The Kitchen and
National Home Week
INSULITE® Leadership in Milwaukee...

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

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

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

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

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

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

Stanley Orlikowski
Quality Builders
Milwaukee, Wis.

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

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

L. H. Braatz
L. H. Braatz & Son
Milwaukee, Wis.

May we show you how Bildrite will give you better performance at a lower applied cost on your next job? Just drop us a card.

INSULITE DIVISION
MINNESOTA AND ONTARIO PAPER COMPANY

MINNEAPOLIS 2, MINNESOTA
You Save on Buying, Installing, Maintaining
...with these Door • Frame • Hardware Units!

Save on buying—Fenestra’s great manufacturing facilities, engineered for volume production and elimination of waste of materials and man-hours, can turn out more high-quality door units ... in less time ... at lower cost.

Save on installing—Fenestra® Hollow Metal Doors come complete with strong steel frames and shining hardware. Installer just bolts the frame together, attaches it to floor and anchors it to wall, screws on template locks and hinges, hangs the door. No cutting or fitting or mortising or putting or prime-painting. Saves on-the-site time, labor and money!

Save on maintaining—Fenestra Hollow Metal Doors won’t sag, warp, swell, shrink or splinter. They can take a beating and come up smiling. An occasional coat of paint makes them look like new. They’re insulated, too, for quiet performance.

These Fenestra Standardized Hollow Metal Doors are in local stocks. Compare the performance, the quality, the complete cost with any door on the market. They’re another Fenestra Building Product engineered to cut the waste out of building.

Doors with Underwriters’ B Label are also available. Just call the Fenestra Representative (he’s listed under “Fenestra Building Company” in your Yellow Phone Book). Or write Detroit Steel Products Company, Dept. AB-7, 2260 East Grand Boulevard, Detroit 11, Michigan.
No other hinge has all 3!

1. **Non-Rising Pin**

2. **Hole in the Lower Tip**
   (For easy removal)

3. **Rounded Corners**

**Stanley RD Round Corner Butt Hinge**

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

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

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

*The hole in the lower tip (patent applied for) makes it easy to remove the pin as tapping a nail. Any builder can see that's going to save time and labor, and preserve finish on hinge and woodwork.*

*Round Corner Hinges can be applied faster. An electric router plus a hinge guide cuts mortises unbelievably fast and to a perfect fit every time, eliminates all hand fitting.*

No other hinge has all three of these money-saving features. Use Stanley RD Butt Hinges on every building job... increase your profits and client satisfaction. Available with prime coat or plated, with or without ball bearings.
Now we never have any messy dishes setting in the kitchen any more. We just put them in the General Electric Dishwasher and forget them! They come out so very clean, too! It's so nice to stack the dishes in it late at night, too, and go right to bed soon after company leaves!

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

Oh, the girls want to show you all the milk we keep in our General Electric Refrigerator. We certainly need lots of refrigerator space—and do we have it! Why, I have enough space to keep a whole week's supply of fresh and frozen foods!
All this in my new home for only $5.80 a month!

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

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

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

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

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

You can put your confidence in—

GENERAL ELECTRIC

JULY 1951
Ranch Plank Floors have sold many a home. Prospective buyers can see at a glance that these stylish, distinctive floors will make room furnishing more effective and less expensive. More effective because the random oak strips and inlaid walnut pegs add style and charm to any decorative plan, whether modern or traditional. Less expensive because most home owners use only scatter rugs with Ranch Plank Floors . . . no one wants to hide their beauty with large rugs or carpets.

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

For color booklet and data, write E. L. BRUCE CO., MEMPHIS 1, TENN.
Uncle Sam and the French Nobleman

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

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

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

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

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

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

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

In spite of its particular features, the French situation is typical of the global problems confronting us. Our governmental philosophy has a simple solution: spend more on foreign aid, on foreign armaments, on programs to develop backward and forward countries, to raise living standards on five continents, etc. Whatever else we accomplish—such as war in Korea, turmoil in Malaya, Burma, Indonesia and Iran, etc.—one thing is certain: that the attempt to bolster superficially the Western World means to foster more inflation in our own economy. By indirection, it forces American industrial expansion without regard to costs and future markets. The momentum thus created cannot fail to engulf all fields of domestic construction, housing in particular. Where this recurrence, in rapid succession, of housing booms leads to in the long pull—that is another question.
Johns-Manville Flexboard Transitop is STRONGER...

Both surfaces are tough, fireproof asbestos Flexboard

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

Impregnated core combines strength with high insulating value

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

Easy to work or apply

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

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

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

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"Business opportunities appear brighter now that 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
GOOD BRICKWORK = GOOD DESIGN + GOOD WORKMANSHIP + GOOD MATERIALS

"SLUSHING" INVITES LEAKAGE IN BRICKWORK

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

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

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

BRIXMENT

Brixment mortar has greater plasticity, higher water-retaining capacity and bonding quality, greater resistance to freezing and thawing, and freedom from efflorescence. Because of this combination of advantages, Brixment is the leading masonry cement on the market.
If you’re planning to use ONE-PIPE STEAM to cut installation and maintenance costs...

Team Up With MODINE QUIET-SEALS

*What is a QUIET-SEAL?*

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

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

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

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

With Quiet-Seals, a 1-pipe steam system can be brought up to temperature much more rapidly than with ordinary radiators. Temperature requirements in all parts of a building are quickly satisfied. Consequently—unbalanced performance, caused by excessively long heating-up periods, is avoided...and the difficulty of providing satisfactory temperature control is eliminated.

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

The Whitest White
is Universal-Rundle

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

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

We'll Tell the World! To show off the dazzling beauty of the world's whitest white, Universal-Rundle's big, colorful advertising in THE SATURDAY EVENING POST and BETTER HOMES & GARDENS features decorator-designed bathrooms by Ving Smith, famous New York designer and decorator. (Other advertisements will spotlight U/R's famous colorware.)

Catalog celebrates 30 years of Quality! New U/R Catalog shows the complete line of bathroom and kitchen fixtures. Gives plans, drawings, roughing-in specifications, and a world of help for everyone who sells, installs, recommends or specifies fixtures. Write today on your letterhead. (You can also see the new Universal-Rundle catalog in Sweet's Builders File.)

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

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

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

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


Universal  Rundle

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

JULY 1951
MEMBERS of the American Builder staff have been studying the effects of restrictive orders in various sections of the country for the past several months. It has been found that, generally speaking, Regulation X has had little effect so far. This may be due to the many commitments made prior to the effective date of Regulation X. On the other hand, the down-payment terms under that regulation are not much in excess of the terms normally required by building and loan associations, and consequently have not proved to be too stringent in many areas and to many builders. Builders who will suffer the most under the full impact of Regulation X will be the mass producers of relatively low-cost housing, who have required little or nothing in the way of down-payments under FHA-VA regulations in the past.

