.

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## ANTRACITE INSTITUTE

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## EDITORS' Round Table

(Continued from page 67)

the experience? What the critics demand of the housing officials is what the top brass government planners demanded of Wilson Wyatt. While Mr. Wyatt was an excellent mayor in Louisville, and probably a brilliant attorney, he was—not unexpectedly—completely at sea in trying to cope with the problems of building houses.

**THERE IS NO REASON** to believe that the housing officials ever will get any closer to shore than Mr. Wyatt got.

**AND THEIR CRITICS** apparently are asking them to answer the same questions put to Mr. Wyatt.

**IF THERE** has to be public housing, and no one except the social planners seems to want it, then by all that is reasonable, turn it over to builders, liquidate the housing authorities, and thereby get the work done quickly, effectively, and with maximum economy.

**ONE OF THE PROBLEMS** that besets the public housing officials is the fact that costs have increased beyond the limitations set forth in the Housing Act of 1949. Unfortunately for the housing officials there are only two answers to the problem. One of them is to lift the limitations of the Housing Act of 1949. This they might be able to do with an appeal to Congress.

**THE OTHER** is to reduce taxes, which are reflected in the rising costs, and stop inflation. If the housing officials can accomplish this they should be decorated for distinguished service and retained forever as economic dictators.

**REACTIONARIES**, the real ones, says the Guaranty Survey, published by the Guaranty Trust Company of New York, are those who, under the shibboleth of welfare, would purposely lead a free-governing people backward in the direction of authoritarianism.

**"WE BELIEVE,"** says the Survey, "that many self-styled liberals of today actually advocate some of the very principles and practices which genuine liberalism was formed to combat, and in doing so endanger not only the political rights but also the economic welfare of free men."

# 3-Speed Milwaukee 1/2" Drill Cuts Costs for Contractors

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

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ACTUAL SIZE  
75% smaller than conventional type balance



Cutaway showing actual position of spring when it's extended.



Position of balances installed in sash.

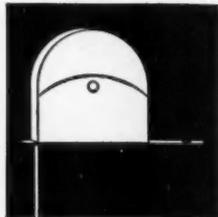
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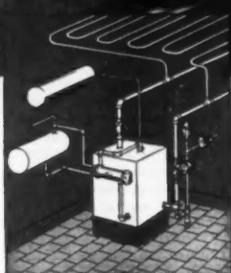
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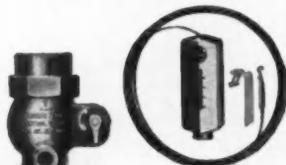
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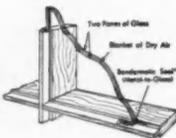
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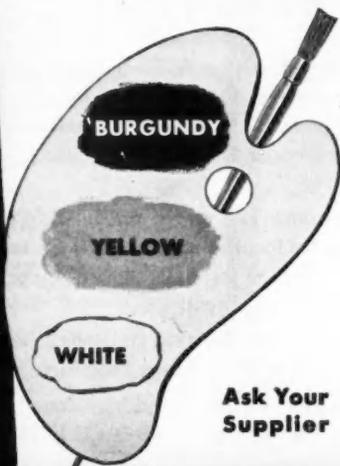
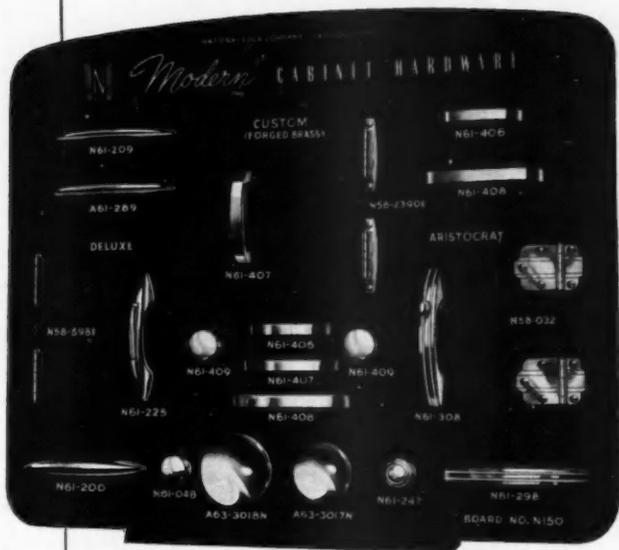
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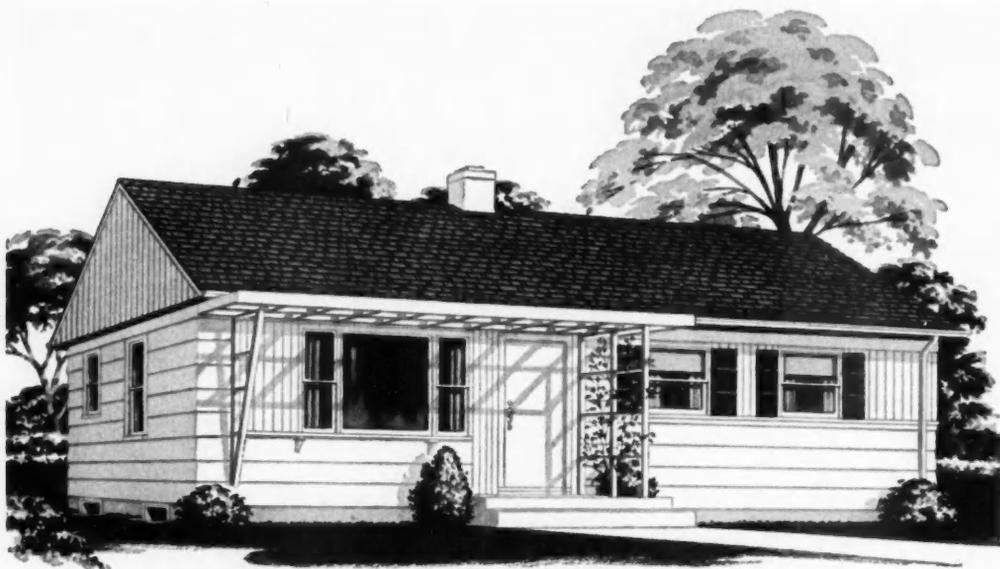
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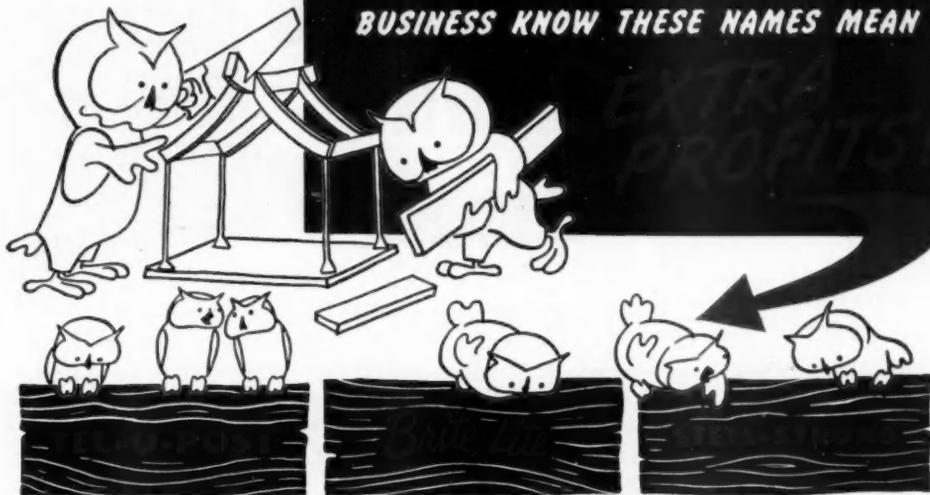
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**H O U S E S   D I V I S I O N**

42 Spring Street • Port Washington, Wisconsin

**AMERICAN BUILDER**

**IN THE BUILDING  
BUSINESS KNOW THESE NAMES MEAN**



The original and best all-steel adjustable jack post—best advertised—most popular post. Complete size range from one foot to 8' 2½".

Many patented features—constant supervision keeps TEL-O-POST first in the field.

Attractive box keeps parts from becoming mixed or lost—makes easy storing and selling.

Easy installation—exclusive adjustment features, highest quality steel makes TEL-O-POST outstanding. Special features patented under Pat. No. 2,504,291.



BUILDING PRODUCTS DIVISION

**BRAINARD STEEL COMPANY**  
2221 Larchmont Ave. Warren, Ohio

BE WISE — FOLLOW THE PROFIT PARADE — SEND IN THE COUPON . . .

BRITE-LITE copper-bearing steel, galvanized areawalls offer builders the highest quality areawall in two popular designs and a wide variety of sizes.



BRITE-LITES are easily installed—just attach to foundation and back-fill—roll top edge makes neat, trim appearance.

For further information, contact Brainard Representative or mail coupon.

The ideal builder's post—designed and manufactured to meet minimum F. H. A. requirements—available in either fixed or adjustable types—painted both inside and out—comes in many sizes.

STEEL-STRONG is made of high-strength top grade steel—thoroughly inspected from ore to product.

Plates will fit either wood or steel beams—column can be concrete filled where building codes specify. By far the lowest cost post to do the job.



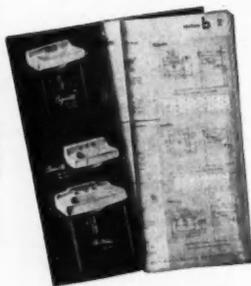
**BRAINARD STEEL COMPANY**  
3212 LARCHMONT AVE., WARREN, OHIO  
I would like to receive data on TEL-O-POST  BRITE-LITE  STEEL-STRONG   
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
 Distributor  Dealer  Jobber  Builder

# New 1951 Book about bathroom fixtures

COMPLETE! COLORFUL! PRACTICAL! HELPFUL!



IT'S GOT EVERYTHING,  
this NEW  
Universal-Rundle Catalog!



New architect-designed bathroom plans in full colors . . . Drawings and specifications of complete bathroom layouts, and of every individual Universal-Rundle fixture . . . Color schemes . . . Commercial, industrial, and institutional fixtures . . . Kitchen equipment, sinks, wall and base cabinets . . . The facts about fittings and trim . . . A catalog of complete help for the planning, specification, and installation of bathroom and kitchen fixtures . . . A "must" for your working library—send for your copy!

**DESIGNS FOR BETTER BATHROOMS**, are these full-color renderings of the finished bath, with detailed mechanical layout drawings and specifications. Planned by an architect, they help prospects visualize the fixtures in a harmonious, decorative setting, help them make up their minds.

**FIXTURE PHOTOGRAPHS TO HELP YOU PLAN** are here in profusion. Actual photographs of every fixture in the Universal-Rundle line, with full specification data and accompanying drawings—of bathtubs, lavatories, and water closets in the home, commercial, industrial and institutional fields.

**SELLING KITCHEN FIXTURES** is easier with help like this! Ten pages of photographs, drawings and specifications of Universal-Rundle Enameled Cast-Iron sinks, cabinet sinks, base and wall cabinets, and sink trim.



**WATCH UNIVERSAL-RUNDLE IN '51!** 1951 will see a big-space national advertising campaign to sell home builders and remodelers on the "first" quality and style of Universal-Rundle fixtures. Smashing full-page, four-color, eye-opening advertisements will be seen in such national consumer magazines as the *Saturday Evening Post* and *Better Homes & Gardens* early this year. Watch for them! Powerful merchandising, direct mail, displays, catalogs, consumer plan-books, newspaper ads, etc., will make the American public "U/R-conscious"!

*Mail This Coupon Today!*

UNIVERSAL-RUNDLE CORPORATION  
New Castle, Pa.

10-2

Gentlemen: Please rush me one copy of your new 1951 catalog. My letterhead is attached.

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Street \_\_\_\_\_

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

## Universal-Rundle



UNIVERSAL-RUNDLE CORPORATION • NEW CASTLE, PA.

If its Proof you want—

# BERMICO

SEWER PIPE IS

Root Proof!

Corrosion Proof!

Lasts a Lifetime!



THERE'S A REASON why millions of feet of Bermico Sewer Pipe are now in use. It's because Bermico has what it takes to meet your most rigorous requirements all along the line.

Bermico is tough—and built to last a lifetime. Besides being root-proof and corrosion-proof, its joints won't open when the ground settles. It stands up under extremes of heat and cold... delivers high water capacity flow. When laid underground it does not shatter from traffic shock.

You'll find Bermico both easier to handle and more economical. It weighs far less than any other type of pipe—and its handy 8-foot lengths store with less breakage.

Recommend Bermico when you install or repair house-to-sewer connections, septic tank disposal and drainage systems. Once you've used Bermico, you'll always recommend it.

Get the complete story on how Bermico can do the job for you more efficiently and economically. Write to: Dept. AB-2, Brown Company, 500 Fifth Avenue, N. Y.

BERMICO SEWER PIPE

A PRODUCT OF



BROWN

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GENERAL SALES OFFICES: 500 FIFTH AVENUE, NEW YORK 18, N. Y.

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SOLKA & CELLATE PULPS • SOLKA-FLOC • NIBROC PAPERS • NIBROC TOWELS • NIBROC  
KOWTOWLS • BERMICO SEWER PIPE, CONDUIT & CORES • ONCO INSOLES • CHEMICALS

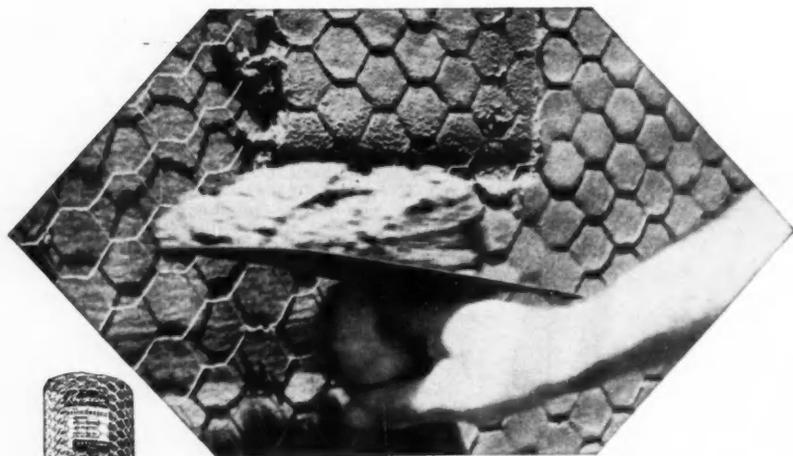


# *Dollars shaved without cutting values*

You don't have to be a magician to make houses "look like more than they cost" if you use the Keystone System of Stucco Application. And with this system durability is added to the original good looks and economy.

More and more builders and contractors are using the Keystone System of Stucco Application. Architects are specifying it. Buyers recognize it as a real sales feature. Let us send you the facts, in the new 44-page "Keystone System" booklet today. Write:

Keystone Steel & Wire Company, Peoria 7, Illinois.

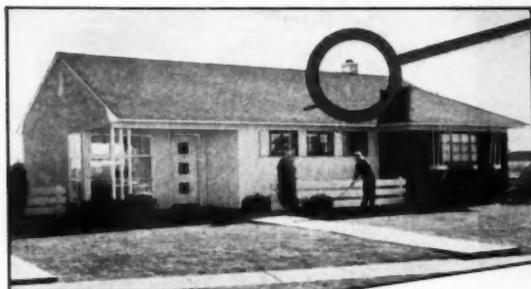


**KEYSTONE SYSTEM OF  
STUCCO APPLICATION  
WITH KEYMESH**



... By the Makers of: Tio Wire, Welded Fabric, Non-Climbable Fence, Walls, Gates, Keystone Poultry Netting, Red Brand Fence and Red Top Steel Posts

# YOU, TOO, CAN CUT COSTS with this **VAN-PACKER CHIMNEY**



**ACCEPTED**

**PROVED**

*Read the Strausman Story*

and see how **Cost Cutting,  
Fast Erecting Van-Packers**  
can fit into your  
**building picture.**

STRAUSMAN CONSTRUCTION CO., INC.  
149 NEWBRIDGE ROAD • EAST MEADOW  
NEWSTEAD, L. I., N. Y. • PHONE: NICKSVILLE 5-6472, 5-6972.  
BUILDERS OF "FAIRVIEW" HOMES

November 16, 1950.

Van Packer Corp.  
Field Bldg.  
Chicago, Ill.

Att. Mr. Jacker Brown

Dear Mr. Brown:

Replying to your recent inquiry, you have our permission to illustrate our homes in Fairview development with Van Packer advertisements.

We take this opportunity to compliment you on a fine quality product. We consider the Van Packer Chimney a valuable new contribution to the home building industry because it saves cost, living space and construction time.

We also appreciate the prompt, dependable delivery service obtained through Home Crafts Inc., your local distributor, during this year of critical supplies.

Yours very truly,

STRAUSMAN CONSTRUCTION CO., INC.

By:

*George Strausman*  
George Strausman, Sec.

THIS \$1,600,000 development of 160 residences in East Meadow, L. I., N. Y. features Van-Packer Chimneys exclusively. Mr. George Strausman, Secretary of the Strausman Construction Company tells you why...

"We take this opportunity to compliment you on a fine product. We consider Van-Packer a valuable new contribution to the home building industry because it saves cost, living space and construction time.

"We also appreciate the prompt, dependable delivery service... during this year of critical supplies."

See how Van-Packer can contribute genuine savings to any home building enterprise, whether it be a single dwelling or a multi-million dollar development.

**ACCEPTED**

**PROVED**

**Van-Packer**  
**FLUE**  
*The Complete Chimney*  
**VAN-PACKER CORPORATION**

136 SOUTH CLARK ST. • CHICAGO, ILLINOIS

**CLIP THIS AND MAIL FOR DETAILS**

Van-Packer Corporation  
136 South Clark Street  
Chicago, Illinois

I want more information on how I can cut costs and save time with Van-Packer Chimney.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

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

# BACKING UP YOUR JUDGMENT

WITH PERFORMANCE ...NOT CLAIMS!

# Auto-Lok

PATENTED

WEATHERSTRIPPED ALUMINUM  
AWNING WINDOWS

Air infiltration tests by nationally known independent research organizations\* confirm the confidence that builders everywhere have placed in the proven performance of AUTO-LOK...

## TIGHTEST CLOSING WINDOW EVER MADE!

Only 0.095 cfm per ft... that's the amazingly low air infiltration story of Auto-Lok Windows!

In terms of effective closure it is at least **TEN TIMES AS TIGHT** as the established standards for casement windows and projected sash.

\*Complete test results available on request.

Auto-Lok's unrivaled tight closure means year 'round comfort, reduced fuel bills... a *really* tight-built house. Plan now to use Auto-Lok in your next job and prove to yourself that many are the

### REASONS WHY AUTO-LOK IS THE FIRST AND ONLY WINDOW TO SUCCESSFULLY COMBINE THE BEST FEATURES OF ALL WINDOW TYPES

- |  |   |
|--|---|
| Distinctive Beauty.                      | Lower Fuel Bills.                             |
| Ventilation when it's raining.           | Maintenance costs at a minimum.               |
| No drafts—air scooped in and upward!     | Easily operated and cleaned from the inside.  |
| Removable inside screens and storm sash. | Makes interiors more comfortable and livable. |

For complete information about this all-purpose window (utilized on all types of construction in all sections of the country), consult SWEETS, or address Dept. AB-2



"WHAT IS IMPORTANT IN A WINDOW?"  
Facts about windows every builder will want to know.  
**WRITE TODAY FOR FREE COPY!**

# LUDMAN CORPORATION

P. O. Box 4541

Miami, Florida

*Dimension You Can Depend on!*

*Trade-marked*

## ARKANSAS SOFT PINE

Here's what you get:

Big-Mill Manufacture — Uniform Sizes  
SPIB Revised Grades — New Stress Values  
Kiln-dried Stock — Correct Moisture Content  
No Shrinking — No Swelling — Stays Put  
Soft Texture — Works Fast  
Holds Nails — Doesn't Split



### WHERE TO GET IT

Trade-marked Arkansas Soft Pine is produced exclusively by big modern mills. It is well manufactured to standard sizes, scientifically kiln dried and seasoned to specified moisture content. Available to you at local lumber dealers and planing mills east of the Rockies. For complete information, data and how to specify, write for your copy of this useful handbook.

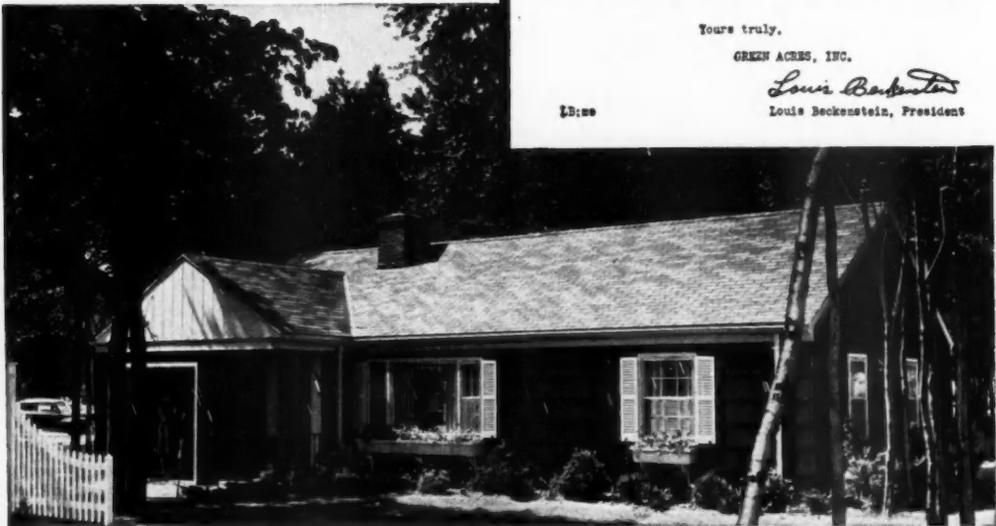
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**ARKANSAS SOFT PINE BUREAU** 251 BOYLE BUILDING  
LITTLE ROCK, ARKANSAS

## Builder Finds Radiant-Heated Ranch Homes Need Double Protection of Reflective KIMSUL\*

Completely obscured behind a 12-foot fence during construction, the Mystery House in Hartford, Connecticut, attracted 11,000 people the first week it was open. Louis Beckenstein of Green Acres, Inc., builder.



If you, as an architect or builder, were to determine which insulation does the most efficient job, you'd compile *all* the facts about *all* insulations. And you would discover that these facts emphasize several important advantages of new Reflective KIMSUL.\* For in selecting an insulation, these are the questions you would be most apt to ask:

- Does it perform effectively when installed by average labor?

- Does the insulation provide high thermal efficiency—"k" factor of 0.27 or better?
- Will it prevent condensation, with a vaporsal that meets FHA requirements?
- Will it sift, settle or disintegrate with age—will the edge attachment hold securely?
- Is it resistant to fire, moisture, vermin and mold?
- Is the insulation easy to install—does

it save the most time and labor in handling?

If the insulation you've been specifying does not fulfill these requirements, you'll be interested in learning further about new Reflective KIMSUL. For complete technical data, see Sweet's Architectural and Builders Catalogs, or write directly to:

**KIMBERLY-CLARK CORPORATION**  
Neenah, Wisconsin

Now 2 types of KIMSUL insulation  
— Regular and Reflective  
( Red Roll ) ( Gray Roll )



\*U. S. REG. U. S. PAT. OFF. © CAN.

### Green Acres, Incorporated

1122 MAIN STREET  
HARTFORD 3, CONN.

Tel. 5-6619

Kimberly-Clark Corporation  
Neenah, Wisconsin

November 17, 1950

Gentlemen:

We have completed over a hundred houses in the past sixteen months in which Kimsul Insulation was used. Since most of these houses are radiant heated ranch houses, Reflective Kimsul was a natural for the job.

We like Reflective Kimsul Insulation for many important reasons, several of which are:

1. With the reflective cover and blanket combination, Kimsul provides the double protection needed in radiant heated houses.
2. Our men prefer it because it is so easy and clean to work with.
3. The neat compressed roll facilitates trucking, handling and installing, which means tremendous savings in both time and money.

Reflective Kimsul is included in all our future building plans.

Yours truly,

GREEN ACRES, INC.

*Louis Beckenstein*

Louis Beckenstein, President

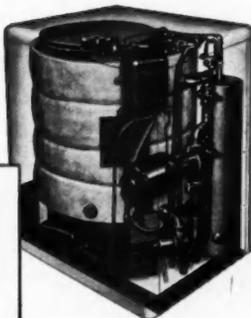
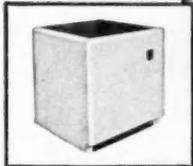
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# Duty-Designed

BY **TIMKEN** *Silent Automatic*

**To Help You Build Better Homes  
Within Your Construction Budget!**

**KITCHEN-TYPE OIL BOILERS**  
—the most revolutionary development in modern small-home heating—automatically heat the home, also supply ample domestic hot water.



**"DUTY-DESIGNED" OIL HI-BOILERS** are built to give small homes all the comforts of modern oil heat—plus automatic domestic hot water. Unusually quiet and compact.

**COMPACT OIL AND GAS HI-FURNACES**, specifically designed for small homes, bring to every owner the full benefits of winter air conditioning without a cost premium.



More and more alert architects and builders are gaining important design advantages—and making major construction savings, too—thanks to the matchless heating experience of Timken Silent Automatic. For some of the results of 25 years devoted to the development of fine heating equipment at realistic prices, look below.

**COMPACT DESIGN**—Close attention to every detail of design engineering has held required floor area to a minimum. All the finest modern features are combined in a complete line of ultra-compact units ideal for small homes.

**QUIET OPERATION**—The truly exceptional quietness of the famous Wall-Flame Burner—a sound level so low it can scarcely be heard—has proved its value in hundreds of thousands of installations, especially next to living quarters.

**EFFICIENT PERFORMANCE**—For many years Timken Silent Automatic oil-fired equipment has produced fuel oil savings of 25% or more. Now modern design has also made Timken Silent Automatic gas-fired equipment outstanding for economy in its field.

**COMPETITIVE PRICE**—Timken Silent Automatic heating equipment is priced to compete with other makes of comparable quality—or even less than comparable quality. Best proof is its widespread installation in the most strictly budgeted housing projects.

**FACTORY ASSEMBLY**—Every feasible assembly operation, including all essential wiring and plumbing, is completed before each Timken Silent Automatic unit is shipped from the factory. Installation is greatly simplified and speeded by truly *unitized* construction.

*Write today for full details and performance data!*

**93** MODELS OF FINE  
HEATING EQUIPMENT  
FOR OIL, GAS AND COAL

*Silent Automatic*



TRADE MARK REGISTERED

PLANTS AT: DETROIT AND JACKSON, MICH. • OSHKOSH, WIS. • UTICA, N. Y. • ASHTABULA AND KENTON, OHIO • NEW CASTLE, PA.

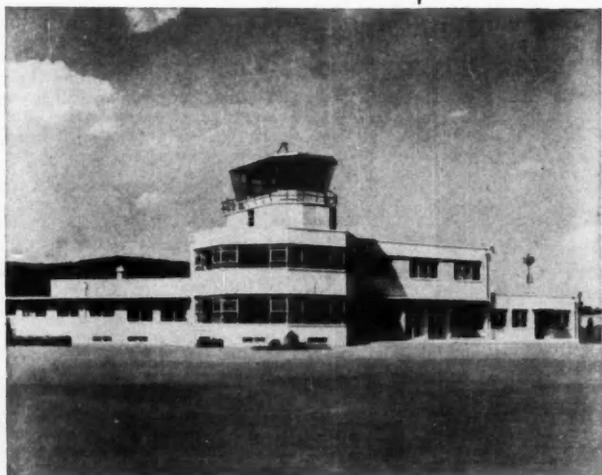
FEBRUARY 1951

85



### Better for structural work

The greater plasticity of Duraplastic concrete mixes aids proper placement and results in improved surface appearance. An air-entraining portland cement, Duraplastic requires less water for a given slump. It has proved advantageous for all types of structural concrete.



### Makes more durable concrete

Because water gain and segregation are minimized by Duraplastic's air-entraining feature, the resulting concrete is fortified against the effects of freezing-thawing weather. (Left, Administration Building, McLaughlin Field, Hot Springs, Ark. Architects: Erhart, Eichenbaum and Rauch, Little Rock; contractors, Peterson & McFadyen, Little Rock.)

## YET DURAPLASTIC\* COSTS NO MORE

It sells at the same price as regular cement and requires no unusual changes in procedure. Complies with ASTM and Federal Specifications. For descriptive booklet, write Universal Atlas Cement Company (United States Steel Corporation Subsidiary), 100 Park Avenue, New York 17, N. Y.

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

\*"Duraplastic" is the registered trade mark of the air-entraining portland cement manufactured by Universal Atlas Cement Company.

ATLAS®

**DURAPLASTIC**

AIR-ENTRAINING PORTLAND CEMENT



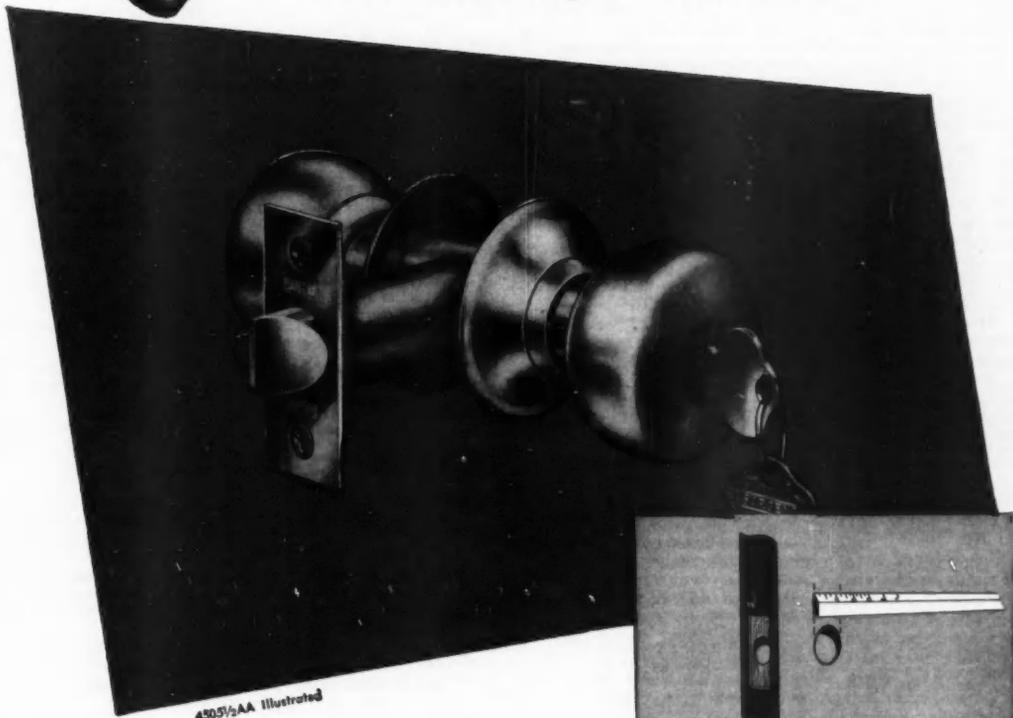
AS-D-117

Makes Better Concrete at No Extra Cost

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



"The smaller the bore  
The stronger the door"



4505 1/2 AA Illustrated



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.*

**Sargent and Company**

New York

NEW HAVEN, CONN.

Chicago

*Builders Hardware and Fine Tools since 1864*

## BOOK REVIEW



IN 1950 house remodeling and home improvement work accounted for about nine per cent of the nation's total building activity. During the current year the percentage of remodeling work done will be considerably higher because with new home construction curtailed thousands of home owners who would normally be in the market for a new house will instead have to be satisfied with improving their old one.

Already, building craftsmen together with lumber and building supply dealers and manufacturers are well aware that one of the main outlets for their services and products in 1951 lies in Mr. Homeowner's great need for home remodeling, home enlargement and home improvement projects. The two books below, although written to be used by the home owner himself, are gold mines of information for American Builder readers interested in any phase of house remodeling work. **HOW TO EXPAND AND IMPROVE YOUR HOME.** By Lee Frankl. 256 pages. 8 $\frac{1}{4}$  by 10 $\frac{3}{4}$  inches. Simmons-Boardman Publishing Corporation. \$5.95.

Everyone in the house construction industry has probably seen one or more of the dozens of home building and home repair books that have been offered to the public during the past five years. Also, most builders have been quick to recognize that some of these titles have not lived up to the claims made for them. **HOW TO EXPAND AND IMPROVE YOUR HOME,** is not such a book. It does the job.

Here for the first time the average homeowner who is at least half way handy with tools is given step-by-step directions and is shown by easy-to-follow drawings just how to finish an expandable attic, build a wing on his house, add or enclose a porch, install a bathroom, make a playroom in a basement, build a garage, enlarge bedrooms by putting in dormers, in fact do any of the more important home remodeling projects. Other sections of the book are devoted to modernizing kitchens, making two rooms out of one, building closets and built-in cabinets, hanging doors, extending wiring systems, shingling roofs, and adding gutters and downspouts. Each project described by the author carries with it a complete material list which is an excellent sales tool for the lumber and building supply dealer.

One of the book's most important chapters describes the simple manner by which these home improvements can be financed. If ever a builder or supply dealer wanted to find out what is foremost in his customer's mind when it comes to home remodeling this is the book that will tell him.

### NEW HOUSES FROM OLD

By R. R. Hawkins and C. H. Abbe. 358 pages. 6 inches by 9 inches. McGraw-Hill Book Company, Inc. \$5.95.

This book, too, has a good deal of pertinent information to offer on house modernization. It must be admitted, however, that it is a guide to what should be done in house remodeling rather than a practical working handbook telling how to do it. Even so, its coverage is good, dealing with each room in turn then progressing to structural points that demand careful consideration in any remodeling job. Its final chapters supply data on painting, papering, heating, plumbing, insulation and wiring. The chapter titled "How to Judge a House for Remodeling" is particularly informative especially for younger builders with limited experience in this type of work.

# 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.
3. **THE BUILDING TRADES HANDBOOK.** Ready reference on building subjects—mathematics, architectural drawing, structural design, materials and methods. \$1.75.
4. **CONTRACTOR'S MATERIAL LIST.** A 10-column take-off form for complete listing of materials and labor costs. \$1.00.
5. **SPECIFICATIONS.** Full set of detailed house specifications (and item index), with spaces for inserting the pertinent description data. \$5.00.

## 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.
7. **HOUSE CARPENTRY AND JOINERY.** By Nelson L. Burbank. Every step of carpentry in and around a house, clearly explained and illustrated. Covers every job from foundation forms to interior trim. \$3.98.
8. **PRACTICAL JOB POINTERS.** More than 850 "tricks of the trade," short cuts, kinks and modern methods of doing all kinds of carpentry and building repair jobs. Cross-indexed for quick reference. Fully illustrated. \$4.00.
9. **FRAMING, SHEATHING AND INSULATION.** Easy-to-use illustrated guide of proper ways to do house framing, sheathing and insulation jobs. Good self-teacher. \$3.50.
10. **INTERIOR AND EXTERIOR TRIM.** Practical how-to instruction book for all basic carpentry steps in interior and exterior trim work \$3.50.

## THE STEEL SQUARE

11. **STEEL SQUARE POCKET BOOK.** By Dwight L. Stoddard. Illustrated and worked-out problems of laying out common rafters, hipped, octagon, hexagonal and circular roofs, roofs of uneven pitch, and curved roofs. \$1.25.
12. **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.
13. **SIMPLIFIED STAIR LAYOUT.** By J. Douglas Wilson and S. O. Werner. Basic work book presenting easily understood fundamentals of stair building. \$1.50.
14. **STAIR BUILDING.** By Gilbert Townsend. Fully illustrated explanation of every problem in design and construction of stairs. \$2.50.

AMERICAN BUILDER

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## PLAN BOOKS

15. **AMERICA'S BEST SMALL HOUSES.** Exterior and interior views, floor plan sketches, material specifications and descriptions of 40 new low-cost homes. \$3.95.
16. **SUNSET WESTERN RANCH HOUSES.** Authoritative book on the California ranch house, with thorough pictorial descriptions and ground floor and site drawings. \$3.00.
17. **DUPLEX AND APARTMENT HOUSES.** By J. W. Lindstrom. Floor plan sketches and brief descriptions of 35 duplexes, 11 4-apartment buildings, and 5 larger ones ranging from 6 to 12 apartments. Cubic footage given. \$1.00.
18. **BLUEPRINT PLANS.** Contains 12 complete blueprints of modern small homes designed by leading architects. Also descriptions and floor plans of 9 other houses, 7 garages; and sketches of built-in equipment. \$1.00.
19. **PREMIER BOOK OF GARAGE PLANS.** Full-scale working blueprints and pictures of one and two-car garages. Not new, but only book supplying plans. \$3.00.

## HEATING AND PLUMBING

20. **HEATING, COOLING AND AIR CONDITIONING HANDBOOK.** A handy reference manual and practical instruction book. 706 pages, 351 illustrations. \$4.00.
21. **HOW TO DESIGN AND INSTALL PLUMBING.** By A. J. Mathias, Jr. Every step in the design and installation of the plumbing system, to fulfill requirements indicated in blueprints and specifications, explained and illustrated. \$3.50.
22. **STANDARD PLUMBING DETAILS.** By Louis J. Day. Excellent 119 full-page detail plates covering every phase of best modern plumbing practice. No text. \$7.00.

## PAINTING AND DECORATING

23. **PRICE GUIDE FOR PAINTERS AND DECORATORS.** Tables covering practically every type of work done by the painter and decorator, with suggested prices based on various wage scales. \$1.25.
24. **PAINTING AND DECORATING CRAFTSMAN'S MANUAL.** Sponsored by the Painting and Decorating Contractors of America. \$2.00.

## BRICKWORK AND MASONRY

25. **THE ART OF BRICKLAYING.** By J. Edgar Roy. Basic brick-laying job instruction, many illustrations, glossary, special scaffolding and cement block chapters. \$4.00.
26. **THE MASONRY HOUSE.** By Lee Frankl. Training-Thru-Sight Associates, Inc. Step-by-step guide to complete house construction in brick and tile. Excellent self-teacher. \$2.95.
27. **MASONRY SIMPLIFIED.** Vol. II. Practical masonry procedures in the various phases of construction, from building 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.

## ELECTRIC WIRING

28. **INTERIOR ELECTRIC WIRING AND ESTIMATING.** By Albert Uhl, A. L. Nelson and C. H. Dunlap. How-to-do-it book on interior wiring and cost estimating. \$2.75.
29. **WESTINGHOUSE HOME WIRING HANDBOOK.** By A. Carl Bredahl. A guide for planning the wiring of moderate-priced homes, with emphasis on safety, effectiveness and efficiency. \$1.00.

## MISCELLANEOUS

30. **HOME BUILDERS MANUAL FOR CONTRACTORS.** Provides convenient data and check lists to follow all operations connected with construction of a home. Looseleaf binder permits additions of special material pertaining to project being constructed. \$5.00.
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A. B. 2-51

FEBRUARY 1951

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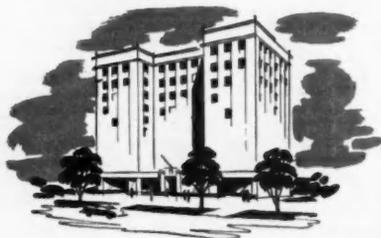
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# 81

# Job-Proved

# SKIL

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**THE DOCTOR'S BUILDING**, beautiful new 10-story structure on King's Drive in Charlotte (Louis H. Asbury & Son, Architects), is typical of the jobs done by the J. A. Jones Construction Company of Charlotte, North Carolina. Where there's a Jones job there are SKIL Saws—job-planned, durable, easily handled and operated SKIL Saws.



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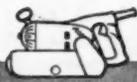
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# SKIL

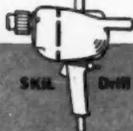
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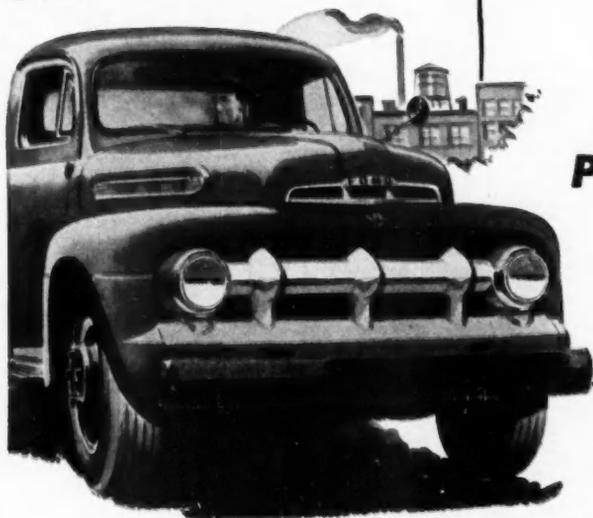
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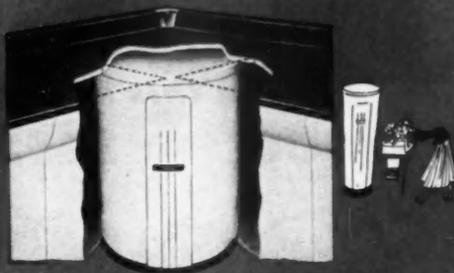
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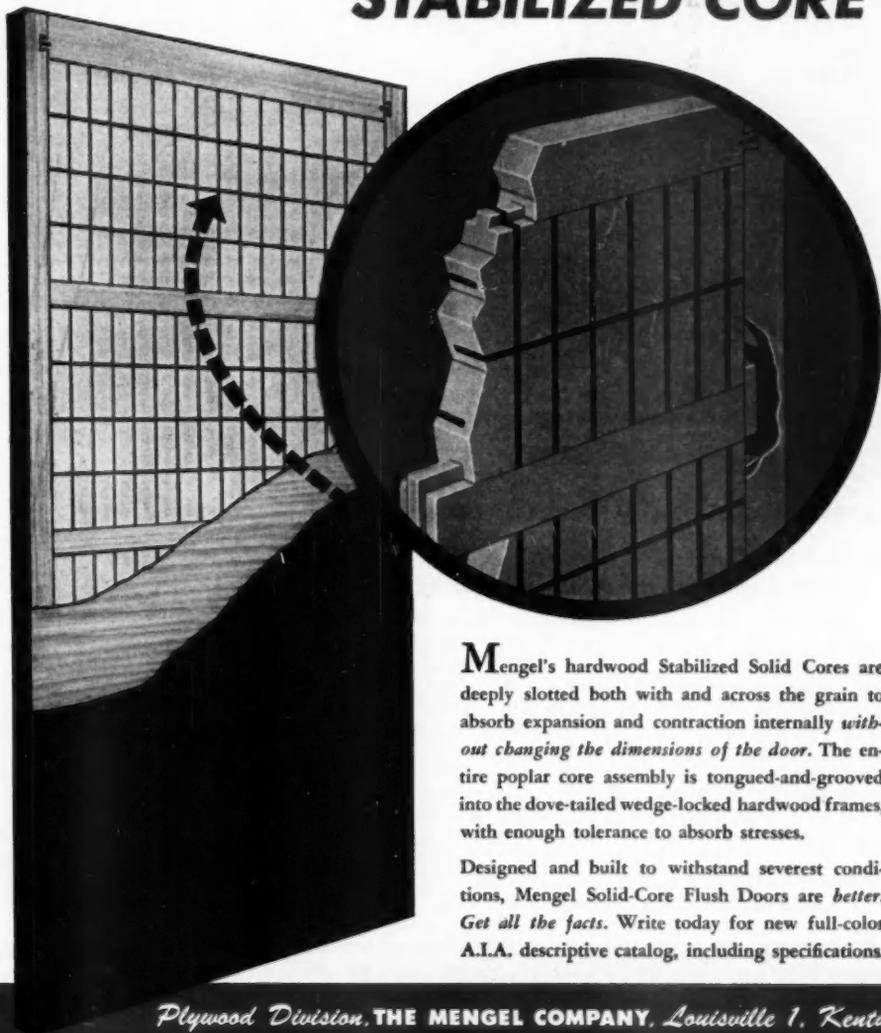
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MADE BY THE MAKERS OF WAL-LITE, SATIN-LITE AND LEATHERBORD

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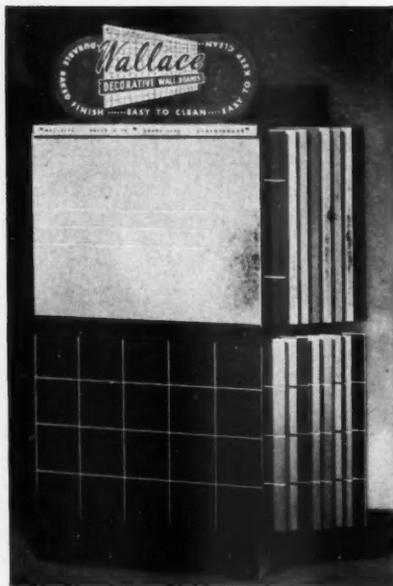
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(pictured)  
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AB-2-51

# HHFA Administrator Foley Comments On *American Builder* December Editorial

December 18, 1950  
Mr. Edward G. Gavin  
Editor *American Builder*  
Chicago, Illinois

Dear Mr. Gavin:

I read with deep concern your editorial in the current issue of *American Builder*, dealing with Regulation X.

While, as is usual in your editorials, it expresses a point of view that provokes thoughtful analysis, I am impelled to question how you can justify in the current circumstances, or indeed at any time, the inflammatory, unsupported and false statement that concludes the article. I refer especially to the statement:

"... like Regulation X which, because its alleged need has not been explained by anyone, must be viewed as another of many attempts to kill freedom and replace it with the kind of gangster despotism that holds most of Europe and Asia in its grip. . . ."

There has been much criticism of Regulation X both from sections of the industry and from some representing groups of con-

sumers who have thought it might be too drastic. That sort of criticism is understandable and is often helpful. Of course you know the regulation's history. You say its "... alleged need has not been explained by anyone . . ." Congress held hearings on the Defense Production Act, which conveyed the authority involved to the President. The legislative history is open. Congress obviously felt some such steps would shortly be needed. The President delegated the authority to the Federal Reserve Board and to the Housing Administrator (myself) with final concurrence in regulations on credit, so far as housing is concerned, required to be had from the Housing Administrator.