Money Short—Materials Available

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

Rush to Beat Regulation X Creates Vacuum in Money Supply

The current money situation is a result principally of several factors: In the first place, the volume of money poured into mortgages by various lending institutions in 1950 was the greatest in history. When it became known that Regulation X was to become effective, a tremendous volume of new mortgage commitments was made in a very short time. The digestion and disbursement of this huge sum of mortgage money in several months left somewhat of a vacuum in the money supply. Without other factors, however, it would not have constituted a serious threat to continuation of our rapid home building pace in 1950 and early 1951.

A second factor that has entered into the present situation has been the agreement between the Treasury Department and the Federal Reserve Board whereby the latter discontinued supporting the prices of certain negotiable government bonds. The Treasury submitted to large holders of negotiable 2 1/2 per cent bonds a new issue of $19,000,000,000 of non-marketable bonds at a rate of 2 1/4 per cent interest. Subsequently the negotiable government issues have softened in price with the result that large institutional lenders holding such bonds may not liquidate them for funds to put into the mortgage market without sustaining a loss of principal. This development has succeeded, at least temporarily, in drying up the secondary market on low interest, low down-payment and rental property mortgages.

Recession of Secondary Market Temporary

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

Because all commitments must be paid when due, it is the consensus of mortgage men that the current situation will change by September. In the interim, current commitments on home mortgages will have been largely digested by savings banks, insurance companies and others. Meantime, there is a certainty that funds will again accumulate for investment in home mortgages and real estate. This has always been considered a prime outlet for investing insurance, savings and trust funds, and so far nothing has happened to change that point of view. However, current income to become available will not be sufficient to equal the support and investment in FHA-VA mortgages. Therefore, the 1,400,000-unit record, VA and FHA Mortgages Not Attractive to Investors

It is also a fact that the lower down-payment, long maturity VA and FHA mortgages with their current low interest rates quite likely will not be attractive to investors in the immediate future. In discussing this subject in a paper presented before a group of builders and mortgage firm executives recently, Henry H. Edmonston, vice president of the Kansas City Life Insurance Company, said: "GI loans are already a drag on the market and FHA loans may soon become so unless the rate is raised from the present 4 1/4 per cent. There is a general lack of understanding as to the net return to insurance companies from FHA and GI loans. If the gross rate to the borrower is 4 1/4 per cent, generally speaking the insurance company pays the local servicing agent who makes collections and handles the accounting and escrow funds for taxes and insurance 3/8 of 1 per cent per annum. This brings the rate down to 3 1/4 per cent. In the recent past, premiums on FHA loans have been usually 1 per cent which means that the net return is about 3 1/2. After home office costs are taken into account, the return is reduced to about 3.3 without any allowance for losses that might develop in the event of foreclosure at some time in the future. On GI loans, the net return would be even lower. At the present time, investment grade corporate bonds can be purchased at somewhat more attractive interest rates that the 2 1/2 per cent rate on FHA debentures, which would be..."
Look Up, Mr. Contractor!

DOESN'T YOUR HOME HAVE CRACKED CEILINGS TOO?

Look at the ceilings right in your own home! Chances are, you'll see ugly, crawling cracks, loose unsafe plaster — ceilings ready to fall! Don't be surprised, because two out of every three homes have cracked ceilings.

Re-cover yours now with Upson Kuver-Krak Panels. Prove to yourself that it's the best way. No muss, fuss, confusion or irritating delays. No seeping, floating, white dust to cause an extra housecleaning. See the beauty of the finished job. Remember that here is a ceiling which never will crack — assuring you a lifetime of satisfaction.

Discover the facts — right in your own home. Then, you'll want to go out and sell scores of jobs. Let us have an Upson Representative call and show you how it's done. Mail the coupon.

Upson Ceilings harmonize perfectly with all schemes of decoration. Hundreds of thousands now in use.

THE UPSON COMPANY 617 Upson Point, Lockport, New York

Send me instruction sheets for applying Upson Kuver-Krak Panels.
Have your Representative call to give me more information on Kuver-Krak Panels for my home.

NAME _____________________________
NAME OF FIRM _______________________
STREET ADDRESS _____________________
CITY __________________________ STATE ____________________
I WANT SPEED LOAD  NU-GLAZE, PLEASE

Mack says...

BUILDERS

Nu-Glaze GLAZING COMPOUND
ALWAYS "STAYS PUT!"

Applied Like Putty, But Is Not A Putty!
Not Oily — Clean to Handle!
Needs No Working Up!
Does Not Dry Out, Harden, Crack or Peel!
Perfect for All Glazing, Filling Cracks,
Boat Work of All Kinds!

DOES THE JOB BETTER
Sets to a rubber-like consistency

Nu-Glaze is so easy to use that every job can be
done expertly, whether by a professional or the
average home-owner. It's time-tested and recom-
manded by scores of builders and sash and door
houses. Nationally advertised, nationally known
and nationally used. Sells fast and repeats. Pack-
aged in attractive cans—½ pint, pint, quart, 5 lbs.
Also available in drums from 50 lbs. to 880 lbs.

USE Nu-Glaze
INSTEAD OF PUTTY!

Nationally Advertised

Strong-selling ads in the leading magazines
tell millions of readers to buy our quality
products from you. Keep well supplied!

ORDER NOW—Your order will be shipped same day
these 2 M-D favorites
are FIRST CHOICE with
and HOME-OWNERS alike!

**Nu-Calk** SPEED LOAD

THE MOST EFFICIENT, MOST PRACTICAL CALKING LOAD ON THE MARKET!

- The World's Best Calking Compound!
- Always has a Smooth, Even Flow and Easy Trigger Action!
- Non-Staining — Always Remains Pliable!
- Forms a Perfect Bond with Any Surface!

No house or building is weather-tight until it is calked! Builders know it, and homeowners, too! That's why more and more people use Nu-Calk SPEED LOAD! It's so easy to use, it makes calking a snap. Just slip a handy Speed Load into the Speed Loader gun and you're ready!

**CG-4 SPEED LOADER**

Here's the other half of this unbeatable combination. CG-4 Speed Loader Calking Gun is light, sturdy, fool-proof. First pressure on trigger automatically breaks seal on load.

**STANDARD CG-3 GUN AVAILABLE, TOO!**

Still favored by many experienced calking applicators. Has easy trigger action and powerful piston action. May be used with either Nu-Calk SPEED LOADS or bulk calking.

And don't forget

**Nu-Calk Calking Compound**

IN CANS!

1/2 pint cans to 55 gal. drums

PACKED 10 LOADS TO CARTON

Each carton contains 10 loads (approx. one gallon) — 4 cartons per shipping case. Freight allowed on 8 cartons or more.

**MACKLANBURG-DUNCAN CO.**

OKLAHOMA CITY 1, OKLAHOMA
"I buy SKIL saws because they are easier to handle,"

says MR. WILLIS J. CROAN,
W. J. CROAN AND SONS, BUILDERS
Indianapolis, Indiana

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

SKIL Saws are used exclusively by W. J. Croan and Sons to maintain the schedule of a house every two days... built at a 25% savings in labor costs. Model 77 is their choice. It's the minimum size model for general construction work... light weight enough for easy portability... easy to handle... power-packed to make the toughest cuts.

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

One-hand operation. "One hand on the saw, one hand on the work, and your eye on the blade makes accurate sawing easy with a SKIL Saw," says William Skaggs. That plan of action is demonstrated as he cuts a stair stringer with SKIL Saw Model 77.

Call your SKIL Distributor for an on-the-job demonstration of money-saving SKIL Saws

SKIL Saw
Model 77
7½" saw. Base adjustments: 0" to 2½" vertical depth of cut; 0° to 45° bevel adjustment; 1½" depth of cut at 45°. Free speed of blade: 3200 r.p.m. Overall length: 17½"; weight: 15¾ pounds.

SKIL PORTABLE TOOLS
SKIL Belt Sander, SKIL Driver, SKIL Disc Sander, SKIL Drill

SKIL Products are made exclusively by Skilsaw, Inc. 5033 Elston Avenue, Chicago 30, Ill.

Skilsaw Factory Branches in principal cities.
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NO PRESS OR MACHINERY NEEDED

Beautiful, lustrous Micarta counters in kitchens, dinettes and bathrooms help sell houses. Women are thrilled to learn about this magnificent Westinghouse material which resists scratching and denting, is stainproof and can be cleaned by the swish of a rag.

NOW YOUR CARPENTERS CAN HANDLE MICARTA JUST AS THEY DO ALL OTHER WORK — using the pre-bonded-Micarta-to-Weldwood-plywood panels.

Worked by ordinary tools

These panels can be sawed, planed, drilled and trimmed by ordinary tools.

Four sizes—for all needs

The panels are made in 4 sizes . . . 24" x 96" . . . 48" x 96" . . . 30" x 60" . . . 30" x 96" . . . (all ½" thick). They cut with virtually no waste in almost every situation. Ask your lumber merchant.

Westinghouse
MICARTA®
plastic-on-plywood
PRE-FAB PANELS

Manufactured by WESTINGHOUSE
and sold in decorative grades only by
UNITED STATES PLYWOOD CORPORATION,
and U.S.-MENGEL PLYWOODS, INC.
"For Leadership in Research, Engineering, Design and Manufacture in the Garage Door Field" our company and our products have won the Merit Award of the American Society of Industrial Engineers.

This is the first time that the Society has granted its award to any door.

More than anything we could say, the judgment of this independent, impartial and competent body testifies to the excellence of Crawford Marvel-Lift Doors.

CRAWFORD DOOR COMPANY
69-401 St. Jean • Detroit 14, Michigan

Crawford Marvel-Lift Doors and Operators
Industrial • Commercial • Residential

FABRICATING PLANTS in Portland, Tacoma, Los Angeles, San Francisco, Dallas, Kansas City, Chattanooga, Milwaukee, Hudson, Cadillac and Ottawa, Canada.

DISTRIBUTING WAREHOUSES in 79 major cities.

SALES AND SERVICE companies everywhere.
He just slipped in, quiet-like, hung up his coat and hat, sat down and gave us his order.

TENT HEATERS, FIELD RANGES, GI POCKET STOVES, SPACE HEATERS, LANTERNS... PRECISION-BUILT COMPONENTS FOR MILITARY AIRCRAFT... OTHER DEFENSE ITEMS WE CAN MAKE.

He looked grave, but there was determination in his face.

Naturally we couldn’t say no. We’re shipping everything he asked for—a good slice out of this year’s production.

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

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

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

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

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

AMERICA’S LEADER IN HOME HEATING
"COMFORT COSTS SO LITTLE WITH A COLEMAN"
THE COLEMAN COMPANY, INC., WICHITA 1, KANSAS

FLOOR FURNACES
BLEND-AIR
SPACE HEATERS
GAS WALL HEATERS
WATER HEATERS

AMERICAN BUILDER
Brite-Lite AREAWALL

installed by one man
in 15 minutes!

Here's one sure way to cut costs, save time and still give the customer more for his money. A Brite-Lite Areawall can be installed by one man in 15 minutes. Just clear necessary space, attach to wall (flanges are part of Areawall), back fill, the job is done... and done with an Areawall that costs less and outlasts stone or brick.

Made of heavy gauge copper-bearing steel. Galvanized, rust-resisting, attractive, reflects light into basements. Flat flanges prevent mud and silt from seeping into well.

Specifications and details rushed to you on request.

Brite-Lite
Super Corrugated-Straight

Brite-Lite
Super Corrugated-Round

For low-cost housing...
Brite-Lite Standard

WRITE BUILDING PRODUCTS DIVISION
STEEL COMPANY
1617 GRISWOLD STREET, WARREN, OHIO

JULY 1951
Kohler drinking fountains are used in schools throughout the nation because they are efficient, beautiful in design, easy and economical to maintain, and conform to the health regulations of all States.

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

Write for a catalog of Kohler plumbing fixtures for school washrooms, gymnasiums and corridors.

Surely, quietly, quickly

Screen and Storm Door Closer No. 2020

- Add extra value to the house you are building by equipping it with Sargent's inexpensive Screen and Storm Door Closer No. 2020. Also suitable for light interior doors. An extra large diameter tube provides maximum control for closing door QUIETLY. An easily adjustable spring results in correct power for closing door QUICKLY and SURELY. Furnished complete with directions for installing on the outside or between doors. Simple hold-open feature for convenience—holds door open in any position. A Sargent Screen Door Catch will insure a complete quality installation.

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Ask your supplier or write us for full details — Dept. 5G

Builders Hardware and Fine Tools since 1864
Eljer Co. specializes in plumbing fixtures and fittings. Its entire research, development, manufacturing and merchandising efforts are devoted to this one important part of the building industry. But Eljer specialization goes even farther than that. Each of Eljer's great, modern manufacturing centers is devoted exclusively to one type of plumbing production. The home plant at Ford City, Pa., produces only the finest of vitreous china ware. From Eljer's factory at Salem, Ohio, come the cast iron fixtures that are famous for their finish and durability. The Eljer factory at Marysville, Ohio, is devoted exclusively to the production of brass fittings.

To you, this specialization means that Eljer supplies you with top-quality products which you in turn can supply your customers with complete confidence that they're getting the best.

Write for Complete Facts on the Eljer Line
You can obtain a copy of the Eljer condensed Catalog from your Eljer Distributor or by writing to Eljer Co., Ford City, Pa. Get yours now.