We discussed the situation fully with many industry representatives. That does not mean they all agreed with us. We have explained the need publicly, many times. We knew there was bound to be disagreement and protest as to the terms of restriction when we sought to discharge this unwelcome but necessary duty. We pointed out that if the terms proved to be unwise they would be changed.

It is shocking therefore to have your

publication suggest that in promulgating Regulation X we acted from ignoble, unpatriotic motives, charging us in effect with being engaged in an actual attempt "... to kill freedom and replace it with the kind of gangster despotism. . . ."

Ordinarily I would ignore such an unreasoning attack. In view of my responsibility as stated above, this one became by its choice of language a personal and individual defamation. Even so I might ignore it were its only impact upon me, since I believe my personal record in this regard is well known and completely refutes your charge. But in such a case personal integrity and official integrity cannot be treated separately and I have no right to ignore this dreadful sort of allegation. I protest and condemn it because of the damage such an unjustifiable attack upon the government can do to the national interest, especially in a time of national peril.

I request publication of this letter in the *American Builder*.

Yours very truly,

Raymond M. Foley  
Administrator

## Editor E. G. Gavin Replies

January 8, 1951  
Mr. Raymond M. Foley, Administrator  
Housing and Home Finance Agency  
Washington 25, D.C.

Dear Mr. Foley:

Your letter relating to the editorial in the December issue of *American Builder* is one of the most surprising documents I have ever received. To say that it amazed me is to state the reaction very mildly. The editorial does not mention you; there is nothing in it that states or implies any mention of you; and I assure you that in its construction and meaning there is no intent to connect you with anything in it in any way, personally or officially, or to state or imply that you or any of your official family is guilty of anything. I state this assurance positively, because I wrote the editorial, and I know that I had no such references or implications in mind.

I was particularly amazed at the charge that the editorial is "a personal and individual defamation." You must certainly know that in the many mentions I have made of you at meetings of industry groups there has never been anything but the highest regard and respect expressed for your personal and official integrity and ability. You must also know that when the public housing issue was being debated, and at other times when there has been controversy over proposed legislation dealing with housing, I have gone out of my way publicly to reaffirm complete confidence in your attitudes on many occasions. I am unable to understand why you should con-

clude that I would suddenly reverse a firm conviction of long standing and launch an "unreasonable attack," or engage in "personal and individual defamation." There is nothing in my personal or editorial records, both of which are well known, to indicate that I have ever been guilty of either charge. On re-reading the editorial after receiving your letter I can see nothing in it to warrant the charges now. It seems to me that a temperate attitude on your part, more in character for you, would have been to request an explanation before discarding the facts and established relationships of the past in favor of a conclusion and harsh charges, warranted neither by the language of the editorial nor its intent.

The tone of your letter unfortunately closes the door on the possibility of a short letter of explanation, and makes a lengthy letter and refutation of your charges necessary.

I am, of course, fully aware that your office promulgated Regulation X, and I was acquainted in a general way with the background of the regulation as you outlined it. I thought, however, that I had made it quite clear in the first paragraph of the editorial that I do not consider Regulation X to be important in itself, that I do consider it and other proposed and rumored regulations and controls to be by-products of a government policy which, if it has been defined, is not understandable and has not been explained to the people. Until it is explained and justified, if there is a policy to explain and justify, the alleged peril in which the nation stands will continue to be

viewed with skepticism, and the need for controls will continue to be viewed as alleged rather than proved. I have never thought that you exercise any measurable degree of influence in the determination of over-all foreign and military policy, and unless you do, I cannot see how you can read into the editorial any reference to yourself or to your office.

Once an over-all policy is established by the Department of State or the President or some other top policy-making individual or body, I do not question the implementation of his part of the policy by any government official. On the contrary, I would be inclined to question the integrity of an official who did not carry out his assignment in a manner consistent with the over-all policy as laid down for his direction. What I question, and I thought that the editorial made it quite clear, is not your part in drafting the regulation, but instead, the top policy or absence of a top policy which gave rise to the alleged need for Regulation X.

One of the things I question is on what assumption, and by whom is the assumption established that the best way to meet whatever the situation is that we are facing is through government controlled economy. After all, we did conclude World War I victoriously and expeditiously without the control pattern we established for World War II. The enormity of waste under controlled economy in the prosecution of World War II was staggering. I firmly believe that before the public consents to controlled economy to fight the

current war against Communist China or engage in whatever other war or wars may be impending it should demand careful consideration of the use of uncontrolled, self-policed free economy as the major weapon. This was suggested in the November editorial. Another question in my mind is why are curtailed production and credit either necessary or desirable as means of preparing for, averting or fighting a war. The government assumed these to be necessary without, as far as I know, careful consideration of the use of production and credit, certainly as a means of averting war. It is production that has made us great in peace. We have never tried to sell the advantages of productive economy to anyone. Now, when we face danger, real or fancied, avoidable or unavoidable, why do we immediately adopt the rules of the enemy, which it appears he wants us to, rather than exploit and sell our own strength. Until the answers to these questions have been established in open debate neither I nor many others will view the need for controls as more proved than alleged.

It should be known to everybody who has observed trends in this country over the past twenty or more years that there has been a continuing attempt in both war and peace to replace free enterprise with a system of government-controlled economy. In the editorial I am asking businessmen to question the need for controls, and to learn what influences are and have been at work on government to bring these controls about.

You term the last paragraph of the editorial, "the inflammatory, unsupported and false statement," presumably because it includes ". . . Regulation X, because of its alleged need has not been explained by anyone, must be viewed as another of many attempts to kill freedom and replace it with the kind of gangster despotism that holds most of Europe and Asia in its grip." I repeat, I take no issue with you in the promulgation of Regulation X. Of course, you "have explained the need publicly, many times," and the explanation was sound and logical. But the explanation was based on an over-all economic and military policy or lack of policy which has not been explained, and over which, lacking your statement to the contrary, I assume you had no control. When the Congress voted the authority to the President because "Congress obviously felt that some such steps would shortly be needed," it did so with practically no debate and with hardly a dissenting voice raised. Possibly Congress was in a hurry to recess before the holidays, possibly no one in Congress wished to dissent for any of a number of reasons. Regardless, I feel that there should have been dissent and the vigorous projection of alternatives which, to say the least, are entitled to consideration. It is worth noting here that many members of that Congress, including the majority leader, failed of re-election.

The regulation in itself is unimportant, but the regulation as one of a number of accomplished and proposed products of a policy or lack of policy that appears to be driving us to a condition of total economic control in order to fight another war or series of isolated wars of very questionable benefit to our country is extremely important. Since we are at war in Korea

without a declaration of war, as the Constitution requires, I am exercising both my right and my responsibility as a citizen in asking what is happening to my country. Since when has it become inflammatory to question a government course, ask whose course it is, and where the course is taking us and why? If that is inflammatory I can assure you that I am only a very small spark in a growing conflagration.

And why is the statement unsupported? I well remember the reluctance with which some heads of wartime bureaus relinquished power over the nation's production and distribution following the defeat of Japan. Why, in the face of that experience, is there any reason to believe that the resumption of controls by government will be any more quickly or easily dissolved than they were in 1946? It certainly is no secret that both highly and lowly placed personnel in some government offices have been frequently and publicly charged with using every influence at their command to undermine free enterprise. With this a matter of public record, wherein is the statement to which you object unsupported?

You say that the statement is false. Is it? If you know what we are committed to, who committed us to it, and that those who made the commitments were acting first and foremost in the interest of the United States of America, and no one else, you can render a great service to this country, and to millions of us out here in the hinterland by telling us. No one has done so thus far. I would be most happy to have the statement proved false, to receive convincing proof that there is strong, enlightened and purposeful leadership in Washington, that whatever we are doing is primarily in the interest of the United States of America, and that it is the best policy in our interest. I am neither original nor unique in my confession of ignorance of what we are doing in Korea, whose interest we are serving there, why we are at war with Communist China, whose interest will be served through the deployment of increasing numbers of American ground and air forces in Europe, what elements influenced these decisions, and why and how they did it.

In our own life span we have seen gangster despots seize government in Germany, Italy, China and perhaps others. Monarchs were replaced by administrators of a peoples' controlled economy, which was only an interim before and an open door to control by beer hall products, renegades, jail birds and others skilled in the methods of wresting control of government by gangster methods. With strong organized gangsterism already in existence in this country, and with this organization so fully able to profit economically through black markets which are inevitable in a government controlled economy, and, like their counterparts in Europe and Asia, so capable of seizing government once controlled economy is an accomplished fact, I do view Regulation X and all other regulations resulting from our current policy or lack of policy as attempts to kill freedom and replace it with gangster despotism. And, may I reiterate, that in my opinion that has nothing to do with you, your philosophy, your motives, your judgment, your in-

tegrity or your ability. It has only to do, as the editorial clearly said, with where we are going, who is taking us there, and why. Lack of a policy, or the explanation and justification of one, leads many people to wonder if there is not some sinister force operating behind the scenes to influence a confused or uncertain government toward a policy that is leading us to extinction in a futile and thankless effort to save other people from things they do not seem to fear as much as we do.

You state that you "protest and condemn it because of the damage such an unjustifiable attack on government can do to the national interest, especially in a time of national peril." The editorial is not an attack on government, and I see no reason to interpret it as such. Since when does asking who is influencing government and why constitute an attack on government?

I am not naive enough to believe that we can avoid an armed collision with Russia eventually unless something gives way in Russia or we play into Russia's hands to collapse ourselves without the need of Russia doing it. And I am not naive enough to believe that we can save ourselves by erecting economic and face-saving Maginot Lines all over the world, including here at home, and with them, believe that we can scare Russia. In my opinion, and that of many of our leading citizens, what we are doing with controls and curtailed production at home, and with military subsidies abroad plays nicely into Russia's hands. It is the worst kind of defensive warfare, the kind in which we use the rules laid down by the enemy. It is questionable if we can beat Russia that way. It is time we began to avert wars if possible, and fight them if necessary by exploiting to the fullest our own great natural strengths, freedom and production, and expand both if possible rather than contract them in times of danger. Washington now, as it did in World War II, seems to be devoid of faith in the country, its institutions of freedom and its people. It chooses regimentation rather than inspiration and leadership.

As matters stand now there is presumably a large majority fully aware of the Russian threat whose attitudes range from doubt of the wisdom of our present course to firm conviction that current operations, as they appear to be, are the surest and quickest way to national suicide.

If we are in a time of national peril, we had better be told exactly what the peril is and why it is present. There is a widespread belief that we are in no peril that we are not pointlessly manufacturing for ourselves, and I do not attack government when I ask who created the peril, where we go from here, and why. On the contrary I believe that expressing the suspicion that factors with ulterior motives are at work behind the scenes, and asking the question are both the right and the duty of citizenship.

You requested that your letter be published in the *American Builder*. I am glad to agree with the request, and I am also publishing my reply.

Yours very truly,

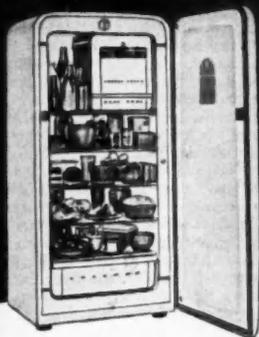
Edward G. Gavin  
Editor

EG/mp

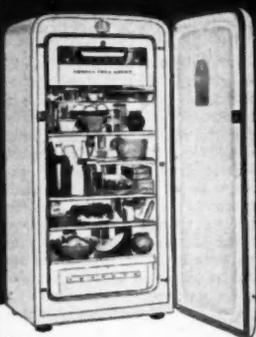
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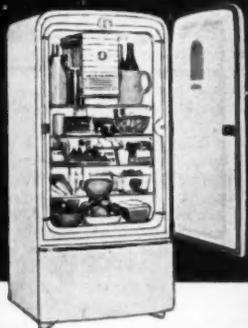
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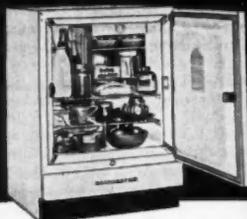
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**Model AH—7.1 cu. ft., Cold-Clear-To-The-Floor! Across-the-Top Freezer (Chest for 26 lbs. frozen foods . . . 3 ice trays!** Width, 24"; Height, 53½".



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### ***Need More Housing - Not Less***

**T**HE MOST dangerous condition this country faces is not its foes outside. It is the apparent inability of government to learn anything from its past mistakes. The manner in which government bungled its war housing program, handicapped home builders and retarded their programs in the immediate postwar months, imposed the deadening influence of the impractical Wilson Wyatt and the unrealistic Chester Bowles on home building, launched socialism with the Housing Act of 1949, and now considers another system of controls, are excellent examples of how government proceeds to accomplish the least with the greatest degree of dislocation and hardship.

No one in Washington seems to know, or if it is known, to care about the fact that in spite of the record-breaking performance of home builders since 1947, there still are housing shortages in many industrial centers, large and small. The principal reason for this condition is the continuation of rent controls. If these had been lifted in 1946, and kept off, there would have been some added hardship for a short time, but long before now there would have been an adequate supply of small rental units, both apartments and detached houses. Now, more than at any other time since the imposition of rent controls it is necessary to remove them. The reason is that with shortages of such units in industrial areas, and these areas on the brink of great population expansion, chaos is imminent. Instead of removing rent controls, however, government contemplates extending them again.

In one industrial city, an airplane plant has been practically closed since 1946. Recently it has added 8,000 employees. Another 5,000 will be added this winter. Despite tremendous building activity in the past four years, the housing supply was not adequate when the airplane plant re-opened. What the condition will be with 13,000 new employees is unimaginable. There are dozens of similar cases. Yet, government imposes building restrictions.

Government wasted hundreds of millions of dollars worth of building materials and labor through mishandling its war housing program. Government stifled private home builders throughout 1946 and early 1947 with the Wyatt program and price controls. With these gone, private builders produced 850,000 units in 1947, broke all former records with 966,000 in 1948, topped the one million mark in 1949, and hit the almost unbelievable total of 1,350,000 in 1950. In the face of all this, government proposes to re-institute all the crippling controls of World War II, and add some new ones.

The first mistake is restricting home building when more homes than ever before are desperately needed. The second mistake is the entire announced program of controls on home building and the people who build the homes. The industry can function and do its full share in defense or war only if it is let alone and kept free of all control, including rents and manpower.

**PUBLISHER**  
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**EDITOR**  
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DISPLAY HOME built by the Seattle Master Builders Association from plans by Hamilton Eckert, Seattle architect

## Home Week Display Houses Indicate Design Trend

**Launched as a means of acquainting the public with the achievements of the home-building industry, National Home Week has unwittingly become a barometer for the industry of design and buying trends**

**T**HE CLOSE of the biggest home show in history, National Home Week of 1950, brought approximately 15,000 new model homes to the attention of the buying public. These homes varied in size from the modest cottage under \$10,000 to the more pretentious types ranging in cost up to \$50,000. The homes illustrated on the following ten pages, together with those shown in a previous issue, are a cross-section of the style and types of houses built throughout the nation in the year 1950.

It is now possible to analyze the designs observed, and make an ap-



**BEAR ELEVATION DETAIL** shows a large expanse of floor-to-ceiling glass areas protected from sun by wide overhang. Irregular terrace invites outdoor living

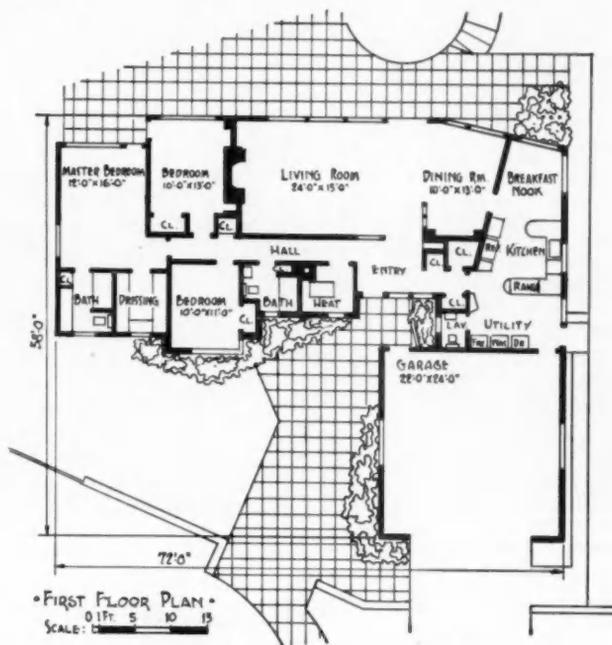
**PLAN** has all rooms on one level. Entry placed in central position on front wall provides excellent circulation to all areas. Garage can be approached with ease from either front entry or utility room

praise of the 1950 homes in the light of the models placed on exhibition during 1949 Home Week. The exhibitions have helped to focus attention upon the nation's builders and their products and at the same time have unwittingly become a barometer for the industry, indicating clearly the changes and trends in home design and planning.

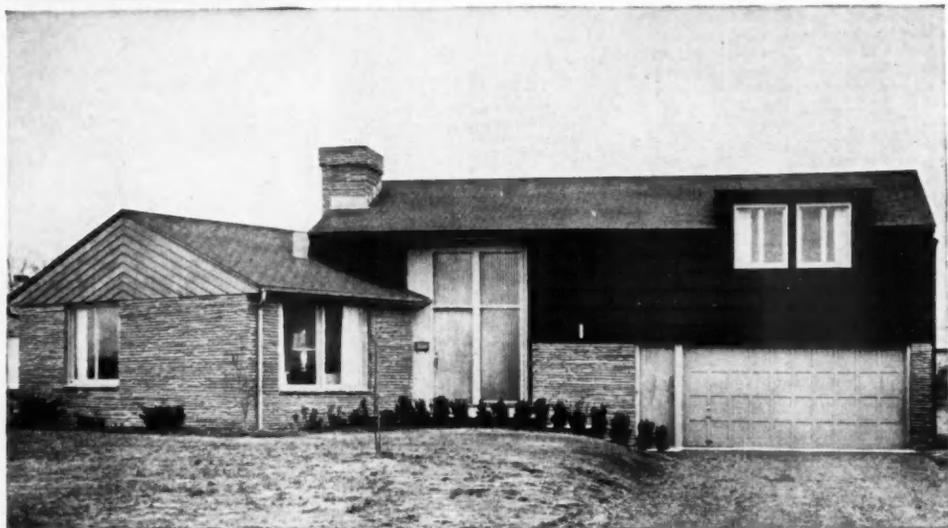
Architects and leaders of the industry have taken note of a distinct change in the type of architecture manifested in 1950 display homes. Characteristics of houses for the next half century are now beginning to emerge. A common question asked is: "What will the house of the next half century look like and have?" Although it is impossible to predict specific features so far ahead, today's new homes already give an indication of what houses in the next fifty years will look like. It is evident that the home is staging a great comeback as a center of family attraction. In all aspects the emphasis of the house of the next century already has been started by today's new homes. This emphasis is on relaxed, comfortable living with more awareness of outdoor contributions to everyday well-being.

Pioneered by forward thinking architects, designers and builders, the trend throughout the nation appears to be toward a simplified type of exterior design and roof treatment. The flat or shed-type roof, a style avoided by most builders in the past, is now receiving unqualified approval in many sectors. This acceptance can be attributed in part to the economy of its construction, and its practical aspects. It is assumed that traditional house designs will continue. This type house, however, will be tempered in its over-all aspect through the influx of new ideas and a trend toward simplification. Contemporary design with its flat roofs, overhangs and sharp profiles will soon become commonplace and gradually increase in popularity.

Other qualities that recommend the contemporary house are the "open planning" in the arrangement of rooms, frequent use of wood, stone and brick finishes instead of conventional plaster, large windows that result in "tying together" the interior of the house with the out-of-doors, and quality planning and construction that conserve fuels and make for enduring values. In many ways con-

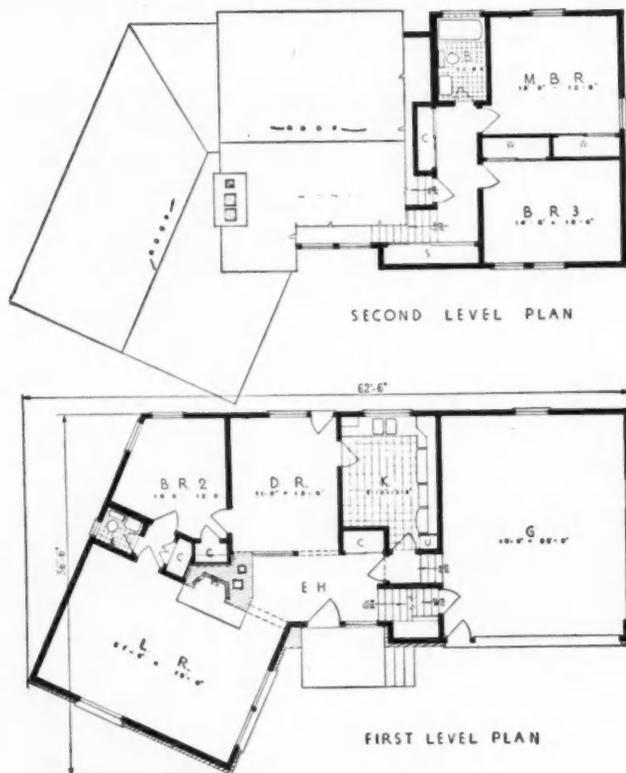


**ENTRANCE PORCH** recessed into perimeter of house has protection from elements. Features are Philippine mahogany door, Translucent glass panels and stone planting box



FRONT VIEW OF HOUSE in Rochester, N.Y., shows an interesting grouping of materials and a splendid proportional relationship

of windows, walls, and roofs. Designed by Highland and Highland, architects, Buffalo, N.Y., built by Fred P. De Blass



FLOOR PLANS of split-level house shown above indicate an exceptional room arrangement. Fireplace has a commanding position with stone surface exposed in three rooms

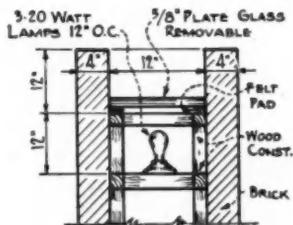
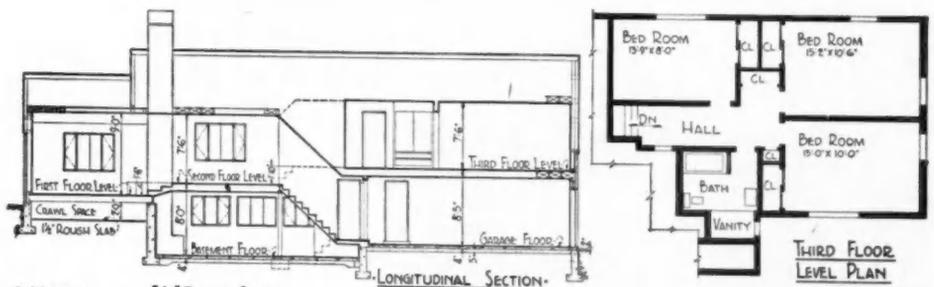
temporary houses may easily become the best answer to the problem of erecting quality houses of good appearance during emergency building conditions.

Although decorative features on homes are still required they serve a better purpose than the old-fashioned mouldings, scrolls, false shutters and false gables. The features of former days are being superseded by trellises and floor-to-ceiling glass areas, to capture sun in winter with overhangs to protect against heat in summer—features functional as well as decorative. Homes are being scientifically planned to make weather serve both house and lot.

The present trend is for the house to turn its back to traffic and noise. The backyard, as such, has begun to disappear. In the case of large operations, architects and landscape designers are commissioned to work together, creating attractive outdoor living areas with glass window-screens and fences to form separations and private outdoor living areas. In the case of the individual home the backyard with its unsightly clothes lines and garbage cans will have no excuse for existing, and its catch-all functions are disappearing. Automatic garbage disposal units are gradually becoming standard equipment along with machine dryers and retractable clothes lines. The front yard is smaller and less important. The former backyard is an outdoor projection of the living, dining and recreation areas of the home.

(Continued on page 112)

**CORNER VIEW** of multi-level house in Rochester, N.Y., built by Theodore Jablonski and Son, Inc., and designed by Highland and Highland, architects, Buffalo. Pressed brick and striated plywood used for surfacing

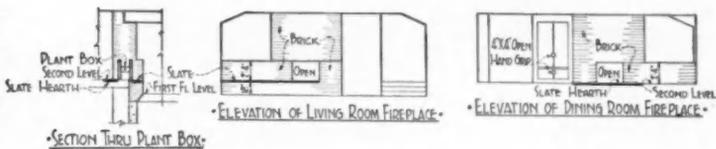


• SECTION THRU PLANT BOX •

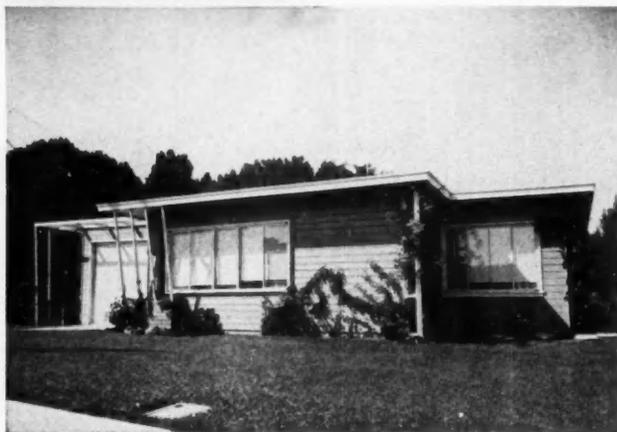
**LONGITUDINAL SECTION** above indicates the five levels of activities, with center and upper levels for living and lower levels for service. Levels are arranged to conform to site contours. Floor plans show a compact layout of rooms with all bedrooms above. Elevations at right indicate the separation of living and dining rooms with large open fireplace with a two-way hearth to serve both rooms. Planting box continues the brick facing to outside wall. Detail of planting box is shown above



• FIRST & SECOND LEVEL PLAN •



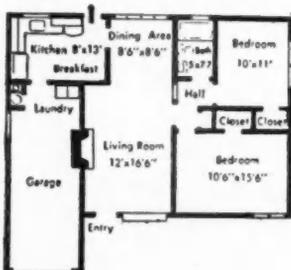
## Design Trends



"FLAT TOP" shown at left with plan above, was built by Earl W. Smith organization, El Cerrito, Calif., won a first award in design competition at California Spring Garden Show, and is one of many built by company to sell at less than \$7,000



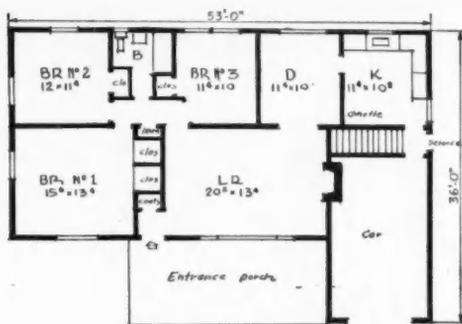
DESIGN VARIATION possible with flat roofs. While taking advantage of the cost saving possibilities in this type of house, builder Smith avoids monotony of appearance thru change in plan and materials



ANOTHER VARIATION of exterior treatment, emphasizing contrast of horizontal and vertical siding finished in light and dark shades of color. The garage, in the case of all three designs, becomes an integral part of house and is extended to include storage and utilities facilities



**ADVANCED DESIGN FEATURES** in this Greer Park development house of Eichler Homes, Inc., Palo Alto, Calif., places emphasis on leisurely living. The extreme roof overhang above full height windows, as shown on top of page, provides shelter for terrace. Plan above indicates an unusual arrangement of living room, kitchen and playroom with front entrance obtained through carport. Kitchen view at right is actually an extension of the living room area. Stub wall which conceals the equipment on open end of room extends to a point just above the highest fixture



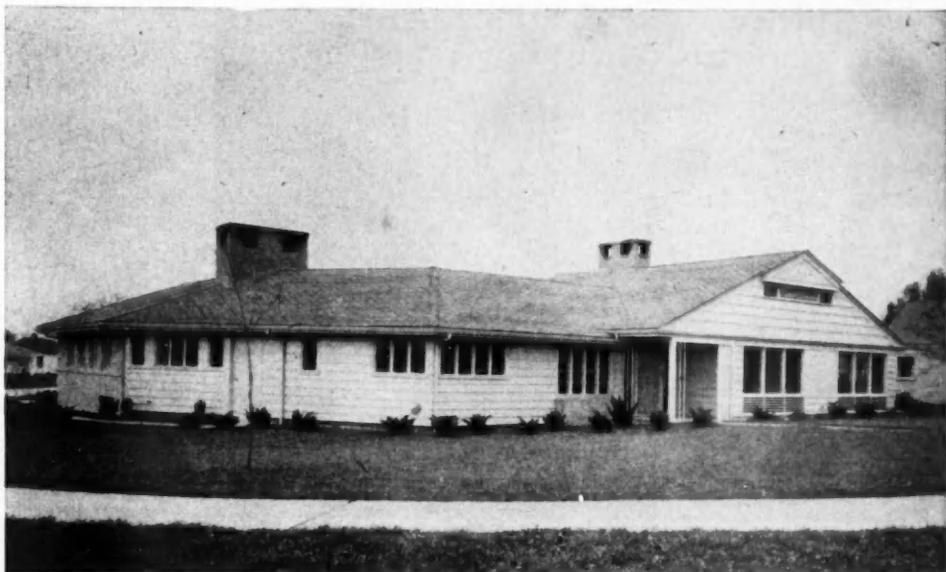
**RANCH TYPE HOUSE** at top of page with plan below, is part of Birchwood Acres project, built in Paramus, N.J., by Goldman and Joy, Robert Easton, architect. Design of house is in harmony with wooded site, arranged to conform with a limited lot width. High bedroom windows permit latitude in the placement of furniture. One story house and plan shown above, part of a group built in Oradell, N.J., by John B. Borea for \$19,900. Lester Cohen, architect, Hackensack, N.J. A combination of field stone, brick and stained siding used on exterior. Plan has six rooms including three bedrooms, garage and full basement

(Continued from page 108)

Large window areas are increasing in popularity. They are, and will continue to be, used with greater discrimination. Windows in bedrooms, kitchens and baths are rising to eye level and require less glass areas, thus giving greater privacy to these rooms. An exception to this rule is the large fixed window over the kitchen sink. The development of insulating glass has given impetus to the movement of increased use of glass which stems from a desire for a greater sense of freedom.

Homes with all rooms on one level share the spotlight of approval with the split-level plan that uses a sloping building site to advantage. Otherwise such a site would often be rejected. Continued improvements in panel and perimeter heating will intensify the use of slab floor installations. Again, economy of construction, inherent in the flat roof contemporary or modern house, will tend to reduce in volume the construction of one-and-a-half and two story houses.

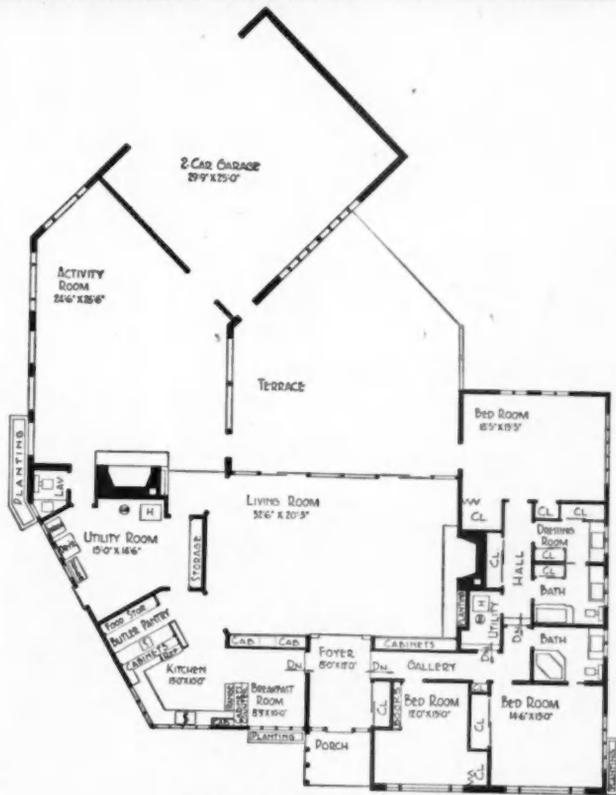
Built-in features are now con-



**MODEL HOME** built by John R. Worthman, Inc., Fort Wayne, Ind. Due to the restrictions of a normal corner lot the wings are angled back on both sides of the main portion of house forming a semi-closed court at rear. Faced with siding, brick and stone

sidered as necessary adjuncts to the modern house. These include storage walls that act as a separation between rooms and counter-high planting areas that form a division between the living and dining room. Built-in lavatories and dressing tables are becoming a necessity in the bathroom. This is also the case of diagonally positioned vertical boards or round poles placed at regular intervals to outline an entrance vestibule or hall. In addition the kitchen, breakfast room and utility room have combined their assets into one large working area where all the activities of a normal household may be carried on with a minimum of effort.

An increase has been noted in the use of built-in furniture, particularly in connection with television. These sets are now occupying the focal position in the living room, supplanting the fireplace, once a necessity and still an appealing luxury. The use of television has already changed planning methods. Homes are now including large playrooms which adjoin or are made a part of the living room arrangement. A continuance of the trend evidenced in 1950 can be expected, although there will be no revolution in the design of houses of the future—only a gradual evolution.



**• FLOOR PLAN •**  
**PLAN** provides facilities for comfortable living with all rooms located on one floor

## Design Trends



◀ **WINDOW WALLS** using a combination of hinged sash and glass set in steps can now be purchased as a stock unit in various sizes. This feature has obtained ready acceptance



▲ **ANOTHER VERSION** of a window wall arrangement shown above with hinged units confined to upper tiers of lights. Brick planting area at sill of window on the exterior is repeated in the same position on the inside of living room, thus creating the illusion of planting box being continuous. Board valance at window head conceals the rod for draperies



◀ **DESIGN FEATURE** particularly adaptable for kitchen windows that occur above counter or sink. The scroll treatment used as a crowning member for flower box is repeated in the vertical boards that enclose the extreme ends of wood blinds. This unit is used effectively where roof soffit is at top of casing



▲ **TRADITIONAL DESIGN** given a "new look" through the use of deep colors on the wall surfaces of house and contrasting colors on trim. Flower box, scroll and blinds are used as a design feature for living room window

**FOLDING TABLE** hinged to rail of door is planned for use in kitchens with limited floor area. When extended, table has ample space for two people. When closed, it blends with door

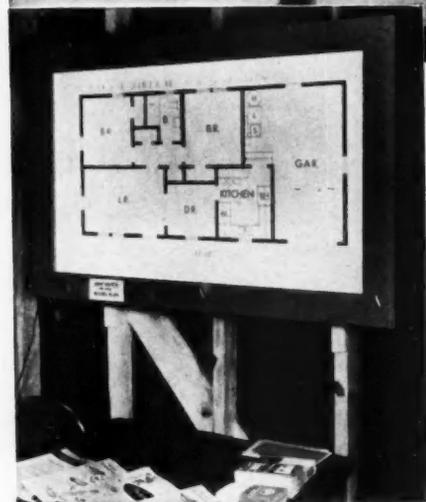
▲ **AREA DIVIDERS** are features successfully used in bathrooms and kitchens. They take the form of wood panels, cupboards, obscure glass panels and wood poles as illustrated below



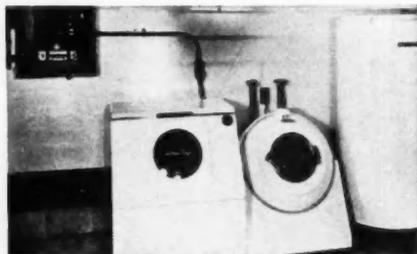
Photographs courtesy Matern & York, architects, New York, and H. C. Huber Construction Co., Inc., Dayton, Ohio



THRIFT HOME in Chattanooga, Tennessee, has soft light over sink, convenient corner shelves, and is arranged in an efficient U-shape



WIRING details were in lights in Thrift home garage



AUTOMATIC electric laundry is adjacent to kitchen in the "Thrift" home, which sold for \$10,000 in Chattanooga

## Wired For Better

**26,000 people visit two demonstration homes where electricity is main feature**

**T**O CREATE greater initial interest in a demonstration home, many builders have found it easier to emphasize one important feature, and develop it thoroughly, rather than try to highlight all features of the house. Appliances, heating, and built-ins are featured in many homes. More recently, two homes in Chattanooga, Tennessee, have turned the spotlight on wiring as the central publicity theme.

How much interest Chattanooga home buyers have in wiring is shown by the number who visited the two display homes. In less than two weeks, more than 26,000 (about one-fifth the population of Chattanooga) went through them; hundreds of others not counted saw them during preparation, and many others came after the demonstration period ended. One home sold before it opened; the other immediately afterward. Builders of the two houses wished they had others like them to sell. Other builder visitors went away with ideas to use in their next projects.

The demonstration houses, a "Thrift Home" and a "Home of Ideas," were end results of promotion by the Better Homes Bureau of the Westinghouse Electric Corporation in cooperation with their local Chattanooga office, the Chattanooga Electric Power Board, and Builders Ralph Cameron and Creed W. Maynard. Promotion idea was to show home buyers how better living can be attained through efficient arrangement of electrical equipment.





FROM concrete slab floor to finished framing is a fast step in Place and Company operations. Top soil is shown in pile, right

## Short-Cuts From A Suggestion Box

**"Every workman you have can contribute practical new ideas," is the belief of these builders, whose organization thrives on cooperation**



WALLS of Place homes are completely assembled on the ground, with sheathing and siding or shingles applied, then tilted upright into their proper positions

A SMALL suggestion box, placed on the job with workmen, can be a valuable investment for a builder.

A year ago, Andrew S. Place set up a small box on his company's building site in South Bend, Indiana, and instructed three men (a painter, a carpenter, and a concrete foreman) to judge ideas submitted by their workmen. Awards were offered for ideas according to their practicality and the extent they added to productivity. The suggestion box became popular immediately, and now offers one clue to the enthusiastic attitude of Place's workmen, and an insight into the success of Place and Company, Inc., in producing some of the best homes for the money in the country.

The suggestion box is only one symbol of cooperation achieved in this organization. "When your workmen believe they are a necessary, needed part of your organization, their attitude and efficiency are improved; they take a personal interest in the job, and are willing to con-



**HEATING** ducts, which are imbedded in concrete slab floor, are easily assembled by one man. Curved joints are of light metal



**STREET** curb forms are used for concrete slab forms. Hinged corners are securely held by an easily removed steel pin



**VAPOR** resistant paper is placed over the leveled fill. Heavy rigid type insulation is placed around outer perimeter of slab



**REINFORCING** wire mesh is laid over the paper before the concrete is placed. Specialized crews handle all the concrete work

tribute more new ideas to it." This is the Place and Company attitude toward personnel, which is a basic, fundamental principle of good management-labor relations. This management attitude is the key answer to why the Place firm is successful.

How enthusiasm for work can be generated is shown in this example: Two years ago, when this organization decided to trim costs of their already exceptionally low-priced home, Andrew, and his father, Virgil Place, called key men from their company into a conference. They issued a challenge for more short-cut work economies and practical, down-to-earth, how-to-do-it answers. All workmen made a double check of their phases of the operations. And from the conference came additional ideas that whittled the price tag of five-room Place homes down to \$6,325.

Conferences of this nature are now common for the Place organization. Management gives labor all credit for achievement; the workmen modestly pass the credit back to management. Important thing is that the entire organization knows what the goal is, and moves as a cohesive group to achieve it. The conferences provide a common ground, where a genuine feeling of belonging is engendered in the superintendents and

foremen and passed down to every workman. All workmen know that they will get just as much out of their work as they put into it.

Currently completing a project of more than 200 low priced homes, these builders employ about 250 men during 8 months of the year. Supervising them are three superintendents, 10 foremen and six other job supervisors. Main time-saving element of their operations is work specialization.

"We try to keep specialized crews on lawn seeding, concrete forming and placing, applying Sheetrock, framing and even down to painting where certain crews do nothing but priming or first coat work and other crews do finish coats," Andrew Place said. "On a project of our size, in fact on a job much smaller, we find that it definitely pays to train certain men for certain jobs and keep them on that type of work."

One of their greatest money-saving phases is in the proper selection and cutting of normal structural lumber for use in places where high price lumber is normally used. "This allows us to use common lumber at approximately \$110 per 1,000 for the same purpose that many builders buy select lumber at \$250 per 1,000," Andrew Place explains.

This system of lumber selection revolves around specialization. Lumber arrives at the company's warehouse by carload, is unloaded and run through a sorting shed under the watchful and specially trained eyes of one man who, in essence, converts common grade lumber to select. He



**BENDING** perfect 90-degree angles in reinforcing rods is easy with this device made by Place and Company men. The rods are used at corners of concrete slab floors

does this by selecting pieces according to where knots appear, according to the grain of the wood, and lengths needed for certain parts of the homes. He has certain jigs for lengths and angles of cuts needed, and pieces suitable for particular cuts are simply channeled to these jigs. After the lumber is cut, certain parts of the homes are assembled in the yards before they are taken to the site. Gable ends, for example, are completely framed with siding applied before they leave the warehouse yards.

Other economies are made on the job with earth moving equipment. A caterpillar tractor, with bulldozing blade and scraper attachments, is owned and operated by the company. Another caterpillar tractor, equipped with a front end loader is used, which Andrew Place says "is one of the handiest pieces of equipment on the entire project." It is helpful on finish grading, loading trucks and light back filling. The unit is comparatively small and is easily loaded on a tilt top trailer to be pulled to different projects.

The Place firm owns five rubber-tired tractors which are used exclu-

**AUGER** attachment used with one of the Place tractors, digs hole for concrete column in a few minutes that would take an hour to dig by hand. Columns are placed under concrete slab floors of the homes



sively for seeding and finish grading operations. Since FHA now requires the builder to supply top soil and seeding of yards, this job assumes large proportions in a project as large as the current Place subdivision. "It would take at least 30 men

at \$14 each per day to do the work that five men and two tractors can do in the same length of time," according to Place. Special crews do seeding and finish grading, and have developed high efficiency and speed in their work.

Another use made of a rubber tired tractor is in digging trenches for concrete columns. Where it would take more than an hour to dig a hole large enough for a column, if it were dug by hand, Place does it in five to seven minutes with an auger attachment mounted on the rear of a small tractor.

All of these homes are built on concrete slab floors placed over the concrete columns. Since several slabs are often placed in one day, timing is highly important. One inexpensive method successful with Place workmen is the use of burlap on wet concrete slabs to remove all surplus water. First, a length of common garden hose is dragged across the entire slab. This acts as a squeegee. The burlap is then used to absorb any water that is left. This permits the slab to be finished several hours faster than normal time required to lay a slab, and helps to cut down the overtime that might have to be paid if the men had to stay late in the evening to finish the job.

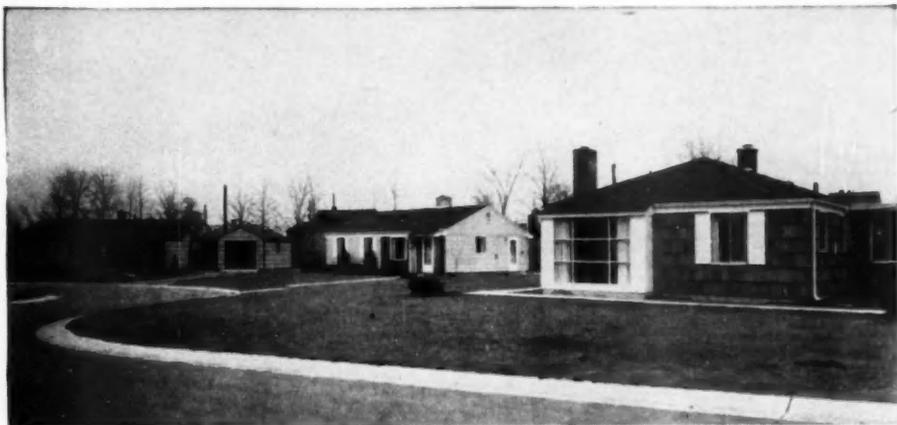
While the slab floors are curing, tilt-up type walls are assembled on the ground—even to the application of siding. When the walls are raised into position, they are held together like walls in conventional construction. At the corners where they join, top pieces overlap. The stud from the end wall is spiked to the double corner stud in the front and rear walls. This does not create a vapor barrier



**A HANDY** jig in the Place mill is used to frame aluminum windows. Framing members become the finished jamb in Place homes resulting in cost economies



**GABLE** ends are completely assembled at the yards before they are hauled to the building site. All roof rafters are precut in shop and assembled at site



problem since insulation is continued around the corner.

All roof rafters are pre-cut in the Place and Company shop, and are assembled on the site.

Two, three, and four-bedroom Place homes range in price from about \$9,000 to \$12,000 and are usually sold well in advance of completion. The company has done very little advertising. Some of their best salesmen are their workmen and home owners.

The Place homes have asphalt tile flooring, are fully insulated, and heated by forced warm air furnaces with inverted type blowers. Perimeter distribution systems are used in some of the higher cost homes; in others, heat ducts run directly from the lower part of the furnace through the slab floor to each room.

TYPICAL street scene of Place homes shows how designs and materials are varied



FOUR bedroom Place home is easily framed, offers abundant storage, good circulation



ATTRACTIVE front elevation of this low cost Place home combines vertical and horizontal siding. Landscaping is included



SCHOOL gymnasium with clear floor area 70x88 feet. Roof is constructed with wood laminated beam arches



THE PROBLEM of constructing wide, clear spans with wood framing is effectively overcome by using glued laminated wood framing members

## LUMBER Construction LUMBER

### Part III

# Glued Laminated Wood Framing Members

**A** NEW ERA in construction has become evident with the increasing development and versatility of glued laminated wood arches and trusses. These structural members permit the economical construction of strong, graceful, clear spans. As a thoroughly tested building material, glued laminated wood framing members are rapidly expanding in use, and creating new markets.

Laminated wood construction was

pioneered in Germany and Sweden in the 1880's. European designers and builders immediately recognized the potential in this new material—its speed of manufacture, practicability and economy of construction. In the 1930's American companies, equipped with important research findings of the Forest Products Laboratory, began manufacturing laminated wood arches for a variety of construction including garages,

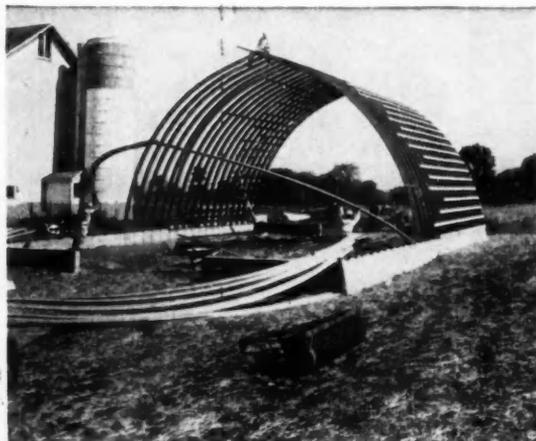
stores, recreation buildings, hangars, warehouses and many types of farm buildings. The movement was given tremendous impetus in this country in 1933 and the years immediately following when Dr. G. N. Brekke, of Norway, an expert on wood lamination, was employed by the Weyerhaeuser Sales Co. to adapt the system to factory production. At the present time laminated wood arches and trusses are being mass-produced



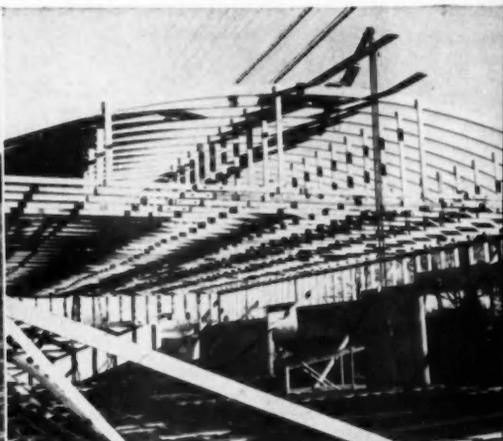
FACTORY finish on beams is covered during erection



ARCHES and purlins in this church roof serve as interior decoration



**THESE** members bring engineering into farm building construction. This is a machine shed where clear span is of prime importance



**LAMINATED** framing members are a new and different form of one of the oldest basic materials—wood

and distributed to builders in all sections of the United States.

This type of construction received much publicity and became generally common during World War II when hundreds of hangars, chapels and recreational halls were built at army, navy, and marine corps posts. Many unusual and beautiful architectural effects evolved, but the most salient advantages of this type of construction during the war years were the important savings made possible in time, labor and materials in erecting permanent buildings.

Glued laminated wood members not only utilize all the advantageous properties of wood, but offer the following additional advantages: (1)

Laminae can be selected to place the best material at the points of maximum stress; (2) freedom from checks or other seasoning defects associated with large one-piece wood members, in that laminations are kiln-dried before fabrication; (3) members of larger cross-sections and greater lengths can be fabricated than are generally available in solid lumber; (4) arches, the most structurally efficient wood framing obtainable, are made plentiful by glued laminated wood; (5) the fabrication of large laminated structural members from smaller pieces is increasingly adaptable to the future of the nation's timber economy.

Actually, laminated framing mem-

bers are a new and different form of one of the oldest and most basic materials—wood. Solid lumber is subject to a number of limitations: shapes, sizes and lengths are restricted; knots, pitch pockets and other characteristics occur. But a minor miracle occurs when layers of wood are bonded together with glues in "sandwiches" or laminations. The natural tendency found in a single timber to warp, shrink and check is minimized while the inherent qualities of wood are fully realized in laminated members. These are flexibility, texture, insulation value, strength, and greater resistance to fatigue and vibration. The glues used possess such remarkable adhesive strength



**ARCHES** form interior curved surface, covered with insulation board



**INTERIOR** effects like this are economical with arches



ROLLER skating rink in Erie, Pa., with clear floor area 78x176 ft.



ECONOMICALLY constructed high school gymnasium 70x120 feet



LAMINATED bowstring trusses form the roof of this warehouse

that, under extreme loading, the wood itself will fail before the joints-give way.

Large section laminated wood structural members are an advantage in a building from the standpoint of fire. When a fire occurs the laminate members will char, but this is a surface reaction which actually helps to insulate against severe damage, while the framing's strength is only partially decreased.

The problem of constructing wide, clear spans with wood framing members is effectively overcome with laminated wood framing members. These built-up members escape the old limitations set by size and shape of the log. Modern timber connectors used in assembling these framing members develop 80 per cent or more of the working strength of the wood. Besides providing for wide, clear spans, and giving benefits inherent in wood construction, they offer additional advantages of particular importance under present conditions. Among these are the big savings they effect in time, labor and materials because they are delivered to the job site ready for fast erection.

The allowable stresses used by reputable manufacturers in designing

glued laminated arches and trusses are determined by actual tests of the Forest Products Laboratory and other laboratories operated by private industries and associations. Builders who use these laminated arches and trusses, however, must depend on the integrity of the manufacturer with whom they deal for the quality of the material used in the laminations, the calibre of workmanship and other factors which the builder cannot control.

Laminated arches, rafters and trusses should be manufactured from stress graded kiln-dried construction lumber, permanently bonded with suitable glues under high pressure.

Arches and curved members are fabricated by applying a uniform coating of glue to a number of laminations, and before the glue has set, the arch is assembled and bent on a special form to the required curvature. It is then clamped and kept under pressure until the glue is properly cured, after which the arch or member retains its curvature.

The width and number of laminations depend upon the building span, shape and spacing of members, and type and amount of load. After fabrication the members are planed

smooth, cut to desired lengths, drilled for split rings, shear plates and bolts, and given a coat of sealer. They may be given any finish specified. Materials and production should be checked constantly for uniformity, strength and accuracy.

Glued laminated wood was welcomed by architects, engineers and builders who desired the natural arch for building where an inexpensive and practical but beautiful appearance was required with large clear spans. These members have been used economically in erecting hangars, churches, garages, skating rinks, bowling alleys, community buildings, gymnasiums, theaters, stores, warehouses and other similar buildings requiring clear-span construction. Another interesting application of glued laminated wood is its use in fabricating moving picture screen panels for drive-in theaters.

The use of glued laminated framing members has brought engineering into farm buildings as never before. Farm buildings of this construction offer greater space per square foot of area, the versatility of post-free interiors, maximum utility, and engineered strength. Erection is fast and requires no specialized equipment.

# Difficult Site No Obstacle To Woman Builder

**Well planned use of land on a steep hill results in a group of neatly-arranged apartments**

**O**THER builders might have dismissed the site as a suitable habitat for only a mountain goat, but after a San Francisco builder, Mrs. Grace Perego, had re-made the hill, it contained 14 well-designed living units, each with a superb view.

The project, called Perego Heights Apartments, was designed by H. C. Baumann, San Francisco architect, and demonstrates both the advantages and disadvantages of hill-side building: into it went the grading and foundation problems peculiar to this type of construction and out of it came an unusually attractive living site.

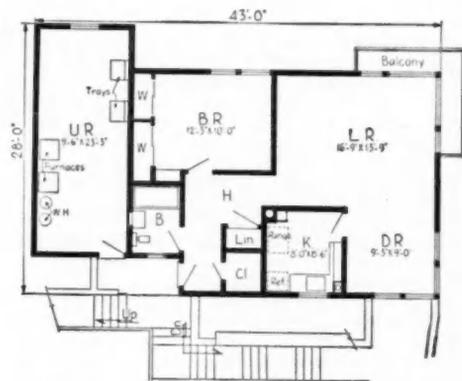
Each of the apartments—13 four-room and one six-room—has a small balcony and a picture window view of the city and bay. Redwood balustrades extend from landings to apartment entrances; the overhang is about 18 inches.

Entrances are provided from both the street below and the street above, where 11 garages are located. A feature of the upper entrance is a stone walk which converts what would otherwise have been a drab rear view into an attractive passageway.

The apartments are equipped with food waste disposers, and each has an individual water heater and gas furnace. There is a coin-operated automatic washer in the building.

Mrs. Perego calls the apartments a "maintenance dream," since there are no halls to require carpeting, no heating plant to tend and consequently no janitor needed. The part-time gardener is the only employee and he hoses the stairs while watering the gardens.

The project was built under a 608 loan of \$106,400. Mrs. Perego, a San Francisco builder of homes and apartments for 37 years and the first woman licensed as a contractor in California, lives in one of the units.



TYPICAL PLAN of apartment in Perego Heights project



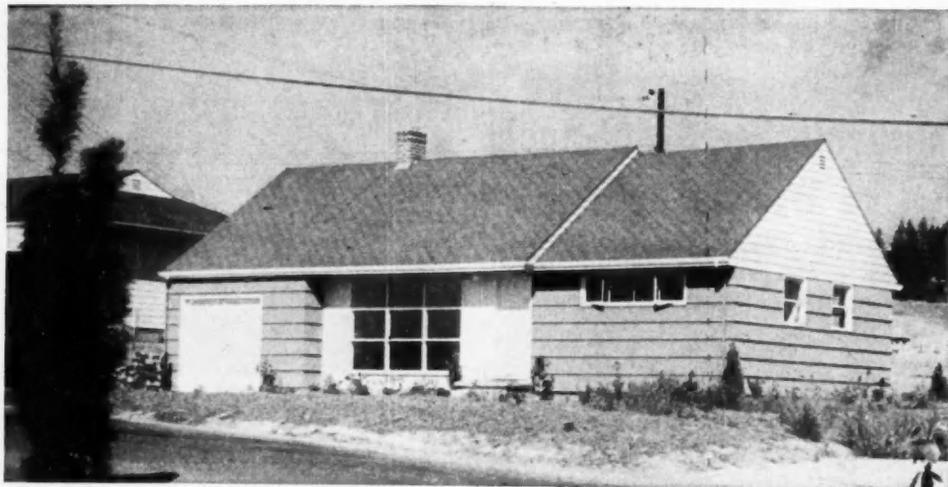
EXCAVATION WORK on a new Perego project. This terrain, two blocks from the apartments shown, posed the same problems



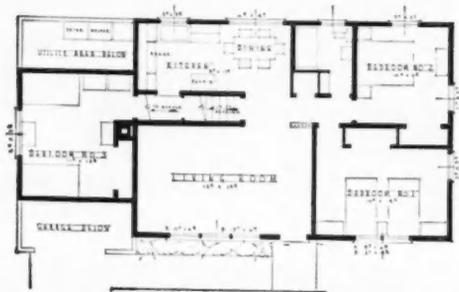
STREET VIEW of Perego Heights Apartments. Note high incline



CLOSE-UP showing "A" and "B" wings and balcony entrance



MORE than fifty homes were sold from this demonstration house in a 30 day period. Picture window is framed with 2x6's



FLOOR plans of McKel, Inc. homes, Portland, Oregon, are the same, with exception of optional bedroom placed over garages



HIP ROOF and reversal of same floor plan add different appearance to this home. All homes have varied exterior colors



NATURAL Redwood siding adds variation to this home. McKel, Inc. houses are heated with General Electric oil burning furnaces

## **Add pleasing variation with materials and color**

**C**HANGE the design and you add more cost. Every builder is aware of this obstacle to better design in project-type homes, and with a desire to eliminate peas-in-the-pod housing, yet keep the costs down, it is a serious problem.

Formula used by many project builders is to keep floor plans the same in as many houses as possible, and add variations where they are least likely to boost costs. This can be a highly successful solution, from a standpoint of sales, as it is, for example, with McKel, Inc., builders, of Portland, Oregon. They permit few changes in floor plans; many changes in exterior colors and materials. Last year they sold two-bedroom homes with 850 square feet for \$9,950; three-bedroom houses with 970 square feet for \$10,750. The three-bedroom homes had the same floor plan except that ceilings of the garages were dropped and the extra bedroom was placed over the garage.

When McKel, Inc., first offered these homes last year, they had more opportunities for sales in advance of construction than they cared to accept.

Focal point of interest in the McKel homes is the kitchen. Each kitchen is completely equipped with General Electric automatic appliances, including sink with dishwasher, an 8 cubic foot refrigerator, range, ventilating fan, clock, and steel cabinets. Laundries, adjoining the kitchens, have automatic clothes washers, dryers, and table-top water heaters. By making kitchens the outstanding feature, and by adding wide variations in exterior colors and materials, McKel, Inc., has grown into one of the most successful building organizations in the Portland area.



FLOOR PLAN

FLOOR PLAN of Solheim's home which is designed to suit the tastes of his family

## An architect's version of the "true" ranch style

Variations of this design have been so numerous that builders and buyers are beginning to wonder just what the "true" style is



PROMINENT Lincoln, Nebraska, architect designed this home for himself. It is his version of the true ranch style

SO MANY versions of the so-called ranch style home have been offered since World War II that many home buyers and builders are beginning to wonder just what is the true (if there is such a thing) ranch style home.

An architect in Lincoln, Nebraska, Selmer A. Solheim, has just completed what he believes is the true ranch style home. It was designed for himself and his family, and incorporates ideas to suit the personality and likes of his family. Meticulous about small details, Solheim insisted this home have all the elements necessary to complete the proper atmosphere for a ranch type.

An old pot-bellied stove, formerly used by a Colorado miner, marks the entrance to the large lot, and serves as an unusual mail box. The lot is en-

closed by a West Virginia split rail fence of locust posts and chestnut rails. An unusual post light fixture was made by inverting a brass bucket and inserting a light in it. A winding flagstone walk leads to the front entrance.

Exterior walls of the home are constructed of Colorado Sandstone and Western cedar stained redwood. The shingles are hand split cedar shakes from British Columbia. On top of the garage portion of the roof is a bell tower housing a manually operated bell. The cast bronze bell is from an old Mississippi River boat and is rung from a location adjacent to the kitchen.

The entrance foyer is entered through a large door that has a knob located in the center. A translucent glass partition separates the foyer

from the snack room, and an interesting oak cubicle lattice work separates the foyer from the living room. A large size guest closet is available at the foyer location. For illumination an Italian antique blown glass jug was wired for lighting and forms an unusual pattern on the ceiling and walls when lighted.

The home is built on a concrete slab floor. The sod was stripped off, five inches of coarse gravel applied, then 1-inch of lean concrete. One coat of asphalt and one layer of 30-pound felt (mopped with hot asphalt) lapped for double thickness is placed over the first layer of concrete. Main floor slab is four inches thick, reinforced with wire mesh and  $\frac{3}{8}$ -inch reinforcing bars 24 inches O.C.

# Automatic Heating Control Systems

## Part II

By Lloyd H. Johnson

Merchandising Division  
Minneapolis-Honeywell Regulator  
Company



**T**HE OUTDOORS is always a good place to start controlling indoor temperature. Weather seldom remains constant from one hour to the next. As the weather varies, so varies the rate at which heat in a building is lost to the outside. An outdoor control senses these weather changes at once and varies the heat supply accordingly.

There is a time element involved with every type of heating system before a call for heat is answered by a free circulation of the heating medium. This delay is known as *lag*. Some heating installations have more lag than others. This depends on many factors, such as the type of heating, whether it has a forced or gravity circulation system, and structural characteristics which pertain to each installation.

With only an indoor temperature control, an hour or more may elapse before a need for additional heat is noted. Before the heating system has a chance to catch up to this new demand for heat, indoor temperature may fall to a point where occupants feel discomfort. An outdoor control, with its ability to *anticipate* heating needs, permits the heating system to "get the jump" on the extra heat demand which will follow. Conversely, an outdoor control can sense a warm-up in outdoor temperature in time to prevent an over-run of heat.

**This is the second of two articles presenting the fundamentals of automatic heating controls for homes and small commercial structures. The first article appeared in the January issue starting on page 147.**

### "On-Off" Outdoor Control

The simplest outdoor control operates with an electrical "on-off" control system. It uses two remote bulb sensing elements—one for outside, the other for mounting in the boiler or warm air supply duct. This device operates the burner according to outdoor heating needs. On a forced hot water system, the thermostat operates the circulating pump. The thermostat and outdoor control operates the burner jointly on a forced warm air heating plant.

### Reset System

The "reset system" is another type of outdoor control commonly used for larger residential and commercial forced hot water heating. It utilizes a modulating outdoor control to mechanically *reset* the control point of a second controller. This second controller operates the burner or a control valve. It is continually raising or lowering its setting to vary temperature of the heating medium as dictated

by the control installed outdoors.

When this second controller operates the burner, its temperature-sensing element is located in the boiler. An "on-off" type indoor thermostat operates the circulating pump according to indoor temperature needs.

When this second controller is operating an *electric motorized modulating valve*, the temperature sensing element is located down-stream of the valve. In accordance to demands of the modulating outdoor control, it modulates the flow of hot water from the boiler or heat exchanger (which is controlled at a constant high temperature).

### Outdoor Control of Mixing Valve

A similar application is where the modulating outdoor control resets the operating temperature of a second modulating controller. This controller positions an electric motorized 3-way mixing valve. Being a modulating control, it is capable of operating the mixing valve to any intermediate position dictated by the outdoor control. The mixing valve has one intake from the boiler (hot water) and another from a by-pass off the return (cooler water on its way back to the boiler). In this way, the proportion of heated boiler water to cooler return water is continually varied in relation to the rise or drop in outdoor temperature.

The circulating pump operates continuously.

Another type of outdoor control incorporates an outside sensing element that is virtually a duplication in miniature of the building or zone which it controls. It is a small metal cylinder containing its own thermostat and heater. As the thermostat in this element calls for heat, the small electrical heater supplies heat until the thermostat in this outdoor element is satisfied. Adjustments are made in an indoor control panel so that heat input to this outdoor element is identical to the building or zone it controls. Therefore, whenever the thermostat in the outdoor device requires heat, the burner or zone valve supplies heat to the building simultaneously. An advantage of this type of control is the fact that it not only responds to outdoor temperature, but to the effects of cooling wind or radiant sun. This system is available in "on-off," or modulating control.

#### Zoned Heating Control

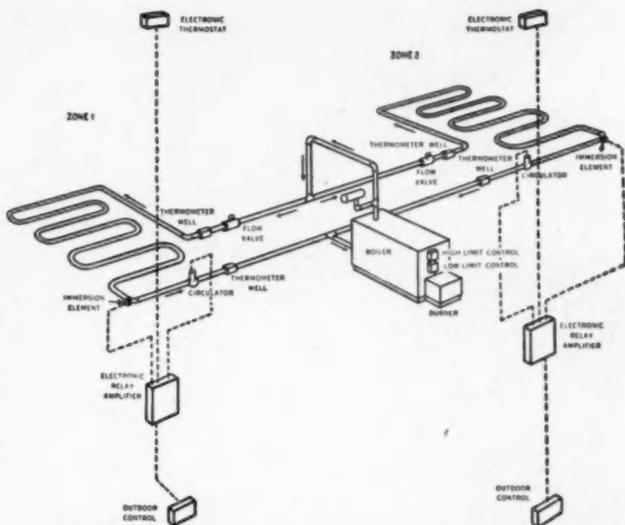
Zone control is the logical approach to the comfort heating problem in large or rambling type structures. This also applies to commercial buildings comprised of several areas where temperature requirements and heating loads greatly differ. It is simply the grouping of rooms or areas having common characteristics in heat load, exposure, or occupancy. Each zone has its own complete control system which accurately compensates for any variations that would affect heating comfort in that area.

In zoning a building, the piping or air ducts are arranged so that the heat to each area can be controlled separately by its own thermostat. On a forced hot water system, the thermostat operates a zone circulator; with a steam system, it controls a zone valve. The thermostat positions motorized zone dampers on a forced warm air system. Zones may also be controlled by outdoor control, or a combination of outdoor and indoor control. Any type of control, such as "on-off" or modulating, electric, pneumatic, or electronic systems are applicable to zone operation. In addition to its advantages in providing a more even distribution of heat, it saves fuel. With zoning, for example, it would not be necessary to over-heat the entire structure simply to provide sufficient heat for some portion where exposure to the weather is greater than in other sections.

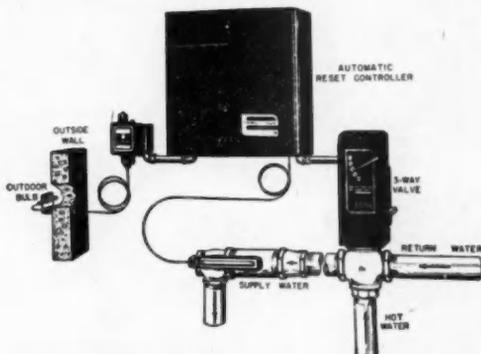
#### Individual Room Control

Just as several thermostats give more comfort and fuel economy than one . . . so an individual thermostat in

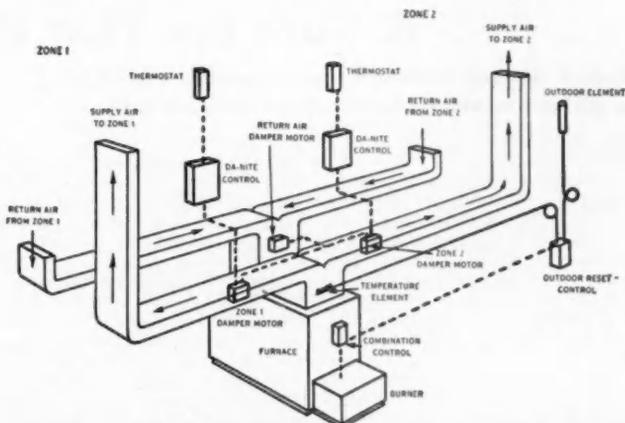
(Continued on page 172)



ELECTRONIC zone control layout for a forced hot water radiant panel heating system



TYPICAL arrangement of equipment for outdoor temperature control



ELECTRIC zone control, using outdoor reset control with a forced warm air heating system



PARTICULAR emphasis is placed on entranceways by Jere Strizek. Note exposed boards and beams in overhang of flat roof

## A Vote for Flat Roofs

**Before turning thumbs down on modern design, it might pay to make a double check on buyer demand**

**W**ILL the house sell?" This is always the big question in the minds of builders and loaning agencies when it comes to selecting home designs with flat roofs. It is a question tightly wrapped around the word caution, which is necessarily the golden rule of both builders and loaning agencies. But it is one of the greatest single blocks thrown into the growing popularity of homes with flat roofs.

Caution, in many cases, can be carried to the extreme, and before either the loaning agency or the builder turns thumbs down on flat roofs, it

might pay them to find out just what the home buyers will buy. There are many builders, like Jere Strizek in Sacramento, California, who are finding that buyers will buy so-called modern design—if they are given a chance.

Since 1949, Strizek has built more than 900 flat-roofed homes, and has sold all of them long before completion, all in the same general area. There are numerous other builders in other climates throughout the country who report similar successes with flat and shed roofs, so that the old saying "Sure, they can build them in Cali-

fornia, but . . ." is rapidly becoming an invalid excuse. Examples are Joe Driscoll in Fort Worth; Paul Eng-hausser of Minneapolis; Nobel S. Clay of Pittsburgh; John W. Steinmann of Monticello (Wis.); Edward G. Hawkins of Denver—all builders who have successfully built flat top homes to sell.

It takes more than a flat roof to make a home sell, though if they are properly done they may be the main feature. Strizek builds flat roofs so that 4 x 8-inch beams are exposed. These beams, set 4 feet O.C., are supported by 2 x 4-inch studs placed 16 inches O.C. and 4 x 4-inch columns set 4 feet O.C. Over the beams, 2 x 6 inch Douglas Fir boards (also ex-



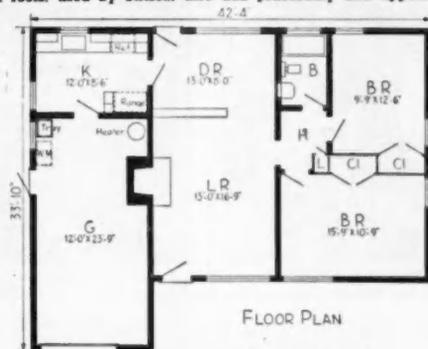
FLAT ROOFS permit exposed beams and boards in living room



SPARKLING kitchens, like one above, appeal to home buyers. Flat roofs, used by Strizek, also add practicality and appeal



COMBINATION of brick, vertically and horizontally placed boards on exterior walls, and a simple entrance motif, add appeal



THIS floor plan was used by Strizek in 600 homes

posed) are placed, with 1-inch Celotex between them and the built up roof. This type of construction offers the attractive mellowness of natural wood in the ceiling, economy of less materials required in the completed roof, and faster construction. Moreover, some materials that might be taken up in a conventional type roof are used to provide wide protective overhangs over picture windows and entrances.

All the homes are built on concrete slab floors, properly insulated, over a layer of Sisalkraft moisture resistant paper. Boards are applied vertically and horizontally on exteriors of walls, which are embellished with brick veneer in the front and with planting boxes made of brick. Various types of ornamental frame-

works are used for covered entrance areas. Mahogany slab doors add to the appearance of the entranceways. Some models have picture windows in both the living room and dining room.

Natural wood of the flat-roof ceilings is enhanced in appearance by colors of paint and wallpaper selected to cover Sheetrock on interior walls. Some walls are paneled, usually the fireplace wall. In his latest tract Strizek used a fine mahogany paneling which gives a rich appearance to the living room and bedrooms where it is used. Kentile asphalt tile covers all floors.

Tracy steel sinks and cabinets are featured in the kitchen. Duratile is applied over the tub. Other materials used include Briggs Beautyware,

Soule windows, Weiss and Kwikset locks, Commonwealth Dual furnaces.

Strizek has a shop equipped with power tools where he makes cabinets, window frames, mouldings and even assembles parts of the framework on jigs.

Popularity of the Strizek homes is due to the many distinctive touches and quality items not commonly found in tract homes. Buyers like the size of the houses, the low price, the fireplaces, beamed ceilings, mahogany paneling, slab doors, steel sinks and cabinets, soffits in the kitchen with recessed lights, brick veneer embellishments on the exterior. But first of all, they cast a strong vote for the flat roofs.

The homes, with 915 square feet, sell for \$7,300 on 55 x 100-foot lots.

## Community of Country Homes

Homes in prize-winning development near Cleveland, Ohio, incorporate some of the best features of both traditional and contemporary designs



HIGH quality of estates is accented by carefully kept grounds



CHARLES A. KEYES, left, and ALEX A. TREUHAFT are principals of firm awarded first prize for Landerwood Estates development

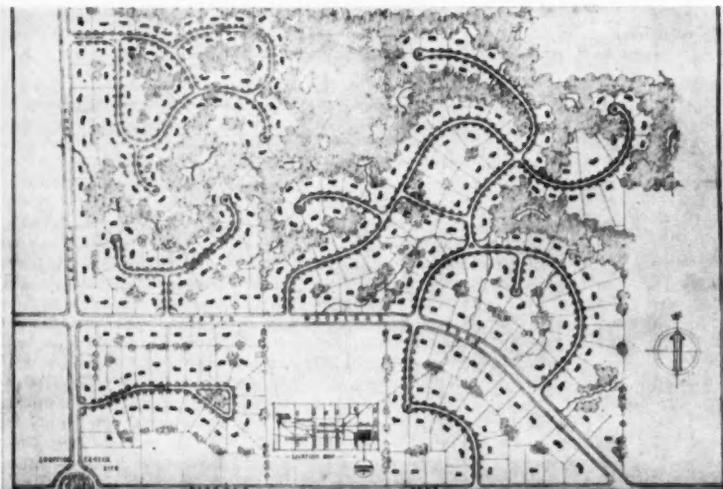
IT IS USUALLY assumed that a home buyer who expects to pay \$25,000 to \$50,000 for a house will insist that it be custom-built. Yet builders can build to sell in these price brackets—and do it successfully.

Landerwood Estates near Cleveland, Ohio, is an excellent example. Homes in this development offer proof that architects and builders can often anticipate the wants of people who buy high priced homes, and can sometimes know more about the wants of a buyer than the buyer himself.

Homes in this 420-acre project combine the warmth and beauty of traditional and the practicality of contemporary design. The development, when completed, will consist of 350 homes in the \$25,000 to \$55,000 class. It has already won first prize in the Complete Community Development of Larger Homes Division of the 1950 contest sponsored by the National Association of Home Builders.

From the exterior, these homes appear to be completely traditional except for the combination of several different exterior wall materials and the location of windows and doors. Front elevations maintain a pleasant traditional balance of fenestration and wall materials, yet escape less imaginative symmetry common in traditional.

Practical variance from traditional is made in the location of garages, which in most instances, are a structural part of the homes. But garage entrances are kept away from front elevations of the houses, and are usually situated on one or the other side, to preserve the traditional front elevation appearance. Another variance from traditional is the use of simple, unadorned materials around fireplaces, cornices, gables, porch columns, and in other areas where proponents of true traditional insist on ornate treatment. Other contemporary ideas are represented in modern electric kitch-



PLAT of Landerwood Estates development shows outstanding job of land planning done by Maurice Cornell of Cleveland



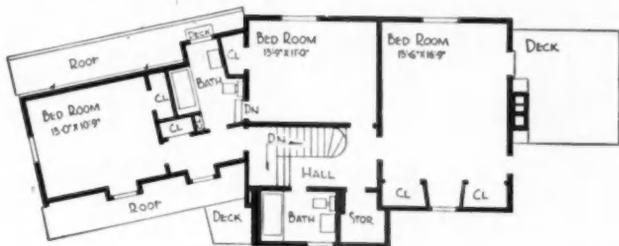
FRONT elevation of this home has characteristics of traditional. Garage is a structural part of house

ens, the use of built-in bookcases in many of the living rooms, and the use of living-dining room combinations.

An unusual quality about the Landerwood Estate homes is the appearance of size. The homes are not small, but the design techniques used have caused them to appear much larger than their square footage. In general, the appearance of greater size is achieved by establishing long, unbroken roof areas and by situating garages at the side of the homes. The latter could be done because each home is located on more than an acre of land, with at least a 125-foot width.

The idea for Landerwood Estates (now about 20 per cent completed) originated 14 years ago when Alex A. Treuhaft and Charles A. Keyes, builder-developers of Cleveland, surveyed the southern portion of Pepper Pike Village, a wooded section near Cleveland. Development of the idea began with the construction of homes by their company last year, after landscape architect Maurice Cornell completed an outstanding job of land planning.

The *cul-de-sac* type of street layout was used, eliminating through traffic in Landerwood Estates. Each home is fully landscaped, and takes the best advantage possible of surrounding view. A thorough topographical study



•SECOND FLOOR PLAN•

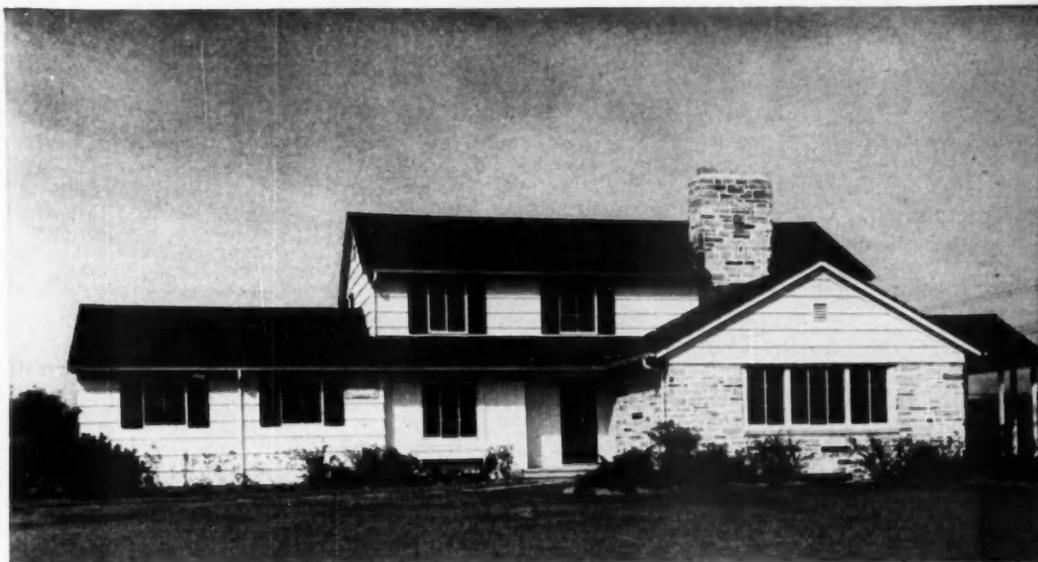
SLEEPING quarters and bathrooms are located on second floor in this home



•FIRST FLOOR PLAN•

ABOVE, porch shown in first floor plan is a sundeck accessible from bedroom





WIDE horizontal roof areas add appearance of extra width to this Landerwood Estates home. Notice large picture window

is made of each lot to determine natural grades and correct them to requirements of the homes.

To speed and simplify construction of the homes, the Keyes-Treuhaff company maintains complete control of all design. Several better known architects design the homes to conform to the high quality desired for the development. Any changes desired by home buyers can be made, but at extra expense to them.

The advantage of permitting different architects to design homes for the tract is immediately seen in the distinct difference of each home.

The demonstration house, opened for one month last Fall beginning with National Home Week, featured an electric kitchen and automatic laundry, including range, refrigerator, garbage disposer, ventilating fan, water heater, clothes washer, dryer, and freezer. This home, a one-and-one-half story structure of natural stone and wide wood siding, sold several weeks before its completion. It has a large recreation and laundry room in the basement. These, as well as furnishings and decorations, were publicized widely in the local Cleveland Plain Dealer newspaper. A local public relations counsel, employed by Keyes-Treuhaff, handled all publicity and advertising. An attractive 16-page brochure was circulated to about 2,500 people on a select mailing list, describing highlights of the estates.

FEBRUARY 1951



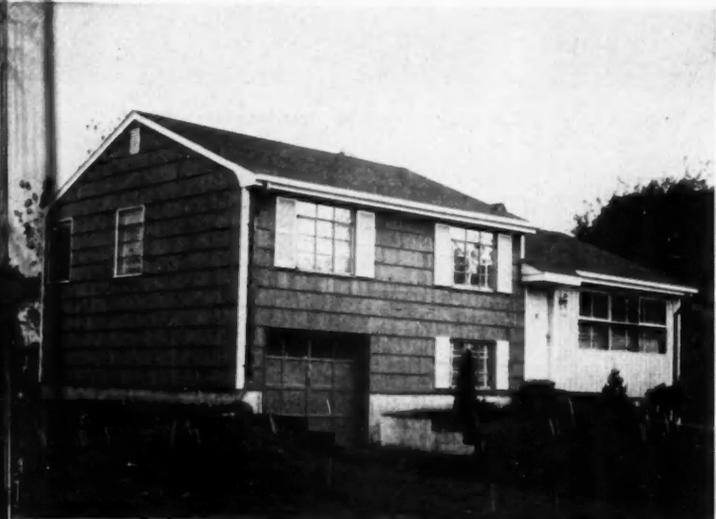
STORAGE place for books is provided in one of three bedrooms upstairs



DOUBLE fireplace serves for library and living room. Porch is a popular feature



**SPLIT-LEVEL HOUSES** are particularly adaptable to sloping building sites where floor levels are made to conform to existing grades. Roof surfaces are varied in this type house



**DESIGN VARIATION** in split-level houses occurs in the change of roof lines and exterior materials. In these three houses the same plan and window fenestration were used



## Three for One

**T**HREE HOUSES designed around one floor plan. These are part of a development at Closter, N. J., built by Russell H. Willis and Esko J. Koskinen of Greenway Homes. Architect was Leonard G. Feinen.

In the case of this project the builders were agreed that split level houses would be the answer to a high water table that prevailed over the entire property. They conceived the idea of laying a concrete slab on the ground level, building the foundation up instead of down, and carrying backfill to the property. This fill is sloped gently from the house to the road except for garage drive which extends directly to garage at street level. In this manner three floors are provided: the garage and basement at street level; living room, kitchen and dinette three steps above grade at wall of house, and the bedroom area a normal room height above the garage and basement. In addition, considerable bulk storage space over the living room and kitchen area is easily available from the bedroom hall.

The entire super structure above foundation walls, which extends in a level line about 12 inches above the highest point of grade, is framed with wood. A change in the type and character of the exterior facing, both on front and side walls, provides the background for color variations which add to the interest of the individual houses.

Materials used in these homes include Lemco metal windows, Atlantic asphalt shingles, Westinghouse hot water heater, Eljer plumbing fixtures, Youngstown kitchen cabinets, Commander garage doors, Air King ventilating fan and Reynolds insulation.

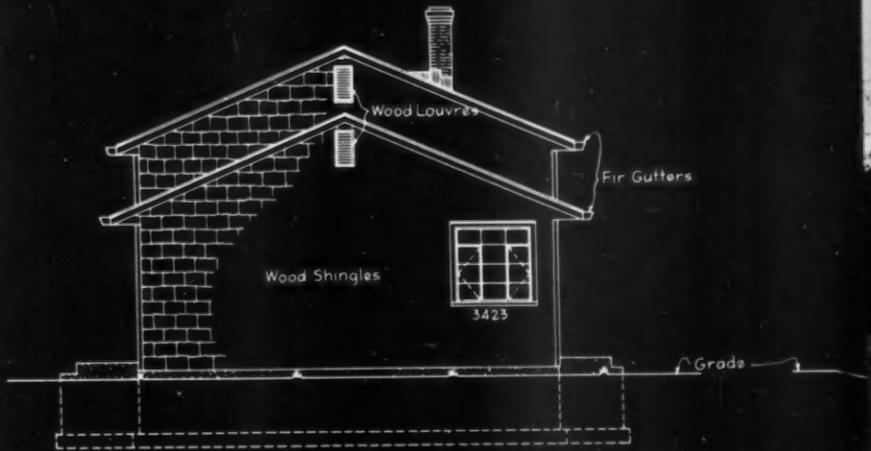
### AMERICAN BUILDER

Blueprint House

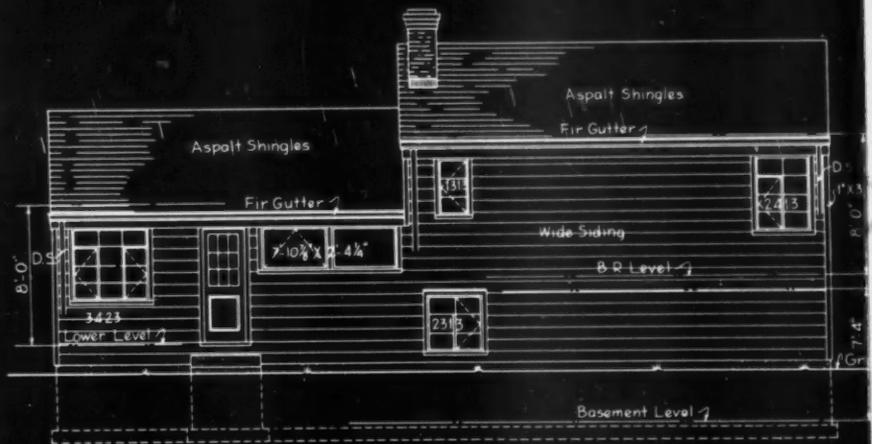
Number 50

Leonard G. Feinen, A.I.A.

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

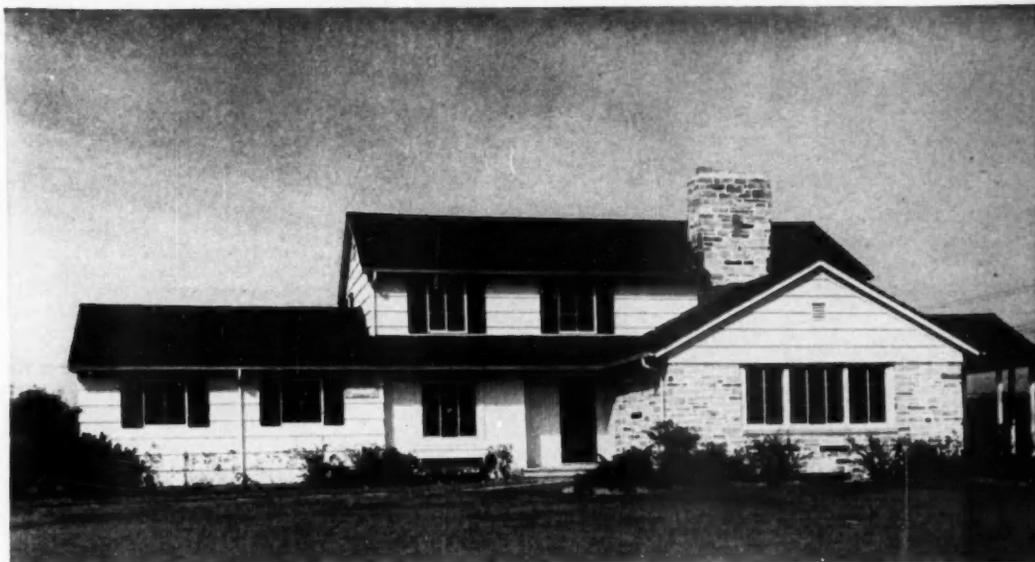


RIGHT SIDE ELEVATION



REAR ELEVATION





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FEBRUARY 1951



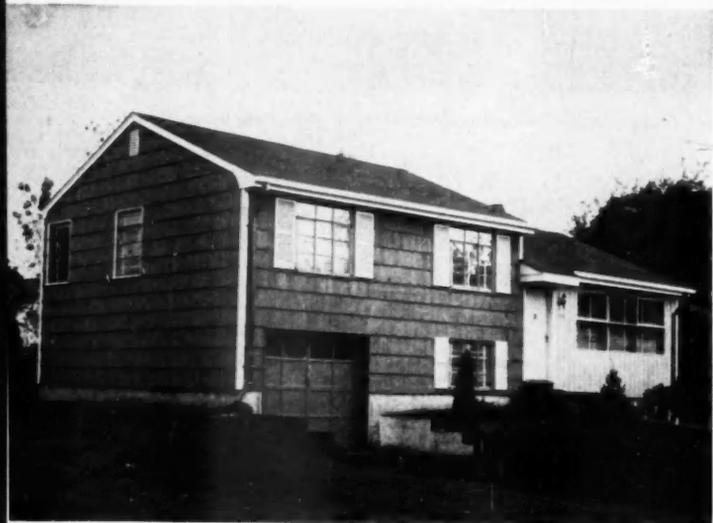
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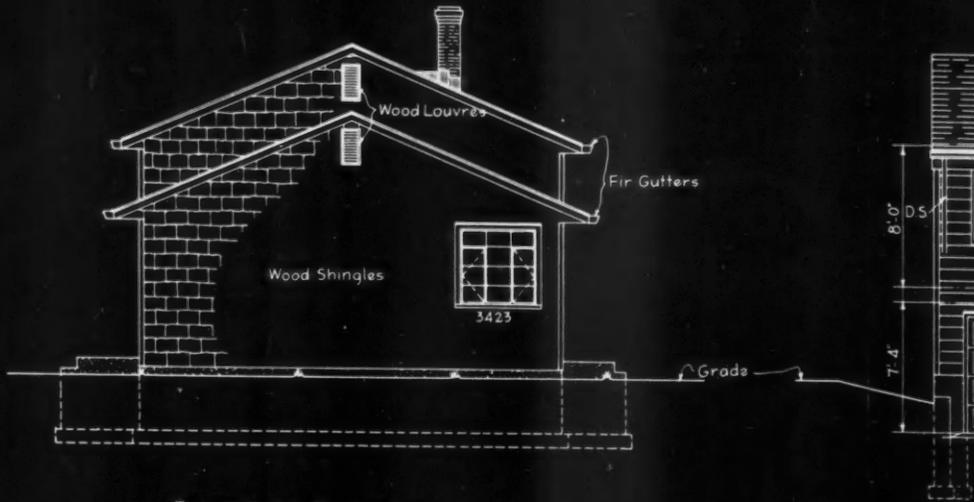
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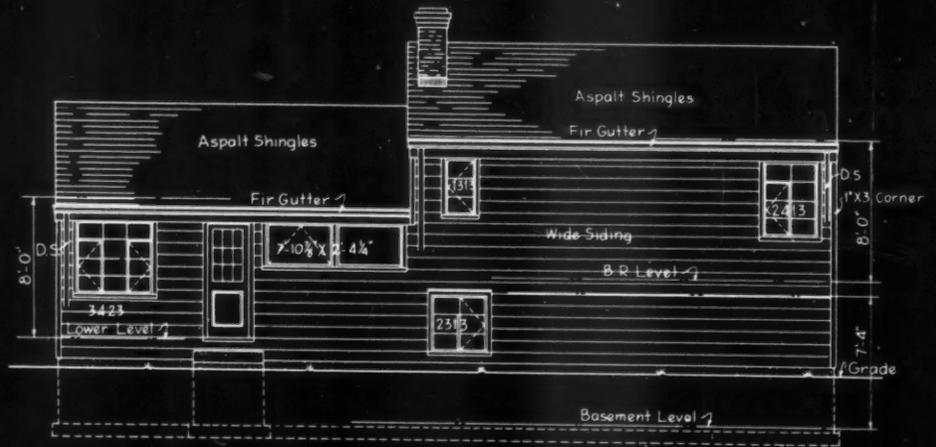
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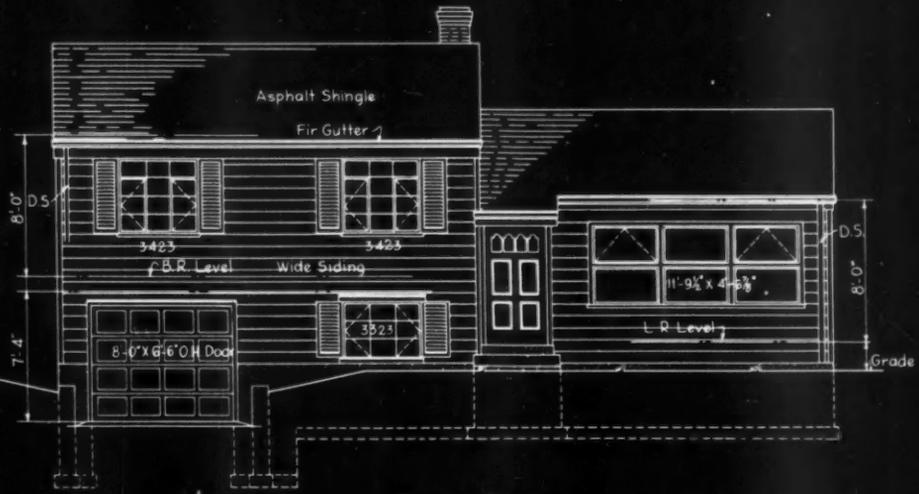
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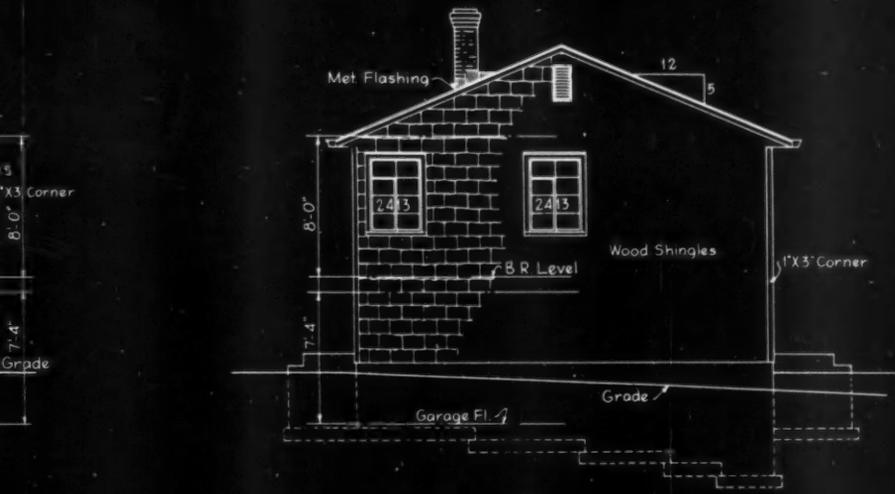
RIGHT SIDE ELEVATION