It pays you, it pays us—because we specialize in Plumbing Fixtures and Brass
Fear Shortage of Mortgage Money May Seriously Curb Home Building

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

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

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

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

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

DAYTON, O.: For the first time in 16 years builders can’t find lending institutions to take FHA loans. One builder reported a backlog of 400 customers who needed homes, but only 7 per cent could furnish the down payment required under Regulation X. Mortgages could not be found for even this 7 per cent.

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

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

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

SALT LAKE CITY: Home buyers have telephoned builders attending the Washington meeting, have asked about (Continued on page 176)

Kick-Off of Indianapolis Home Show

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

Current Controls Failing And Should Be Dropped. Lumber Dealers Assert

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

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

Complete text of the resolution:

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

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

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

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

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

New Orleans Executive

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

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

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

Industry Advisers Needed But Not Needed by NPA

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

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

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

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

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

Those questions were embarrassing because NPA hadn't decided on any goals. It simply hadn't begun to program construction. For some still unexplained reason, the building industry had become the whipping boy, the one industry that was singled out for the most cuts, and most severe cutbacks—all without any rhyme or reason.

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

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

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

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

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

Newspaper Section Boosts Home Building

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

Sponsored by the Better Builders Association of Onondaga, Syracuse, in cooperation with the newspaper, the 22-page Sunday supplement carried news about current local housing, general news stories about home building, household hints, how-to-do-it suggestions and related items. Several of the articles were about the background of the Onondaga group and its policy on national building issues.

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

Francis Igou Heads Florida Lumbermen

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

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

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


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

Named to Prefab Institute

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

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

OUTSTANDING BOOTH award at recent third annual Home Show of Home Builders Association of Shenango Valley, Sharon, Pa., goes to representative of Flower Lumber Co., right. From left are William Deans, Jr., show chairman; Paul Glenn, past association president; John J. Buday, national director, and Roy Andreozzi, current president. Leslie Flower, lumber firm head, is past association officer.
Oregon Architect New
A. I. A. President

Glenn Stanton of Portland, Ore., was elected president of the American Institute of Architects at the 83rd annual convention in Chicago May 8-11. Stanton, well known in the northwest and prominent in institute activities, designed the Oregon Journal Publishing Co. plant and the J. J. Newberry Co. store. He was also architect for buildings at Lewis and Clark College and a number of Christian Science churches and school buildings in Oregon.

Cortright's Column

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

Armed with Answers, Builders Fight Unwarranted Controls

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

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

Martin Huggett, prominent and capable executive vice president of the Chicago Metropolitan Home Builders Association, in a bulletin to his members, summed up the builders' fight against unwarranted controls: "For those of us who were privileged to observe the struggles of our infant National Association of Home Builders during World War II there evolves nothing less than pride, wonder, admiration and appreciation for the manner in which the situation is now being handled."

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

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

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

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

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

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

In terms of 850,800 dwelling units, this means that housing will use only 1.93 per cent of the overall ingot production of iron and steel, 6.52 per cent of the production of copper and 1.36 per cent of the production of aluminum.

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

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

Discuss Housing Needs of Low, Middle Income Groups

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

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

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

Dates Set for 1951 Chicago Home Show

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

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

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

Additional Association News appears pages 176 through 181

Texas Dealers Name Officers At Galveston Convention

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

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

These windows are ready to install. There are no extras to buy,
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ing or costly upkeep!

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

Aluminum Window Manufacturers Association

JULY 1951
PRE-STAINED CEDAR SHAKES eliminate the peeling problem

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

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

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

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

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

The recipe above calls for:
1. Center ceiling fixture with three 20-watt or two 25-watt or two 40-watt fluorescent tubes.
2. Wall Fixture—Shielded unit over range lights whole range top. Use 25-watt fluorescent tube.
3. Two 25-watt fluorescent tubes over sink, mounted behind shielding board.
4. 20-watt fluorescent tubes under cabinets.

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

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

You can put your confidence in—

GENERAL ELECTRIC

JULY 1951
“It’s the radiant heat of the sun, beating down on you through the roof over your head, that causes you as much discomfort these days as the temperature of the air around you,” August House Beautiful tells its readers. And that’s the basis of a brand new Climate Control presentation—results of tests conducted by a group of scientists at the University of Florida to determine the effect of a cooled roof on indoor hot weather comfort.

The research of these scientists has uncovered a number of facts that can be of great benefit to residents of areas where roofs take a serious beating from the summer sun—and that adds up to about three-quarters of the country. They found that a roof that heats up to 150 degrees around noon on a summer’s day can be quickly cooled down to 100 degrees with a few properly placed sprinklers and a surprisingly small amount of water. They proved that ceilings under a sprinkled roof are from 14 to 18 degrees cooler than those under a dry one and radiate only one-sixth as much heat down onto the people below it.

In line with House Beautiful’s consistent editorial concentration on home “performance”, this forthcoming addition to its Climate Control series offers a timely, scientifically-proven remedy for a widespread comfort problem. Watch for it!
Scientific cooling by roof spray

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

In selling wall-to-wall carpet, the accent is on beauty — beauty in the customer’s home. ROBERT'S SMOOTHEDECK CARPET CRIPPER assures flawlessness installation, eliminating tack marks and ripples that show when carpet is installed turned. "Smoothedge" is a plus value that helps sell more wall-to-wall carpet.

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

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

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

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

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

EBCO OASIS AIR DRIER automatically removes excess moisture from the air in homes, offices, shops, stores, factories, warehouses and other buildings. In an average-sized, closed area under high temperature, high humidity conditions, the quiet operating Oasis will take 3 gallons of excess water from the air every 24 hours.

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

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

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

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

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

3. CHURCH PLASTIC WALL TILE
4. PC GLASS BLOCKS
5. ROBERT'S SMOOTHEDECK TACKLESS CARPET INSTALLATION
6. CRAWFORD MARVEL-LIFT DOORS
7. CURTIS SILENTILE WINDOWS
8. MISSISSIPPI FIGURED GLASS JALOUSIES
9. PITTSBURGH PLATE GLASS
10. THERMOPANE WINDOWS
11. TRUSCON STEEL WINDOWS
12. WESTERN PINES WINDOWS & FRAMES
13. CASE PLUMBING FIXTURES
14. IN-SINK-ERATOR ELECTRIC FOOD WASTE DISPOSER
15. GENERAL ELECTRIC DISPOSALL
16. “WASTE KING” PULVERATOR FOOD WASTE DISPOSAL UNIT
17. AMERICAN-STANDARD BASEBOARD HEATING
18. BRYANT AUTOMATIC HEATING
19. CARRIER HUMIDITY
20. CHRYSLER AIRTEMP AUTOMATIC HOME HEATING SYSTEMS
21. EBCO OASIS AIR DRIER
22. GENERAL CONTROLS
23. MINNEAPOLIS-HONEYWELL THERMOSTATS
24. MOR-SUN WINTER AIR CONDITIONER
25. REPUBLIC RADIANT GAS HEATER
26. TRADE-WIND CLIPPER VENTILATOR
27. WILLIAMS OIL-O-MATIC OIL BURNER
28. WILLIAMSON WARM AIR FURNACES
29. YOUNG CONVECTORS
30. CHAMBERS BUILT-IN GAS COOKING UNITS
31. FAIRBANKS-MORSE DELUXE IRONER
32. UNIVERSAL REFRIG-A-DOR
33. STERLING HARDWARE FOR FOLDING DOORS
34. MORTELL NO-DRIP TAPE
35. PORTLAND CEMENT
36. ANCHOR CHAIN LINK FENCES
37. RUSTICRAFT WOVEN PICKET FENCES