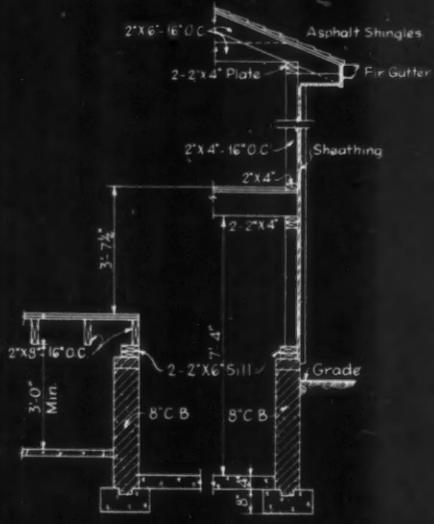
REAR ELEVATION



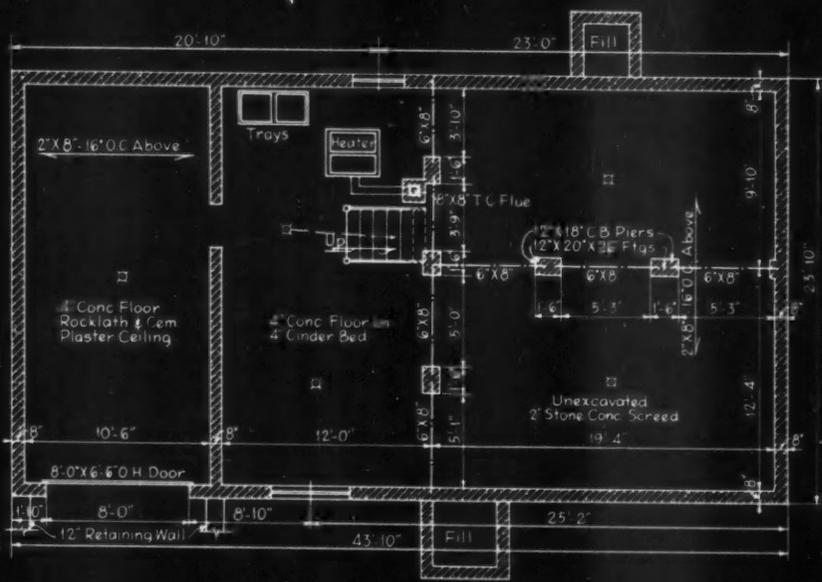
FRONT ELEVATION



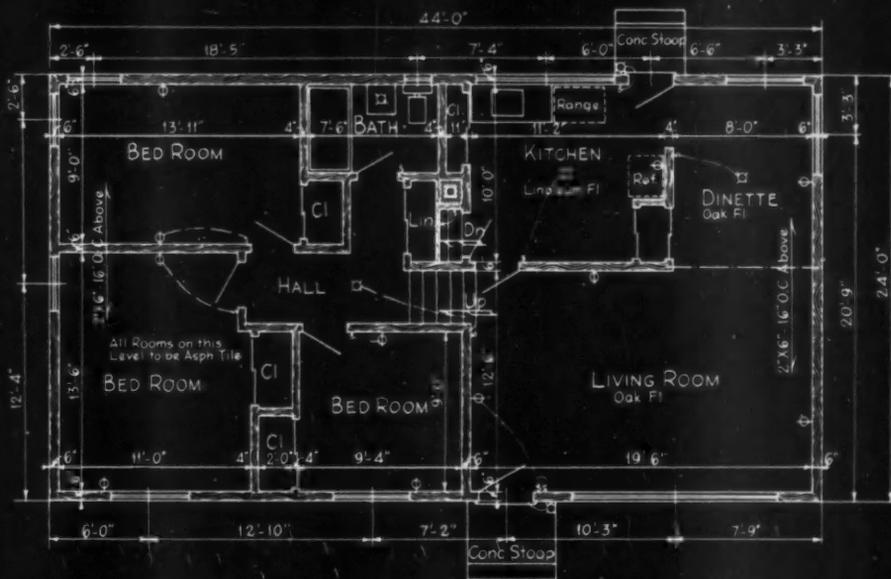
LEFT SIDE ELEVATION



WALL SECTION



BASEMENT PLAN



FIRST FLOOR PLAN

DESIGN NO A B 164  
 AMERICAN BUILDER BLUE PRINT SERIES  
 Designed By  
 LEONARD G FEINEN, ARCHITECT,  
 333 Hillcrest Ave, Wood-Ridge, N J  
 Simmons Boardman Pub Corp, 79 W Monroe St, Chicago, Ill



FEATURES in this Harris home include game and laundry room in basement, and an extensive array of bookcases in living room

## Homes Grow from Magazine's Pages

**From a real estate salesman to a 50-house-per-year builder in four years is the amazing success story of Lester Harris**

WITH a shortage of good houses to sell as the inspiration and the *American Builder* as a guide, a young real estate salesman became a successful 50-house-per-year builder in less than four years. Lester Harris, Jr., of Cheshire, Conn., freely admits that while he was sitting around an office four years ago trying to figure out some way to get more house listings to satisfy his prospective buyers, he started reading copies of this publication and found the information on all phases of home building so complete he decided to start building houses for sale. By studying *American Builder* houses, particularly the gatefold blueprints, he and his wife were able to select a distinctive style of house for themselves as their first undertaking.

When their first house was completed, Harris acquired more land on the same street, obtained financing from the First Federal Savings & Loan Association of Meriden, and proceeded to build houses for sale. Source of most of his plans as well as his brand name materials and home equipment continued to be



U-SHAPE kitchen, breakfast annex, enclosed porch are highlights of this floor plan



THIS 6-room Harris-built home has breakfast bar in L-shaped kitchen, sliding doors on all closets, rear sun porch, and an extra water closet and lavatory for master bedroom. Rear of house, above

*American Builder*. The advertising and editorial pages also guided him in the acquisition of tools and power equipment for use on the jobs.

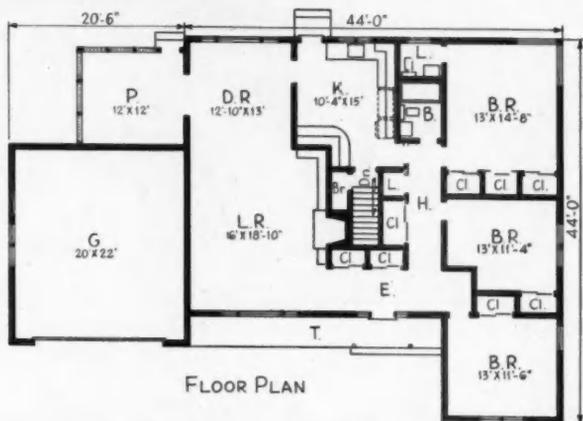
This winter, moving at a 50-house-per-year pace, he was employing about 14 carpenters, six laborers, two truck drivers, two masons and two mason helpers, two painters, one bulldozer operator, one general foreman, two office girls, his wife and himself. The only work being subtle is wiring, plumbing and heating.

Harris houses now consist of two basic floor plans, one for two bedrooms and one for three bedrooms. Elevations, garage locations, and orientation depend on the site. The houses are adapted to the location. Mrs. Harris works very closely with her husband in selecting and revising the plans.

Harris learned early in his experience that power tools made quality work and good profits easier to achieve. He now owns two Multiplex draw saws, three Porter-Cable powered hand saws, one Skilsaw, one Homolite electric generator, two Darra-James table saws, two Porter-Cable power sanders, one Delta disc sander, one Stanley router and planer, one Ford pickup, one Chevrolet dump truck, one Ford dump truck, one Allis-Chalmers HD-5 tractor-loader.

"That tractor-loader is one of the best investments I ever made," says Harris. He paid as much as \$100 to hire an excavator to dig basements for him before he bought the tractor-loader. Now he says it costs as little as \$10 and he gets it done right when he wants it done. This machine is used by Harris for excavating, loading trucks, grading, building roads, laying sewer pipe, digging dry wells, and holes for septic tanks. He plans to buy a Mack tractor and a Fruehauf trailer to haul lumber to his job from sawmills cutting native northern timber.

Harris pours his foundation footings and basement floors as a single unit. Reinforcing bars are used to as-



FLOOR PLAN

sure a permanent tie between the floor and footing. Bad weather sometimes delays pouring this type of combination footing and floor, but experience has proved that about \$100 a house can be saved with this method. All foundation walls are poured concrete in plywood forms. He makes his own forms and gets about 40 houses from each set. The foundation walls, stoops, garage floors are all poured at the same time.

Because this project is located in hilly wooded Connecticut terrain

with a brook running through the site, Harris is able to achieve some unusual and attractive arrangements of houses on sites with rear terraces, stone retaining walls, walks and similar devices. Fireplaces are standard in all houses. Kitchen cabinets, front entrances and built-in features are fabricated on the site.

The houses are heated with hot water boilers and convectors. In most cases all piping is copper. Ceramic tile bathrooms are standard throughout the project.



SMALL ranch style home has three bedrooms, near Cheshire, Conn., for about \$15,000

**LARGEST** home built by Harris has three and one-half bathrooms, one in game room in basement. Selling price was \$40,000, with lot



**SHELTERED** entrance is attractive feature of higher cost home

**PRODUCTS SELECTED BY HARRIS FROM AMERICAN BUILDER**

**American Standard heating units and plumbing fixtures**

- Andersen windows
- Armstrong linoleum
- Balsam Wool insulation
- Benjamin Moore paints
- Bestlich metal lath
- Branford oil burners
- Carey mineral wool
- Chase copper water and heating pipes
- General Electric mercury switches
- Gentry bathroom cabinets
- Heatlater fireplace units

**Tile paints**

- Mosaic board
- Insulux glass blocks
- Kennatrack sliding door hardware
- Kennebec flush doors
- Kentile asphalt tile
- Lee clothes hampers
- Libbey-Owens-Ford glass
- Lighthouse lighting fixtures
- Milnor fireplace dampers and louvers
- Minneapolis-Honeywell heating controls
- Moderfeld doors
- Mosaic and Romanay ceramic tile

**National Gypsum plaster**

- NoTone kitchen fans
- Rewe garage doors
- Ruberoid asphalt shingles and asbestos cement board
- Schlage hardware
- Stanley cabinet hardware
- Taco hot water heaters
- Trane convectors
- Yottle & Bailey convectors
- Yale & Towne hardware
- USG gypsum lath and mineral wool



**FIREPLACE** in small Harris home has bookcases on side

**PLAN** of home, left, shows well-arranged kitchen and garage

# An Impressive Record Speaks for Itself

By R. E. Saberson

ONCE AGAIN the home building industry is face to face with problems that are numerous and challenging to say the least.

However, this isn't the first time that such a thing has happened. Actually, problems of one sort or another are nothing new to the far flung industry.

"It's just a different kind of trouble" is the way a home builder put it with an air of resignation when we recently discussed the subject with him.

Then we fell to talking about the great ups and downs of the home building industry—the sudden collapse of the building boom in the early Twenties and the over-night drop in the price of building materials which left many a home costing far more half completed than it could be sold for fully finished; the rapid recovery which reached a record-breaking high of 937,000 completions in 1925; the big bust of 1929 and the dreary years which followed when homes were a drug on the market and home construction descended to new lows; the recovery period in the late Thirties interrupted by World War II; the shift-over to long years of war economy; the postwar boom of the late Forties which smashed all existing 5-year records and ended in an unbelievable new high of approximately 1,300,000 homes in 1950—a figure that had never been mentioned as a possibility in the most optimistic forecasts of the best posted experts in the industry.

Then in order to make the picture even more vivid, we checked back on the figures for thirty years and set down the totals that are more or less familiar to practically every one in the industry, but which well deserve an over-all scrutiny at a time when the future is uncertain. What other industry can point to such a jagged life line:

1920 ... 247,000	1930 ... 330,000	1940 ... 602,000
1921 ... 449,000	1931 ... 254,000	1941 ... 706,100
1922 ... 716,000	1932 ... 134,000	1942 ... 356,000
1923 ... 871,000	1933 ... 93,000	1943 ... 191,000
1924 ... 893,000	1934 ... 126,000	1944 ... 141,800
1925 ... 937,000	1935 ... 221,000	1945 ... 209,300
1926 ... 849,000	1936 ... 319,000	1946 ... 670,500
1927 ... 810,000	1937 ... 336,000	1947 ... 849,000
1928 ... 753,000	1938 ... 406,000	1948 ... 931,600
1929 ... 509,000	1939 ... 515,000	1949 ... 1,025,000
1950 ... 1,300,000	or thereabouts	

Naturally these sharp peaks and deep valleys are not peculiar to the home building industry alone. The chief difference between it and others exists in the fact that home building is hit harder and sooner than most other commercial activities and that it takes somewhat longer to regain its momentum once it has been slowed down.

While it is true that World War II raised havoc with the home building industry, if we base our calculations upon the year-to-year figures alone, actually the industry came through with flying colors considering the colossal handicaps imposed by shortages of essential materials, rules, regulations, restrictions and the countless other handicaps that threatened its very existence. Despite these obstacles, it managed to keep existing property in a state of reasonable repair by exercising admirable ingenuity in making good use of such materials as were available. Of even greater significance was the construction of the countless housing units that had to be erected overnight to accommodate the great shifts in population to defense centers. It must not be forgotten that this know-how came from within the ranks of the building industry and not from inexperienced military men.

And so in one way or another the home building industry has been able to keep itself alive during re-occurring thin years and to do a whale of a job during the good years . . . of which 1950 was undoubtedly the largest.

It is interesting to reflect upon the industry's ability to recoup as quickly as it does after prolonged periods of inactivity, to readjust itself to changed conditions and to expand or contract mightily. No other industry can boast of such elasticity.

Consider for example, the plight of the industry during the dark days of the depression when houses were a dime a dozen and Uncle Sam was bailing out home owners via HOLC. Ponder well the immense responsibilities which confronted the nation's home builders at the close of World War II when the pent-up housing shortage was so acute that it promptly became the greatest political football of all time.

Probably no other period in the hectic history of the home building industry provides more substantial proof of its amazing flexibility and versatility than that which followed World War II when it was discovered that no provision whatever had been made for housing the millions of families who would need homes once the war was over and the armed forces would be returning to more peaceful pursuits.

Promptly the ever-zealous government planners turned thumbs down upon the industry that had once provided American families with more homes per capita than any other nation in the world. For some strange reason it was immediately indicted as wholly unfitted for the job. Then the ever-zealous government planners took over . . . or attempted to do so.

There is no need to repeat here the Lustron story or any of the other fantastic attempts that were made to find a magical short-cut to home ownership. Anyone with a "new approach" to the problem could get the ear of Washington. Millions of dollars were wasted in untried, impractical experiments which produced nothing but headaches for hopeful sponsors.

Traditional builders clamored in vain for the same recognition that was being given the innumerable untried schemes which were being churned up to turn out houses faster and cheaper but their pleas, generally speaking, were in vain. Time tested construction methods which had dotted America with happy homes had little appeal for the bureaucrats. There was much talk of assembly lines—of raw materials coming into one end of mile-long factories and emerging from the other end as ready-to-live-in homes . . . of expeditors who were to crack the whip over the laggards in order to end the housing shortage pronto.

As we come to grips with another great international crisis (regardless of whether we must meet it head-on immediately or succeed in postponing it for the time being), we should appraise thoughtfully the part that the home building industry has played and can continue to play in coming to the aid of the nation in a period of emergencies.

First of all, the year-to-year figures show that it is rich in experience when it comes to meeting great crises within its own confines and that the end results invariably have been spectacularly successful. In the early Twenties, it zoomed from a bust to a record-breaking high in five years. Then it did exactly the same thing in the late Forties when it completed more than four million homes in five years in the face of the disheartening shortages of materials and man-power which sent prices sky-high.

(Continued on page 178)

dependable

from any angle



## that's **Rō-Way** doors

No matter how you look at 'em, Ro-Way Overhead Type Doors are *dependable*. Dependable in service to the owner, dependable in quality of construction, dependable in sales and installation service.

Owners appreciate Ro-Way Doors for their easy operation, regardless of weather conditions. Ro-Ways are good-looking—and *stay that way*, because all hardware is Parkerized and painted *after* fabrication to resist rusting and streaking. Construction is particularly rugged. Wood sections are made of specially selected lumber and exterior-grade plywood. Doors always hang true, thanks to Ro-Way's careful workmanship and the *steel* dowels used in all mortise and tenon joints.

And *you* will appreciate Ro-Way's nationwide group of distributors, factory-trained to help you, and to make sure that every Ro-Way Door is installed *right*.

That's why Ro-Way Doors are so dependable—from any angle. And that's why it pays to specify Ro-Way on *all* your industrial, residential and commercial jobs.

*there's a Ro-Way for every Doorway!*



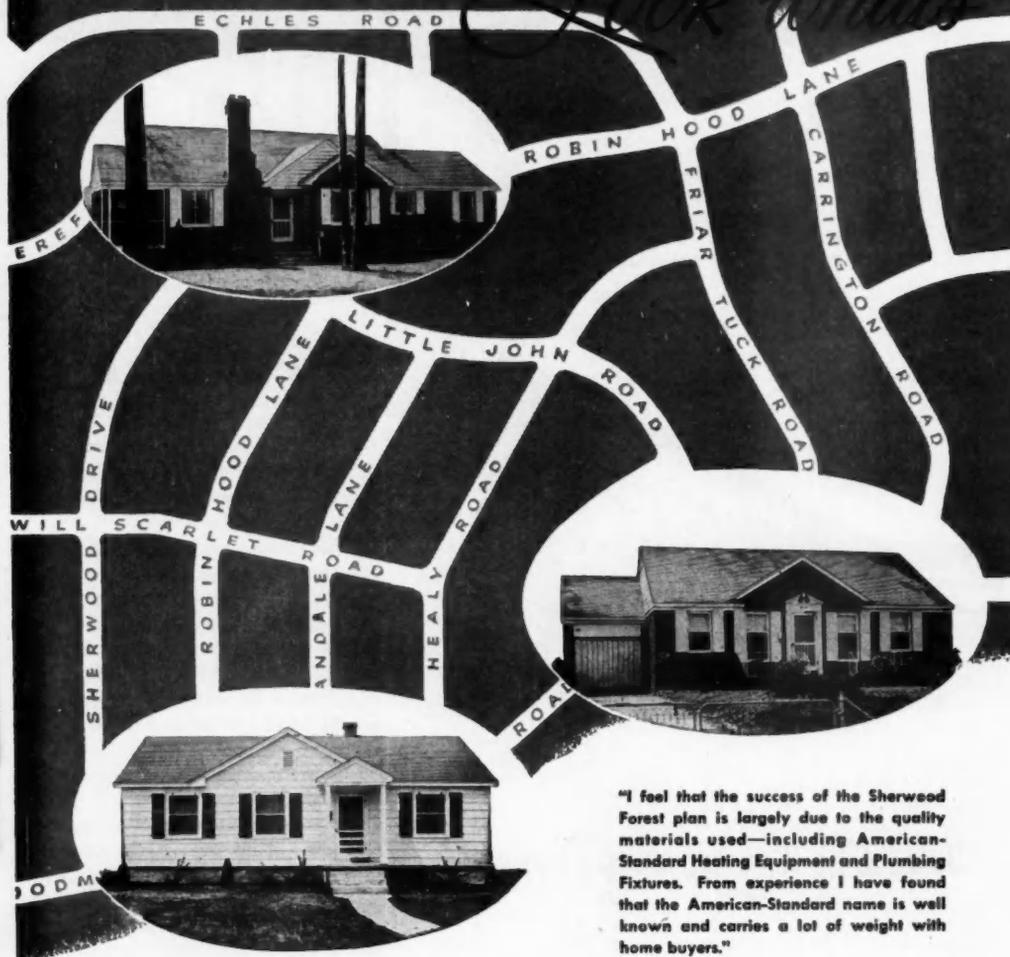
Nationwide sales and installation service. See your classified telephone directory for names and addresses of Ro-Way Distributors.



ROWE MANUFACTURING COMPANY • 780 Halton St., Galeburg, Illinois

# Shades of Robin Hood!

*Look what's*



"I feel that the success of the Sherwood Forest plan is largely due to the quality materials used—including American-Standard Heating Equipment and Plumbing Fixtures. From experience I have found that the American-Standard name is well known and carries a lot of weight with home buyers."

**MORE AND MORE BUILDERS** who use American-Standard Heating Equipment and Plumbing Fixtures, are finding this a strong selling point to stress in their own advertising. It tells the public that only the best products were used . . . creates confidence in the top quality of the whole dwelling.



# *happening to* Sherwood Forest!

**I**N this Sherwood Forest, a residential subdivision of Memphis, Tennessee, there's a buzz of activity these days. Here, smart, modern homes—some still in the process of construction—line the streets which bear the names of such legendary characters as Robin Hood, Friar Tuck and Little John. But these quaint street names are about the only connection with the Sherwood Forest of old . . . for this new residential district is as modern as tomorrow. All houses have central heating. And, naturally, they are equipped with the latest features and conveniences . . . including both American-Standard Heating Equipment and Plumbing Fixtures.

The idea for the development of Sherwood Forest was conceived by builder Herbert W. Morton. The subdivision contains 568 lots, laid out on contours to preserve as much as possible of the hardwood forest. The cheerful, distinctive houses were built to market for a maximum price of \$12,000.

In 1946 and 1947, 156 houses were built in Sherwood Forest. These were single family units of brick veneer or

frame construction and were sold for prices ranging from \$10,000.00 to \$12,000.00. During 1948 Mr. Morton built and sold 40 additional units in this same price range. In 1949, 156 houses were erected on some of the remaining lots and sold for prices ranging from \$6,500.00 to \$10,000.00.

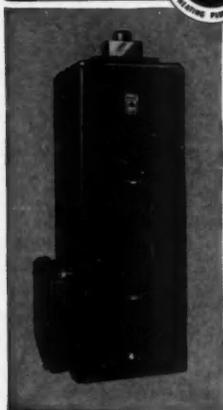
As Mr. Morton says, American-Standard Heating Equipment and Plumbing Fixtures were an important factor in creating the enthusiastic demand for the Sherwood Forest homes.

The outstanding quality of American-Standard products, backed by strong, consistent advertising, has created a public acceptance throughout the country. You will create satisfied customers when you install American-Standard products in the structures you build or remodel. Whatever the type or the size of the project, you will find just the heating equipment and plumbing fixtures you need in the complete American-Standard line. Ask your Heating and Plumbing Contractor for details. **American Radiator & Standard Sanitary Corporation**, P. O. Box 1226, Pittsburgh 30, Pennsylvania.

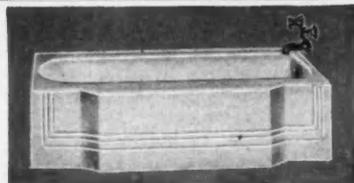


LOOK FOR THIS

MARK OF MERIT



WYANDOTTE  
Winter Air  
Conditioner



MASTER PEMBROKE Bath



PENLEDGE  
Lavatory

CABET  
Water Closet



CUSTOM-LINE  
Sink



## AMERICAN-Standard

First in heating . . . first in plumbing

*Serving home and industry*

AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS • DETROIT LUBRICATOR • KEWANEE ROLLERS • RUDOLPH HEATER • TONA WANDA • RAIN

**Proved by  
1,300,000  
Pair of Feet**



**PARKAY Hardwood  
Floors in Model  
Home Withstand  
Grueling Traffic**

Over 1,300,000 visitors trod the Parkay ready-finished hardwood floors in the model home sponsored by Living Magazine at the 1950 Chicago Fair. At conclusion of the 90-day exhibit the architects—Tsuruoka, Osborne, Martini & Melun, Evanston, Ill.—wrote the following: "...although the flooring was not refinished during the Fair and had only minor daily attention, it wore beyond our expectations and retained its fine appearance ..."

Here's proof that Parkay— $\frac{3}{16}$ " thick—offers all the wear of standard floors—that its factory finish makes for lasting beauty. And remember—Parkay's speedy application to any sound subsurface with special adhesive saves valuable time on both new and remodeling jobs alike.

Parkay flooring, made of choice American Oak, is available in two styles—9" x 9" Tiles and 9" wide Broadboard. For complete details see Sweet's Architectural File or write direct for free samples and literature. Parkay, Inc., Louisville 9, Ky.



**PARKAY**

READY-FINISHED HARDWOOD FOR FLOORS AND WALLS



**No. D-75**

**Eaves . . .**

**Gravel Stop . . .**

**Gutter . . .**

New ideas of design as applied to the modern type dwelling of today with its flat or semi-flat roofs call for new methods of construction to properly express the new mode.

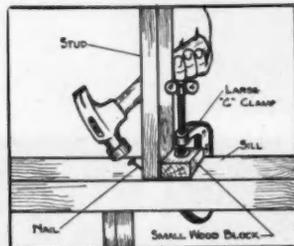
The detail drawings on opposite page indicate an arrangement of eaves, gravel stops and gutters used in connection with the roof treatment of a large home in Sherman Oaks, Calif., from the design of Sumner Spaulding and John Rex, architects.

Contrary to the traditionally designed home, the modern or contemporary styled house indicates a broad flat wall surface crowned at roof with a wide overhang or a simple wood fascia and gravel stop which is applied directly to the exterior facing of the wall. Gutters are made an integral part of the design of the house. These are built into the eaves of the roof in place of applying hanging metal gutters from the roof edge, which is the method commonly used with the traditionally sloped roof line.

The plan and elevation at (G) on the detail plate is of particular interest. This indicates a partial return of the built-in gutter shown at (A) with the return section shown at (G). It is an excellent solution to the somewhat perplexing problem of gutter return. Other sections on the detail plate show the simple yet effective method of treating the intersection of wall and roof, other than the gutter line, with a shaped metal gravel stop.



**Nailing Studs with Ease**

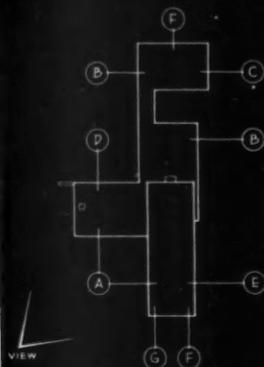


If studs persist in shifting when they are nailed in position then a large C clamp placed as shown in drawing will correct this condition. The block prevents stud from shifting.—Herbert E. Fey, New Braunfels, Texas.

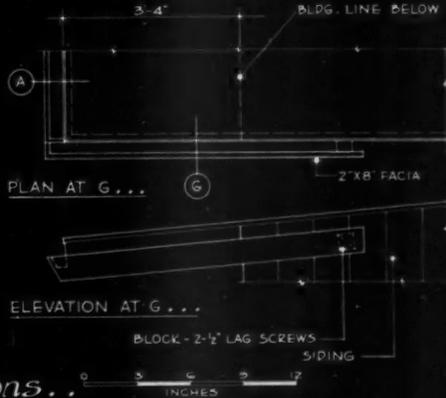
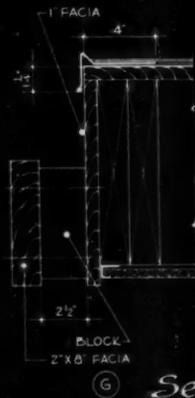
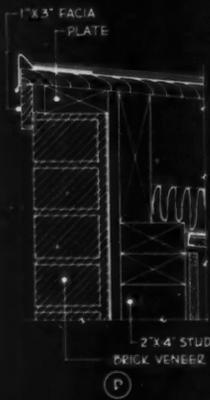
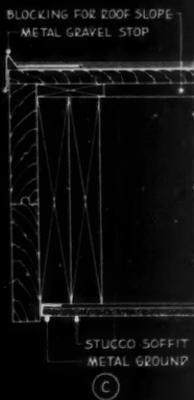
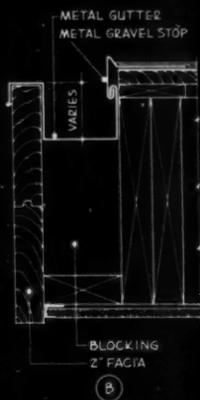
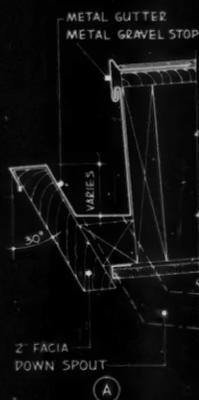
# AMERICAN BUILDER'S BETTER DETAIL PLATE

Detailed by K. Roderick O'Neal A.I.A. for American Builder

## NO. D-75 EAVES...GRAVEL STOP...GUTTER...



Roof Plan...



Sections... 0 3 6 9 12 INCHES



## New Hunter Package Fan

is easily installed in any attic, any home

Thousands of owners call the Hunter Attic Fan a feature of their home that they "couldn't do without." Low in initial cost, and with no upkeep expense, it provides an efficient cooling system for homes in all price ranges.

Installation of Hunter's new, compact Package Attic Fan is so simple and inexpensive. Fan, motor, suction box and shutter are all in one unit that requires only a ceiling opening in hallway and 18" clearance in attic. Four models, ranging from 4750 CFM to 9500 CFM (ratings certified) fit any home size and climate. Quiet, powerful, dependable—guaranteed by Hunter, exclusive fan makers since 1886. Mail the coupon below for new booklet on home ventilation.



**Low-Cost Installation**—This photo shows how easy it is to install the automatic shutter models. Fan unit is simply placed over the ceiling opening . . . no fastenings needed. Shutter unit fastens to frame around ceiling opening.

## Hunter PACKAGE Attic Fans

Hunter Fan and Ventilating Company  
381 South Front St., Memphis, Tenn.

Send copy of "How to Cool for Comfort" to:

Name.....

Address.....

City & State.....

MAIL FOR  
COMPLETE  
DATA

## No. G-16 Show Window Details

The new front for the Blackton 5th. Ave., Ltd., store located on West 57th. St., New York City, was designed to meet the demand of customers accustomed to luxury shopping and to provide an open appearance to the entire front to attract all trade.

The store front, although small in scale because of restrictions imposed by the large building columns, has been given an outstanding appearance and assumes larger proportions, through the skillful use of projecting display windows and recessed bulkheads.

The projecting display windows are supported on cantilevered construction consisting of double steel channels over steel angle struts, both of which have been spaced so that the precast concrete platforms fit between struts. This concrete platform is covered with a removable plywood floor to facilitate window dressing. The platform also has a 3/4-inch plywood show window back and floor on wood furring strips.

The intent of the design of the bronze members of the show window was to impart the effect of a large scale show case set on a cantilevered base, thus providing a delicate glass box in which intimate apparel, also light in scale, could be shown.

The wall behind the show window, which continues into the store, is constructed of a veneer of long narrow tiles glazed in rich tones of antique gold set on a backing of metal channels, lath and cement plaster.

The lighting for the show window consists of fluorescents and adjustable incandescents in porcelain sockets recessed beyond the sideline, above and behind the gold tile wall.

The vestibule floor of the store front is terrazzo in ebony black marble chips with brass divider strips. The vestibule ceiling is painted plaster of a Morocco gray color which provides a soft background for the large white domes of indirect light and recessed downlights.

### How to Repair Knotholes

Drive a few tacks into the wood inside the hole to be repaired and fill hole with plaster of Paris. The patch can be cut, planed or sanded smooth after the plaster has set for approximately thirty minutes. The patch will look inconspicuous when the adjoining wood is finished natural.—Submitted by Werner Kraatz, Santa Cruz, Calif.

# AMERICAN BUILDER'S STORE FRONT DETAILS

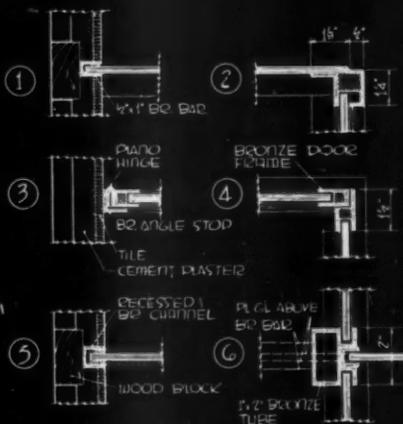
Designed and Detailed by Louis J. Gluskin for American Builder

## № G-16 · SHOW · WINDOW · DETAILS

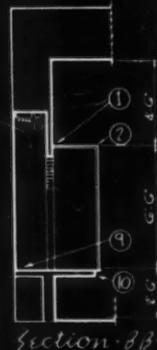
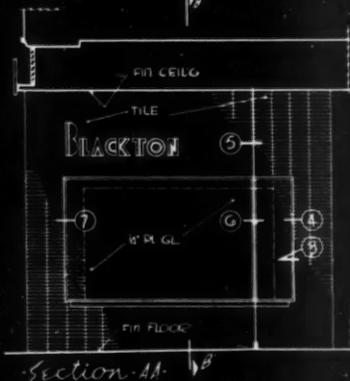
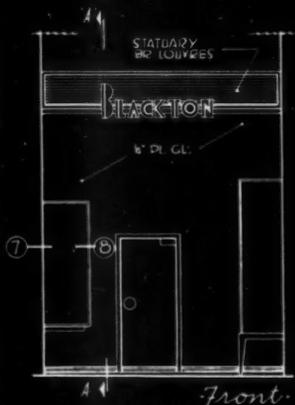
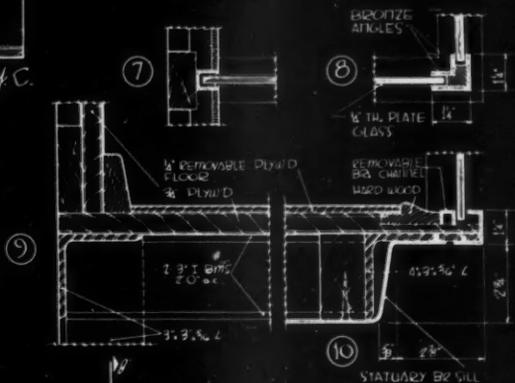


Blackton

N.Y.C.



Sash Details



## STOCK RAILING

**MOST IMPORTANT  
DEVELOPMENT IN  
ORNAMENTAL IRON  
IN THIS CENTURY**

For the first time contractors can buy railing at prices which compete with wood or pipe . . . railing which is immediately available from building supply houses . . . in Modular lengths.



**EASY  
TO FIT**

## STOCK RAILINGS

1. Build your forms to fit stock rail sizes (steps 7" x 12").
2. Set your Coffman No. 205 rail in form,—plumb and level.
3. Pour your concrete.

**EXTRA BEAUTY  
AT NO EXTRA COST**

Coffman Railings are hand-wrought by skilled artisans to have the traditional beauty of ornamental iron. Each operation is performed with the careful workmanship of a custom job. Look for the hand-forged tips on the scrolls.

Yet this meticulous work is done by production methods which permit the lowest prices on the market for hand-wrought ornamental iron. A 2-step rail section, for instance, costs \$8.65—less than it costs to build a similar section of other materials.

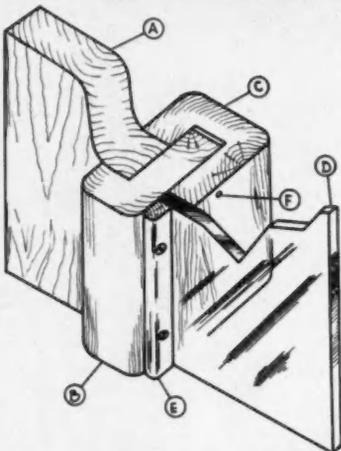
Write for **FREE Literature**  
P.O. Box 1113, Orlando, Fla.

The *R. J. Coffman Co. Inc.*  
ORLANDO, FLORIDA



## TECHNICAL GUIDE for Builders and Craftsmen

### How to Set Glass in Wallboard Construction



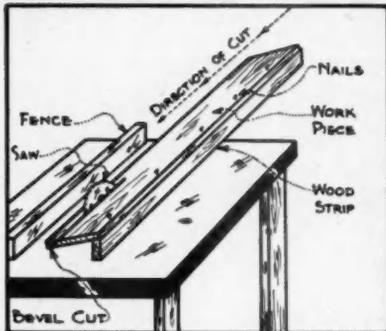
When it becomes necessary to cut an opening in a single thickness wallboard partition where the inset glass is for the purpose of providing additional light, then it can be done in the manner shown.

(A) Represents broken portion of wallboard in which a square hole is cut for glass installation. Two special moldings are made as indicated by (B) and (C). The deep groove in (C) is made to receive the extended member of (B) with an easy sliding fit. These pieces are arranged to clamp tightly together on the wallboard (A) and then nailed at (F) so nail will pass through (C) and (B) and on into the edge of wallboard (A). When glass is set stop (E) is screwed in position.

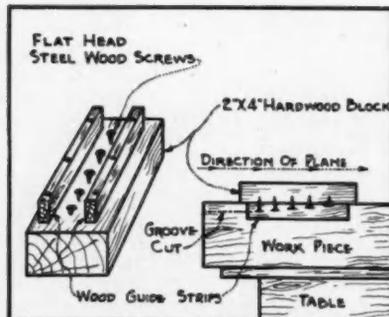
—John E. Hyler, Peoria, Ill.

### How to Cut Bevels on Non-tilting Saw Tables

Bevel cuts can be made on any number of boards by using an extra wood strip when tilting saw is not available. A wood strip of the width required to obtain the necessary angle of cut is nailed lightly to the work piece. The two pieces are then pushed across the table in the usual manner.—Herbert E. Fey, New Braunfels, Texas.



### How to Make an Emergency Rabbet Plane



A short piece of 2x4 hardwood can be quickly made into an improvised rabbet plane. Five flat-headed steel wood screws are placed along the center of block at two inch intervals, the first screw to project one sixteenth and the fifth screw about five sixteenths of an inch. These are all set at an angle with edge of heads sharpened with a file. Wood strips nailed on both sides for guide.—H. E. Fey, New Braunfels, Texas.

*Distinctive Corner Beauty*

**MILCOR\***

**No.10 Bull Nose**



*From the world's most complete Corner Bead line*

**Ideal for sturdy, rounded corners**

- ▶ **Straight, true corners** — 26-gauge galvanized sheet steel.
- ▶ **Expansion wing** — integral with nose of bead.
- ▶ **Perfect plaster bond** — provides strong plaster key and sturdy reinforcement.
- ▶ **Small package** for easy handling — boldly labeled for easy identification.

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

**INLAND STEEL PRODUCTS COMPANY**

Formerly Milcor Steel Company

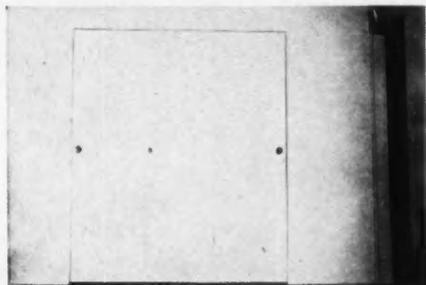
4025 WEST BURNHAM STREET • MILWAUKEE 1, WISCONSIN  
Baltimore 24, Md. • Buffalo 11, N. Y. • Chicago 9, Ill. • Cincinnati 25, Ohio  
Cleveland 14, Ohio • Detroit 2, Mich. • Kansas City 8, Mo. • Los Angeles 58, Calif.  
New York 22, N. Y. • Rochester 9, N. Y. • St. Louis 10, Mo. F-344



**FLOOR PLAN**  
**MOST popular Strasner and Wishnow home last year has a 12½x17-foot 2-inch patio in the rear**



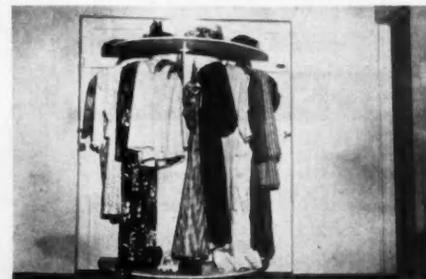
## "A New Feature in Every Project"



**REVLVDOR closed has normal closet appearance**



**IN this position, Revolvodor serves as dressing room**



**COMPLETELY opened, stored material is easily reached**

**For quick home sales, these builders emphasize one outstanding product**

**A**LL display is no display." This is an old saying in the advertising business, and many builders are finding that it also applies to selling homes. They have found that it is more effective to emphasize one feature of a home, in advertising or publicity, than to try to highlight everything.

Albert Strasner and Walter B. Wishnow, builders of "Monogram Homes" in San Fernando Valley, California, like to feature some innovation they feel will capture public attention in each tract. Their selection of features to emphasize has brought quick sellouts.

In 1949, for example, they incorporated air-conditioning in all their homes. They installed so-called "desert coolers," or evaporative coolers, in the attic spaces. Their homes were the first in the valley with this feature—and were among the first to be sold.

In 1950, they secured an excellent property covered with productive apricot trees and had a model home, designed especially for the tract, featuring indoor-outdoor living. This still was not enough. These combined features, the land and indoor-outdoor living, would help insure ready salability. But they wanted to add one more feature—something new in the house. They chose the Revolvodor, a new type of closet manufactured by the Revolvodor Corporation of Los Angeles, which features conveniently accessible storage space, is designed to replace one or two dressers, offers a full-length mirror, and serves as an independent dressing room.

The Revolvodor model they chose added about 35 or 40 dollars to the cost of each house, but Strasner estimated that each mirror alone would have cost 15 dollars. The Veterans Administration allowed this extra cost in their appraisal—and all 71 homes were sold long before completion.

The Revolvodors are not the only outstanding features in the homes, but they were chosen by Strasner and Wishnow as features to emphasize. The other features could be seen, and sold, when home buyers came to visit.

The homes ranged in price from \$10,000 to \$11,500. They are placed in among the trees so that every home has one or more fruit bearing trees. The best-selling home model has a U-shape, permitting a patio in the rear to be enclosed on three sides. A plate glass picture window in the living room faces the patio.

# HARD USE

makes your decision easy



**CASE WALJET #2100.** Wall Hung Siphon Jet Closet with hard rubber open front seat, concealed check hinge.

**CASE CASCO #2300-A.** Vitreous China Straight Front Urinal Stall.

**CASE WYNGATE #400.** Vitreous China Lavatory. Square basin. Anti-splash rim, heavy wall hanger.

**CASE WINDSOR #720.** Lavatory with leg, square basin, anti-splash rim. Made in 2 sizes.

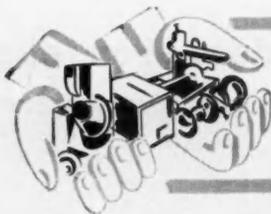
**CASE CASCO #2325-A.** Vitreous China Wall Hung Washout Urinal with shields, integral flush spreader and spud.

**CASE #1600.** Siphon Jet Flush Valve Closet Combination with elongated bowl.

The heavier the washroom traffic for which you must plan, the more vital it is to make sure the plumbing fixtures will give long years of service with a minimum of maintenance. Case fixtures are molded of the finest vitreous china, highly lustrous and unsurpassed in permanence, sanitation, and resistance to acids and discoloration. Fittings are specially designed for the needs of the fixture in which they are used—a factor of great importance in long service life. The fixtures are available with chair carriers—a necessary safeguard in many installations. For the name of your Case Distributor, see your local Classified Telephone Directory—or write W. A. Case & Son Mfg. Co., 33 Main Street, Buffalo 3, New York. Founded 1853.

For industrial, institutional and commercial installations

**Case** *Fine Vitreous China*



# NEW PRODUCTS

## Offered by Manufacturers

**STEEL TAPE RULE**

**AB25119**



A 50-foot steel tape rule which rewinds automatically, the Master Longboy-50 offers advantage of easy tape replaceability and one-man use. Its end-loop can be freed from hook or a half-driven finishing nail by a simple flip of the case at full tape extension. Thumb pressure on the center plate-button starts rewind action; release of pressure stops action instantly. Master Rule Manufacturing Co., Inc., Dept. AB, Middletown, N. Y.

**ADJUSTABLE STOP GAUGE**

**AB25124**



Designed to put power cut-off sawing on a mass production basis, Comet adjustable stop gauge can be used with any power saw. Permits several predetermined lengths to be set at one time and accurate cuts to be made as rapidly as the saw can be pulled through the work. All stop blocks have four square inches of gripping surface and can be pre-set at any position without using a wrench. Consolidated Machinery and Supply Co., Ltd., Dept. AB, 2031 Santa Fe Ave., Los Angeles 21, Calif.

**MASONRY SAW**

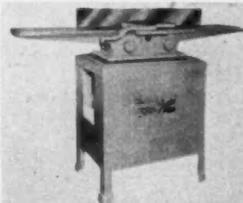
**AB25111**



Four wheel Model CHD cart quickly converts Clipper masonry saws to Clipper concrete saws. Triple duty use can be obtained with gasoline or electric powered units. Standard Model HD saws are used to cut brick, tile, stone or any masonry material that can be placed on its conveyor cart. Now with convertible design cutting head can be positioned in CHD cart to saw concrete floors, walks and streets. Clipper Manufacturing Co., Dept. AB, 2800 Warwick, Kansas City, Mo.

**JOINTER**

**AB25116**



Six-inch jointer with 60-inch table has facilities for speeding precision jointing operations. Setting of table is controlled by handwheels located in front. Balanced three-knife head, 2 1/2 inches in diameter, is used. It operates at 6,000 r.p.m. on heavy duty, life-sealed bearings. Guide fence is 37x4 inches. Fence tilts 45 degrees and may be set at 70 degree angle across the cutter head. Heston & Anderson, Dept. AB, Fairfield, Iowa.

**HOME FREEZER**

**AB25104**



Large storage space within small cabinets is a feature in the Quicfrez line, which incorporates a high density insulation making it possible to cut down the size of freezer walls. Compressor units also require small space. Available in 12 1/2 and 16 cubic foot sizes. Each model has two compartments. Sanitary Refrigerator Co., Dept. AB, Fond du Lac, Wis.

**SANDER-POLISHER**

**AB25105**



Industrial type No. 150 Speed Sander makes a 3/16-inch diameter orbit 3,450 times a minute with its 4x6 1/2-inch sandpaper pad. Can sand or polish to a feather edge without danger of burning or dulling the smoothest surface. Three pad coverings obtainable from any standard 9x11-inch sheet of sandpaper. Speed Way Manufacturing Co., Dept. AB, Cicero, Ill.

**FLOOR BRIDGING**

**AB25127**



With metal supply permitting, a new floor bridging that needs no nailing should prove a welcome and practical product for home builders. Easily installed, sharp points on each end bite into the joist as the two pieces snap-lock together when pulled down. Flooring can be nailed first, and bridged underneath later. The new bridging, called Hercules, allows builders to know their true cost of bridging. Made of 20 gauge rust-proofed steel. Glover Manufacturing and Sales, 2491 Manchester Road, Akron, Ohio.

**ROUND WINDOWS**

**AB25114**



No. 222 Three-lite window is 18 inches in diameter, and fits in a round frame that can be trimmed on the inside. Two muntins can be installed in a horizontal or vertical position to match various types of windows. Webb Manufacturing, Inc., Dept. AB, 211 E. Main St., Conneaut, Ohio.

**SANDER**

**AB25120**



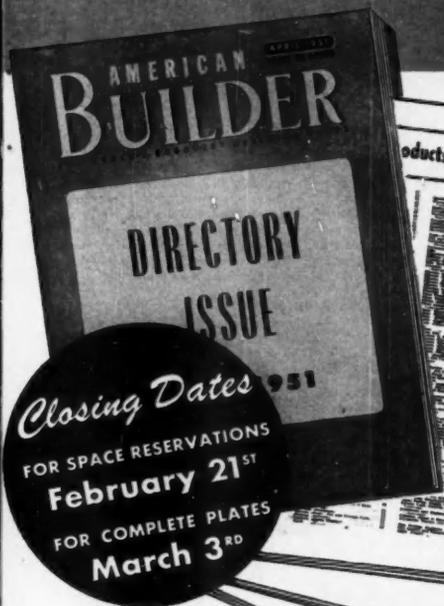
"Smoothie" sander, Model OS, is compact and easy to operate in horizontal, vertical and overhead positions. With a sanding surface of 4 1/2 inches by 8 inches, it is powered by a General Electric fan-cooled motor. Operates on 115 volt, AC, 60 cycle current, delivering 3,000 cycles per minute. Weight, 8 1/4 pounds. Clarke Sanding Machine Co., Dept. AB, Muskegon, Mich.

**New Products continued on page 158**

RESERVE SPACE NOW...

# AMERICAN BUILDER DIRECTORY ISSUE

TO BE PUBLISHED APRIL 1951



PRODUCTS SECTION

TRADE NAMES SECTION

NAMES AND ADDRESSES OF MFRS.

## 3 Special Sections

printed on special colored stock and  
bound into the April issue as ONE Unit

Your product story in the big AMERICAN BUILDER Directory Issue can be your best salesman-in-print—on the job, all year-round—in 90,000 places at the same time. Catalog your entire line—show all your products. Tell a complete product story. This is a year-round Buying Guide used by America's top building men—contractors, builders, dealers, jobbers.

Help them buy your product. Give them specifications and data, diagrams and pictures showing the advantages of your products. Make your ad a working ad. It's important to be HERE when buyers are seeking information about your product. And, advertisers get star listings in all 3 sections.

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The Directory Issue with  
year-round sales value

Reaches 90,000 building men  
at the peak of the buying season

All regular monthly features  
and departments will be included

Regular advertising rates  
apply for the Directory Issue

Advertising Research  
Foundation  
Readership Study  
*proves*



**AMERICAN BUILDER**

Breaks Bldg., Ann Arbor, Mich.  
Terminal Tower, Cleveland

2909 Maple Ave., Dallas 4, Texas  
815 W. Fifth St., Los Angeles 13, Cal.

79 West Monroe Street, Chicago 3, Ill.  
30 Church Street, New York 7, N. Y.

514 Terminal Sales Bldg., Portland, Ore.

A SIMMONS-BOARDMAN PUBLICATION

AMERICAN BUILDER is the Readbook of the Light Construction Industry

## NEW PRODUCTS

(Continued from page 156)

### SPACE HEATER AB25123

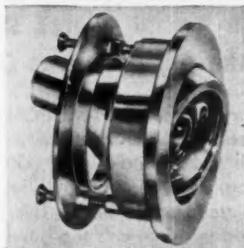


Cool safety cabinet vented gas space heater stays touch-cool on top and sides, with heater going full blast. Heat is directed forward through directional louvers at 300 degrees. Will not scorch drapes, furniture or woodwork or burn fingers. Uses natural, manufactured, butane or propane gas. Available with Robertshaw thermostat or Unifrol for automatic heating. Dearborn Stove Co., Dept. AB, 619 Mercantile Bank Bldg., Dallas, Tex.

### CEDARWOOD COMPOUND AB25118

"Cedar-Lux," compounded of crushed genuine red cedarwood, is mixed with water to a plastic consistency and applied over walls and ceiling of a closet about 1/16-inch thick to offer moth-protection and fragrance of regular cedar. Original fragrance may be maintained by spraying annually with Cedar-Et. One pound of Cedar-Lux covers 8 square feet over smooth surface and 6 square feet over a true and even brown coat. Cedar-Lux Products Co., Dept. AB, 1401 Waldheim Bldg., Kansas City 6, Mo.

### REVOLVING DOOR VIEWER AB25117

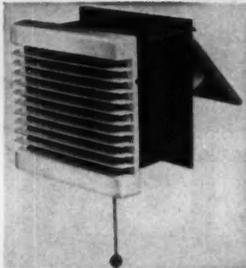


Detector optical door viewer is equipped with a wide angle optical lens and provides a comprehensive, three-dimensional view of the porch or area around the door at a glance. Permits persons inside to see out, but prevents those outside from seeing in. DeLux model incorporates lens in a patented, movable part, so that the person viewing can swivel the viewer to the desired position. The Home Protector Manufacturing Co., Dept. AB, 8258 Melrose Ave., Los Angeles 46, Calif.

### PAINTING TOOL AB25112

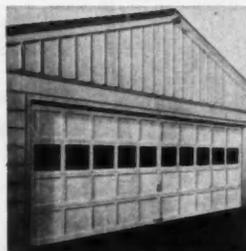
New painting tool enables anyone to do an expert job of painting around windows, wallpaper moulding or door frames, without smearing paint on unwanted surfaces. "The Expert" is made of two metal plates, the lower one covered with cloth. When plate from brush creeps over edge of upper plate it is absorbed by cloth underneath. Low priced. Guaranteed. Cleveland Tri-Ko Manufacturing Co., Dept. AB, 1421 East 25th St., Cleveland, Ohio.

### VENTILATOR AB25121



Aerapel home ventilator removes offensive smoke, fumes and odors in a jiffy. Ideal for kitchens, bathrooms, laundries, recreation and utility rooms. Winner of two Fine Art Awards for beauty and utility in the home. Easily installed on walls or ceiling. Quiet in operation. American Blower Corp., Dept. AB, Detroit 32, Mich.

### UPWARD ACTING GARAGE DOORS AB25108



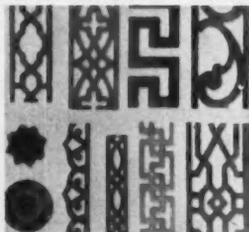
Latest addition to the Frantz family of "Over-the-Top" garage doors are sectional-type units for double-width door openings. Model 226 is 16x7 feet and Model 235 is 15x7 feet. Exclusive two-point spring adjustment for balance; exclusive adjustable brakes which prevent door rebound. Compact track support assembly properly spaces tracks for bind-free operation. Offset, rabbeted joints seal out weather. Frantz Manufacturing Co., Dept. AB, Sterling, Ill.

### EXTRA LONG PLYWOOD AB25109

Extra long plywood produced by scarf-jointing standard length panels of exterior Douglas fir plywood is the first of three new products of-

fered by this firm. Other products, soon to be introduced, are plastic-surfaced plywood and an entirely new hardboard for construction and industrial uses. Long length plywood is produced with completely waterproof adhesives. Thicknesses, 1/4, 3/8, 1/2, 3/4 and 1 inch. Widths of four and five feet. Lengths of 12, 14, 16 feet and longer. Anacortes Veneer, Inc., Dept. AB, Anacortes, Wash.

### DECORATIVE MOULDINGS AB25122



New line of Bendix decorative mouldings is especially adapted to furniture and cabinet trimming. Available in a wide variety of designs, mouldings are manufactured of many different kinds of wood in order that pieces of furniture may be perfectly matched. Quality of wood is such that it resists splitting and cracking. Bendix Manufacturing Co., Dept. AB, 192 Lexington Ave., New York 16, N. Y.

### SAW GUIDE AB25101



Crosscutting, mitering, beveling, and ripping are performed quickly and precisely with the new Universal saw guide and any standard portable electric saw. Consists of rigid clamping device for attachment to front member of a wooden miter box and a locking quadrant to which are attached either the crosscutting or the ripping cradles. Universal Saw Guide, 1080A Howard St., San Francisco, Calif.

New Products continued on page 164

### INSERT NUMBERS AND MAIL COUPON FOR INFORMATION

American Builder, 79 W. Monroe Street, Chicago 3, Illinois

Name .....

Address .....

City ..... State .....

No. .... No. .... No. .... No. ....

When you address inquiries direct to manufacturers concerning a new product described here, please mention that you saw it described in American Builder

# Balance

**makes all-day sawing easier...**

## Speedmatic

**"I grab for the Speedmatic when all-day sawing is ahead of me"...**

... that's the way the man on the job shows his preference for the saw that is built for easier handling. Speedmatic is center-poised, to cut straight and true. No "power jump" when starting to cut. It practically feeds itself—no cramping, no veering. Follows the line with only the slightest guiding. Ends the cut with the saw resting on the main piece. On bevels, Speedmatic holds as steady as on straight cuts. And when the work is in an awkward or hazardous location, the Speedmatic operator always has one hand free for safe support.

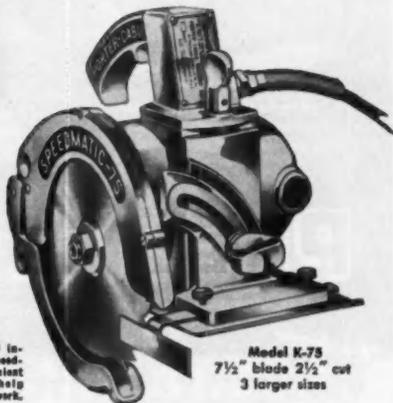


### All these Speedmatic Features Add Up to True **BALANCE!**

When you use a Speedmatic, you discover why "It's Balanced When You Lift It; It's Balanced While You Run It." You'll like the center-mounted handle; the extra broad base; the blade on the right; the straight-line, helical gear drive; the compact motor and counter-balanced moving parts . . . features that make the big difference between ordinary power sawing and Speedmatic sawing. Ask for a Speedmatic demonstration at your dealer's, or on the job. It's an eye opener.

**FREE**

Write us for full information about Speedmatic Saws and optional accessories that help speed construction work.



Model K-75  
7½" blade 2½" cut  
3 larger sizes

**PORTER-CABLE MACHINE CO.**

7002 N. SALINA ST., SYRACUSE, N. Y.  
In Canada: Write Strongridge, Ltd., St. Catharines, Ont.

MANUFACTURERS OF SPEEDMATIC AND GUILD ELECTRIC TOOLS—THE BALANCED LINE

FEBRUARY 1951

159

Find out for yourself

why more  
dealers  
prefer  
Prestile!

Your own eyes will tell you

why it pays to push Prestile. For here is tileboard of uniform high quality with double baked finish and full heavy undercoating. Smarter bevel edge scoring that women admire. A tileboard that's easier to sell, and priced right for big profits! Make your own comparison test—send for free samples today.

12 COLORS 4 PATTERNS  
with smart

Bevel Edge!

New and distinctive! Beveled mortar lines with sweeping shoulders create charming shadow effect.

**PRESTILE**

DE LUXE TILE BOARD OF LASTING BEAUTY

WRITE!

Prestile Mfg. Co. • 5850 Ogden Ave. • Chicago 50, Ill.

Yes, we want to learn more about:

Prestile De Luxe Tileboard  PresTrim Aluminum Mouldings

Your Name.....

Clip this memo to your letterhead and mail today!

## Catalogs and

### HOW-TO-DO-IT INFORMATION

**871—GARAGE DOOR OPENER**—The Crane "300" remote controlled unit which automatically opens and closes garage doors and lights up interior and driveway is described and illustrated in a four-page pamphlet distributed by H. W. Crane Co.; 1443 W. Lake St., Chicago 7, Ill. (We regret that this pamphlet when covered in our Dec. catalog section was erroneously listed).

**872—"ROOF SAVERS"**—Title of a folder that shows how to prolong the life of a roof and repair accidental damage. is offered by Johns-Manville, 22 E. 40th St., New York 16, N. Y.

**873—PUMPS**—Pump Catalog No. P-10, issued by The Jaeger Machine Co., 550 W. Spring St., Columbus 16, Ohio, is a handy reference guide, divided in sections, so that anyone desiring information about a certain type of pump can easily find it. Sections include "Dewatering Pumps," "Pressure Pumps," "Electric Pumps," "Well Point Systems" and "Useful Data."

**874—TWO-WAY PROTECTION WINDOWS**—Steel windows with strong steel guards are presented in Bulletin IND-9 issued by Detroit Steel Products Co., 3101 Griffin St., Detroit 11, Mich. These windows give protection from inside and outside, against prowlers and against removal of material by passage through unprotected windows. Types and sizes of Fenestra Security windows are listed, as are installation details.

**875—WOODWORKING MACHINES**—and other tools in the broad Delta line of 53 machines, 246 models, and more than 1,300 accessories, are illustrated and described in a new 60-page catalog. This catalog, AB-50, is available from Delta Power Tool Div., Rockwell Manufacturing Co., Milwaukee 1, Wis.

**876—HOME HEATING EQUIPMENT**—Advanced models of Coleman Blen-Air central heat units, gas forced air furnaces, L-P gas forced air, oil forced air, gas floor furnaces, and others are graphically presented in an attractive 20-page catalog available from The Coleman Co., Inc., Wichita 1, Kansas.

**877—NEW DEVELOPMENT IN SOIL COMPACTATION**—A new self-contained gasoline compactor, the Barco Pegson Rammer, is introduced in literature available from the Barco Manufacturing Co., 1841 W. Winnemac Ave., Chicago 40, Ill. Operated by one man, the new rammer will tamp an area of one to one and one-half square yards per minute.

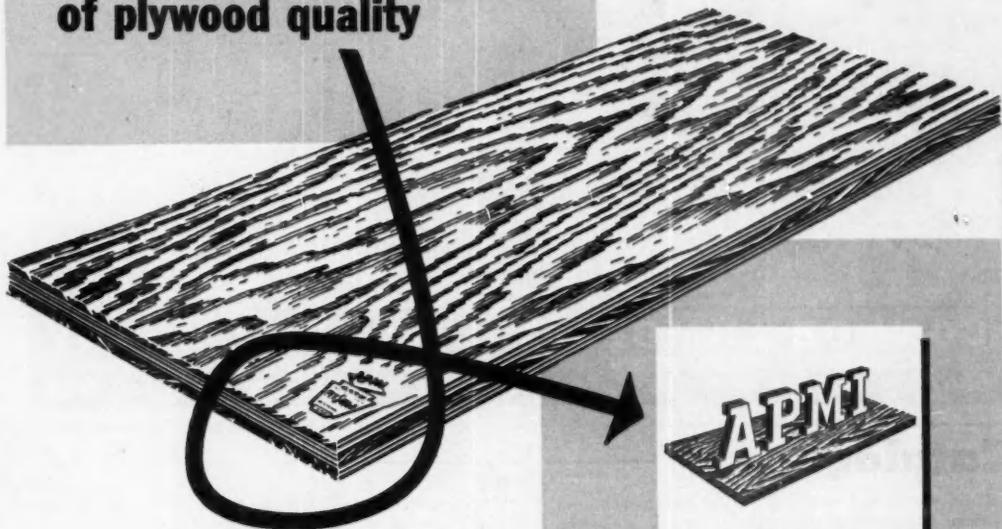
**878—DRY-WALL MATERIAL**—New Masonite ¼-inch "Panelwood," which can be applied directly over studing or furring strips, is described in literature offered by Masonite Corp., 111 W. Washington St., Chicago 2, Ill.

**879—FLOOR TILE**—Features of Dodge Vinyl-Cork floor tile are shown in a new 8-page catalog issued by Dodge Cork Co., Inc., Lancaster, Pa. A color chart shows 23 patterns in which it is made. Specifications, installation instructions and care and maintenance directions are given.

**880—"KITCHEN PLANNING ON A SMALL BUDGET"**—A 20-page booklet revised by Youngstown Kitchens, Mullins Manufacturing Corp., Warren, Ohio,

(Continued on page 162)

**TRADEMARKED**  
as well as grademarked  
...your double guarantee  
of plywood quality



Something has been added in the labeling of plywood produced at Associated Plywood Mills, Inc. It is the APMI trademark, and you'll find it together with the DFPA grademark on both exterior-type and interior-type panels manufactured by this company.

This combination of trademark and grade-mark is your assurance that regardless of where you buy APMI plywood, you get the guaranteed products of a pioneer mill in the industry... There is a type, size and grade of APMI plywood for every building need... Sold from centrally located sales warehouses, and sold by experienced plywood men who welcome your inquiries for general information, for prices, for delivery schedules.

#### APMI SALES WAREHOUSES

Eugene and Willamina, Oregon  
San Francisco, 925 Toland St., 24  
Dallas, 4814 Bengal St., 9  
St. Louis, 4268 Utah St., 16

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Charlotte, North Carolina  
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#### APMI MILLS

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LUMBER—Roseburg, Oregon

**ASSOCIATED**  
**PLYWOOD MILLS, INC.**  
General Offices Eugene, Oregon

# 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.

See our exhibit at the Illinois Convention, Chicago, February 13-14-15  
Wisconsin Convention, Milwaukee, February 20-21-22



## CONNOR LUMBER AND LAND COMPANY

P. O. BOX 112D • TELEPHONE 3 OR 418 • TELETYPE 26 • MARSHFIELD, WISCONSIN  
CONNOR FOREST PRODUCTS SINCE 1872

## Catalogs

(Continued from page 160)

includes photos and reference to the new Youngstown Kitchens Jet-Tower dishwasher and other new equipment. Up-to-date "before and after" kitchen pictures are also included.

**881—"LEAD IN MODERN PLUMBING—Why, Where, How It Is Used,"** is the title of a 24-page book in two colors published by and available from the Lead Industries Association, 420 Lexington Ave., New York 17, N. Y.

**882—EXPANSION JOINTS—**The Kapco Fiberglas expansion joint is illustrated and described in Fiberglas Standards CP6.A1, a brochure available from Owens-Corning Fiberglas Corp., Wayne Building, Toledo 1, Ohio. Common uses with concrete, product data, and characteristics of concrete are given.

**883—BETTER CONCRETE CONSTRUCTION—**is theme of 12-page illustrated booklet containing detailed information and specifications on Sika compounds engineered to answer specific problems of concrete and masonry construction. Describes the use of Plastiment Retarding Densifier and 14 additional materials of construction designed for coating, sealing, hardening and repair work on concrete and masonry. Complete with descriptions and specifications, booklet is published by Sika Chemical Corp., Gregory Ave., Passaic 2, N. J.

**884—SPECIFICATIONS FOR FURNACES—**are listed on four new specification sheets covering the Ingersoll GL series lowboy winter air conditioner, GH series highboy winter air conditioner, GHSS series winter air conditioner and vented wall heater and GCB series gas conversion burner. These complete specifications list

all equipment, capacities and dimensions. Ingersoll Steel Division, Borg-Warner Corp., Kalamazoo, Mich.

**885—LOADGRIP HANGERS—**are described in folder that lists uses, instructions and specifications for Load-grip hangers designed specifically for use on pre-cast concrete joists. Folder is illustrated; available from United Industries, Box 449, Madison 1, Wis.

**886—GAS-FIRED HEATING—**Gas-fired warm air heating and zone-conditioning equipment is the subject of a 20-page catalog issued by the Payne Furnace Division, Affiliated Gas Equipment, Monrovia, Calif. Specifications, illustrations, descriptions and dimensional diagrams are included on floor furnaces, wall heaters, etc.

### SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department  
American Builder

(February, 1951)

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 to be given.

AMERICAN BUILDER



**TILE IS  
STAINPROOF**



**TILE IS  
FIREPROOF**



**TILE DEFIES  
SCRATCHING**



**TILE CLEANS  
LIKE PORCELAIN**



**TILE LASTS  
A LIFETIME**



**TILE IS WATERPROOF**

**ONLY**



**FIGHTS ALL SIX!**

What other wall or floor covering material can take a drenching with hot water so well? Or for that matter what other material can resist knocks and scratches so stubbornly . . . and stay fade-proof and fire-proof 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 in the kitchen, foyer, utility room or powder room? It is worth a fresh appraisal every time you design or build any type of building. And remember—tile is one of the most versatile materials you can use in designing distinctive color schemes.

Tile Council of America, Room 3401, 10 East 40th St., New York 18, N. Y. or Room 438, 727 W. Seventh St., Los Angeles, Calif.

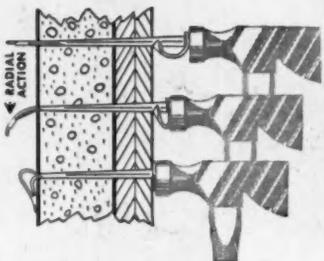
**PARTICIPATING COMPANIES:**

- American Encaustic Tiling Co.
- Architectural Tiling Company, Inc.
- Atlantic Tile Manufacturing Co.
- B. Miffin Hood Co.
- Cambridge Tile Manufacturing Co.
- Carlyle Tile Company
- General Tile Corporation
- Gladding, McBean & Co.
- Moasic 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 Face Brick Co.
- United States Quarry Tile Co.

**THE MODERN STYLE IS**

**AMERICA'S  
FOREMOST BUILDERS  
ARE REDUCING COSTS  
WITH THE**

**LOC-NAIL**



This revolutionary fastener is scientifically designed, drives like an ordinary nail and its

**EXCLUSIVE AUTOMATIC RADIAL ACTION CLINCHES TIGHT EVERY TIME—NO RATTLING**

The very fine point and shank penetrates easily and does not displace or mutilate the non-wood sheathing material.

No expensive cross furring required to fasten asbestos cement siding or red cedar shingle to 1/2" or 5/8" non-wood wall sheathing.

Unbiased laboratory tests report LOC-NAIL terrific holding power up to 99.9 LBS.

**LOC-NAILS AVAILABLE THROUGH:  
JOHNS-MANVILLE SALES CORP.  
THE HOMASOTE COMPANY  
YOUR BUILDING MATERIAL SUPPLIER**

**Included in the Celotex Corp. Specifications for Applications.**

**Approved by the Red Cedar Shingle Bureau, Seattle, Wash.**

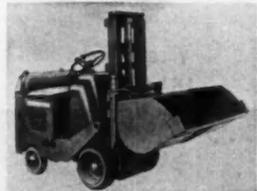
**The LOC-NAIL is a product of E. G. BUILDING FASTENERS CORP.**

E. Gisondi, Pres.  
101 Park Ave. New York 17, N.Y.

**NEW PRODUCTS**

(Continued from page 158)

**HYDRAULIC SCOOP ACCESSORY AB25102**



Towmotor unit swiftly picks up, transports and dumps bulk materials such as sand and cement. Actuated by two-way hydraulic cylinder. Positive, finger-tip control of the scoop for tipping 45 degrees forward for dumping and 30 degrees backward for carrying. Readily interchangeable with standard pallet forks. Towmotor Corp., Dept. AB, 1226 E. 152nd St., Cleveland 10, Ohio.

**HANDY HOLDER AB25103**



Handy for holding hats, papers, towels, reports, memos, wall charts or cards, the Stanley No. 205 "Sure-Grip" holder has a quiet operating rubber roller that will not mark or crease. Handy for the builder's or architect's office or home. The Stanley Works, Dept. AB, New Britain, Conn.

**FOLDING STAIRWAY HANGER SYSTEM AB25126**



New hanger system for Ez-Way folding stairway provides smooth operation, safe and easy action. Mechanism maintains a slight upward tension on the stairway, yet holds panel tightly in jamb to seal out draft and dirt when stairway is closed. Minimum of working parts, life-long operation. Stairways are of Ponderosa pine construction. Heavy steel hardware. Units come completely assembled, jamb included, with panel attached for easy installation. Ez-Way Sales, Inc., Box 300, St. Paul Park, Minn.

(Continued on page 166)

**Lux-Right**  
**NATION'S BEST**  
**AREAWALLS**

**HERE is Quality in a Steel Product** and it's maintained season after season in LUX-RIGHT AREAWALLS, acknowledged to be "The Nation's Best" by home-owners, dealers, builders everywhere. One-piece unit. THE ONLY Areawall Hot-Dip-Galvanized AFTER forming. Every edge, every surface protected from rust.

See nearest distributor, or dealer, or write. Free illustrated folder. "TM Reg. U.S. Pat. OE.

**ST. PAUL CORRUGATING CO.**  
Expert Sheet Metal Manufacturers for 65 years  
SOUTH END WABASHA BRIDGE • ST. PAUL 1, MINN.

**STOP HEAT LOSS with KORK-PAK...the INSULATING VAPOR SEAL**

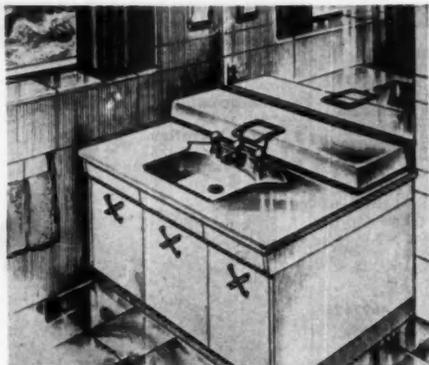


Install KORK-PAK at the slab-footing joint to prevent heat loss through concrete floor slabs in basements houses and structure on grade—get maximum joint filling efficiency PLUS the highest insulating factor of any similar material. KORK-PAK's low cost and easy handling make it ideal for many applications such as Sill Vapor Seal, Glass Building Block Seal, Joint Filler, etc., in every type of construction.

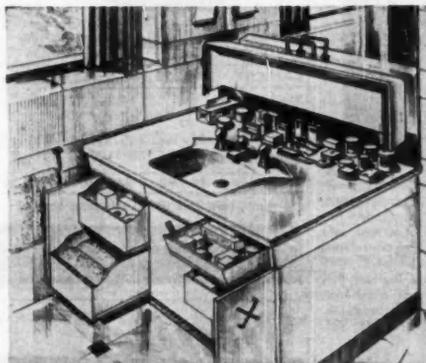


Write for complete details, illustrated circular and samples.

**SERVICED PRODUCTS CORP.**  
6051 W. 65th ST., CHICAGO 38, ILL.



LAVANETTE is combination lavatory, medicine and linen closet



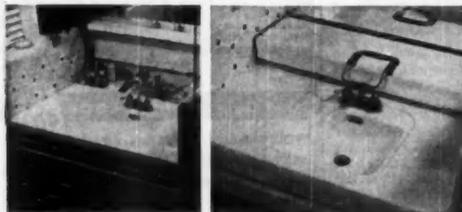
LAVANETTE OPEN; space for articles. Optional linen cabinet

## New Lavanette Serves Dual Purpose

The idea of a new bathroom fixture that would combine the functions of a lavatory, medicine cabinet and linen cupboard in one unit, was born to Bernard McMahon, St. Louis, Mo., architect one morning while shaving. "Why," he said, "I opened the medicine cabinet five separate times while in the process of shaving. I then realized that many other people must be having the same trouble so I decided to do something about it."

The result of this experience is the design of a new over-size fixture called a Lavanette. The unit is 38 inches long by 32 inches deep, which is larger than the conventional lavatory. Broad flat surfaces on each side of the bowl serve

(Continued on page 167)



OPEN AND CLOSED position of installed hand made model

# Choose

the exact instrument  
you need from these three  
**LOW PRICE MODELS**

1

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



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

2

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



Model  
No. 7096

Price \$170.00\*  
complete with  
tripod

3

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



Model  
No. 3000  
Price \$185.00\*  
complete with  
tripod

**C**HOOSE the exact instrument you need from these three. Compare their outstanding features, their precise, yet rugged construction, their accuracy and their price with all others. Then you'll see why we say you'll buy "right" when you buy a David White. For complete information on any one or all three of these instruments, consult our nearest dealer — or write direct to David White Co., 311 W. Court Street, Milwaukee 3, Wisconsin.



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

\* Prices subject to change without notice.

# HERE'S HOW to build in INDOOR COMFORT

without sacrificing  
useful space!



When you discuss  
heating equipment  
with the home  
owner and the  
heating contractor...



You naturally will want to consider Tempered Air, Humidified Air, Circulated Air, Clean Air, Fresh Air... delivered automatically and economically... for perfect indoor comfort.

In other words, you will be interested in MOR-SUN, the efficient winter air conditioner that adds beauty to the basement or utility room.



**MOR-SUN**  
FACTORY-ASSEMBLED  
AND PACKAGED  
HEATING EQUIPMENT  
FOR GAS  
AND OIL!

"Sells on Sight"

MOR-SUN FURNACE DIVISION

**MORRISON**  
STEEL PRODUCTS, INC.

649 AMHERST ST. • BUFFALO 7, N. Y.

166

## NEW PRODUCTS

(Continued from page 164)

**HEAT REGULATOR AB25110**  
B & G Comfort Control anticipates changes in outdoor temperature and wind velocity before they are reflected in the indoor temperature. Entirely mechanical in operation and containing no bellows or capillary tubes, the regulator extends through the building wall, with the outdoor end exposed to wind and weather while a circulation of radiation circuit water flows through the indoor end. Can be adapted to forced hot water systems using floor or ceiling panels, radiators, convectors or baseboards. Bell & Gossett Co., Dept. AB, Morton Grove, Ill.

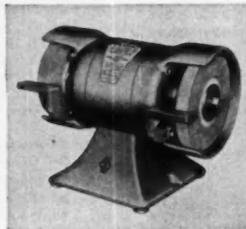
**STEEL GARAGE DOORS AB25123**



New 9x7-foot Morrison Roly-Door, a four-sectional steel, upward acting garage door, operates completely within the garage. Perfectly balanced in any position, it is quiet, safe and effortless, with no protruding obstructions to catch clothing or auto bumpers. New 9x7-foot door and the Standard 8x7-foot Roly Door are adaptable to a 6-foot 6-inch-high opening where ample headroom is available. Morrison Steel Products, Inc., Dept. AB, Buffalo, N. Y.

**MASONRY WATER REPELLENT AB25115**  
Silaseal, a stone and masonry transparent liquid silicone water repellent, protects unglazed exterior masonry and stone building materials. Stops capillary action, but does not block pores to interfere with normal breathing of stone and masonry. Contains no wax or oil. Penetrates well below masonry surfaces without altering natural appearance of treated surface. The Surface Protection Co., 16808 Euclid Ave., Cleveland 12, Ohio.

**UTILITY GRINDER AB25107**



Model A, 6-inch Lima Deluxe utility grinder, has adjustable tool rests, dynamically balanced rotors, integrally cast wheel guards. Fast-grinding, long wearing abrasive wheels furnished as standard equipment. Heavy-duty off-on toggle switch in base. Cast iron base is rubber mounted and drilled for permanent mounting. Dust resistant 1/4 H.P., 3450 r.p.m. motor. Single phase, AC, 60-cycle, 115 or 230 volt. Also larger sizes. The Lima Electric Motor Co., Dept. AC34, Lima, Ohio.

(Continued on page 168)

## SAMSON BAR CUTTERS

- All Steel Construction
- Unbreakable Frame
- Easy Operation
- Immediate Shipment



Write for catalog of  
Metal Working  
Equipment

CAPACITY	No. 20	No. 23	No. 26
Rounds	3/8"	1/2"	5/8"
Squares	1/2"	3/4"	1"
Flats	2" x 1/4"	2 1/2" x 5/16"	2 1/2" x 3/8"
Concrete Bars	3/8"	1/2"	5/8"
PRICE	\$44.90	\$60.30	\$68.50

f.o.b. New York (Prices subject to change)

**JULIUS BLUM & CO., Inc.**  
Established 1910  
532 West 22nd St. New York 11 • WAtkins 9-7042

**Make**  
**\$20 to \$30 a Week**  
**EXTRA MONEY!**

With the high prices of food, clothing and everything else, just think what you could do with extra money every week! Turn your spare time into CASH — sharpening saws with a Foley Automatic Saw Filer pays up to \$2 or \$3 an hour. Start in your basement or garage — no experience necessary. "The first saw I sharpened with my Foley Filer came out 100%" — writes Clarence E. Parsons. No canvassing — "I advertised in our local paper and got 103 saws" — says M. L. Thompson. With a Foley you can file all hand saws, also band and cross-cut circular saws.

**FREE BOOK Shows How to Start**

"INDEPENDENCE AFTER 40" explains how you can get business from home owners, farmers, carpenters, schools, factories, etc. "I get work from 20 to 30 miles away" — says Charles G. Smith. This Free Book tells just how to start. Send coupon today — no salesman will call.



Send Coupon for **FREE BOOK**

**FOLEY MANUFACTURING CO.**

224-1 Foley Bldg., Minneapolis 16, Minn.

Send Free Book "INDEPENDENCE AFTER 40"

Name .....

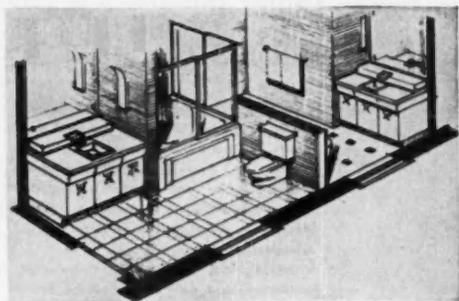
Address .....



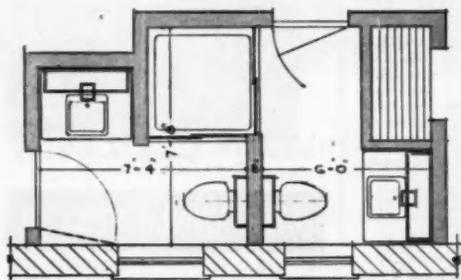
AMERICAN BUILDER

## Lavanette . . .

(Continued from page 165)



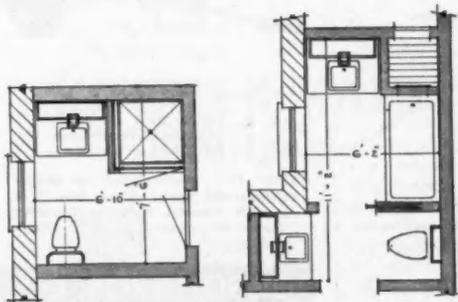
CUTAWAY of double bath with two-way access to tub



DOUBLE BATH PLAN with single tub, using a minimum of space

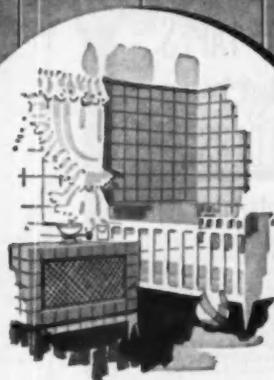
as preparation areas. The Lavanette works on the principle that it is easier and more natural to open a steam cover type lid, once, and leave it open during cleanup period, than it is to reach up on the wall and pull open a door.

Part of the merchandising that will go behind the Lavanette will include McMahon's design for bathrooms. These will show how the new unit can be used to the best advantage in a standard sized room. A number of examples are shown of single, double and divided bathrooms, also a combination of a double bathroom with single tub accessible to both units. It is McMahon's thought to make available a variety of bathroom plans to builders and architects without cost. These will be distributed in connection with sales of the Lavanette and will indicate an arrangement for the average size home and apartment.



SMALL AND DIVIDED BATH; for use where area is limited

FEBRUARY 1951



ROBERTSON

## CLAY WALL TILE FOR LIFETIME BEAUTY

All over the house Robertson Genuine Clay Tile makes life more pleasant. Use it in the nursery. Use it to face a fireplace. Use it for utility rooms that can really take it. Use it on window sills, radiators, low bookshelves—and these dust-catchers can be wiped spanking clean in seconds. Above all, use it for the bath and kitchen—if you want to please your women clients. Wherever you use Robertson Tile, it will keep its spick-and-span beauty for a lifetime!

Send today for your free color charts.

**ROBERTSON**  
MANUFACTURING COMPANY  
TILE DIVISION

TRENTON 5 NEW JERSEY

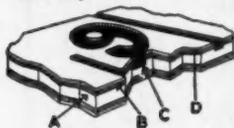
# ROE

## STEEL TAPES

are best for  
**BUILDERS...**

the facts prove it!

**FIRST AND FOREMOST.** Roe Steel Tapes are extremely easy to read... and they go right on being clearly legible year after year. The black markings are permanently etched into the steel which is then nickelplated to provide a lustrous contrasting background. A transparent plastic overcoating is added for top-most wear resistance—and durability.



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

Pictured here is the Roe Steel Tape #302 with polished chromeplated, sturdy welded steel case. Other Roe models feature cases in handsewn leather, and in metal-banded leather and leatherette. They have a reinforced rust resistant liner, precision winding drum, flush-folding handle, press button center and roller mouthpiece. All are available with 25, 50, 75 or 100-foot tapes; feet in inches and eighths, or in tenths and hundredths.

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



**JUSTUS ROE & SONS**

Makers of fine steel tapes since 1876

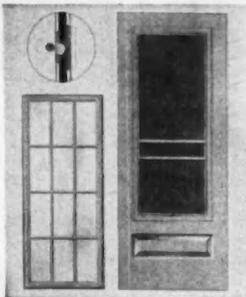
PATCHOQUE NEW YORK

## NEW PRODUCTS

(Continued from page 166)

### COMBINATION DOORS

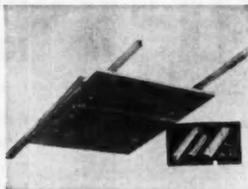
AB25113



Screen or storm door for these combination units are locked in place with unique patented steel pockets. A metal key locks into each pocket when storm or screen door is attached, and pockets reinforce slots in the wood to prevent splitting and breaking of stiles. Dowel construction. Sizes range from 2 feet 6 inches by 6 feet 7 inches, to 3 feet by 7 feet 1 inch. Angel Novelty Co., Dept. AB, 340 Broad St., Fitchburg, Mass.

### NAILING SYSTEM

AB25106



Met-Lock system for nailing to metal to support gypsum board materials used for furring in masonry wall construction is said to afford new simplicity of erection. All parts of the system are incombustible, while close-fitting joint and end clips are designed to eliminate breathing and ghost marks. Parts include nailing channel and annular nails. Channel utilizes inverted V-shaped nailing course with sides at 45 degree angles. The Mid-West Acoustical & Supply Co., 1183-M West 69th St., Cleveland 2, Ohio.

### HHFA Probes Utility Costs, City Site Preferences

Methods of measuring housing demand in particular locations within any urban community, and for measuring and analyzing the relation of the cost of municipal services to the cost of housing are to be explored in studies under the Housing and Home Finance Agency research program. HHFA administrator Raymond M. Foley has announced. Georgia Institute of Technology will study the within-the-city demand for housing and Harvard University the cost of municipal services to residential developments.

a shopping  
center for  
builders...



A central market place for the builder — where he can fill all his structural steel needs — that's International Steel. International will furnish you with steel, from single building items — steel trusses, columns, girders, joists, windows, stairs, doors — to complete all-steel buildings... whatever your jobs require.

International's staff of expert designers, estimators, and engineers is always ready to help you with any building problem. Write today.

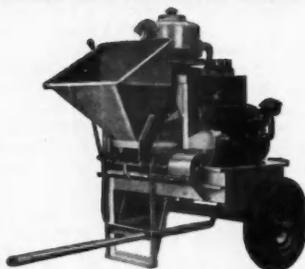


International All-Steel Building, built for the Donny Cheese Factory Equipment Co.

**INTERNATIONAL STEEL CO.**

1804 EDGAR ST. • EVANSVILLE 7, IND.

## GILSON MIXERS



MODEL 3½-S-PT

For Value Buy Gilson

- Quality Built
- Dependable Performance
- Best Price on the Market

Since 1911 manufacturers of quality concrete and mortar mixers from 2 to 16 cu. ft. capacity. Write for illustrated bulletin and name of your Gilson distributor.

**GILSON BROS. CO.**  
FREDONIA, WIS.

AMERICAN BUILDER



**Wood finely fashioned**

**.. does so much for a kitchen!**

For a friendly, livable kitchen nothing quite takes the place of hardwood cabinets — their warmth and beauty, their permanence, their adaptability to

home design and decoration. And in cabinets by Kitchen Maid you get wood at its best; selected hardwoods and wood compositions, finely fashioned and masterfully constructed by the nation's foremost wood cabinet maker. Kitchen Maid cabinets are in greater demand now than at any time in history. Their fine quality is recognized by builders everywhere.

Choose them for the kitchens you plan or build. For free

catalog showing plans and details, send coupon below.



Five ply hardwood shelves are dovetailed into ends.

Sturdy base construction with strong reinforcing corner blocks.



Dowels are used at important joints.

**KITCHEN MAID**  
FIRST AND BEST IN  
**KITCHENS**

Look for this Sign



Look for this sign in your dealer's window. It signifies his skill as a member of the nation's oldest kitchen planning organization.

• THE KITCHEN MAID CORPORATION  
• 512 Snowden Street, Andrews, Indiana  
• Please send new booklet containing 30 practical kitchens with details. I am an  Architect,  Builder,  Dealer.

Name \_\_\_\_\_

Address \_\_\_\_\_

The beautiful  
**UTILITY HARDWOOD  
PLYWOOD**  
with  
**One-Piece Face!**



Mengelbord\* is a low-priced 3-ply utility hardwood plywood, 1/4" thick. It is made from beautiful White Gum (Tupelo), has a *one-piece face*, with no joints or oval patches to mar its appearance.

Mengelbord is ideal for all interior uses:

DRY WALLS PARTITIONS  
CABINETS STORE FIXTURES  
FURNITURE

Write today for descriptive literature.  
No obligation, of course.

Where fine wood panels of Mahogany, Oak, Birch or Walnut are desired—ask for Mengelux\*. Literature on request.

**THE MENGEL COMPANY**  
Plywood Division • Louisville 1, Ky.

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



## Good Plasterers Know ...

... that to do their work best they must have a finishing lime that's easy to work, smooth, and far spreading.



That's why the plasterer's hawk, above, carries Hawk Spread (or its twin brand: Ohio White Finish), wherever quality plaster is demanded.

You too may rely on Ohio Hydrate's brands of finishing lime, scientifically processed from hand picked, kiln burned rock, always of uniform good quality, 99 1/2% pure.

The OHIO HYDRATE & SUPPLY Co.  
WOODVILLE, OHIO



## Wired For Better Living

(Continued from page 117)

tion. It was mounted on a 4 x 3-foot board, and by the push of a button, displayed the entire wiring system of the house with lights accurately located on the plan.

The Home of Ideas, which sold for \$25,000, represented the "Fourth (or highest) Degree of Electrical Living." A 27-circuit home, it has a fuseless wiring system with 12 heating circuits and 15 circuits for general-purpose use and appliances. There are 143 outlets to provide electricity wherever needed. Channels to convenient telephone outlets are installed in the kitchen, master bedroom and den. Equipment includes a refrigerator, range, waste disposer, water heater, washing machine, kitchen fan, clothes dryer, bathroom heater, home freezer, dishwasher, ironer, and abundant fluorescent lighting.

In both homes, small cards were placed to point out valance lighting, pin-point lighting, and all other electrical features.

One of the most successful promotions of builder activities in Chattanooga, the homes offered abundant ideas for local builders, and whetted home buyer appetite for better lighting and more equipment. Pivot man in the promotion was C. B. Osborne, sales manager of the local power board, who took an active part in making arrangements for the builders, worked with Westinghouse in setting up local publicity campaigns, making plans for operation of the homes, and seeing that his staff did a thorough job. He had his own home economists act as hostesses.

## Cooperative Advertising Pays for Builders

Institutional cooperative advertising, as developed recently by the Cleveland News, has afforded builders in the Cleveland area a good low-cost way to keep their names before the public at times when they have no homes for sale.

The idea is that the local builders, through the Home Builders Association of Greater Cleveland, participate once a month in a full-page collective advertisement. The make-up of the page consists of individual business cards with each of 65 merchant home builders separately printed. Cost is \$10 for each. The display, in addition to publicizing the individual builders, gives the association an opportunity to present its views on matters of public interest.