* No card available.
□ "Seen in House Beautiful" Mat

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JULY 1951

37
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5. If owner of business, If employee of business, please give title

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

Builders and Contractors:

☐ Contractors specializing in heavy building or other heavy construction.

☐ Builders and contractors engaged in both residential or light commercial or light industrial building and heavy building or other heavy construction, not specializing in either.

☐ Subcontractors subcontracting for only such parts of building construction as carpentry, masonry, plumbing, roofing, heating, ventilating, electrical, painting, concreting and excavating.

Distributors:

☐ Retail Dealers—lumber, building materials and installed equipment.

☐ Wholesalers, jobbers, and manufacturers' agents.

☐ Distributors of construction equipment.

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

Subscriptions accepted only from those directly connected with the building industry, (Good only in United States, Possessions and Canada) AB 7-51

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

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

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

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38
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SIMPLICITY AND DIGNITY OF DESIGN...LASTING
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LACQUER...FAST INSTALLATION...5-PIN TUMBLER LOCK
CONSTRUCTION...COLD ROLLED STEEL MECHANISM

Outstanding addition to the extensive NATIONAL LOCK line of quality hardware is the remarkable
Series "410" NATIONAL LOCKset. It's different...far different from so-called comparable items:
It's better...much better. Designed to include a long list of exclusive and practical features, it offers more
than any other lockset on the market. For example, pusher plate is specially hardened to
withstand wear. Bearings are longer...provide greater contact area. Relationship between knob and
locking mechanism reduces degree of "travel"...adds trouble-free years to lockset life. • Because
of the fact that knob is absolutely separate from key and lock mechanism, the NATIONAL LOCKset
is the safest you can buy. Furthermore, it's much faster to install. Look at installation procedure
at right. Compare NATIONAL LOCKset installation time with that of any other. • These and a host
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specify and use. Write us for catalog and complete information. Do it today. You'll be money ahead
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lock construction.
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permits free use of
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without dead
latch. 411D,
with dead latch.

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bedroom doors.
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providing com-
plete privacy.
Release feature
on outside knob
permits emergen-
cy entrance.

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

For French doors
or other doors
between interior
of home and
porch or patio.
Tumbutton inside
locks door on op-
posite side. No.
412, without
dead latch fea-
ture. No. 412D,
with dead latch.

No. 418 KNOB LATCH
(interior passage)

For all interior
doors where lock-
ing is not desired.
Ideal for use on
closet doors, stor-
age room doors,
etc. Has no lock-
ing mechanism.
Positively holds
door shut, yet
permits easy
door opening.
No. 411D KEY LOCK for Exterior Doors

and it is faster to install

Only 7 Simple Steps!

1. Mark hole centers with template. Drill for bolt and lock mechanism.
2. Mortise for face plate and strike plate.
3. Position lock and latch by slot-engagement.
4. Fasten face plate with 2 wood screws.
5. Put on clamp plate by turning to engage keyway. Tighten screws.
7. Fasten strike plate with 2 wood screws.

Distinctive Hardware . . . all from 1 source
Now more than ever
count on NATIONAL LOCK for
distinctive hardware... all from 1 source

National Lockset
Cabinet Locks
Chest Locks
Sash Hardware

Cabinet Hardware
Screws and Bolts
Period Furniture Trim
Friction Catches

National Tutch Latch
Builders Butts
Cabinet Hinges
Casters

NATIONAL LOCK COMPANY
Rockford, Illinois  •  Merchant Sales Division
Pre-fabricated Houses

Sir: We do not see how you can con-
sider taking advertisements from con-
cerns who are in direct competi-
tion with the people who are inter-
ested in building magazines. We be-
lieve that no contractor, architect, or
lumber dealer would be interested in
the promotion of any prefabricated
houses.

Phillips Sack, Jr.,
Corte, New.

There have been a great many de-
v elopments in the prefabrication
picture in the last few years. Whereas formerly prefabricated
unit manufacturers set up deal-
ersh ips with anyone they thought
might be able to sell a prefabric-
cated house, their attitude has
completely changed and they rec-
ognize that their best dealers are
builders, contractors, and lumber
dealers. A large number of each
of these groups are what might
be termed agents for prefabri-
cated house manufacturers. This
is especially so in the large metro-
politan areas, particularly where
union labor is strongly en-
trenched.

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

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

Finishing Basement Slab

Sir: I do not understand why most
builders feel that pouring the finished
basement slab must be left until
everything else is done. I have a sys-
tem that works pretty well for me. I
begin preparing for the basement
floor right after the footings are
poured. I have the plumber start the
under slab work at about the same
time the footings are finished. The
same goes for the heating man, if the
house has radiant heat in the base-
ment. This must be timed properly
 to avoid confusion, but as a rule the
heating man has some fabrication
work that can be done on the bench
above ground while the carpenters
are setting wall forms. We try to
have most of our wall forms ready to
ship in the hole beforehand and tieing
them together is rather simple. As
soon as we strip forms we pour the
basement slab and, as soon as set
cover it with a thin layer of sand or
fine dirt. Bricklayers then build base-
ment partitions directly on the floor.
This, I think, is one of the greatest
advantages since we do not have ir-
regular concrete ridges against
walls (outside walls excepted) and
our floor slab is more uniform in
levels. The next operation is floor
joists and subfloor. We treat the base-
ment stairs as part of the job and
build the stair horses in with the
joists and put temporary treads on
them; then we are through climbing
ladders in and out of the basement.

R. E. Pickett
Lakewood, Colo.

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

Framing Partial Dormer

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

John Mahon
Harrisburg, Pa.

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

(Continued on page 168)
FARM BUREAU Insurance Building...