## 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

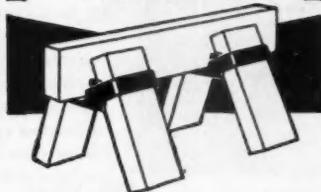
Write for full information

PRECISION PARTS CORP.  
Nashville 7, Tennessee

## Jiffy

### SAWHORSE BRACKETS

SET UP OR TAKE DOWN WITHOUT NAILS OR BOLTS



Saves time for carpenters, painters, paper hangers, contractors, and builders. Also saves trucking and storage space between jobs. Use any 2x4 for legs—2x4, 2x6, or wider for crossbar.

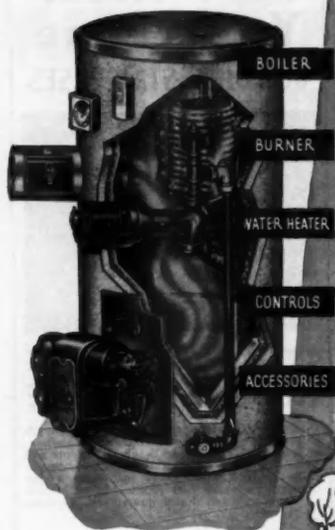
\$1.50



at building supply and hardware stores. (\$1.60 west of the Rockies.) Look for the handy display carton. If your dealer cannot supply you, order direct.

GRAND HAVEN STAMPED PRODUCTS COMPANY  
GRAND HAVEN, MICH.

AMERICAN BUILDER



# THE NATIONAL PACKET



## ALL-IN-ONE *Automatic* HOME HEATING UNIT

and Domestic Hot Water Supply

*Complete... Ready to install*



For SMALL HOMES . . . APARTMENTS . . . STORES . . . MOTELS . . . DINERS

This *complete*, all-in-one oil heating unit provides heat and ample domestic hot water, automatically. Occupying approximately 4 square feet of floor space, it is readily installed in basement or utility room. An enclosing cabinet is available for kitchen or playroom installations. Only service connections and simple wiring are needed for installation—saves time—saves money.

EQUALLY EFFECTIVE WITH ALL MODERN  
TYPES OF HEAT DISTRIBUTION

National  
Art  
Baseboard



National  
Art and  
Aero  
Convectors

National  
Art  
Radiators



Radiant  
Panel

Write for detailed information  
and literature.

### PRACTICAL "PACKET" FEATURES

**Factory-Assembled**—Boiler, burner, controls and accessories are assembled and installed at the factory and shipped in a single crate—easy to handle, simple to install.

**Code Constructed**—Meets rigid construction requirements of the ASME Code, successfully passed laboratory tests prescribed by the SBI Rating Code and approved by a "Hartford" inspector.

**Simplified Control**—A unique "Raytrol" control system assures predetermined maximum temperature, modulates the heating system and maintains high boiler water temperature for tankless heater operation.

**Domestic Hot Water**—Fast, active scrubbing of hot boiler water against a built-in tankless heater provides ample domestic hot water, year 'round.

**High Operating Efficiency**—All components have been selected for quality, dependability and efficiency. Horizontal flue travel and a special baffle contribute to lower fuel costs.

THE NATIONAL RADIATOR COMPANY  
JOHNSTOWN, PENNSYLVANIA



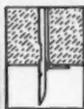
# NOW the 1951 ES-NAIL

4 new performance improvement features

## NEW DESIGN INCREASES PERFORMANCE AND SAVINGS



1 The 1951 ES-nail is distinguished by a design change which positively eliminates danger of loose shingle corners at nailing points where sheathing is backed by studs or wood members. As shown by the adjoining sketch, when the driving leg penetrates a stud, the new design permits a bellows-like expansion into the sheathing material... allowing the nail head to flatten completely without distortion.



2 New longer, wider locking-foot increases holding power of the 1951 ES-nail more than 30% when used with gypsum sheathing and up to 50% with insulation sheathing. Redesigned locking mechanism provides a tight clinch regardless of variations in sheathing, paper, and shingle thicknesses.

3 New, sharper ES-nail point assures quick, clean penetration of sheathing—prevents rupture of sheathing back.

4 New ES-nail head can be driven home with approximately 25% less force—automatically provides a complete clinch of the locking foot even with wide variations in shingle quality and nail-hole size.

Try the new 1951 ES-nail on your next side-wall shingling job!

For complete information write to Elastic Stop Nut Corporation of America, 2330 Vauxhall Road, Union, New Jersey.

# ES nail®

A PRODUCT OF

## Elastic Stop Nut Corporation of America

Available through Johns-Manville Sales Corp., National Gypsum Co., Weatherbest Corp., Creo-Dipit Co., Inc., Kearsby and Mattison Co., and American Stained Shingle Co.



Approved by the Red Cedar Shingle Bureau, Seattle, Washington, representing manufacturers of Certigrade Shingles. © Trade Mark Reg. U. S. Pat. Off.

## Heating Control Systems

(Continued from page 129)

each room operating a valve on each radiator can give even better results. Pneumatic (air-operated) controls are especially well suited for individual room control. An air compressor is placed in the basement, and air pipe or tubing is run inside the walls to the various thermostats and valves. Individual room control provides the homeowner with the luxury of perfect heating. Each room is controlled precisely at the temperature which best meets personal requirements. Amusement rooms and other portions of the home which are occupied only part of the time can normally be maintained at an economically lower temperature.

Commercial structures generally contain numerous rooms or areas where temperature demand widely varies. Stores, offices, work areas, and other portions of a building all require individual control for most efficient and comfortable heating. If forced hot water heating is used, the boiler or heat exchanger may be controlled at a constant high temperature, or can be operated by an outdoor control. The circulating pump runs continually as long as there is any demand for heat. Where two-pipe steam heat is used, a pressure control can operate the boiler to maintain a steady pressure. Outdoor control can also be used to control the burner or to operate a main steam valve where a district heating system supplies steam to the building. Automatic day-night control and week-end shut-off may also be incorporated in any zone or individual room control system.

### Control of Panel Heating

Much material has been written on all phases of forced hot water panel heating, and its cousin, baseboard heating. The baseboard heating unit is simply an elongated radiator or convector placed along the base of an outside wall. Temperatures are controlled in a manner similar to that of any conventional forced hot water system. However, radiant panel heating is such an integral part of a structure that certain portions of a building become a great low-temperature radiator. For the best results, it is well to provide some type of outdoor compensating control. Properly designed and balanced, such a control can use the lag characteristic of this system to advantage in maintaining stable indoor temperatures under all heating conditions.

There are two types of panels used for supplying heat in this system—floor panels and ceiling panels. Floor panels, with pipe or tubing imbedded in a concrete floor, for example, re-

(Continued on page 174)

## Save HALF Your Time BUILDING STAIRCASES



Above—Measure tread or riser in 10 seconds. Below—Mark board with gauge for perfect fit.

## ELIASON STAIR GAUGE

In 10 seconds gives you BOTH correct length and angle of stair treads, risers, closet shelves, etc., ready to mark board. Each end pivots and locks at any LENGTH OR ANGLE automatically. Adjustable from 90° up. Saves a day or more, increases your profits \$20 or MORE on each staircase. Fully guaranteed. Circular on request.

Only \$14.95 cash with order, or C. O. D. plus postage.

ELIASON TOOL CO.

2119 E. 56th St., Minneapolis 17, Minn.

Dealer Inquiries Invited

## Red Cedar Closet Lining

# Brown's SUPER CEDAR

NATIONALLY  
ADVERTISED



### Guaranteed 90% Red Heart or Better

Only SUPER CEDAR is of the same uniform high quality standard that guarantees every package to contain 90% Red Heart or better, and 100% oil content that produces the pleasing aroma.

100% oil content  
Suggest Cedar Lined  
Closets to Every Home  
Builder. There is  
Nothing Better than

ALL WIDTHS PUT-UP  
40 FT. TO PACKAGE

More home builders are specifying cedar lined closets today than ever—and Brown's SUPER CEDAR is nationally advertised to thousands of new home prospects, architects and builders. SUPER CEDAR closet lining is surfaced, tongue and grooved, ready to put on with no waste. Packaged and sealed with the Geo. C. Brown label and guarantee, famous since 1888.



SEALED  
PACKAGED  
LABELED

Product of  
**GEO. C. BROWN & CO., Inc.**  
GREENSBORO, N. C. ESTABLISHED 1888

LARGEST MANUFACTURERS OF  
AROMATIC RED CEDAR IN THE WORLD

# ANNOUNCING!

# NEW DODGE "Job-Rated" TRUCKS



## The trucks that do the most for you!

**NEW Greater Power!** Eight engines—with horsepower increases as high as 20%. You'll enjoy the right power for your job! With all their extra value, Dodge "Job-Rated" Trucks are priced with the lowest!



### NEW Interiors!

Striking new, massive appearance—inside and out! Lower hood line for better visibility. Attractive two-tone cab interiors. New clear-vision instrument panel. New seat comfort.

### NEW Extra Quiet Brakes!

Another Dodge "first"! Molded, tapered Cyclebond brake lining. Practically eliminates squeal and grab. Extra-smooth, positive action. Extra-long life. Standard on trucks 1½-ton and up, except air brake models.



ANOTHER DODGE EXCLUSIVE! glycol fluid drive now available on ½-, ¾-, and 1-ton models.

### NEW Easier Handling!

Now, even sharper turning! More comfortable steering angle and easier-operating new worm-and-roller steering gears! You also get such proved features as cross-steering, wide front tread, short wheelbase.

**MORE THAN 50 BRAND-NEW IMPROVEMENTS . . . INCLUDING**

- NEW! SMOOTHER RIDE
- NEW! EASIER LOADING
- NEW! EASIER BAD-WEATHER STARTING
- NEW! GREATER ELECTRICAL CAPACITY
- NEW! EASIER-TO-READ INSTRUMENTS
- NEW! BETTER VISIBILITY IN BAD WEATHER
- NEW! MORE EFFICIENT FUEL PUMP

See the  
NEW

**DODGE TRUCKS** on display at your dealer's **SATURDAY, FEBRUARY 10th**

## HOW TO MAKE ACCURATE ESTIMATES



# NEW REVISED

## TAMBLYN BUILDING LABOR CALCULATOR

You, too, can make accurate estimates. Forty years of on-the-job cost analysis has produced the factors given in the Tamblyn Building Labor Calculator. Use these factors and make your estimate *right!*

### HOW TO USE THE TAMBLYN BUILDING LABOR CALCULATOR

...simple multiplication of figures

To figure the cost of laying 8" x 8" x 16" cinder block analyze the cost of 100 square feet as follows: (Wage rates and material prices assumed.)

Materials		Labor		Light		Expenses	
Quantity	Unit Price	Quantity	Unit Price	Quantity	Unit Price	Quantity	Unit Price
111 Pcs.	8" x 8" x 16" cinder block	24	\$36.64	4.4 C. F.	Mortar	45c	1.98
Total Material Cost		\$38.62		4.0 Hrs.	Mason	\$3.00	\$12.00
				4.0 Hrs.	Tender	1.75	7.00
				4 Hrs.	Foreman	3.50	1.40
				Total Labor Cost		\$20.40	

111 Pcs. 8" x 8" x 16" cinder block ..... 24c = \$36.64  
4.4 C. F. Mortar ..... 45c = 1.98  
Total Material Cost ..... \$38.62

4.0 Hrs. Mason ..... @ \$3.00 = \$12.00  
4.0 Hrs. Tender ..... @ 1.75 = 7.00  
4 Hrs. Foreman ..... @ 3.50 = 1.40  
Total Labor Cost ..... \$20.40

Or 28.6c per square foot for material—and 20.4c per square foot for labor. Figuring for all the trades is as easy as this example—and accurate!

### WHAT CONTRACTORS SAY ABOUT THE TAMBLYN SYSTEM

"I think it is the best system I have seen."  
"...just the thing I wanted..."  
"...I want to congratulate you upon an excellent piece of work."

THE TAMBLYN SYSTEM  
1115 So. Pearl St., A-50, Denver, Colo.

Rush the Tamblyn Building Labor Calculator on free 10-day trial. At the end of 10 days I will return the calculator to you.

NAME .....  
ADDRESS .....  
CITY ..... STATE .....

## Heating Control Systems

(Continued from page 172)

present an enormous radiator of great mass with a low rate of heat emission. An electronic control system, with its instant-responsiveness and compensating outdoor control, has proven to be the most successful means of maintaining ideal indoor temperature under all types of outdoor conditions.

Electronic control, with its fantastic accomplishments in military, commercial, and industrial applications, has had a tendency to mystify the public. There is nothing mysterious about electronics. We use electronic devices every day—such as the telephone and radio. They are so accepted for their day-in-and-day-out dependability, that their operation is taken for granted. Electronics was first applied to automatic temperature control for airplanes. An airship may load its passengers where the temperature is severely warm. Minutes later, it may have climbed to 30,000 feet or more, where air temperature may be close to zero. It was found that only electronic sensing elements 1,000 times more sensitive than ordinary thermostats, were capable of such a temperature control job.

Here is how an electronic control system works: one electronic thermostat is located outdoors. Its extra sensitivity enables it to actually forecast heat requirements of a building before a weather change has affected a change in the rate of heat loss.

Another electronic thermostat, mounted in the living area, checks indoor temperature. As an extra control refinement, this indoor thermostat may be supplemented by still another averaging thermostat located in a different portion of the house. In addition, floor panel systems use an immersion thermostat located in the return. It senses temperature of the heating medium as it leaves the panel. By means of a special electronic circuit, these thermostats operate in unison. They determine exactly how many minutes out of each hour (and at what intervals) the burner should operate. The electronic signal from all thermostats is transmitted to a relay amplifier (which is similar to a small radio). This device enlarges the signals sufficiently to operate the heating plant.

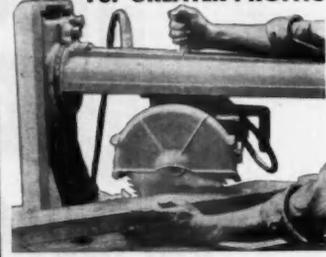
Electronic modiflow never requires a perceptible drop in room temperature before there is a call for heat. It also avoids extended burner operations that may cause a noticeable temperature rise to the point of discomfort. The result is a comforting, even warmth efficiently distributed throughout the heated areas during the entire heating season.

(Continued on page 176)

## USE THE

# WALLACE No. 1 RADIAL SAW

For GREATER PROFITS



## Portable Powerful Accurate

Designed for the building trade, this fast-cutting, versatile saw cuts rafters without marking or handling material twice. It can save you from \$200 to \$400 on small home jobs. You owe it to yourself to get full information on the speedy, accurate, cost-saving WALLACE NO. 1.

Send Coupon Today For Free Bulletin

NAME .....  
COMPANY .....  
ADDRESS .....  
CITY ..... STATE .....

**J. D. WALLACE & COMPANY**  
136 So. California Ave., Chicago 12, Ill.

## Will your business die with you?

It will be greatly to your advantage to protect your family with an orderly plan now for the continuation or liquidation of your business in case of your death.

This plan should be built around a Business Purchase Agreement, which will insure that your full share of the business will go to the person you choose and that your family will not suffer losses of forced liquidation for payment of taxes and debts.

### WRITE TODAY FOR FREE BOOKLET

"The Importance of Business Purchase Agreements" clearly explains the application of Business Purchase Agreements to sole proprietorships, partnerships and close corporations. Send for your free copy today.



**NATIONAL LIFE**  
Insurance Company  
MONTPELLIER  
**VERMONT**

FOUNDED IN 1853—A MUTUAL COMPANY—OWNED BY ITS POLICYHOLDERS

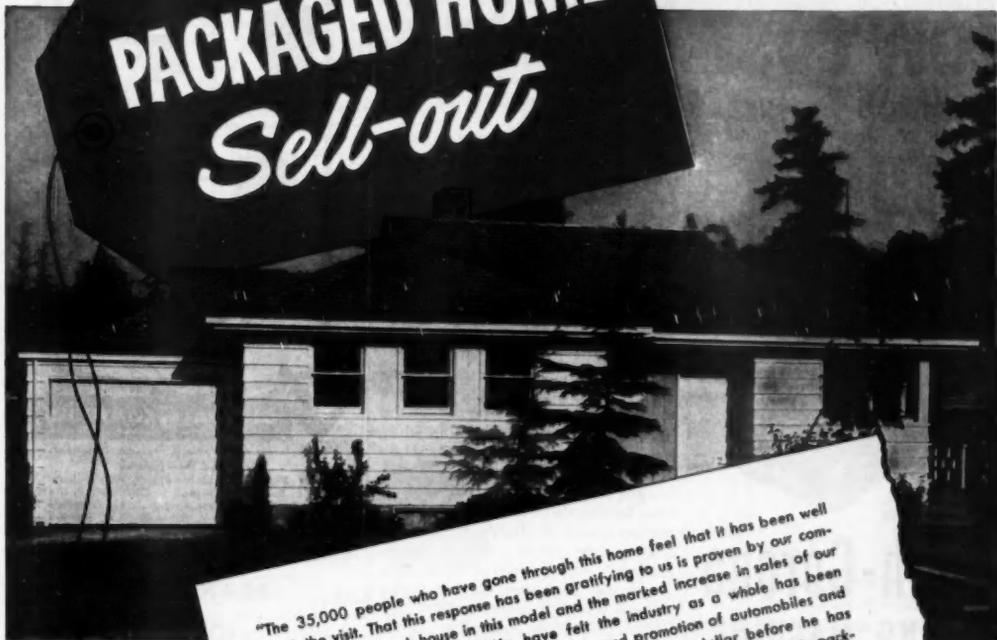
NATIONAL LIFE INSURANCE COMPANY  
Dept. E, Home Office — Montpelier, Vermont  
Please send me your free booklet: "The Importance of Business Purchase Agreements."

NAME ..... TITLE .....

BUSINESS ADDRESS .....

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

# PACKAGED HOME *Sell-out*



"The 35,000 people who have gone through this home feel that it has been well worth the visit. That this response has been gratifying to us is proven by our complete sell-out of each house in this model and the marked increase in sales of our houses in Wedgwood Park. We have felt the industry as a whole has been taking a backward step as compared to sale and promotion of automobiles and thousands of other products which syphon off the buyer's dollar before he has accumulated enough for the home down payment. Now with our complete packaged home . . . range, refrigerator, Laundromat®, water heater, fans, and so on, it is possible to appeal to an ever-increasing number of buyers."

**ALBERT BALCH**  
Seattle, Washington

## HERE'S WHY . . .

Albert Balch knows building. He knows buyers. He knows how to give prospects the value that they want. That is why his building operation shows a rapid, steady growth. Knowing values, he uses

Westinghouse Appliances. It is a name people know and respect. It builds business for him. It can do the same for you.

**WESTINGHOUSE ELECTRIC CORPORATION**  
Electric Appliance Division • Mansfield, Ohio



**YOU CAN BE SURE..IF IT'S Westinghouse**



**EASY**  
speedy operation  
**LOW COST**  
with top features  
**STURDY**  
and trouble-free



\$107<sup>50</sup>\*

**Smith-Corona**  
ADDING MACHINE

SEE why Smith-Corona gives you more for your money... *Color-speed Keyboard* quickens finger action... *Error Control* corrects mistakes instantly before adding... *"Clear" Signal* gives positive indication of beginning of each computation... *Instant Tape-Eject* shoots out the used tape with a flip of the finger.

Smith-Corona Adding Machines last for years without costly servicing. Shop and compare... you'll find Smith-Corona offers appearance and advantages for which you'd expect to pay dollars more. For complete facts, see your Smith-Corona dealer or mail coupon.

\* Price for all states permitting Fair Trade Laws. Subject to change. Tax extra.

**SMITH-CORONA**  
CASHIER

A complete cash register plus adding machine service at lowest cost.



SEND COUPON FOR FULL FACTS

L C SMITH & CORONA TYPEWRITERS INC  
137 ALMOND STREET, SYRACUSE 1, N. Y.

Gentlemen: Send detailed literature on

Adding Machine  Cashier

Name \_\_\_\_\_

Address \_\_\_\_\_

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

**Heating Control Systems**

(Continued from page 174)

All types of panel heating systems lend themselves exceptionally well to zone operation. An electronic system can be effectively used to control temperature needs for each zone. The boiler may be kept at a constant temperature, or may be varied by modulating outdoor control operating the burner. Each zone control system operates a zone circulating pump whenever heat is required.

In conclusion, it is quite evident that with automatic control (just as with any other engineering problem) consideration for details has a direct bearing upon the end result. Each heating installation should be carefully considered by a competent heating man, and its control requirements carefully evaluated. A simple type of heating system normally calls for a simple, basic type of control. As a heating system becomes larger, complexities in temperature control increase proportionately. The best time to clarify all questions regarding the heating and control system is while the job is in the blueprint stage. Whenever an installation indicates heating and temperature-control problems beyond the limitations of a basic control system, it is advisable that the heating man call in a control manufacturer's representative. These men are usually competent engineers who are specialists in control application. Their service is primarily in the capacity of a consultant. There is no more incentive for them to "over-control" a heating system, than for a professional automotive engineer to design cars with a useless fifth wheel. - It is much simpler and infinitely cheaper to lay out the proper temperature control while the job is still on paper. Builders, architects, and engineers all know instances where attempts to skimp on some basic type of equipment only led to costly and embarrassing revisions later on. A well engineered control system takes the guesswork out of heating efficiency and comfort for the life time of a building.

**Small Builder Does Mass-Production Job**

When the International Paper Company decided to erect a new plant at Natchez, Miss., it gave Bolton Pickett, a home builder, the chance to prove how a small scale builder can do a mass-production job.

He built 315 homes in the Montebello subdivision, at the rate of two per day for families of plant employees. Two bedroom houses sold for \$6,700 and three bedroom houses for \$7,500.

need AUTOMATIC

CONTROL



check

**GENERAL CONTROLS**

Manufacturers of Automatic Pressure, Temperature, Cool and Flow Controls

FACTORY BRANCHES: Baltimore 3, Birmingham 2, Boston 18, Buffalo 3, Chicago 5, Cincinnati 2, Cleveland 15, Dallas 2, Denver 4, Detroit 21, Glendale 1, Houston 6, Kansas City 2, Minneapolis 2, Newark 6, New York 17, Philadelphia 23, Pittsburgh 22, St. Louis 3, San Francisco 7, Seattle 1, Tulsa 6, Washington 6. DISTRIBUTORS IN PRINCIPAL CITIES

BRAND NEW

FACTORY  
*Surplus*  
SALE!

PORTABLE  
MULTI-USE  
POWER  
SAW



SAVE  
\$300

WAS \$499.00  
NOW \$199

FOR MINNEAPOLIS, MINNESOTA

- CUTS WOOD
- CUTS BRICK
- CUTS CONCRETE
- CUTS METAL

America's greatest saw bargain! Cuts lumber to 4" thick, Briggs & Stratton 3 1/2 H.P. gas engine. Saw cuts flue lining, transite pipe, steel sheets, copper & aluminum, etc. Does work of \$1,000 worth of saw equipment. Sharpen's tools. Famous make, brand new, original crates. Limited supply. Send for literature.

A# 1281

**ENNIS SUPPLY CO.**

334 1st St. N., Minneapolis 1, Minn., U.S.A.

# HOLT Floor Machines are your BEST BUY and here's WHY!

Exclusive Holt patented features help you to do better work faster. Every Holt Machine is job proved through years of trouble-free, top-notch performance on the toughest floor work. And — every Holt Machine is built to make more profit for you.



**HOLT PROFESSIONAL SANDER, SNMPL 12.** Fast, smooth; super-accurate cut. Chatterless operation, demountable drum cushion, improved vacuum system, fingertip motor speed selector, two H.P. motor and many other features. NMPL 8 (not shown) has 8-inch drum width.

**HOLT ARISTOCRAT, A16.** All-purpose floor maintenance machine. Hand-grip control; heavy duty enclosed capacitor motor; self-leveling brush bracker; life-time grease sealed gear reduction unit; many other features.



**HOLT WHIRLWIND SPINNER.** Heavy duty, super-powered. Five tools in one — sands, wire brushes, grinds, planes and bevels.

**HOLT HAND SCRAPER.** Life-Time, Vice-Jaw scraper for old paint and varnish. Easily sharpened double-edge tool steel blades. Heavy brass or light weight aluminum models.



**HOLT HOPPER-TYPE NAILING MACHINE**  
For accurate top nailing of floors, plywood, wallboard, sheet metal, tile board, etc. Comes complete in handy case. Magnetic feeder prevents clogging, jamming, speeds up work. Takes floor brads and common flat nail heads.

**HOLT HORIZONTAL ROTARY EDGER, HD EZE-77.** Designed for accuracy, ease of control and dust-free operation. Ideal for close work in confined areas, also for glass beveling, marble and tile — many other uses. Sturdy, universal motor.

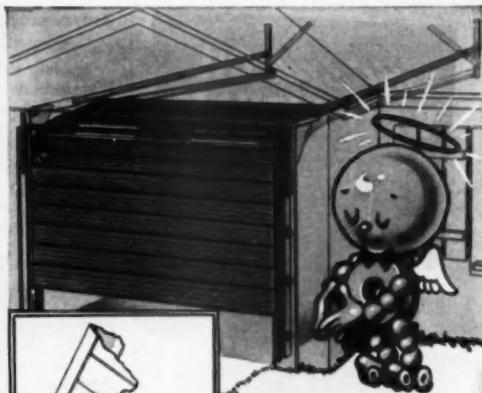


Write to Department 251 today for complete information on these and other of the famous profit-making, precision-built Holt line of Floor Machines.

Due to restrictions and material shortages, all orders are subject to prior sale.

## HOLT MANUFACTURING COMPANY

451 30TH STREET, OAKLAND 12, CALIFORNIA  
272 BADGER AVENUE, NEWARK 5, NEW JERSEY



**How's Your Language  
when specifying  
or installing  
Garage Doors  
?**

**IF** you can keep your head — while others are losing theirs . . . If the garage doors you specify and install are four-sectional — all-steel — overhead . . . If they cost less to buy . . . if they are installed in a fraction of the time required for other doors . . . If your garage doors need minimum field assembly . . . if all the hardware that can be fastened is permanently fixed to them at the factory . . . If they're built to outlast the garage and the home . . . if their operation is finger-tip — permanently "touch and go" . . . safe and quiet . . . and weatherproof . . . Then your language is fine . . . business is fine and dandy . . . because you're specifying and installing the sensational New MORRISON four-sectional, all-steel ROLY-DOORS!



**WRITE FOR YOUR FREE GUIDE**  
to the selection of residential  
garage doors.

**Roly-Door**  
DIVISION

MORRISON STEEL PRODUCTS, INC.

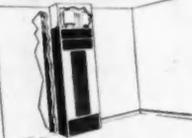
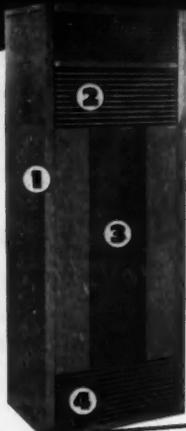


649 Amherst

Buffalo 7, N. Y.

## H.C. Little OIL WALL FURNACE

SOLVES SMALL HOME HEATING PROBLEM



Installed in partition wall—  
Saves valuable floor space—  
Heat discharge both sides—

1—FURNACE is 79" high, 20" deep, 30" wide. 2—WARM AIR discharge grilles, 10 $\frac{1}{2}$ "x 26", both sides. 3—RADIANT PANEL, 12"x 44 $\frac{1}{2}$ ", one side. 4—COLD AIR intake grilles, 10 $\frac{1}{2}$ "x 26", both sides.

**IT LIGHTS ITSELF!**—Operation is fully automatic, with patented H. C. Little electric ignition and controls (manual control also available).

**LOW COST FURNACE OIL** is used by the patented H. C. Little burner.

**AMPLE CAPACITY** for homes in colder climates...65,000 BTU hourly heat OUTPUT.

For full information, write Dept. A-2

**H.C. Little**  
Burner Company

SAN RAFAEL, CALIF.

Factory Representatives in 18 Cities

## Suberson ...

(Continued from page 144)

Just how well it did the job (despite unprecedented high prices) is revealed in an FHA study which shows that last year the typical home insured by FHA was a one-family structure of five rooms with a floor area of 840 square feet. It was valued at \$8,502 including lot, landscaping and garage. The typical new owner, according to a report of the survey in the St. Paul Home Building News, financed his purchase with a \$7,143 mortgage. It was amortized over a 23-year period with a monthly payment of \$55.59. Average monthly payments amounted to about 16 per cent of the buyers' income.

It requires nothing more than a prewar-postwar comparison of wages and material prices to reveal how successfully the home building industry was able to shift from a wartime to a peacetime economy and to measure the spectacular results it was able to attain in providing homes well within the buying range of a very high percentage of employed persons in the entire country.

This fact should receive the serious consideration of those who are setting up the plans for a wartime economy. Assuredly the home building industry has demonstrated that it has what it takes to do a good job under any and all circumstances. Such being the case, it is entitled to the fullest consideration in whatever construction tasks are necessary.

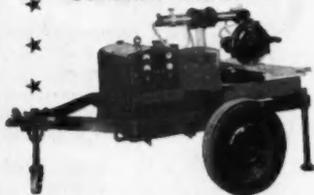
We have not talked with anyone in the industry who assumes that home building should proceed in 1951 at the 1950 pace. Far be it from such. On the other hand, it is a well-known fact that wars or total military preparedness cannot be carried on successfully without adequate housing. It is our steadfast belief that the industry has demonstrated time and again that it is well-qualified to tackle whatever job is necessary and that it can do it better than it can be accomplished in any other way.

## Australia To Erect European Prefab Houses

Houses prefabricated in Europe will be erected in Victoria, Australia. Contracts totaling \$11,550,000 have been signed and at least 2,500 new homes are expected to be delivered by the end of 1951.

The Victorian government, through its Housing Commission, has a \$9,000,000 contract with a German firm, and private Australian interests, and a \$2,250,000 contract with a French organization.

## ★ NEED A ★ PORTABLE ★ GENERATOR ★ POWER SAW ★ COMBINATION?



This Comet saw generator combination goes anywhere—works anywhere—makes you independent of temporary power on any job!

The saw is a reliable Comet Clipper 3 h.p., 3 phase 240 volt unit that cuts stock 10" wide up to 4 $\frac{1}{2}$ " thick. The 5 k.w. Generator is driven by a rugged four cylinder gasoline engine. Ample power for the saw plus single phase 120 volt power outlets for portable electric tools. The entire unit is mounted on an all steel easy hauling trailer for maximum portability.

This special unit is one of over 50 different Comet radial power saw combinations designed for your requirements. See your building machinery dealer or write . . . . .

**CONSOLIDATED MACHINERY  
& SUPPLY CO., Ltd.**  
2031 Santa Fe Avenue  
Los Angeles 21, California



**This EMBLEM ON  
YOUR DOOR MEANS...**

- A** More profits for you
- B** More service to your customers
- C** MORE SALES

Let Us tell you more about  
it and send you a copy of...

THE ABC'S OF MAKING MONEY

**ALLIED BUILDING  
CREDITS, INC.**

HEAD OFFICE: 2109 WILSHIRE BLVD. • LOS ANGELES

NATIONWIDE SERVICE

AMERICAN BUILDER

**ALL FLUSH DOORS ARE NOT ALIKE!**

*There is only one*

# Thomason

## FLUSH DOOR

*(All-Wood Throughout)*

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

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



### AVAILABLE WITH THESE FACE VENEERS

You can choose from Mahogany, Walnut, Oak or Birch. The THOMASON Flush Door also comes faced with natural Gum that provides a satin-smooth surface for staining any color desired.

### ALSO MADE FOR EXTERIOR USE

You can order the exterior door either plain or with any one of the three standard light opening patterns. Or you may have the THOMASON Flush Door with a solid all-wood core, faced with your choice of several fine veneers.

***Don't delay!***

If you do not know him, write us today for the name and address of your nearest distributor.

SOLD ONLY THROUGH DISTRIBUTORS  
MANUFACTURED BY

**THOMASON**  
PLYWOOD CORPORATION  
FAYETTEVILLE • NORTH CAROLINA

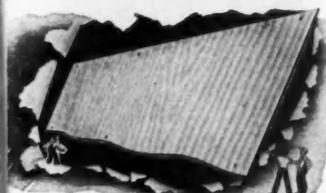
# Announcing

## NEW COLORS IN



# MUSTANG

## ASBESTOS SIDING SHINGLES



- \* NATURAL WHITE
- \* FOAM GREEN
- \* DOVE GRAY
- \* PALOMINO TAN

### MUSTANG MERCHANDISING PLAN MAKES YOU MONEY

The four new colors of Mustang Asbestos Shingles are right for every style of architecture. Your customers will like the beauty, the charm of Mustang Asbestos Shingles.

Strong, tested advertising and merchandising helps back you when you sell Mustangs! These merchandising and advertising helps are yours for the asking. They are furnished at no charge to you.

**WRITE TODAY** Get the full facts about how you can make money selling Mustang Asbestos Siding for remodeling jobs, for new homes, for housing projects. Write for free descriptive folder and price list. Dealer inquiries welcome.

**The ASBESTOS CO. of TEXAS**  
P. O. Box 1082 • Houston, Texas

### Dealer 'Bargain Basement' Cuts Loss on 'Slow' Items

A "bargain basement" is being effectively used by the Independent Lumber Co., Grand Junction, Colo., as a means of preventing losses on slow-selling items, including lumber and materials damaged by weather, handling or shipment, and those returned by contractors.

Constantly weeding out merchandise which is losing sales appeal, the firm places it in a special "sales lot" area to be packaged for specific uses, such as construction of a garage, coal shed or other small building. The packages, priced above net cost, are then advertised in the classified section of the local newspaper as "Builders Bargains" or "Sales Lot Specials."

Donald K. Collins, the company's advertising manager, said the bargain basement idea had not only disposed of the less appealing items but had also resulted in higher dollar volume with less handling. Other advantages, he pointed out, were increased traffic through the store which often led to extra sales of regular merchandise and new customers for remodeling and small building jobs.

The packages are made to appeal

to persons who plan to spend between \$15 and \$50 and to do the work themselves. A full explanation is given of why the bargains are being offered.

### Movie Shows Lumber Grading

"The Magic of Lumber," a new 16mm motion picture which tells the story of lumber grading, has been produced by the West Coast Bureau of Lumber Grades and Inspection, and will be ready for distribution this month.

The informative movie represents the first attempt ever made to give a pictorial explanation of the science of lumber grading.

The 20-minute color and sound film explores the formation of characteristics in the tree, reveals the laboratory tests upon which grading rules are based, explains the work of the lumber grader, and classifies lumber grades on the basis of use.

Bookings for the film may be obtained without charge by writing the West Coast Lumbermen's Association, 1410 S. W. Morrison St., Portland 5, Oregon.

**FRAMING FARM BUILDINGS**  
fourth and final article on  
Construction Lumber  
March American Builder



No. 21 Expanded Flange, Modified Square Casings, 1/2" or 3/4" ground, 12' and 12' lengths.

No. 22 Expanded Flange, Square Metal Casings, 1/2" or 3/4" ground, 12' and 12' lengths.

No. 23 Expanded Flange, Bell Hole Casings, 1/2" or 3/4" ground, 12' and 12' lengths.

No. 24 Expanded Flange, Modified Square Casings, 1/2" or 3/4" ground, 12' and 12' lengths.

No. 25 Marine Flange, Square Metal Casings, 1/2" or 3/4" ground, 12' and 12' lengths.

No. 26 Marine Flange, Square Metal Casings, 1/2" or 3/4" ground, 12' and 12' lengths.

No. 27 Marine Flange, Square Metal Casings, 1/2" or 3/4" ground, 12' and 12' lengths.

No. 28 Marine Flange, Square Metal Casings, 1/2" or 3/4" ground, 12' and 12' lengths.

Bostwick has a complete line of expanded and solid wing metal casings, specially designed to increase economy in modern construction.

Bostwick Metal Casings are built straight and uniform. They're easy to miter at the corners and they're formed to make a more secure bond and key for plaster around door frames, windows and other wall openings.

Bostwick Steel Lath and lath accessories are preferred by dealers and builders all over the nation. Send today for new, free catalog showing the entire Bostwick line.

# Bostwick

**THE BOSTWICK STEEL LATH CO.**  
103 HEATON AVE. . . NILES, OHIO



AMERICAN BUILDER

**Name 15 Winners in NAHB Neighborhood Development Contest**

Fifteen winners in the 1950 Neighborhood Development Contest, sponsored by the National Association of Home Builders, were awarded scrolls for achievement at the annual NAHB convention-exposition January 21-25 in Chicago. The winning entries were on exhibit at convention headquarters in the Stevens Hotel.

The contest was conducted by NAHB's technical service department under the direction of David D. Bohannon, prominent California land developer and home builder. The Urban Land Institute, Washington, D.C., was technical consultant.

The judges—Waverly Taylor, Washington, D.C., builder and developer; H. Everett Kincaid, Chicago land planning consultant; and John S. Highland, Buffalo, N.Y., architect—said the projects were an excellent cross-section of residential developments and garden apartments being built in this country and were a great credit to the home building industry. The winners:

**Project of Economy Homes Over 50 Units**

First Place: Standard Properties, Inc., Washington, D.C. (Rock Creek Palisades.) Second: K. Sande Senness, Los Angeles. (Pacific Mills.) Third: James Rosati, president, Tyrone Gardens, Inc., St. Petersburg, Fla. (Tyrone Gardens.) Honorable Mention: William Blackfield, San Francisco. (Rex Manor, Mountain View, Calif.)

**Project of Larger Homes Over 50 Units**

First Place: Victor L. Regnier, Kansas City, Mo. (Missiondale, Kansas City, Kas.) Second: Peartree and Pasfield, Inc., Wynnewood, Pa. (Devonwood, Devon, Pa.)

**Project of Larger Homes Over 50 Units**

First Place: Robert R. Platt, Walnut Creek, Calif. (Walnut Creek Homes.) Second: Mi-Home, Inc., Yonkers, N.Y. (Hearth-Stone.)

**Rental Homes**

First Place: Jesse Hartman, Stamford, Conn. (Fairlawn Garden Apartments.) Second: Arthur Olson, Inc., Noroton Heights, Conn. (Sylvan Knoll Apartments, Stamford, Conn.) Third: Triangle Construction Corp., Chapel Hill, N.C. (Glen-Lennox Apartments.)

(Continued on page 182)



**BUILDERS MAKE THEM HAPPY WITH AMWELD STEEL DOORS AND FRAMES and SLIDING CLOSET DOOR UNITS!**

**K-D UNITS**

Sliding Closet Steel Door Units also available in knock-down, packaged form, complete with header, jamb, track and hardware. Suitable for new construction and particularly adaptable for remodeling.



In homes and apartments, homemakers enjoy AMWELD interior steel doors, frames and sliding closet door units. Modern in every respect, AMWELD products blend with all types of architecture and give a lifetime of trouble-free service — no warping, splintering, shrinking or sagging. No maintenance or upkeep — and so easy to keep clean. Builders like AMWELD construction features that permit installation economies. Sliding closet door units provide added usable space and operating conveniences not found in other types of closet doors.

Send for the new AMWELD 1951 booklet showing sizes, styles and complete information or see "Sweet's" 1951 Builders or Architectural File.

BUILDING PRODUCTS DIVISION  
**THE AMERICAN WELDING & MFG. CO.**  
310 DIETZ ROAD • WARREN, OHIO



## KOHLER ELECTRIC PLANTS

*Independent Source  
of Electricity*

### PORTABLE AND MOBILE

Low cost power to operate saws, drills, pipe threaders and cutters, and other tools having universal (AC-DC) motors. Develops 1500 watts for intermittent service. Fits into small space and can easily be taken along for jobs where power line service is not available—saves time. Weighs only 75 pounds. Other sizes and models from 350 watts to 15 KW. Write for folder 16-A. Kohler Co., Kohler, Wisconsin. Established 1873.

Model 1.5M5, 1500 watts, 115 volt DC. Manual control Length 18", width 14", height 21".

## KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS  
AIR-COOLED ENGINES • PRECISION PARTS

## COST-CUTTING PORTABLE ELEVATOR AMAZES BUILDERS • CONTRACTORS



Biggest news in material handling for contractors and builders is the new, low-cost, portable MULKEY ELEVATOR. Custom built and tailored to the requirements of the building trades . . . handles concrete blocks, bricks, mortar, sand, dirt, lumber, roofing, insulation, sacks, boxes, with ease. Strong as a bridge, yet one man handles and operates . . . easily trailed up to 35 miles per hour. Has patent-design clutch and brake assembly. Basic length, 24 ft., 17½ ft. maximum lift, 8 ft. extension available. Balanced up to 40 ft., approximate maximum lift 28 ft. One contractor reports . . . "my MULKEY ELEVATOR keeps 10 men constantly supplied with brick and mortar . . . it has paid for itself many times over." Write now for FREE LITERATURE AND PRICES!

**SAM MULKEY CO. • 1621 Locust • Dept. C-3 • Kansas City, Mo.**

### More Middle Income Dishwasher Buyers in 1950, Survey Shows

With middle income families becoming an important factor in the market for the first time, appliance dealers sold more than a quarter of a million automatic electric dishwashers in 1950, according to a consumer survey and market analysis conducted during the year by Hotpoint, Inc. Also indicated was that dealers made substantial progress in meeting the problem of installation, which has limited sales in the past.

More than 1,000 questionnaires were tabulated in the study, which produced data on a number of marketing phases. Included were: population center in relation to sale; whether dealer gave a demonstration after machine was installed; factors most influencing purchase; cost of installation; reasons for brand selection; valuation of consumer's home; types of dealers making sales; effect of Korean war; sales by geographical areas; and outlook for 1951.

The survey was interpreted by John F. McDaniel, Hotpoint sales manager, to indicate that the dishwasher is now established as a wanted appliance for families in the middle income range. Tabulations showed that, in 1950, 49 per cent of the buyers lived in homes valued at less than \$15,000, compared with only 38 per cent in 1949.

The largest single group of purchasers in 1950 (based on house valuation) was the \$10,000 to \$15,000 category, while in 1949 it was the group over \$25,000. McDaniel said that owners of homes valued at \$10,000 to \$15,000, the price range which represents 60 per cent of new home building, bought 31 per cent of the machines in 1950 compared with 23 per cent in 1949.

### Name 15 Winners . . .

(Continued from page 181)

#### Complete Community Development of Economy Homes

First Place: W. P. Atkinson, Midwest City, Okla. (Midwest City.)  
Second: 20th Century Builders, Inc., Columbus, Ohio. (Amvet Homestead Subdivision.)

#### Complete Community Development of Larger Homes

First Place: The Keyes-Treuhaft Company, Cleveland, Ohio. (Landerwood Estates, Pepper Pike Village, Cleveland, Ohio.)  
Second: Housing Associates, Jamaica, N.Y. (Forest City.)

**Mr. Builder —**

*here is the new  
structural  
plastic laminate  
that costs less and  
applies easier*

# LAMIDALL®

decorative plastic laminate

**for durable, handsome walls,  
ceilings, top surfaces**

- Beautiful Wood Grains, Patterns, Colors
- Panels up to 4 x 12 feet
- Tough Presdwood Base

YOU WILL WANT TO USE IT when you see the unusual wood grains, the attractive patterns and colors, and the smooth hard surface of Lamidall. YOU'LL WANT TO USE IT when you see how easily you can apply it on the job because of its tough structural Presdwood base — and its large size panels. Then when you discover the square foot economy of Lamidall you'll plan on it for walls and wainscoting, ceilings and counter tops in your residential, commercial, industrial work — wherever you'd like to build lifetime, maintenance-free beauty into a job.

Lamidall will not chip, crack or peel . . . it resists heat, stains, hard blows and wipes clean with a damp cloth. It is made by a unique Woodall process developed after long research.

Whether you are planning new buildings or doing remodeling, Lamidall offers you a new opportunity to capitalize on growing demands for the use of a genuine plastic laminate.

Get a set of samples and complete details of new Lamidall — you'll like it and want to use it! *Ask your dealer, or write*

## **WOODALL INDUSTRIES INC.**

3504 OAKTON ST., SKOKIE (Suburb of Chicago), ILL.

Other plants in: Cleveland, Detroit, Laurel (Miss.), Mineola (N. Y.), Monroe (Mich.)

WOODALL

### SLIDING DOORS

are acclaimed by  
ARCHITECTS  
BUILDERS  
CONTRACTORS  
DEALERS

They are modern — economical —  
easy to install. See Sweet's File <sup>34</sup><sub>w</sub>



A long-time favorite with craftsmen, the No. 923 Bit Brace with the new self-centering chuck is now better than ever. It saves time . . . speeds work. Just drop the bit into the square socket, tighten the chuck, and the bit automatically centers itself. Securely seated in a square steel socket, it's ready for any boring job. For fast, smooth action . . . long, dependable service, get the No. 923 with the new self-centering chuck . . . it has everything you want in a Bit Brace. Stanley makes a complete line of Bit Braces. See the style and size you want on display at your local dealer's.

**OTHER WORK-SAVING FEATURES.** Head spins on ball bearings and a bronze bushing. Cocobolo hardwood handle and head. Nut and cotter pin lock chuck in place. Forged Universal jaws take both round and square taper shank bits to 1/2". 5 sizes —6" to 14" sweep.

STANLEY TOOLS, NEW BRITAIN, CONNECTICUT

THE TOOL BOX OF THE WORLD



Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS  
STEEL STRAPPING • STEEL

## Association News

### 1951 Builder Leaders

(Continued from page 30)

ter were J. Albert Smith, first vice president; Hamer S. Culp, Jr., second vice president; and Directors Graham Doxey, Grant Jensen, Wayne Sandberg, Stanley J. Spencer, Art Christiansen, N. H. Hansen, Alex G. Adamson and Neilson.

Guest speakers included Frank W. Cortright, executive vice president of the National Association of Home Builders, who discussed "Current Responsibilities of NAHB"; Edward G. Gavin, *American Builder* editor, "Looking Ahead at 1951"; Gates Ferguson, public relations director of the Celotex Corp., "Better Public Relations for Home Builders"; George Eccles, president of the First Security Corp., Ogden, Utah, "Defense in the Cold War"; and Royal Garff, professor of Speech, University of Utah, "How Are Your Human Relations."

#### ATLANTA

Ben M. Smith Sr. was installed as 1951 president of the Home Builders Association of Atlanta at the recent annual dinner and business meeting. He succeeds E. R. Hawkins.

Other new officers installed were Edward A. Barton, vice president; R. W. Johnson, Jr., treasurer; and J. A. Gresham, secretary. Luther B. Stephens will continue as secretary.

The association was told by its guest



**HOME BUILDERS Association of Atlanta** was host to Bureau of Labor statistics official Hersey E. Riley (left, front), at recent dinner. Others attending were R. A. Martin (right, front), regional vice president; and (from left, rear) R. R. Hallman, national director; E. R. Hawkins, retiring Atlanta president; V. S. Beem, national director

speaker, H. E. Riley of the Bureau of Labor Statistics in Washington, that 36,000 new housing units have been built in Atlanta during the period beginning January 1946 and continuing through March, 1950. The government official pointed out that this figure represented the erection of 247 homes for each 1,000 population increase, a mark bettered only by Miami, New York and Pittsburgh.



light and  
resilient

**INSULITE**

MADE BY  
**FIBERGLAS**  
EVERETT-CORNING FIBERGLAS CORPORATION

**INSULATING WOOL**

light—easy to handle and apply  
resilient—doesn't pack down or settle  
Specify Insulite Insulating Wool with confidence.

**INSULITE**  **DIVISION**

® 2

MINNESOTA AND ONTARIO PAPER COMPANY, MINNEAPOLIS

AMERICAN BUILDER

Retiring President Hawkins received a silver bowl from the association for his service during 1950. The presentation was made by V. S. Beem, past president and now a national director.

#### MARYLAND

Installed in office at the annual banquet of the Home Builders Association of Maryland January 4 in Baltimore were Charles A. Mohr, president; Julius H. Requard, vice president; C. Philip Pitt, secretary; and C. Braddock Jones, treasurer.

Thomas P. Coogan, president of the National Association of Home Builders, was principal speaker.

#### CALIFORNIA

William Baines of Westwood was named president of the Building Contractors Association of California at the annual election meeting held recently in Riverside.



William Baines

New first vice president is William Millerburg of Sherman Oaks. Nels Severin of San Diego is secretary and S. T. Ziler of South Gate, treasurer. Ed Sills was reelected executive vice president.

Baines, a native of England, first entered the construction field in Michigan, moving to California in 1929. Most of his home building has been in the \$20,000 to \$125,000 class. He is currently president of the Westwood Rotary Club and the Los Angeles chapter of Building Contractors Association of California. During 1950 he acted as chairman of the California Contractors' public relations committee.

#### SAN FRANCISCO

Boyd C. Lindsay was elected president of the Associated Home Builders of San Francisco, Inc., at the annual membership meeting in December. Other officers for 1951 are Oliver M. Rousseau, vice president; A. F. Oddstad, Jr., secretary; and Eugene Vignati, treasurer.

In addition to the officers the following members were elected to the 1951 board of directors: Andrew Berwick, Henry Doelger, Joseph Filippo, Fred C. Rudisill, Peter MacArthur, Theodore G. Meyer, Howard Mohr, Frank Oman and Joseph Rulle.

Carl Gellert, Earl Popovich and Boyd  
(Continued on page 186)



**1 ANCHOR WINDOW** — Pella Windows are completely assembled when they arrive. Just set the unit in the opening and anchor it firmly at the head and sill. Flange screws are furnished for this purpose.



**2 ATTACH OUTSIDE PINS** — Next, attach metal fins at jambs. The grooved edge of the fin fits over the edge of the steel frame. The flat surface of the fin is nailed to the sheathing. Exterior trim can now be applied.

FOR QUICKER, EASIER  
INSTALLATION  
USE

*Pella*

CASEMENT WINDOWS

Pella Casement Windows cut installation costs 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. All Pella Casement Windows are equipped with inconspicuous, convenient Rol-screens that roll up and down like window shades. More Thermopane standard sizes are available for Pella Casements than for any other wood casement window. Save time and labor costs with Pella Casement Windows.



**3 ATTACH INSIDE PINS** — To complete the installation, apply the inside metal fins at head, sill and jambs. Fins fit under the lip of the steel frame and are nailed to the studs. This insures a tight weathertall all the way around the window.

Write Today for the Pella Installation Instructions and full size Casement Details.

ROLSCREEN COMPANY, Dept. C-11, Pella, Iowa

Without obligation, send me "PELLA CASEMENT Installation Instructions in Full Size Casement Details No. 1050M."

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

PELLA CASEMENTS • ROLSCREENS • VENETIAN BLINDS





Assure your clients  
*Scott's*  
LAWN PERFECTION

*Lawn Care* TELLS HOW, and it's Free!

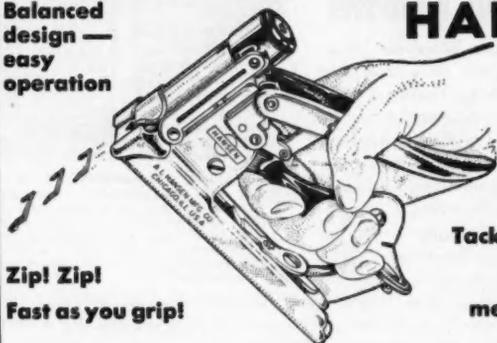


Poor lawns can plague a builder for years . . . while lawns of Scott beauty are a lasting boom to his reputation. The easy way to specify and always get outstanding lawns is to read *LAWN CARE*. The practical soil conditioning tips, grading, feeding and seeding procedures outlined can save you time, money and above all assure your clients outstanding lawn beauty. Send today for a digest of over 100 *LAWN CARE* bulletins, and Free subscription to future issues. Both are free and without obligation. Just ask for *LAWN CARE* on your business stationery.

O M Scott & SONS CO 36 Spring Street, Marysville, Ohio  
also Palo Alto, California

For outstanding LAWNS use SCOTT'S *Lawn Care* PRODUCTS

Balanced  
design —  
easy  
operation



Zip! Zip!  
Fast as you grip!

**HANSEN**

the Tacker  
with 1001  
uses —

Tacks insulation,  
ceiling tile,  
metal lath, etc.



INSULATION of all types quickly and properly installed with Hansen, the Tacker you hold and operate with one hand — securely holding material and bracing self with other. Flanges on insulation are easily tacked securely in place. Reflective insulation looks and holds better when tacked with Hansen. Building paper, screens, ceiling tile, are among other time-saving uses of this modern tacking method.

REQUEST BOOKLET T-40

A. L. HANSEN MFG. CO.  
5059 Ravenswood Ave.  
CHICAGO 40, ILL.

**Association News**

**1951 Builder Leaders**

(Continued from page 185)

Lindsay were elected to represent the San Francisco group on the board of directors of the National Association of Home Builders.

**LONG ISLAND**

Frederick E. Gibson was elected president of the Long Island Home Builders Institute at the recent annual organizational meeting. James Graham, John L. Turner, and Fred J. Dolan are the new vice presidents, Saul Z. Sokolov was named secretary and Ernest C. Beck, treasurer.



Frederick E. Gibson

On the new board of directors are: Adolphus Flowers, Cy Williams, Charles J. Rorech, Jerome Miller, Anthony Villett, Maxwell Sneddon, Bernard Kaplan, Emil Keen, Roy Newell and Leon Edelman.

NAHB president Thomas P. Coogan was the guest speaker. The annual report of Institute activities for 1950 was given by the retiring president, Leonard L. Frank.

**YOUNGSTOWN, OHIO**

The annual president's ball, honoring the new and retiring association presidents, was held by the Home Builders Association of Mahoning Valley, Youngstown, Ohio, January 8 at the Pick-Ohio Hotel.

Sharing honors with the Youngstown leaders—Edwin R. Thompson, 1950, and Luther T. Patterson, 1951—was the guest speaker, Frank W. Cortright, executive vice president of the National Association of Home Builders.

Other officers for 1951 are: Roy W. Thillberg, vice president; Milton Rudick, secretary; and Chris Bode, Jr., treasurer. Trustees elected for two-year terms were Bode, Carl G. Johnson, Harry A. Wiles and Arthur J. Smith.

**DAYTON, OHIO**

Melvin E. Kimmey was elected president of the Montgomery County Builders Association for 1951 at a special election in December. He succeeds Robert Haverstick. Other officers named were Anthony Wenzler, vice president; Richard Rut-

mann, secretary; and Ralph Sharp, treasurer.

On the board of directors, in addition to the above officers, are Gene Kreusch, Walt McCluskey, Alex Simms and Lou Zeiger.

### Three-Generation Publicity



ST. LOUIS BILDORS Home Show Chairman Ralph S. Duke, right, poses with son, Jerry and grandson, Ralph S. Duke II in picture duplicating publicity photograph used more than 20 years ago. In old picture, Jerry was the little fellow. The senior Duke has been highly lauded for his organization of the annual home show. Space is already sold out for the 1951 event, scheduled February 17-25 at the Kiel auditorium.

### Portland Cement Association Names New Directors

Smith W. Storey, president of the General Portland Cement Co. and the Consolidated Cement Corp. of Chicago, was elected board chairman when the Portland Cement Association's directors met recently in Chicago. Storey succeeds Walter C. Russell, president of the Peerless Cement Corp., Detroit, chairman for the past two years.

Four new directors were elected at the annual meeting—Donald S. McBride, Philadelphia; F. A. Weibel, Catasauqua, Pa.; Eugene D. Hill, Louisville, Ky.; and Harold M. Scott, Philadelphia.

### New Interest Planned for Michigan Home Show

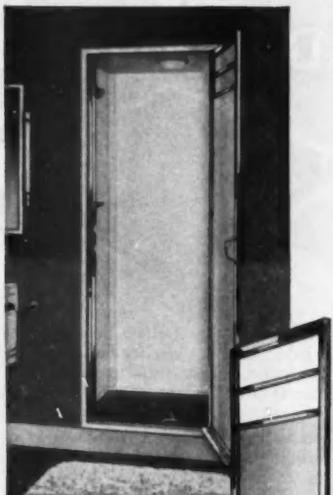
Interest-appeal of the 1951 Greater Michigan Home Show will be directed to both home builders and home buyers, according to Hirtus E. Alles, executive secretary of the Michigan Association of Home Builders. The Annual Home Show, to be held in Grand Rapids March 15, 16, and 17, will be co-sponsored by Michigan Home Builders and by the Builders and Traders Exchange of Grand Rapids. Exhibits in the Civic Auditorium will be open to both builders and home buyers.

Though most exhibit space for the Home Show is already contracted for, Alles indicated that a limited display area is still available.

FEBRUARY 1951

# FIAT GLASS SHOWER DOORS

... dress up  
the bathroom



Dolphin door installed on Fiat Cadet built-in shower cabinet.

A Fiat glass door greatly improves any shower. Tile, marble, structural glass, or metal showers are enhanced in appearance and practical usability when equipped with a Fiat door. Perhaps at no other place in a house can so little cost mean so much in desirability.

¶ The solid extruded metal used in all Fiat doors is a much superior type of construction that permits a fine elite styled frame combined with strength.

¶ The Fiat Dolphin shower door is constructed of extruded solid brass, heavily chromium plated with continuous piano hinge forming a smooth-working, rigid door. Double friction bullet catches, offset handles and water channel to prevent dripping on floor are features that mark the Dolphin as the finest in shower bath doors.

¶ The Zephyr is a medium priced door, styled same as the Dolphin but made of extruded aluminum with satin aluminum finish.

Standard size of both the Dolphin and Zephyr shower doors is 72" high for opening 24" wide.

¶ The Neptune is the lowest priced Fiat glass door. Made of one piece heavy extruded aluminum with satin finish. Size 24" x 64" and is reversible for left or right hinging.

¶ All Fiat doors are simple and easy to install on Fiat shower cabinets, tile, marble or structural glass showers.



Fiat shower doors have neat, modern styling combined with maximum strength.

### FIAT METAL MANUFACTURING COMPANY

Three Manufacturing Plants

9301 Belmont Ave. (Chicago area plant) Franklin Park, Ill. Long Island City 1, N. Y. Los Angeles 33, Calif.

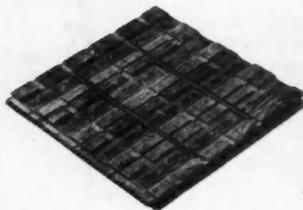
In Canada—Fiat showers are made by The Parcelain and Metal Products, Ltd., Orillia, Ontario



Another quality Delfair flooring product is now ready for builders everywhere—new distinctive Delfair OAKBLOK.

Available either unfinished or prefinished, Delfair OAKBLOK brings extra beauty and durability to any home or commercial building. Easy to install—either in mastic or by nailing—and surprisingly low in cost. Sizes for every job—6¾", 9" and 11¼".

Stock up on Delfair OAKBLOK today . . . flooring which is sure to win the praise of both homeowners and builders everywhere.



BACK VIEW of Delfair unit block shows sturdy, reinforced construction. Two built-in splines give extra ruggedness and durability. In addition to these splines, each block features five cross-wise grooves spaced to insure complete rigidity when laid in mastic. With Delfair OAKBLOK you get hardwood floors of lasting beauty and superior strength.

**D. L. FAIR  
LUMBER COMPANY**  
LOUISVILLE, MISSISSIPPI

**DELFAIR FLOORING PRODUCTS:**

- Standard Strip • Prefinished
- Oakblok • Plank
- Square Edge Strip

MEMBER  
NATIONAL

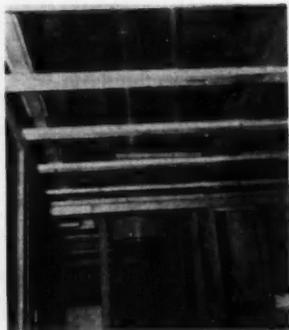


THE VITROLINER units were easily adapted to the style of homes in project

**Prefabricated Chimneys  
Help Achieve Economy in  
Chicago Housing Project**

Vitroliner chimneys were used successfully by the Joseph E. Merriam Companies, Inc., in one of the latest major low-cost home projects, known as Hometown, located on the south-west side of Chicago.

Each unit in this group of single story, ranch-type duplexes, contains a combined living-dining room, two



SPACE-SAVING chimney does not extend to floor as shown in this installed unit

bedrooms, kitchen, bath and utility room. An oil-fired warm air perimeter system heats each section of the duplex. Units in the project are priced at \$8,250 each.

Vitroliner chimneys not only saved valuable floor space but saved time and money since each chimney was installed in an average of eight



OPENING in roof larger than Vitroliner casing provides attic ventilation through flue housing and under chimney cap.

AMAZING CAPACITY  
3300 G.P.H.  
**Kenco  
UTILITY PUMP**



**COMPACT • PORTABLE  
AUTOMATIC**

New amazing utility pump for pumping water from sumps, pits, excavations and wherever water has accumulated and cannot drain off. A pump every home builder and plumbing contractor should have available to take care of unexpected situations. No other sump pump equals its dependable performance.

The Kenco, Submersible, Electric Utility Pump requires no installation time or expense. It never fails to operate as long as there is electric current. Operation is completely automatic. The exclusive Kenco Liquid Level Switch, rated at over one hundred thousand off and on cycles, turns on the pump automatically when air pressure, created by water rising in the switch skirt, actuates the starter control. Manual switch control is obtained with a hand switch. This is used when it is desired to start pumping at any water level less than that required to start the pump automatically. There is no float to stick, warp, corrode or leak. It is almost impossible for debris or silt to foul the liquid level switch.

Compact, portable, the Kenco Utility Pump can be used where it would be impossible to install conventional type pumps. Power failure cannot harm either switch or pump. When power is restored, pump with its hermetically sealed motor instantly resumes operation, although it has remained completely submerged. Ruggedly constructed of corrosion resistant bronze. Capacity: 3300 G.P.H. at discharge head of ten feet. Order Kenco Utility Pumps through your plumbing contractor, or send coupon for Catalog 51.

**KENCO, INC.**

1125 N. RIDGE ROAD, LORAIN, OHIO

**KENCO, INC.**  
1125 N. Ridge Rd., Lorain, Ohio

Please send Catalog 51 on Kenco, Automatic, Submersible, Electric Utility Pumps.

NAME and TITLE .....

COMPANY .....

STREET .....

CITY and STATE .....

Dept. AR

AMERICAN BUILDER



**ONE PIECE** housing quickly installed

minutes at a cost of \$68. Crews of the heating contractor, the Sunbeam Heating and Air Conditioning Co., Inc., Chicago, quickly became expert in erecting these "tailor-made" chimneys.

The chimney is built around a vitreous flue liner and is encased in a seamless tube of high-temperature resistant asbestos insulation. This is covered by a round aluminum pipe. A flue support anchored at the ceiling, a metal roof housing and a combined housing top and rain cap make up the other component parts.

Vitroliner chimneys have been approved by the Federal Housing Administration and the National Board of Fire Underwriters.



**RAIN CAP** is welded to housing top. New units have added welded-on baffle ring around cap

### Tractor Speeds Roofing



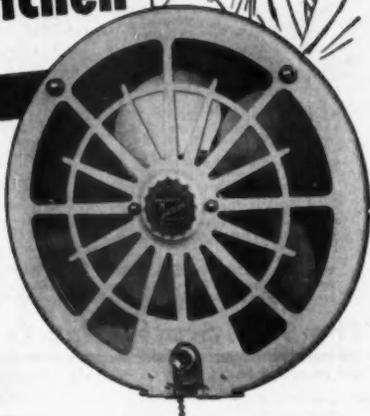
**ROOFING-SPEEDUP** on this 100-home project near North Bend, Ore., is achieved with Allis-Chalmers HD-5G Tractor-shovel. Special home-made fork designed by Bower-Edmonds Corp., Portland builders, enables tractor to hoist a half-load of 16-foot sheathings and a bucketful of asphalt shingles in one operation. Machine is also used to backfill basements, level yards and, with trench-hoe, dig sewer trenches

FEBRUARY 1951

# Close Your SALES in the Kitchen



## FAN-PLAN with EMERSON-ELECTRIC Kitchen Ventilators



You put "sales appeal" in your homes when you specify Emerson-Electric Kitchen Ventilators! You can say "cooler, cleaner kitchens" when you point out this looked-for feature in modern home planning. Economically priced, easily installed in any con-

struction, these dependable fans will give years of trouble-free service... and that means *satisfied* buyers, too. So close your sales in the kitchen—be sure to specify Emerson-Electric Kitchen Ventilators! For complete data, write for Bulletin No. 416.

THE EMERSON ELECTRIC MFG. CO., ST. LOUIS 21, MO.



#### Wall Model...

- Telescoping adjustable sleeve fits walls 3 1/4" to 1 3/4"
- Square outside frame, easy to brick or frame around.
- Special outer door seal gives weather protection.
- Induction motor, 10" blade moves 470 c.f.m.



#### Ceiling Model...

- Adjustable sleeve joint fits standard 3 1/4" x 10" duct
- Outside grille has angle baffles for weather protection
- Automatic shutter closes duct when fan is not operating
- Dependable Emerson-Electric motor equipped with special thrust bearings.

**SPECIFY EMERSON-ELECTRIC ATTIC FANS**



Build cool, summer comfort right into your homes by installing Emerson-Electric Attic Fans! Here is another sales-clincher...available in sizes from 30" to 48". Note: you'll save half on installation by installing during original construction.

**EMERSON**  
FANS • MOTORS



**ELECTRIC**  
APPLIANCES

# Help Beat Rising Costs with "TROUBLE SAVERS"

Men can do more work in less time because of the extra convenience, fast-handling features, safety and efficiency of "Trouble Saver" Scaffolding accessories.

## SCAFFOLD BRACKETS



- Erect and dismantle faster than you can build a make-shift wooden scaffold.
- Nail, studding and bolt-attached types—in 3' and 3½' lengths—rail carbon steel.
- Attachments available to convert any one type to any other type.

Used by thousands of builders. Write for literature giving information on all money-saving "Trouble Saver" Scaffolding Accessories.

## LADDER JACKS



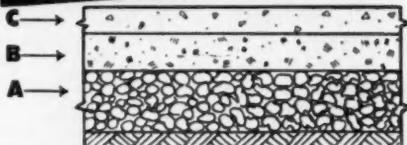
- ONE-MAN RUNG-TYPE Ladder Jacks (left) adjust to any pitch on either side of the ladder. Takes weight on three rungs.
- NEW RAIL-TYPE jacks (right) use side rails of ladder for extra safety.

Manufacturers of  
"Trouble Savers" © since 1912

## The Steel Scaffolding Co., Inc.

856 Humboldt Street, Dept. AB • Telephone EVergreen 3-5510 • Brooklyn 22, New York

## HOW TO KEEP ON-THE-GROUND CONCRETE FLOORS WARM AND DRY



No cold, damp, on-the-ground concrete floors when you use Zonolite Vermiculite aggregate in place of sand. For Zonolite makes a concrete that stops heat loss into the ground, prevents condensation. And Zonolite is light, economical, easy to handle.

On a level, well-drained base prepare a 5 or 6-inch fill of coarse stone or gravel, (A) tamped smooth and firm. On top of this, lay a moisture barrier of one or more saturated felts.

Pour 4 inches of Zonolite concrete and allow it to set. (B) Zonolite Aggregate replaces sand, in proportions of 1½ bags of Zonolite Aggregate to 1 bag of portland cement, providing up to 16 times the insulating value of ordinary concrete.

You can now pour your floor of ordinary concrete (C) and you'll have a job as permanent as the earth itself! A job that stops heat loss into the ground, eliminates condensation, saves fuel, provides comfort.

This is only one of many jobs where Zonolite concrete will save you money and time and give marvelous results. Why not write in for full information on Zonolite concrete. Here's information you ought to have handy. No obligation, of course.

## ZONOLITE COMPANY

135 S. La Salle Street • Chicago 3, Illinois

## Home Market Cut by Curbs, Prefabricator Expands General Contracting Work

A good example of how manufacturers are adapting their programs to meet changed conditions caused by the national emergency is offered by the Texas Housing Co., Dallas. The firm announced recently that restrictions on credit have so narrowed the market for its factory-built Town and Country Homes that it has decided to insure full use of the large plant and fabrication facilities, as well as the architectural and engineering staffs, by expanding operations to include the field of general contracting.

The company already had in its organization W. D. Twing, formerly vice president and western manager for J. A. Jones Construction Co., large-scale general contractors, and W. G. Reid, active in contracting for many years in Texas and other states. Winfield Morten, company president, said that the training and experience of these men are now being utilized in the preparation and submission of bids on large public housing projects and other construction jobs that can be handled by a general contractor.

Through previous work with the government, the firm was already established as a general contractor. This included the construction of White Rock Housing Community near Los Alamos, N.M.; fabrication and erection of 105 residences at White Sands Proving Grounds, N.M.; and supplying of 120 two- and three-bedroom housing units for the Air Forces at Fort Hood, Texas.

Since entering the new phase of activity, the company has submitted the lowest bid on three successive openings covering public housing projects in three Texas cities.

## HHFA Probes Utility Costs, City Site Preferences

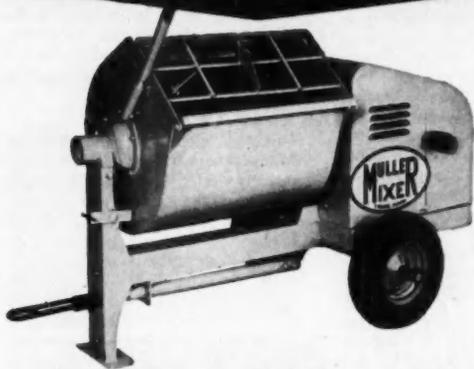
Methods of measuring housing demand in particular locations within any urban community, and for measuring and analyzing the relation of the cost of municipal services to the cost of housing are to be explored in studies under the Housing and Home Finance Agency research program, HHFA administrator Raymond M. Foley has announced. Georgia Institute of Technology will study the within-the-city demand for housing and Harvard University the cost of municipal services to residential developments.

Renew Your Subscription

AMERICAN BUILDER

Do YOU mix the way the Egyptians did?

Change to the **MULLER**  
—it's better, faster, and costs less!



You are losing money if you mix mortar and plaster with a hoe these days. The new Muller Three Cubic Foot Mixer, for a small investment, eliminates this old-fashioned, back-breaking, costly hand operation. Its perfectly mixed plaster makes better walls in less time. Its mortar has just the right consistency to please the most particular bricklayer and increase his production. Light and portable, the Muller is ideal for inside mixing and holds a full bag batch of most mixtures.

**PRICE: \$300** with electric motor and extension cord  
**\$320** with air-cooled engine—FOB Factory

Also available in 6 (2 models), 9 and 12 cubic foot sizes.

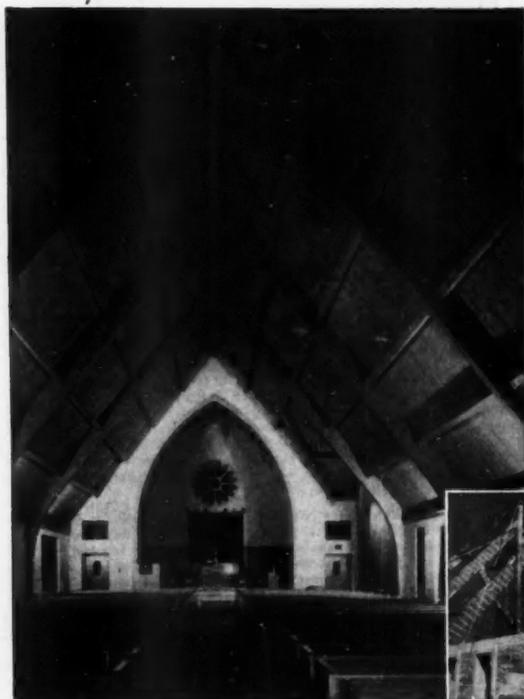
Start now to cut your costs and increase your profits. Write or wire for name of nearest Muller Distributor.

Manufacturers of tilting and non-tilting concrete mixers, concrete carts, mortar boxes.

**MULLER MACHINERY COMPANY, Inc.**

Metuchen 4, New Jersey

Cable Address: "Mulumix"



**UP** in Less Time  
at Lower Cost  
with **RILCO** Arches

●With Rilco pre-engineered arches, you can cut the cost of arch construction to the bone. Arches come to you ready for rapid erection. Wrapping protects smooth surfaces during shipment and construction. Hardware for engineered connections provides an adequate joint at the ridge, solid anchorage at the arch base.

Manufactured for each individual job from finish grades, kiln dried West Coast Douglas Fir in accordance with recommendations of U. S. Forest Products Laboratory, Madison, Wisconsin.

**RILCO** Laminated  
**PRODUCTS, INC.**

1667 FIRST NATIONAL BANK BUILDING • ST. PAUL 1, MINNESOTA



**JOB FACTS:**

**ZION LUTHERAN CHURCH**

Hopkins, Minnesota

39' 2" wide

118' 4" long

Arches: 34' 10 1/2" high,

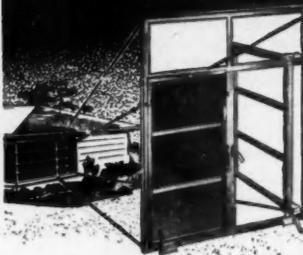
spaced 16' 6" O.C.

Contractor: Dean L. Wicher, Inc.

Minneapolis, Minn.

Architect: Long & Reugland

Save  
CONSTRUCTION  
TIME  
REDUCE  
BUILDING COSTS



... with MODULAR SIZED

## Ualco Lifetime ALUMINUM CASEMENTS

With the increasing popularity of masonry structure . . . particularly brick, brick veneer and cement block . . . MODULAR SIZED casements are a must . . . and Ualco windows are the ONLY modular sized aluminum casement windows available in the world, today!

These Ualco Lifetime Aluminum Casements are made to sizes based on the modular system of dimensional coordination of building products. This modulation conforms to the modular standards for masonry openings and cutting glass panes, thus, greatly saving construction time . . . reducing building costs . . . making you the most popular and demanded builder in your vicinity! Ualco Lifetime Aluminum screens and storm sash are available for all sizes and types of Ualco Lifetime Windows.

Take a few minutes of your time now . . . clip, fill in and mail coupon, today . . . get complete details. See our catalog in Sweet's Files.



Write for this  
FREE CATALOG  
Today!

UNION ALUMINUM COMPANY, Inc.  
Department A-75  
Sheffield, Alabama

Gentlemen: Without obligation, please send me your Ualco catalog. Please check 1 on an  
 Architect  Building Supply Dealer  Building Contractor.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

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

UNION ALUMINUM COMPANY, Inc.  
SHEFFIELD, ALABAMA

Ualco Lifetime Aluminum Casements are a Division of American Casement Windows

## INDUSTRY BRIEFS

**E. J. O'Leary** has been named general sales manager of the **Ruberoid Co.** with headquarters in the firm's main offices in New York City, it has been announced by Stanley Woodward, executive vice president. Associated with Ruberoid for the past 20 years, most recently as assistant to the executive vice president, O'Leary has occupied various responsible positions. Prior to joining the company he had been affiliated with Eternit Inc., St. Louis, producer of asbestos building materials, which in 1930 was acquired by Ruberoid.



**E. J. O'Leary** with Ruberoid for the past 20 years, most recently as assistant to the executive vice president, O'Leary has occupied various responsible positions. Prior to joining the company he had been affiliated with Eternit Inc., St. Louis, producer of asbestos building materials, which in 1930 was acquired by Ruberoid.

Twelve wholesaler salesmen participated in a December Wholesaler Salesman Seminar sponsored by the **Armstrong Cork Co. Building Materials Division** at Lancaster, Pa. It was the last of a series of four such meetings sponsored by the company in 1950. Discussions featured wholesalers' problems in relation to promotion, advertising and selling aids. Tours of the firm's home offices in

Lancaster and fiberboard plant in Macon, Ga., were included on the program.

A new 1,250 ton hydraulic extrusion press, capable of developing 2,500,000 pounds, was recently installed by **Trimedge, Inc.**, of Youngstown, Ohio. The press, to be used in the fabrication of aluminum decorative mouldings and other aluminum extruded products, is the third placed in operation by the firm.

Directors of **Black and Decker Manufacturing Co.**, Towson, Md., recently elected **Thomas I. Burbage** as corporation secretary to succeed **Harry G. Wheeler**, who died July 12. Burbage joined Black and Decker in 1930 and, prior to his new appointment, was assistant to the vice president in charge of manufacturing.

Appointment of **Edwin Reichert** as advertising manager of the **Richmond Radiator Co.**, affiliate of the **Reynolds Metal Co.**, has been announced by Cecil W. Farrar, vice president and general manager of sales. Before joining Richmond, Reichert was assistant advertising manager for the **Riegel Paper Corp.** and the **Riegel Textile Corp.**



helps you

### SELL & RENT FASTER!

The "Lifetime"  
SHAMPOO SPRAY

Every woman who sees a "Lifetime" Shampoo Spray permanently mounted on the wall of your model house or apartment, will want to live with its beauty and enjoy its convenience.

Home hair care, permanents, tinting, etc., have grown enormously recently, creating a demand (unsatisfied up to now!) for a good looking, easy to use, professional shampoo spray. The "Lifetime" is the perfect answer—gleaming, stainless steel hose, triple chromium plated brass spray head and holder hook (holds spray in "no-drip" position when not in use) . . . instantly available . . . nothing to screw on, take off, get out of order or wear out . . . performance proven by years of use by professional beauticians AND, the "Lifetime" is sold with a written five year guarantee! The "Lifetime" is wonderful for the whole family—even the pup!

Write today for complete details—The "Lifetime" Shampoo Spray will pay off handsomely for you! SPECIFICATIONS: Four foot hose (longer lengths available). Wall hook tapped out with 3/8" I.P.S. female inlet, hose screws directly to outlet. Water feed controlled via diverter valve on washbowl or bath tub fixtures, or separate controls for spray can be installed. Consumer list price \$13.50 (spray unit only). SPECIAL DISCOUNT TO BUILDERS!

Dealers:

Territories open—  
write for our  
liberal sales plan



121 EAST 2nd STREET, MINEOLA, L. I., N. Y.



## Beauty

**COSTS LESS  
LASTS LONGER  
WHEN YOU USE  
CABOT'S STAIN**



Architect Huxon Jackson,  
New York City

**cabot's**

Cabot's Stains give your houses attractive variety at minimum cost. They come in a wide range of colors from clear, brilliant hues to weathering browns and grays. Cost 1/2 as much as good paint—go on quickly and easily—provide lasting beauty and protection.

Cabot's Stains contain 60-90% of refined creosote oil—the best wood preservative known. They penetrate deeply—bring out all the natural beauty of grain and texture.

Write today for Cabot's Creosote Stain Color Card and complete information. Many Cabot colors are unique and available from no other source.

**Samuel Cabot, Inc.**  
231 Oliver Bldg., Boston 9, Mass.

## INDUSTRY BRIEFS

Appointment of **J. W. Purvis** of De-



troit as assistant sales manager and manager of dealer sales for **Youngstown Kitchens**, manufactured by the Mullins Manufacturing Co., has been announced by C. D. Alderman, Youngstown's general manager of merchandising. D. F. Sembach of Chicago succeeds Purvis as zone manager in the Chicago, Detroit, St. Louis area. Both Purvis, who will make his headquarters at the factory in Warren, Ohio, and Sembach have been with the company since 1940.

The board of directors of **M and M Woodworking Co.** has announced the election of **Thomas B. Malarkey** to the presidency of the corporation. Malarkey, formerly executive vice president, has served as chief executive of the plywood and door company since the retirement of former president Herbert Malarkey last April. The new president joined the firm in 1936 after a career in newspaper and press service work which began in 1922.

The heaviest publicity program in the history of **Morrison Steel Products, Inc.**, Buffalo, N. Y., will be carried out in 1951, it has been announced by Gene Brown, sales manager of the firm's Mor-Sun Furnace Division. Brown said the 1951 program intensifies consumer publication advertising started last year, and continues the heavy program in furnace, architectural and building trade magazines.

The **Porter-Cable Machine Co.**, Syracuse, N. Y., has completed purchase of Johnson Engineering and Sales Corp., Rockford, Ill., Porter-Cable president De Alton J. Ridings announced recently. He said the purpose of the move is to extend Porter-Cable's line of electric tools in order to provide a complete selection of portable woodworking machines. The Johnson corporation manufactures air-driven sanding machines and a line of Guild homecraft tools, floor sanding machines and industrial abrasive belt grinders.

**Correction:** **M. O. Harum** was recently promoted to vice president of Allied Building Credits, Inc. *American Builder* regrets an error in December Industry Briefs which reported the promotion as to assistant vice president.



**YOU'RE  
LEADING  
US  
ON A  
MERRY  
CHASE**

Yes, you're buying so much Paine Perforated Hanger Iron that right now we're having some trouble keeping up with your demands. Accurate perforations plus burr-free milled edges makes Paine Hanger Iron easy, safe to handle. Paine Perforated Hanger Iron comes black or galvanized, in five widths and gauges. You know how it quickly, surely and economically solves your fastening, or hanging problems . . . you know that it's worth waiting for. We'd just like to tell you we're doing our best to catch up with you.



THE BEST CRAFTSMEN ALWAYS TAKE PAINE'S

Offices in  
Principal Cities

**THE PAINE COMPANY**

2959 Carroll Ave., Chicago 12, Ill.

## 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

## Letters

(Continued from page 41)

the December, 1950, issue is to be commended very highly. It is of special interest to us due to the fact we are training in excess of 500 men to a journeyman's level in the carpentry field. We find that the information contained therein is invaluable to our students in their related carpentry courses. We are anxious to learn if it would be possible to get reprints of the article for classroom purposes. If so, would you quote the cost of 1,000 copies. The titles of the forthcoming installments indicate that these articles will be of the same caliber and will lend themselves equally well to our teaching program. We are interested in reprints of these articles also.

Ralph O'Berg,  
Educational Director,  
The Terrace School For Craftsmen,  
New Castle, Pa.

**EDITOR'S NOTE:** We have strongly considered combining the "Construction Lumber" features in book form as soon as the last installment has been published.

### How Plumbing Fixtures Are Manufactured

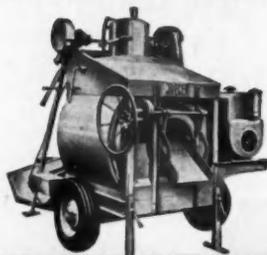
Before viterous china plumbing fixtures are finally installed by the builder, a fascinating story of production has been concluded, often involving materials and workmen from two countries, thousands of miles of ocean travel, and work with a 7,000-year-old building material.

Many times each year Norwegian steamers put in to the port of Sheboygan, Wisconsin, on Lake Michigan, and disgorge about 1,600 tons of clay into waiting trucks which hurry the material to reserve bins at the Kohler Company, four miles away.

Five thousand miles are covered on each voyage by the clay boats which load their cargo at Fowey, Cornwall, England, then cross the north Atlantic and enter the St. Lawrence river on their way to the Great Lakes waterways and Sheboygan. The white, fine-textured clay is blended with flint, feldspar and other minerals and cast into a wide variety of plumbing fixtures which are then fired and glazed at high temperatures in tunnel kilns.

The origin of clay as a building material was over 7,000 years ago. The ancient Babylonians made both sun-dried and kiln-dried bricks for building purposes. Egyptians, Chinese, Greeks and Romans also worked with clay, advanced and perfected its possibilities, and ultimately translated it to more artistic uses such as translucent porcelain.

## to cut the cost of your concrete work



### JAEGER BUILDS A BETTER MIXER

Improved mixing blade design, drum rollers on Timken bearings, advanced automotive transmission and drum gear protection—these are some of the features of Jaeger's latest SPEEDLINE mixers. Sizes 6S, 11S, 16S with famous Skip Shaker power loader; 3½S tilters and non-tilt types. Send for Catalog.



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## WHAT WILL CALCIUM CHLORIDE DO FOR GOOD CONCRETE?

### HERE ARE THE FACTS

Here's a brand new, 40-page semi-technical book which clearly presents the facts on the use of Calcium Chloride. Filled with graphs, tables and charts and developed through research conducted by nationally recognized authorities, the book contains much material not heretofore available. The information contained in this book is primarily of a factual nature, of interest to contractors, architects, engineers, plant operators and men in the allied fields. Write for your copy today—there is no obligation.



**SOLVAY**  
Calcium  
Chloride

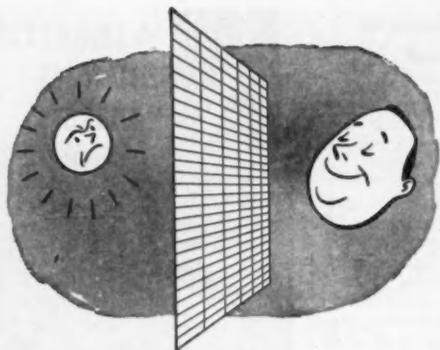
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AMERICAN BUILDER

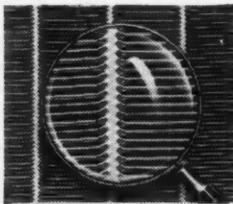


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New, revolutionary Kaiser Aluminum Shade Screening gives your homes selling features no other screening can match:

**Cuts room temperature as much as 15°.** Tiny, one-inch-wide louvers (shown at the right) are set at an angle against the sun.

**Made of tough, high grade aluminum.** Kaiser Aluminum Shade Screening can't rust or stain, never needs paint, stays handsome for years!



**Keeps out flying insects.** Proved by engineering tests.

**Gives daytime privacy.** People inside can see out — folks outside can't see in!

**Protects rugs, draperies, furnishings.** Direct rays of the sun can't get in to fade interiors.

**Low in cost.** And easily installed.



Low-cost Kaiser Aluminum Shade Screening comes in regular or tension frames from sash and screen manufacturers, and in 50-foot rolls from jobbers.

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FEBRUARY 1951



Sugar Pine... Monarch of the Pines... is a genuine white pine blessed with all the inherent qualities that have made white pine a preferred building material for generations.

Uniformity of color, soft even texture and straight grain make Sugar Pine unexcelled among woods for interior trim, cabinet work, paneling, sash, doors, siding, and pattern lumber. And like all lumber from Association mills, it is manufactured with care, thoroughly seasoned, and carefully graded.



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## Report First Results of NAHB Educational Program

First results in the National Association of Home Builders' educational program to build understanding for the home building industry and to correct misinformation about the industry have been reported by the association's educational committee. Plans for the program were launched at the 1950 NAHB convention in Chicago.

Thousands of home builders have contributed to the fund, the committee said; and professional public relations counsel, the Fred Eldean Organization, New York City, has been retained to guide the program at the national level and to assist local associations.

These are the five basic objectives listed by the committee:

1. To get public understanding of the industry and to create a climate of public opinion that will make it unwise and difficult for any group to damage or destroy the industry.

2. To establish the homebuilding industry as "a real industry," to give the industry a new standing in the local and national communities.

3. To get recognition for the industry on a par with that accorded the nation's other major industries, such as oil, steel communications, the automotive industry and others. To assure fair and equitable treatment for the home building industry in all industry-government actions and to help the industry get its fair share of the consumer dollar.

4. To help the individual home builder get credit for the social and economic contributions that he makes as a member of a great industry.

5. To help the industry anticipate and be prepared to meet, immediately and effectively, emergencies that may arise in the future.

As a step in the campaign a nationwide survey of public attitudes toward the industry and individual home builders has been completed and is being studied. The Eldean Organization has begun a series of personal conferences with editors of national magazines, major newspaper chains and supplements, and syndicated writers, in which the strategic importance of the home building industry is outlined with particular reference to the effects of current home mortgage credit restrictions.

Public relations field men are making the rounds of local and state associations, getting first hand data on industry problems and assisting association secretaries in local development of the program.

(Continued on page 198)

## ASBESTOS SIDING NAILS



Hassall threaded asbestos siding nails are the choice of contractors throughout the country. Made of bronze and steel with plated finish. Note threaded shank which guarantees maximum holding power. Made of #14 gauge wire (.082) in 1", 1 1/4", 1 1/2", 1 3/4" lengths. Advise quantities. Prompt shipment.

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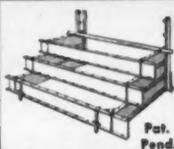
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**FIRE AND BOMB PROTECTION**

Furring strip attached but  
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HARDWARE

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- Mounts in standard door frame!
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- Provides vertical adjustment!

The most outstanding achievement in sliding doors today! Now anyone can easily and quickly install a sliding door. Mounts in standard door frame. Requires only 1" head room! Made for 3/4" and 1 1/2" doors... also for light cabinet doors.

**NEW STERLING GUIDE STRIPS**

Eliminate difficult and costly door grooving with new Sterling Guide Strips! Made for doors of all widths. Quick and easy to install.

Here is the quick, easy way to install by-passing doors. No special millwork... no notching or grooving... no troublesome hanging.

**ANOTHER ALL-TIME FAVORITE!... STERLING'S 800 LINE**



- No. 840 HANGER**  
For side mounting. Not adjustable.
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For top mounting. Not adjustable.
- No. 850 HANGER**  
For top mounting. Fully adjustable.
- No. 860 HANGER**  
Ideal for pocket doors.

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- For single sliding doors.
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**HANGER FOR CABINET DOORS**

STERLING has the most complete line of interior sliding door hardware on the market. Hangers for light cabinet doors, for all types of wardrobe, closet and pocket doors and heavy duty hangers for extra heavy doors. Latches, Flush Pulls, Edge Pulls and all other accessories. **WRITE TODAY FOR YOUR ILLUSTRATED CATALOG.**

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*of Charm and Beauty*

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STRAIGHT-LINE  
RECIPROCATING  
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## NAHB Educational

(Continued from page 198)

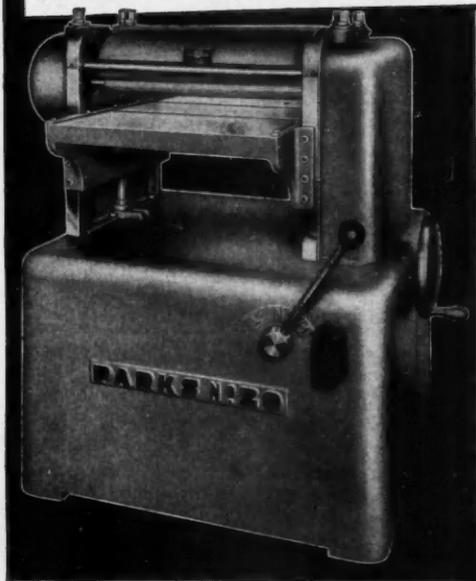
Editorial material calling attention to the industry's accomplishments in making it possible for virtually every wage-earner to own his own home has been followed, at the national level, by material highlighting the possible consequences of continued credit restrictions.

The new program, the educational committee pointed out, supplements but does not replace the existing public relations activities directed from the NAHB Washington office. On specific projects, the Washington office and the committee work closely together. In the main, however, the two offices complement one another, with the Washington group working on day-to-day public relations projects while the educational committee is concerned with long-range problems affecting the public understanding of the industry.

## Builders Ready for A-bomb

If an atom bomb should ever hit Chicago, construction men, including home builders, will move into the blast area within 45 minutes, according to present plans of Chicago civil defense groups. The construction men will constitute a "special equipment division" and will supervise immediate building repairs.

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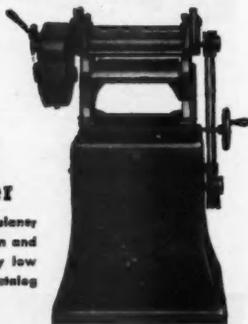


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### The PARKS Heavy-Duty 12" x 4" Planer

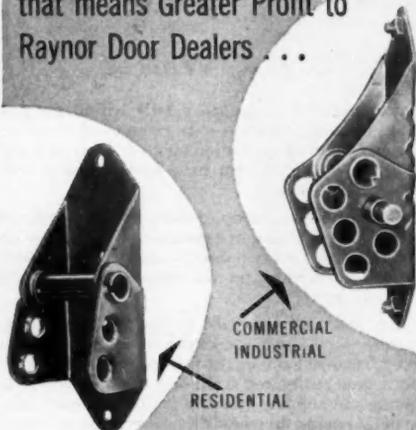
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**Graduated Hinge**

that means Greater Profit to  
Raynor Door Dealers . . .