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

Another Outstanding

*Architect: Benham Richards & Armstrong, Columbus, Ohio*

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

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

Building Chooses

YALE HARDWARE

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

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

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

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

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

Or, for detailed literature, just write
The Yale & Towne Manufacturing Co.,
Dept. S-47, Stamford, Conn.
(In Canada: St. Catharines, Ontario.)
Because AUTO-LOK is the FIRST and ONLY Window that successfully combines the best features of ALL window types...more builders are rapidly realizing that such AUTO-LOK features as:

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

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

**TIGHTEST CLOSING WINDOW EVER MADE**

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

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

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

For details see SWEET'S, and write for name of nearby AUTO-LOK distributor and free booklet "WHAT IS IMPORTANT IN A WINDOW?"

Address Dept. AB-7

LUDMAN CORPORATION
P. O. Box 4341
Miami, Florida

Auto-Lok weatherstripped WINDOWS
ALUMINUM or WOOD
REMODELING—A number of builders who will not start enough new construction this year to keep their organizations busy are turning to remodeling.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**November 1951**
More Insulation

1. More Insulation—yet cost less than some ordinary blankets. Won't settle or sag, leaving thin spots that leak heat. A single length gives uniform, uninterrupted insulation from ceiling to floor.

2. Cleaner, Easier to Handle—thanks to the neat, durable paper casing which also assures more secure installation.

3. Faster Application—less cutting and fitting means less waste and thriftier, speedier application. Flanged for quick, easy stapling or nailing.

4. Unbroken Vapor Barrier—continuous from ceiling to floor, provides more effective protection from condensation within walls, ceiling and roof structures.

Value for less money

WITH THE POPULAR NEW

CELOTEX

REG. U.S. PAT OFF.

8-FOOT, SEMI-THICK

ROCK WOOL BLANKETS

You can make your homes more comfortable, more salable at less cost . . . with the new, improved 8-ft. Semi-Thick Celotex Rock Wool Blankets!

Compare insulating efficiency. Compare ease and speed of installation. Compare cost with the insulation you are now using. You'll see then why more and more builders all over the country are changing to Celotex 8-ft. Semi-Thick Rock Wool Blankets!

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

Celotex Hand-Pouring Rock Wool

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

To make your home easier to sell...

BUILD WITH GENUINE

CELOTEX

REG. U.S. PAT. OFF.

BUILDING PRODUCTS

THE CELOTEX CORPORATION • 120 S. LA SALLE ST.
CHICAGO 3, ILLINOIS

IMPORTANT!

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

JULY 1951
Wall Base Perimeter Heating

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

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

The wall base takes the place of the wood base normally used in the room, projecting the same distance and maintaining the same height. With the profile of the wood base conforming to the wall base, it is inconspicuous in the room.

The metal base is fabricated of 20 gauge steel, and is composed of two sections, front and rear. It comes in two styles, one for plaster walls and the other for dry wall. The rear portion of the plaster style base projects 3/4 inches at the top; this projects 3/4 inches at the top; this (Continued on page 52).
Why heat Tons
OF INSULATION, MOISTURE
AND OUTER WALLS DAILY?

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

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

NO CONDENSATION CAN FORM

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

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

THERE IS NO DÉW-POINT

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

The commercial form of multiple sheets of accordion aluminum is Infra Insulation Type 6. For additional information about heat and vapor, consult the U. S. Government booklet "Insulation and Weatherproofing," or Infra's "Simplified Physics of Vapor and Thermal Insulation." Either or both sent free by Infra. Use the coupon.
(Continued from page 50)

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

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

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

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

The manufacturer of the wall base has tested and found that twenty linear feet of base can be adequately supplied with heat and equally diffused from one standard 12x3½-inch stack. Where an excess of glass is used in exterior walls, it is recommended that an additional stack be provided to assure proper coverage.

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

Data and photos by Brandes Company, Madison, Wisconsin.

How to Make a Board Pusher

A wood block that fits into the palm of hand is used for a board pusher. (1) Smooth the top edges of the block. Drive nail (2) through center of block so point (3) extends ¼ inch from block. File nail sharp. Board on saw table slides easily using pusher.—Warren W. Howe, Longview, Wash.

How to Get Extra Use From Level

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

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

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

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

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

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

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

When wood shutters used on the exterior for decorations to the windows start coming apart at the joints, an excellent job can be done with ¼-inch-thick plywood impregnated with waterproof compound. The plywood should be given a coat of paint same color as shutters before it is applied. Repairs should be made to the rear face of shutters so they will not be seen.—Arthur N. Nelson, Kansas City, Mo.

How to Make Marking Gauge for Closet Shelf

A practical marking gauge for use in fitting closet shelves can be quickly made from two sections of ¼-inch-thick plywood. The sections are made the same size and are placed one above the other. Next cut four short sections of flat screen moulding and point them at one end. Place two of these sections between the ends of the plywood. These are left loose and adjustable to determine the cut to be made when transferred to the board to be cut for shelf. The four moulding sections are held in place for marking by a short bolt and nut at each end of gauge.—Arthur N. Nelson, Kansas, City, Mo.

How to Make a Wood Valance Design

An attractive valance design is made by dividing any length into an even number of equal parts. Then make up a pattern to the desired depth of design and manipulate pattern as illustrated.—M. J. Miller, South Williamsport, Pa.
Structural Clay Research announces a new
WATER-TIGHT, FULLY INSULATED CAVITY WALL
...a wall that needs
NO FURRING, LATHING or even PLASTER

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

SCR Cavity Wall is a new type of insulated wall which requires no furring or lathing. It can be plastered direct, or interior masonry surfaces may be left exposed.

- Insulation is inorganic and non-settling.
- The new cavity wall is better and cheaper than uninsulated masonry walls which have been furred and lathed.
- It has a U value of .12° as determined by actual tests made by the Thermal Research Laboratory of the Engineering Experiment Station at Pennsylvania State College.
- YOU can build better with this new SCR insulated wall. It involves no change in present cavity wall structural design or code construction specifications.

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

*Trade-mark, property of the Structural Clay Products Research Foundation.
**Insulation used for these tests was Owens-Corning Fiberglas Corporation new Cavity Wall Insulation – Pouring Type. It met the special technical requirements for the SCR Cavity Wall.

MAIN OFFICE
STRUCTURAL CLAY PRODUCTS INSTITUTE
1520 18th Street, N. W., Washington 6, D. C.
How to Make a Ground Setting Gauge

- Block is fastened to cross cleat on gauge. This block slightly thicker than grounds, so they can be slipped in place after gauge is plumbed.
- Common wood lath make good grounds.
- Nail partially driven in stud when gauge is plumb.
- 1x3 or 1x4 stock.
- 60° total height of gauge.