Pictured above is the Patented Raynor Graduated Hinge. By inserting the track foller in the special hole for each section the Graduated Hinge, combined with a tapered track, produces Raynor Graduated Seal.

Graduated Seal is built into every Raynor door to lend extra sales appeal for the dealer and added satisfaction for the user. By eliminating the use of a complete set of special hinges in the construction of a perfect weather tite seal, Raynor offers the Graduated Seal on every door at no additional cost!



● Raynor wood sectional up and over doors are outstanding in performance, and moderate price.

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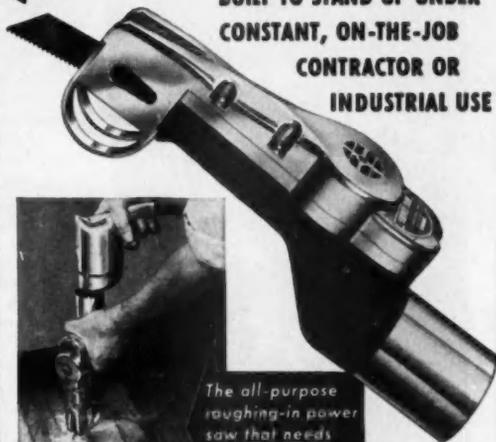


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**SUPER SAW**  
AIR COOLED  
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BUILT TO STAND UP UNDER  
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The all-purpose  
roughing-in power  
saw that needs  
no starting hole!

- NO STARTING HOLE NEEDED . . . Simply place guide next to material and "rock" tool into an upright position.
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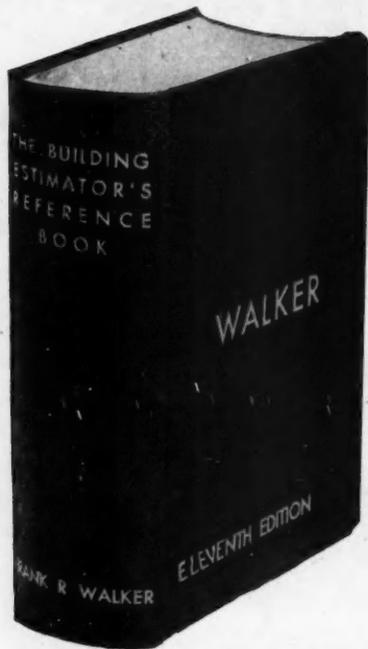
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New Eleventh Edition (1951)

# The Building Estimator's Reference Book

By Frank R. Walker



1790 pages, 1000 tables, 1000 illustrations, 28-page cross index, 4½ x 6½, flexible cover

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Production methods have changed greatly within the past few years. New building materials have come on the market. New tools have improved construction methods. Costs are way up on many items. These changes have made previous estimating data obsolete.

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Lupton Metal Casements are still the best window value—for ease of installation, high durability, low maintenance cost, outstanding design features.

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## MENDEL WALL CLOSETS!

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**M**engel Wood Wall Closets are complete "packaged" units, ready for quick installation. Their prefabricated design eliminates costly wood-stud closet construction—thus provides more storage for the same costs, or equal storage for less cost, than conventional closets!

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### New Plastic Roof Applied by Spraying

The R. M. Hollingshead Corp., Camden, N. J., has announced the adaptation for civilian use of its war-born plastic spray coating, Cocoon.

Through the principle of "continuous seal," the roofing method is said to provide a high degree of waterproofing. The process is particularly advantageous for the repair of old roofs; its light weight and the fact that it is applied by spraying make removal of the old roofing unnecessary.

Cocoon is a vinyl plastic film that was developed during the war by the Hollingshead firm in cooperation with the U. S. Government. In the postwar "Operation Mothballs" B-29 bombers, tanks and the electronic and radar equipment on battle ships were spray-coated with the material to preserve them from the destructive action of the elements and the corrosive action of salt air and industrial acid fumes.

By "continuous seal," an entire roof is sprayed from the top of one parapet to the top of another with one continuous coating. There are no seams, laps or joints.

Two top coats are added to the Cocoon in this new method of roofing. A coat of mastic containing gilsonite asphalt for durability and a coat of gilsonite vehicle with aluminum paste for insulation purposes round out the procedure.

The roofing is particularly suited to repair jobs on commercial buildings. In application over the old roof coating all that is usually needed is to sweep loose gravel off the old roof and spray on the new coating right over it.

Expansion and contraction with temperature changes is another characteristic of this roof coating. It is also said to provide a certain degree of insulation with the aluminum top-coat reducing both roof temperatures and interior temperatures. The continuous seal has proved an especially good insulation for specialized jobs like refrigeration plants.

Experience with the application of the roofing to date indicates that one man can cover about 500 square feet per hour with any of the coatings. Power spray guns are the only equipment necessary for application.

The first step is to spray on a prime coating known as Flex-Seal Clear. This seals the old roof in a thin wash coat which provides a good adhesive base for the next coat of Cocoon. The entire roof should be sprayed, including the insides and top of the parapet. Coverage should be about 250 to 300 square feet per gallon.

(Continued on page 204)

Now... It's even better!

# THE OLIVER-WARE Hydro-Trencher

## It's Smoother Operating...

No hesitation or "jerks" in the smooth application of hydraulic power. You get smoother, easier handling... more positive control with less operator fatigue.



it loads higher



it digs deeper

*..and it has a Sensational New "Forced Ejection" Bucket*



for Swing Loading



for Trenching

By simply reversing the bucket and dipper stick, you get a swing loader that loads out material faster than you'd believe possible. "Forced ejection" bucket is available as optional equipment. Standard trencher bucket and standard swing loader bucket are available at slightly lower cost. With standard loader bucket, loading height is 12 feet. Loading height with "forced ejection" bucket is 12½ feet.

The "forced ejection" bucket gives you quick, clean, complete discharge of even the stickiest materials! Bucket gate is hydraulically controlled and travels the complete length of the bucket to "force" out all material.

For complete information on this all-hydraulic, tractor-mounted trencher and swing loader, see your Oliver Industrial Distributor or mail the coupon.

Have you seen the Oliver color movie, "Task Force on Wheels"? Your Oliver Distributor will be happy to arrange a showing.



## THE OLIVER CORPORATION

Industrial Division: 19300 Euclid Avenue, Cleveland 17, Ohio

A complete line of Industrial Wheel and Crawler Tractors

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Confess: ( ) Send me the facts on the improved  
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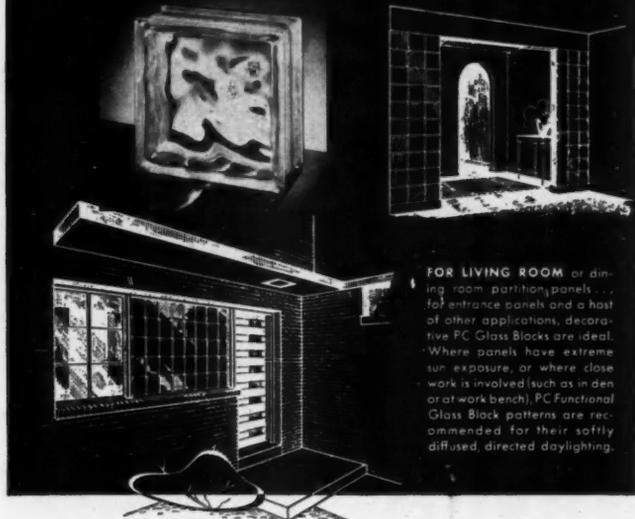
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with panels of time- and money-saving

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FOR LIVING ROOM or dining room partition panels... for entrance panels and a host of other applications, decorative PC Glass Blocks are ideal. Where panels have extreme sun exposure, or where close work is involved (such as in den or work bench), PC Functional Glass Block patterns are recommended for their softly diffused, directed daylighting.

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All you need to do a bang-up job are the PC Glass Blocks, mortar, asphalt emulsion, and regular bricklaying tools. Such things as wall ties, wall anchors, expansion strips are no longer needed.

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Make sure that you consider PC Glass Block panels in all your jobs. And for complete information, why not fill in and return the coupon below?

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Without obligation on my part, please send me your FREE folder, "Beauty Spots for your Home."

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# GLASS BLOCKS

*The mark of a modern building*

Distributed by Pittsburgh Plate Glass Company; by W. P. Follor & Co. on the Pacific Coast, and by Hobbs Glass Ltd. in Canada

## New Plastic Roof

(Continued from page 202)

The next coat is the Cocoon itself and like the prime coat it is applied with an ordinary pressure spray gun such as is manufactured by Binks or DeVilbiss. Coverage of this coat should be about 2½ or 3 gallons per 100 square feet. There should be 20 pounds of air pressure in the tank and 60 to 70 pounds on the gun. The best spray pattern is "fanlike" in order to give the material a greater dispersion and provide best adhering qualities. Where the roof has parapets, the coating is continued up the sides of the parapet, over the top and down the outside for about three or four inches in order to make a continuous seal through which no water can penetrate.

Mastic which contains gilsonite asphalt is the third coat. This material, being heavier, must be applied with a heavier type of spray gun than that used with the first two coats. A Binks spray gun with a one-quarter inch round nozzle and an Alemite pump put directly into the barrel will do the job. Coverage should be about six gallons per 100 square feet. Longest drying time will be for this third coat. Drying times for the first two coats are negligible since the material dries in a matter of seconds after being applied.

After the third coat has thoroughly dried, the final coat of gilsonite vehicle with aluminum paste is applied with the same pressure spray equipment that was used for Flex Seal Clear, the first coat, and Cocoon Coating, the second coat.

## Infiltration Test Passed By Wood Window Unit

The "Superior" window unit manufactured by Carr, Adams and Collier Co., Dubuque, Iowa, recently passed the infiltration tests prescribed under the new American Wood Window Institute specifications. It was one of the first wood windows tested under the program, conducted by the AWWI-approved Physical Laboratory Division of the Robert W. Hunt Co., Engineers, Chicago.

Tests were made by installing the Superior unit against an air chamber. A compressor was used to develop various air pressures in the chamber, with a meter measuring the amount of air that passed through the window. Various pressures were maintained equivalent to the "blow" of winds up to 50 miles per hour.

Renew Your Subscription



**BOSTITCH T5 TACKERS SAVE YOU TIME, MONEY AND WORK . . .** on cornerite, ceiling panels, insulation, metal-lathing, and other jobs. It's easy to see why. *Tacker positioned . . . trigger squeezed . . . staple driven home!* It's as quick and easy as that. One-hand operation. No marred edges . . . no bruised fingers . . . no fumbling for nails. Give Bostitch T5 Tackers a trial on your next job . . . and see how much you save.



**FUSSY JOBS MADE EASY!** Bostitch T5 Tacker drives staples up to 9/16" long, within 1/16" of edges or inside corners, on jobs that call for a free hand for stretching, positioning or holding the work. Works just as well in either hand.



**FAST, NEAT, SECURE!** That's why Bostitch T5 Tackers are now standard equipment for putting up ceiling panels. No other method is so speedy. Workers don't soil the surface, nor mar the edges. Staples hold fast. A test will convince you.

**LOOK INTO BOSTITCH.** Get more facts about these easy-to-load, easy-to-use Bostitch self-feeding stapling tackers and hammers. They can save work, time, and money for you. Fill in the coupon below.

**ATTACH THIS COUPON TO YOUR LETTERHEAD**

**BOSTITCH, 554 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 .....

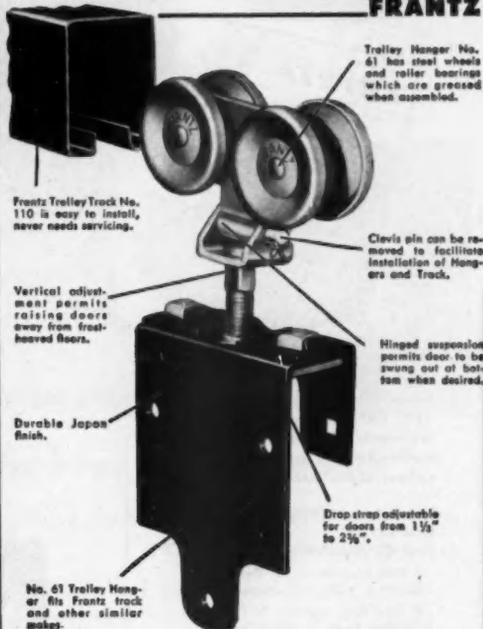
Address .....

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

**FOR EXTRA QUALITY**  
**TROLLEY TRACK**  
**and HANGERS by**  
**FRANTZ**



Trolley Hanger No. 61 has steel wheels and roller bearings which are greased when assembled.

Frantz Trolley Track No. 110 is easy to install, never needs servicing.

Clevis pin can be removed to facilitate installation of Hangers and Track.

Vertical adjustment permits raising doors away from fringed floors.

Hinged suspension permits door to be swung out at bottom when desired.

Durable Japan finish.

Drop strap adjustable for doors from 1 1/2" to 2 3/8"

No. 61 Trolley Hanger fits Frantz track and other similar makes.

● For weather protection and easy operation you can't beat the Frantz Trolley Track and Hanger combination. And you'll find, as in all Frantz Products, many points of superiority when you make comparisons with similar equipment of other brands. It's the "extras" Frantz offers that make selling easier and satisfaction greater. Write for full information and prices.

**AVAILABLE AS PACKAGED SET NO. 62**



For quick and easy handling Frantz packages 1 pair No. 61 Hangers and 3 No. 123 Track Brackets with two Track end caps and all necessary lag screws and bolts.



**FRANTZ MANUFACTURING CO., STERLING, ILLINOIS**

**NEW** comprehensive manual  
on **CRYSTAL** the original  
silicone masonry water repellent



Wurdack pioneered in the development of silicones as a masonry water repellent back in 1946. **CRYSTAL** backs its claims for superiority with on-the-job performance. In Wurdack's new, comprehensive manual you will find:

**Information about Silicones**

**What CRYSTAL is**

**What CRYSTAL Does ... including its**

- 5 Way Protection ... 1. Repelling water. 2. Preventing efflorescence. 3. Retarding staining. 4. Protecting masonry joints. 5. Safeguarding interior decorating.

**How CRYSTAL is Applied**

**Where CRYSTAL Can Be Applied**

**Where To Obtain CRYSTAL**

Some of these pages are filed in Sweets 1951 Architectural and Engineering Services Catalog



**WURDACK CHEMICAL CO.**  
4956 Fyler Ave., St. Louis 9, Mo.  
Please send me information about **CRYSTAL**.

Name \_\_\_\_\_  
Type of Business \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



**Start Advertising Drive for Wayne 'Dream Home'**

A 1951 national advertising and merchandising program with local participation by its wholesalers and dealers is being launched by the Wayne Home Equipment Co., Inc., Fort Wayne, Ind., according to an announcement by B. G. Duer, vice president in charge of sales. The



COVER of Wayne illustrative folder campaign centers on a 1951 Wayne "Dream Home" completed in September, 1950.

A folder, "Facts about the Wayne Dream House," illustrates the fin-

ished home with floor plans, elevations, dimensions and photographs. Drawings include layout and details on the water system, softener, water heater, winter heating and summer air cooling installation.

Engineering factors of water supply, water analysis and treatment and heating requirements are also included.

**Distributors Tour Insulux Plants**

Sixteen men, representing 13 middle west distributors of Insulux glass block, recently made a five-state, 1,236 mile plane tour of Insulux factories and laboratories of the American Structural Products Co., a subsidiary of Owens-Illinois Glass Co.

Prime purpose of the trip arranged by Vern L. Larson, Minneapolis branch sales manager for American Structural Products, was to give the distributors a firsthand view of Insulux manufacturing procedures and research techniques. Distributors paid their own transportation and hotel expenses while the manufacturer paid for local expenses.

Installations visited by the distributors were American Structural's Muncie, Ind., plant; and the company's Daylight Laboratory at the University of Michigan, Ann Arbor.



says William Schuster  
Wilrad Corp., Erie, Pa.

**International**

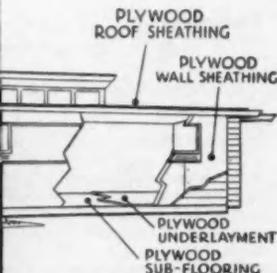
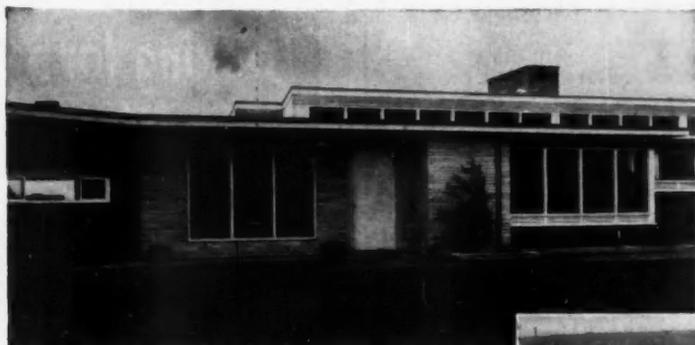
For basementless as well as basement type homes.

- The amazing new way of providing all the advantages of radiant heat PLUS greater heating uniformity without lag PLUS lower heating costs... PLUS circulation of filtered and conditioned air—at savings in cost of 30% and more.
- Takes less than 4 sq. ft. floor space... provides warmth at floors with Blanket of heat at outside walls.
- Tested and approved by National Warm Air Heating and Air Conditioning Association in conjunction with University of Illinois. Highly publicized by authoritative builder, architectural and heating trade papers and newspapers throughout the nation.

Send plans for free heating estimate.

**International OIL BURNER CO.**  
SAINT LOUIS  
3814 Park Ave. • St. Louis 10, Mo.

AMERICAN BUILDER



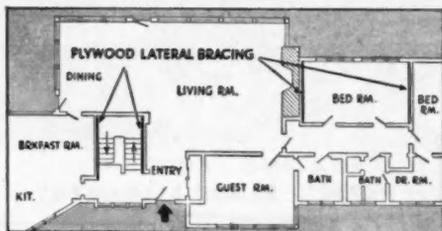
Right: Plywood forms in place preparatory to pouring porch deck which creates an overhang for terrace below. Big, versatile plywood panels were also used to form smooth surfaces for basement and foundation concrete—then re-used for sheathing and subflooring. Wall sheathing and subflooring is  $\frac{3}{8}$ " thickness. Roof sheathing is  $\frac{1}{2}$ ". Owner-designer is Charles T. Pearson of the architectural firm of Lea, Pearson and Richards, Tacoma.



## "Plywood Sheathing Specified For Extra Strength",

Says Architect-Owner

Charles T. Pearson, A. I. A.



Interior cross walls have PlyScord nailed to studs. This lateral bracing, acting with plywood roof and outer wall sheathing and subflooring, imparts necessary rigidity. These plywood structural panels also serve as superior backing for interior finish in this fine home.

SITUATED on a picturesque view-bluff overlooking Puget Sound—and subject to the same strong prevailing winds which blew down the first Tacoma Narrows Bridge—this striking modern home relies on the rigidity and strength of plywood sheathing throughout. Even interior cross-walls have a membrane of PlyScord, to give added lateral bracing.

"The unusually windy location made the specification of plywood doubly important," says Mr. Pearson. "The strength and rigidity of the material definitely contributes to better construction."

Plywood sheathing is stronger—proved in government tests to be more than twice as strong and rigid as diagonal sheathing. Plywood has other advantages, too. The big panels cover quickly, require less sawing, fitting and nailing, eliminate material waste. Contractors report savings of more than 25% in applying wall and roof sheathing . . . up to 50% in laying subflooring.



PLYSCORD® is the sheathing grade of interior-type Douglas fir plywood, banded with highly moisture-resistant (but NOT waterproof) glues which will withstand occasional wetting such as might be encountered during construction. An unsanded panel for wall and roof sheathing, subflooring, backing, bracing and one-use concrete forms.

®PLYSCORD is a registered grade-trademark identifying plywood inspected by Douglas Fir Plywood Association (DFPA).

Douglas Fir  
**Plywood**



AMERICA'S BUSIEST BUILDING MATERIAL

FEBRUARY 1951

For detailed information, see Sweet's File, Architectural, or write for 1951 Basic Plywood Catalog. Single copies free to architects, builders, dealers anywhere in the U.S. Douglas Fir Plywood Association, Tacoma 2, Wash. Field Offices: 848 Daily News Bldg., Chicago 6; 1232 Shoreham Bldg., Washington 5, D. C.; 500 Fifth Ave., New York City 18.



## Cortright . . .

(Continued from page 29)

If the government lives up to that assurance this Title of the bill will be used only for housing in reactivated military establishments and other areas where the need is purely temporary and private capital could not be expected to finance permanent housing.

One of the major differences between this and the former Lanham Act is that great emphasis will be placed on permanent housing, as contrasted with World War II when the major part of such housing was called "temporary" (most of which will be permanent for generations to come).

In addition to the new housing bill, the government has restricted and licensed commercial construction. It has drastically reduced the supply of copper, brass, steel, aluminum and many other metals necessary for the heating, plumbing and wiring of new homes. It has restricted the sale of housing by Regulation X and parallel FHA, VA controls on mortgage credit.

Thus, as it restricts by one method, it encourages and relaxes by another in those areas which are determined to be "defense areas," and it all adds up to an involved, difficult, artificial manipulation of a vast industry's functioning.

Looking back to 1950 we see our industry producing 1,350,000 new homes—2½ homes per minute—a record which probably will not be reached again until the communistic threat of aggression is ended.

In the meantime, home builders will demand the right to build to their maximum capacity within the limitations imposed by the nation's preparation for war.

The industry will accept all reasonable restrictions which may be necessary and will build the major part of the housing needed, whether for defense workers or for civilians. It will resist, however, with its full strength, brought about through organization, whatever unnecessary, impractical and unworkable controls are dreamed up by inexperienced, ivory tower experts.

This is a time for cooperative effort between builders, lenders, suppliers, manufacturers and all segments of this vast industry.

Looking for a  
*Building  
Product?*

LOOK IN YOUR  
**APRIL  
DIRECTORY  
ISSUE**  
OF AMERICAN BUILDER

YOU'LL FIND IT LISTED BY  
NAME--TRADE NAME--AND  
NAME OF MANUFACTURER



# MASONRY SAW

ADJUSTABLE SAFETY GUARD

MATERIAL CART MOUNTED  
ON "V" SHAPED BALL BEARINGS

JIG WELDED STEEL TABLE

SMOOTH OPERATING  
FOOT FEED

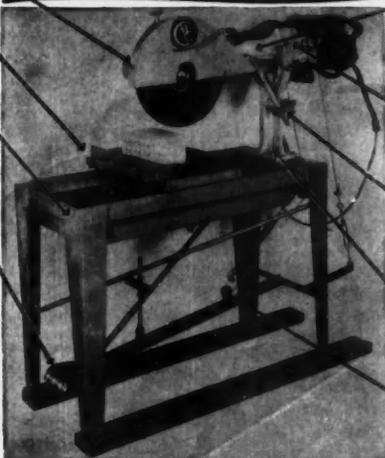
## Features

1. One-piece aluminum arm casting—precision machined for perfect blade alignment.
2. Independent pumping unit for coolant liquid circulation.
3. Barotte type valve eliminates clogging during wet cutting.
4. Double-sealed ball bearing mandril eliminates lubrication difficulties.

Construction Machinery Sales Co.  
Waterloo, Iowa

LOWER OPERATING COSTS . . .  
THROUGH PERFECT BLADE ALIGNMENT

CUTS WET or DRY



UNITIZED  
ARM  
CONSTRUCTION

INDEXED  
HEIGHT  
ADJUSTMENT

POSITIVE  
LOCK FIXES  
BLADE DEPTH

ADJUSTABLE  
BASE FOR  
PERFECT BLADE  
ALIGNMENT

SELF-  
COMPENSATED  
PRESSURE  
CONTROL



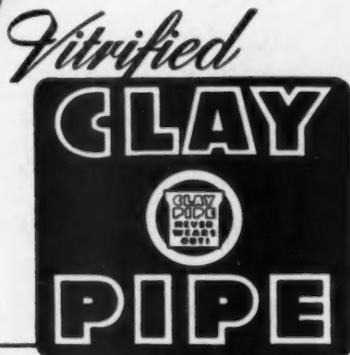
**MORE NEW SUBURBAN HOMES  
NEED MORE SEPTIC TANKS  
... they last forever!**

**NATIONAL CLAY PIPE MANUFACTURERS, INC.**

311 High Long Bldg., 5 East Long St., Columbus 15, O.  
100 North LaSalle St., Room 2100 Chicago 2, Ill.  
703 Ninth & Hill Bldg., Los Angeles 15, Calif.  
256 Connally Building, Atlanta 2, Georgia



Vitrified Clay Septic Tanks offer the suburban homebuilder maximum sewage disposal efficiency, and the *outstanding* advantage of *never* wearing out . . . they're completely resistant to corrosion or deterioration of any kind. Your professional reputation is *safe* when you install Clay septic systems — and you're safe on cost, as well. Clay products are low in initial price and easy to install. Check the table below and install Vitrified Clay Pipe disposal fields with all your septic tanks. Clay Pipe and Clay Septic Tanks are the perfect team . . . they never wear out!



**Write FOR MORE INFORMATION**

on private Sewage Disposal Systems. We'll send it with our compliments, along with many more suggestions on how Clay Pipe can help you serve customers better and increase your sales.

**CLAY PIPE DISPOSAL SYSTEM**

Persons using	7 or fewer	7 to 10	10 to 16
Sandy soil:	80 feet	100 feet	160 feet
Medium soil:	100 feet	140 feet	250 feet
Heavy clay:	210 feet	250 feet	650 feet

C-101-15

# Gate City *awning* WOOD WINDOWS

**AVAILABILITY!**

**WILL SET THE PROFIT PACE FOR 1951...**

**and here is the quality window with Plus performance to meet every need!**



## 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.

### 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

MEMBER OF THE PRODUCER'S COUNCIL, INC.

## Gate City

SASH and DOOR CO., Dept. AB-2  
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 \_\_\_\_\_

**MAIL  
COUPON  
NOW**

## 1950 Record Year for New Construction Spending; Physical Volume Below '27

Spending for new construction reached an all-time high in 1950, rising above \$27 billion, but the physical volume of new, privately-financed building fell somewhat short of the 1927 peak, according to a year-end statement by Clyde A. Fulton, president of the National Retail Lumber Dealers Association.

Fulton pointed out, however, that the quantity of materials handled in retail lumber and building material yards reached a record high during 1950, because of the "unprecedented volume of home building and repair and modernization work."

Calling attention to the \$100 billion of new construction since World War II, the lumber dealer leader said there has been little, if any, of the overbuilding which characterized the construction boom that followed the first World War.

"The 5,500,000 new homes built since 1945," he said, "were just enough to catch up with the demand, and the physical volume of industrial and commercial construction has remained below the peak level reached in the 1920's, even though the population has increased by one-third in the meantime."

"Inventories of materials in retail yards, which were greatly depleted at the height of the 1950 building season, are being rebuilt steadily in anticipation of a relatively large amount of building in the new year, although stocks of most materials containing strategic metals will remain relatively low as a result of the diversion of steel, copper and other materials to the defense production program.

"The trend toward increased efficiency and lower handling costs in the distribution of materials continued steadily during the year with greater use of mechanized and time-saving equipment, continued training of the 100,000 or more new men employed in retail yards since World War II, and development of better methods of inventory control."

### Land Sales a Casualty

Building site and acreage salesmen must be having a tough time these days. With the uncertainties caused by governmental controls, home builders are not buying land for 1951 development.

A recent survey made by the National Association of Home Builders of 2,330 builders in every section of the nation has revealed that 1,431 don't expect to purchase land in the near future; land sales are a casualty of controls.

# AT LAST!

## A Shingle that's really Different, Distinctive...and Better

When you sell Barrett EVER-FAST† Shingles, you've got something you can really get behind and push with complete confidence and enthusiasm. They're exclusive to Barrett! And everybody likes 'em. Home-owners because they're super-looking and give super-protection; roofers because they apply easily and quickly; dealers because they turn over fast and at good profit. What other shingle offers all these advantages?

1. Only 111 shingles per square, and only two nails per shingle. That means real application economy.
2. A deep head-lap of  $3\frac{1}{2}$ " and a side-lap of 6".
3. Locking tabs are a full  $3\frac{1}{2}$ " in depth, and are cut straight, for added strength. They really hold the shingles in place on the roof.

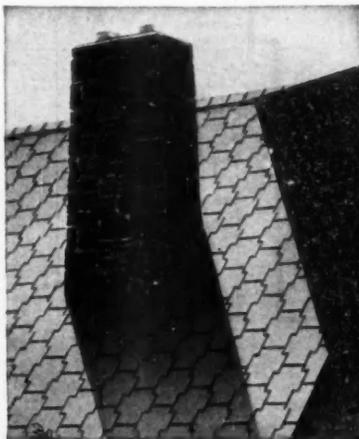
4. Cut-outs ( $2\frac{1}{16}$ " x 1") wide enough to provide adequate clearance for the sides of adjacent shingles to slide through and to allow for expansion and contraction on the roof.

5. Alignment slots to permit quick checking with the sides of overlapping shingles.

6. Attractive *balanced* design that gives *double coverage* over 100% of the roof and *triple coverage* over 50% of the roof.

7. A shingle that's backed by Barrett . . . "the greatest name in roofing."

Wherever you are—and especially if you're located in areas where wind storms are common (and who isn't?)—you'll want to get complete information about Barrett "EVER-FAST" Shingles. Phone, wire or write today!



### THE BARRETT DIVISION

ALLIED CHEMICAL & DYE CORPORATION

40 Rector Street, New York 6, N. Y.  
36th St. & Gray's Ferry Ave., Philadelphia 46, Pa.  
1327 Erie Street, Birmingham 8, Alabama  
205 W. Wacker Drive, Chicago 6, Ill.

#### SPECIFICATIONS

Size	20" x 20"	Blue Black	Greengrain
Head-lap	$3\frac{1}{2}$ "	Deep Green	Redgrain
Shingles per Square	111	Deep Red	Bluegrain
Bundles per Square	3		Slategrain
Approx. Weight per Square	235 lbs.		Browngrain
Underwriters' Label	Class "C"		

FEBRUARY 1951

†Reg. U. S. Pat. Off.  
‡Trade Mark of Allied Chemical & Dye Corporation

211

# Save Time and Boost Profits with Sink-Lok



## FASTER - EASIER - FOOLPROOF

Here's the sink frame that really clamps coverings into place to stay—seals out moisture—hugs the sink with a tight, permanent, fit. Coverings can't work loose or curl up!

Easier to install, too! Sink-Lok frames overlap edges of the covering a full quarter-inch. No close scribing, cutting or fitting of materials. No special tools needed. No mortising or rabbeting of the sink-well hole—just cut a straight-walled opening for the sink. The frame anchors in place from underneath the sink top—supports the sink itself in addition to sealing the joint between the covering and the sink. No bolts or screws through the counter top.

Sink-Lok Frames are available for flat-rim sinks of any size, with either round or square corners, for installation on wood or plywood sink-cabinet tops from 3/8" to 1" thick, covered with any material up to 1/8-inch thick. Also available for most vitreous china sinks.

Write for complete information.



No. A-725 Frame and Lug, for standard flat-rim sinks installed on 3/8" to 3/4" plywood tops covered with ma-

terial up to 1/8". Also available in Model No. B-725 for 3/4" to 1" plywood tops, and in Model No. C-726 for vitreous china sinks.

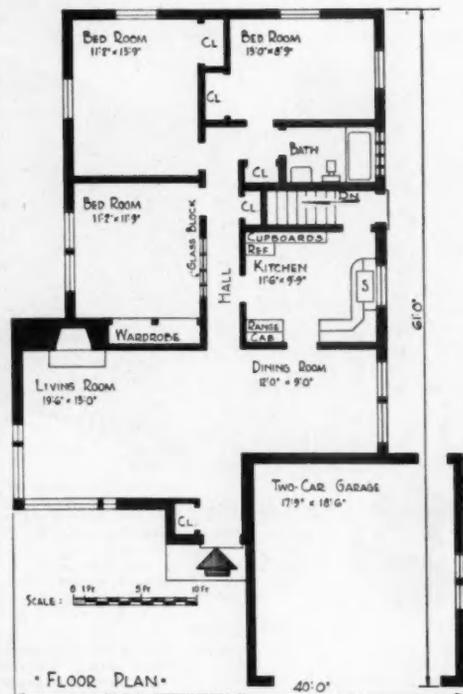
The **B & T** Metals Co.  
Columbus 16, Ohio



RANCH HOUSE on city lot provides maximum living facilities

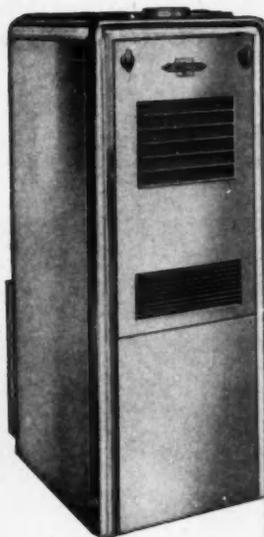
## Ranch House with Minimum Frontage

Peter Johnson and Son, builders, Park Ridge, Ill., who confine most of their building operations to scattered lots in established communities, often are confronted with the following question when preparing to build. "Can a ranch type house be successfully placed on a limited city lot where the adjoining houses are often two stories in height?" The house shown above is a good example of a design that has been successfully used in a number of such cases. The plan is arranged for a limited frontage with the greatest portion of the house extending back into the depth of the lot. This arrangement permits adequate clearance on both sides of house to lot line without crowding the adjoining houses.



FLOOR PLAN is arranged with bedrooms and kitchen in rear wing

AMERICAN BUILDER



# DELCO-HEAT Units

give home buyers the value, dependability and features they want

Check the specifications of these outstanding General Motors products!

**"GA" series Gas-fired Conditioners.** These forced warm air furnaces feature multi-section heat transfer systems, with electrically welded *Multi-Kad* radiators that completely enclose the flames of

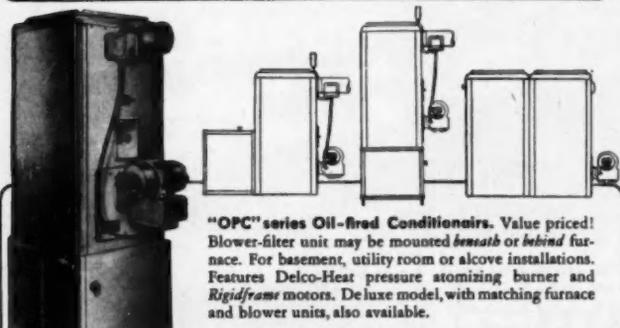
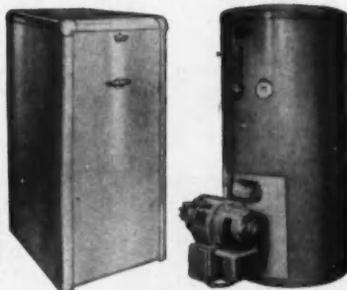
double ribbon-type burners . . . insuring the extraction of maximum heat from the fuel. Delco *Rigidframe* motors on blowers. AGA-approved for all gases and for high altitude installations.

Model (Available with either 12 or 16 gauge heat exchangers)	Dimensions			Blower		AGA-Approved Ratings Btu per Hour (in thousands)			
	Height Inches	Width Inches	Depth Inches	RPM	CFM Max.	Nat., Mfg., Mixed or LP-Air Gas		LP-Gas	
						Input	Output	Input	Output
GA 65	55	22	26	550	550	62.5	50	60	48
GA 90	55	22	26	650	800	90	72	90	72
GA 120	55	28½	26	660	1050	120	96	120	96
GA 150	55	35	26	620	1300	150	120	150	120
GA 210	55	48	26	600	1600	210	168	210	168

**"S" series Steel Oil-fired Boilers.** Here are the perfect units for radiant heating systems in small homes—and for conventional steam and hot water systems, too. Have famous Delco-Heat

pressure atomizing burner, powered by *Rigidframe* motor. Provide year-round hot water for household use. Available in both de luxe and round-jacket models. Also large capacity, cast iron boilers.

	Capacity		Oil Burner	Dimensions				
	Btu per Hour Output	E. D. R.		Net	Nozzle GPH	Height Inches	Width Inches	Depth Inches
			Round Jacket					
Steam Hot Water	95,200 95,200	396 635	300 480	1.0 1.0	Deluxe Cabinet	49	24	38½



**"OPC" series Oil-fired Conditioners.** Value priced! Blower-filter unit may be mounted *beneath* or *behind* furnace. For basement, utility room or alcove installations. Features Delco-Heat pressure atomizing burner and *Rigidframe* motors. De luxe model, with matching furnace and blower units, also available.

Capacity Btu per Hour Output* (Plenum)	Firing Rate GPH	Blower				Filter Size Inches
		RPM	CFM Max.	Motor		
				HP	Watts†	
75,000	¾	400-700	800	¼	385	20 x 25 x 1

\*On basement installations add 15% duct loss to net heat loss—compensate for unusual conditions.  
†Maximum watts allowable on motor.

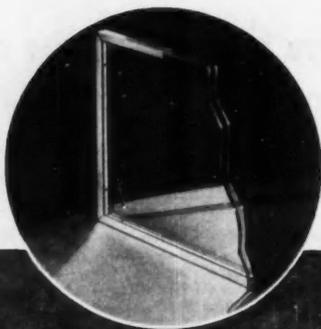
New homes sell better when they're equipped with Delco-Heat!

Delco-Heat manufactures a complete line of automatic home heating products—for all fuels, all heating systems, and all sizes of homes. And our engineering and sales departments will be glad to serve you in any way possible. Also manufacturers of electric water systems for domestic water supply. For information about Delco-Heat products, write to Delco Appliance Division, Dept. AB-21, General Motors Corporation, Rochester 1, New York.



To give your jobs extra value that's "see-able" . . .

**TWINDOW** is made up of two or more panes of Pittsburgh Plate Glass. A layer of air is trapped between these panes, hermetically sealed to keep out dirt and moisture. The entire assembly is enclosed in a stainless steel frame. This protects the seal and glass edges, makes handling safer and easier, saves time on the job.



# Pittsburgh



**YOU CAN GIVE ANY HOME** a lot of "buy-appeal" when you install Twindow, Pittsburgh's window with built-in insulation. For you give homeowners or prospective buyers all the advantages of large windows, without sacrificing heating and air-conditioning economy. And a Twindow unit is as easy to install as a single pane of glass. Architects: Stanhope B. Ficke & Grieshaber & Neilan, New London, Conn.

# Glass can help you!



**WANT TO GIVE** your homes that "extra-value" look? Then install several full-length door mirrors — bedrooms and entrance halls are logical places. Homeowners want them and the slight additional cost entailed will make your selling job easier, help to sell your homes faster.

**PITTSBURGH PRODUCTS**, including Polished Plate Glass, Pittsburgh Doorway, and Pitco De Luxe and Premier Metal, are effectively combined in this store front of a men's wear shop. The result is an attractive, sales-inviting front, featuring a high degree of open vision. Pittsburgh Plate Glass Company can supply you with a complete line of products for store modernization. You will be wise to use Pittsburgh Products in all your store remodeling work. They're recognized by merchants everywhere as high quality, dependable materials. Architects: The Thayer Co., New Castle, Pa.



**WHEN YOU USE CARRARA GLASS**, the outstanding value you offer your clients is immediately underscored. Carrara Glass lasts indefinitely. It will not fade, stain, or change color with age. It won't absorb odors or moisture. It's impervious to grease, water, acids, pencil marks. And a damp cloth is all that's needed to keep it clean and sparkling. Ten attractive Carrara colors are available to satisfy any decorative scheme.



## Build it better with **Pittsburgh Glass**



See the complete listing and descriptions of Pittsburgh Plate Glass Company products in Sweet's Catalog Files.

**PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS**

**PITTSBURGH PLATE GLASS COMPANY**

# "Bilt-Well Nu-Style Cabinets Add Beauty and Convenience to Mercury Homes"

—Says Mr. Walter Steves

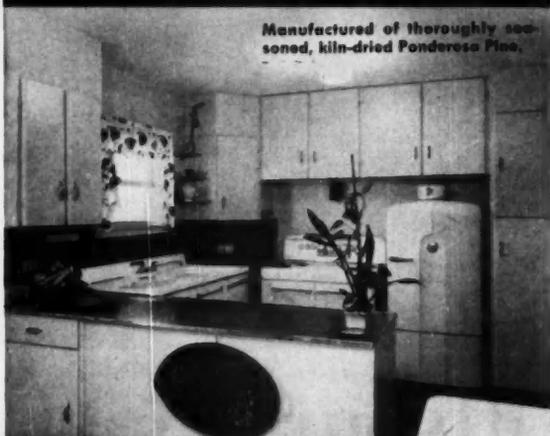
President, MERCURY BUILDING CO.

San Antonio, Texas



Today, essential storage space is uppermost in every Prospective Homeowner's mind. Add to this a desire for the beauty, convenience and utility of these cabinets and your possibilities for increased profits are twofold. Then, add the economy of assembling, installing and painting cabinets at the job and you will achieve the utmost value obtainable.

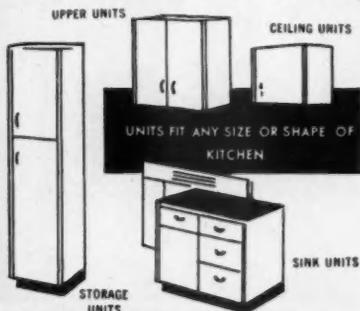
Yes, . . . Bilt-Well K.D. packaged cabinets are "today's big value" . . . designed in accordance with the Builder's proven skill and craftsmanship. If you are not using Bilt-Well Nu-Style Cabinets as an added sales feature in your homes, you're missing a good bet!



Manufactured of thoroughly seasoned, kiln-dried Ponderosa Pine.

For over 84 years leading Builders have installed Bilt-Well Woodwork

**THE BILT-WELL LINE:** Mantels & Telephone Cabinets • Multiple-Use & Linen Cabinets • Stair Parts • Nu-Style Cabinets • Superior Unit Wood Windows • Exterior & Interior Doors • Entrances • Shutters • Closet Casements • Carr-dor Garage Doors • Basement Unit Windows • Louvers & Gable Sash • Breakfast Nooks • Combination Doors • Screens & Storm Sash • Corner (China) Cabinets • Gli-dor Cabinets • Ironing Board Cabinets.



All parts are completely machined, profitted and assembled, as far as practical, for carton packaging. All hardware, with exception of nails, is included.



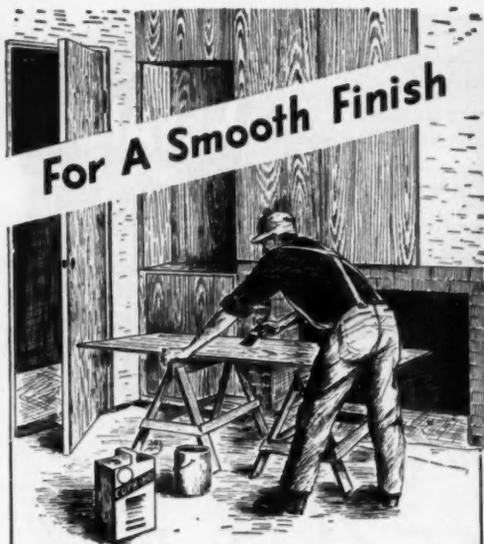
Dust-proof, corrugated cartons protect cabinet units in shipping and handling. Simple illustrated instructions in the carton guide in assembling.

Manufactured by  
**CARR, ADAMS, COLLIER CO.**

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WOOD WORK**

AMERICAN BUILDER



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# CUPRINOL<sup>®</sup>

You know how wood absorbs moisture even under paint, varnish or stain, and in plywood it is this moisture absorption that causes grain raising and separation checks to spoil the smooth finish that a good job demands.

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Treat plywood with "Clear Cuprinol" to protect against this moisture absorption, for Cuprinol is a water repellent wood preservative. After a coat of Cuprinol, grain raising and separation checks will be minimized, and prominent grain patterns subdued, so that paint will lie evenly and smooth and the natural beauty of the wood be retained under varnish or stain.

Cuprinol is easily applied on-the-job by brush, spray or dip and is completely harmless to the skin when handling. It also reduces the warping and swelling of any lumber and protects against rot and insect attack. It is widely sold through lumber yards and building supply dealers.

See Sweet's File for Builders 2b/CU or write for information on types of Cuprinol for specific use.

**CUPRINOL Division, Darworth Incorporated**  
56 Maple Street                      Simsbury, Conn.



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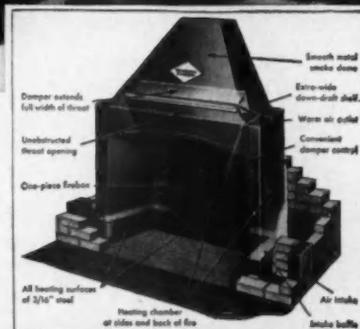
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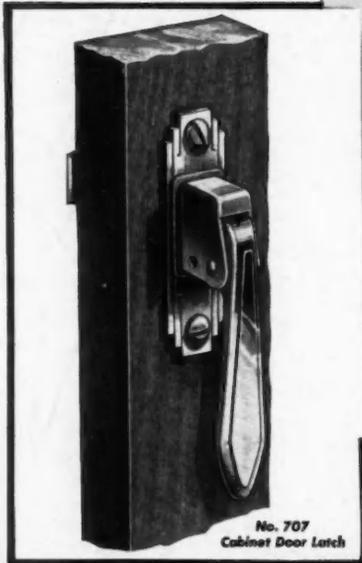
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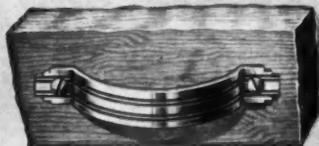
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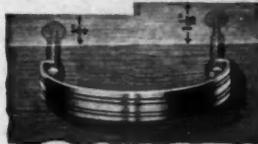
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