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

How to Prevent Leaky Roofs

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

Renew your subscription today!
it's plumbing and heating by

**RICHMOND**

in 202 housing units in Boston

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

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

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


**Richmond SU-30G steel gas-fired winter air-conditioner as used in the unit pictured above. Has A.G.A. approval for all types of manufactured, natural and mixed gases.**

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

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: 

JULY 1951
**How to Convert to a Flush Panel Door**

1. **4" Plywood** applied after sanding door cross rails and stiles.
2. **1" Wood Strip** applied to edge of door to give full width for fitting.
3. **2" Filler Strips** between panel and plywood.

The old style door having two or more cross panels can easily be converted to a modern flush panel door by the application of plywood to the surface of the old door. Proceed by carefully sanding the surface of cross rails and stiles down to the old wood surface. Apply filler strips flush with the adjoining stiles in wide areas of panels. Plywood ¼ inch or less in thickness is then applied to the prepared surface using the best grade of waterproofed glue. Clamps are then applied to the door. Work should dry 24 hours before clamps are removed. If necessary to increase width of door, apply a 1-inch-thick strip on one edge for fitting.—Arthur N. Nelson, Kansas City, Mo.

**How to Raise Sagged Girders**

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

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

Why have hundreds of builders turned to this new method of house merchandising? Because tremendous financial strain is placed upon the average person if he is required to equip the house he buys under separate financial arrangements. That's why customers are boosters for the builder that gives them a completely equipped home on an easy-to-pay-for package mortgage.

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

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

Name ____________________________
Street ___________________________
City ____________________________ State ____________
suggested Ceco casements for the living room

CECO STEEL

In construction products  CECO ENGINEERING
Who wouldn’t want a living room as big and beautiful as all outdoors? Anyone would, of course.

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

But Ceco windows add more than space.

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

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

So remember, when you build with Ceco casements, you know you’ve used the very best...you’re sure of economy, too. Send for free booklet detailing window designs for the living room and every room in the house.
The distinctive homes built by Mr. Bob Swan, overlooking the Pacific Ocean, are as efficient inside as they are glamorous outside—and they have “oceans” of hot water, thanks to Electric Water Heaters.

says builder Bob Swan
OF REDONDO BEACH, CALIFORNIA

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

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

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

Equip Your Homes with electric water heaters

ELECTRIC WATER HEATER SECTION
National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N.Y.
ALLCRAFT • BAUER • BRADFORD • CRANE-LINE ELECTRIC • CROSLEY • DEEPFREEZE • FAIRBANKS-MORSE • FOWLER • FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT • HOTSTREAM • JOHN WOOD • KELVINATOR • LAWSON • MERTLAND • MONARCH • NORGÈ • PEMCO • REX • RHEEM • SRPCO • A.O. SMITH • THERMOGRAY • TOASTMASTER • UNIVERSAL • WESIX • WESTINGHOUSE

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

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

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

IN FEBRUARY, however, starts were 31 1/2 per cent below those of a year ago, an actual drop of 18 1/2 in one month.

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

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

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

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

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

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

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

THERE SEEMS to be little fear, however, that this will happen. It is expected that some sources of finance (Continued on page 65)

A Complete Line of Quality Hardwood Flooring

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

D. L. FAIR LUMBER COMPANY
LOUISVILLE, MISSISSIPPI
Member NOFMA
Any way you look at it...

**TWINDOW** has the edge!

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

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

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

For additional information on Pittsburgh's Twindow, why not fill in and return the coupon right now?
will re-enter the construction money market soon, and to an extent that will still mark up about $100,000 starts for the year.

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

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

**THAT IS A GAIN** of about 40-600,000 or 25 per cent. Some sources consider the estimate to be conservative.

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

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

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

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

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

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

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

(Continued on page 65)
Easier-to-handle, tougher Rock Wool

AT NO INCREASE IN PRICE!

New improved batts and blankets! Meet FHA specifications!

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

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

HERE ARE THE ADVANTAGES:

1. Adheres to all 4 sides. The fireproof rock wool center won't slip or sag.
2. Tougher. Reduces tear and damage—another important saving on any job.
3. Easier to handle. Rugged construction means faster application—savings in time and labor.

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

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

You'll build or remodel better with Gold Bond


NATIONAL GYPSUM COMPANY • BUFFALO 2, N. Y.
either because of or in spite of war or its absence.

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

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

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

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

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

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

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

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

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

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**Editors' Round Table**

(Continued from page 65)

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THE ANSWER TO
THE NATION'S NEED . . .

**for fast industrial expansion**

*Build Quicker with Quonsets*

**IDEAL FOR FACTORIES, WAREHOUSES, MACHINE SHOPS OR STORAGE BUILDINGS**

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

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

**GREAT LAKES STEEL CORPORATION**

Stran-Steel Division, Ecorse, Detroit 29, Michigan

---

**Expansion Completed**

Additional Quonsets, with extensions and connecting arches, provide Spartan Aircraft Co. with a total of 33,600 sq. ft. of floor area.

---

**JULY 1951**
Beautiful Bee Gee Modern Wood Windows...styles for every type home...prices for every budget. Bee Gee Windows are complete units consisting of frame, pre-fit glazed sash with glass embedded in putty, copper screen and all hardware installed at the factory...ready to set in the wall.

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

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

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

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

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

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


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

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

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

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

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

SKILLED HANDS PREFER

ATLAS MORTAR CEMENT

THE SATIN OF MASONRY CEMENTS

NBC SUMMER SYMPHONY CONCERTS—Sponsored by U. S. Steel Subsidiaries—Sunday Evenings—June to September
The Mengel Company is now able to offer you African Mahogany Flush Doors at prices actually less than you pay for many domestic woods!

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

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

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

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JULY 1951
THERE ARE 3 DARN GOOD REASONS WHY YOU CAN RECOMMEND AND ORDER BARCLAY Plasticoated PANELING FOR GREATEST LONG-TERM CUSTOMER SATISFACTION!

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

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THE FINISH HERE IS TOUGHEST OF ALL

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

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

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

Solve Time, Cost and Space Problems with
BARCLAY Plasticated PANELING
Superfinished by Exclusive Process
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FOR GOVERNMENT CONSTRUCTION BARCLAY Paneling is sanitary — colorful, cheerful — a morale builder! Inquire about special colors for particular projects. UNIVERSALLY ACCEPTED BARCLAY Paneling is designed and manufactured to comply with requirements of:

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HERE'S YOUR PLYWOOD MARKET THIS YEAR...

An estimated 40% increase in remodeling and maintenance repair. Farm building predicted to increase an estimated 15% over 1950. Essential defense industries get the green light on building.

HERE'S YOUR PRODUCT... RODDISCRAFT PLYWOOD

Fir for the utility jobs — a wide selection of hardwoods for the quality jobs — and Roddiscraft Textolite* plastics surfacing sheet stock and bonded-to-plywood panels for kitchen, restaurant, cocktail lounge, and store modernization.

HERE'S HOW TO SELL IT...

The name Roddiscraft means care and craftsmanship in manufacture — no shortcuts, no compromises with quality. Stock it — have it on hand — to do a big volume in small modernization orders. It's the dealer who is ready to supply and serve that gets the drive-away orders. Build up your business with alert service. For the best service check this list for your nearest Roddiscraft warehouse.


NATIONWIDE Roddiscraft WAREHOUSE SERVICE

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

- At So Little Additional Cost!

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

Many an otherwise average dwelling is upgraded to a class by itself by the unique convenience and luxury of two bathrooms of Briggs Beautyware in color. You're familiar, of course, with the important economies offered by "back-to-back" bathroom installations. Best of all, modern production techniques—developed by Briggs and perfected during years of outstanding experience—make these top-quality fixtures available in Ivory, Sandstone, Sky Blue and Sea Green at just 10% more than plain white, when purchased in complete sets.

Give your new homes—particularly in the economy class—this profitable deluxe treatment. Give them two bathrooms of Briggs Beautyware in color!
Colonial Cabinet Hardware by Amerock

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

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The average small or medium-size building you handle is put up for an owner who usually is trying to get the most for his money. If you can convince him that the relatively small amount more he will pay for better doors will be returned many times over in a short time, you will be doing him a service and strengthening your own reputation at the same time. Barcol OVERdoors — the improved overhead doors — are ideal to recommend for such purposes. They have proved highly successful in reducing operating costs — by saving heat, by saving time, by their durability, and by the low maintenance required. If you have never used a Barcol OVERdoor, look up your Barber-Colman representative in the "yellow pages" of the telephone book and let him give you full information for your next job.
NATIONAL HOMES presents
New 1952 "Super-Thrift" Homes

Completely Restyled, Outside and In—New Lower, Smarter Roof Lines—Dozens of Important Refinements to Meet Today's Demand for Larger, More Spacious Homes at Low Cost

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

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

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

NATION’S LARGEST PRODUCERS OF PREFABRICATED HOMES
If you haven't checked the beauty, convenience, and low cost of Mengelux fancy-face plywood, you're missing one of today's best building-material bets! Mengelux is hardwood plywood with fancy faces of Mahogany, Walnut, Oak or Birch. It's available in large 48" by 96" panels and in other standard stock sizes. It is quality-built and precision-cut to perfect dimensions. Installation of Mengelux is a matter of hours, not days. And the result is an exciting eye-opener — wood-paneled walls which many people say are far more beautiful than costly "architectural panels"!

Where fancy faces are not needed, Mengelbord fills the bill, completely, economically! It is ⅛", 3-ply hardwood plywood with one-piece Gum face, for painted, stained or natural finishes. Cuts and works cleanly. Free from grain-raising. No patches. Available in 48" by 96" panels and in other standard stock sizes. Most panels are all-white or nearly all-white.

Check up now on Mengelux and Mengelbord! Samples, and addresses of dealers and distributors, gladly sent on request.
Cut building costs on every job!

DEEPER CUTS WITH SMALLER BLADE. Only the Walker-Turner “900” Radial Saw cuts 3¼” deep with 9” blade — more than most machines with a 14” blade! You get greater capacity with smaller blades (which require less power) . . . and more rim force at the saw tooth, resulting in higher cutting efficiency.

WALKER-TURNER NEW “900” RADIAL SAW

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

SOLD ONLY THROUGH AUTHORIZED DEALERS
OPENS EVERY WINDOW IN THIS BIG HOSPITAL

Smoothly...Quietly...At all times

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

HIDALIFT OPENS UP PROFIT OPPORTUNITIES TO BUILDERS

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

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ANOTHER ADVANTAGE OF BUILDING WITH HOMASOTE...

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

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

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

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

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

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

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

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

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

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

These slim, efficient Bryant Gas Forced-Air Vertical Furnaces will fit into your plans, will help ease the squeeze... to lower construction costs and provide more living space. Get full details from the Bryant Distributor nearest you or write direct: Bryant Heater Division, Dept. 84, Affiliated Gas Equipment, Inc., 17825 St. Clair Ave., Cleveland 10, Ohio.
To build homes that sell faster, take a tip from the 1950 big project surveys. They show more and more builders swinging to Red Cedar Double Wall siding for its colorful beauty, durability and sales appeal.

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

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

**PRIVACY AND BEAUTY THROUGH THE MAGIC OF Daylight Engineering**

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

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

You don't have to wait for new house construction to install panels like this. Daylight Engineering with Insulux Glass Block in existing homes—basement, kitchen, bathroom, to name just a few places—offers you an excellent opportunity to keep your volume up, despite curtailed new construction.

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

Get all the information about the many profitable glass block applications you can find in the average home. Just write: Daylight Engineering Laboratory, Dept. A187, Box 1035, Toledo 1, Ohio. American Structural Products Company, subsidiary of Owens-Illinois Glass Company.

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PLASTER with PERMALITE

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

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

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

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Without obligation [ ] please send complete information on Permalite. [ ] Have representative call.
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Kentile Floors add to the eye-appeal as well as the value of any home! The 25 light, bright decorator colors can be combined in countless ways to blend with or enhance any style of architecture...decorative inserts that come ready-cut add an expensive custom-designed air at no extra labor cost. Colors never wear off even under the hardest usage because they go clear through to the back of each tough, fire-resistant tile.

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

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

EXCLUSIVELY YOURS!

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

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

In addition to the Crestwood, Archwood and Eastwood,

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

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

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Up to 14 h.p., cuts 4” deep, 10” wide, ripa material 28” wide. Up to 5 h.p., cuts 4¼” deep, 10” wide, ripa material 28” wide. Up to 7¼ h.p., cuts 6” deep, 22” wide, ripa material 46” wide.

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Here is how Paul Keller-Block, owner, and Harfst-Henson, prominent contractors, described their choice of major kitchen appliances for their newest and finest apartment, the Grosvenor House:

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Construction Credit

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

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

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

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

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

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

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

While the over-all problem is not simple, May and June starts should be watched carefully and both Regulation X and the money market adjusted accordingly and quickly. Any delay can have a paralyzing effect on necessary building, and contribute to, rather than halt, inflation.
National Home Week offers the only opportunity for manufacturers, builders and dealers to stage a co-ordinated national promotion drive to focus attention on the latest designs, materials and equipment for modern kitchens. Nation-wide publicity on the 1951 National Home Week, September 9 to 16, will again make the public home conscious in every community during that period, when builders and dealers will stage demonstrations emphasizing home ownership and modernization.

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

The ideal point to demonstrate well-designed and well-equipped kitchens is, of course, in a model house. Successful home builders learned years ago that a satisfactory kitchen in a house offered for sale not only does a great deal to reduce initial sales cost, but serves to make the ultimate purchaser happier and better satisfied. It is of
prime importance that unusual care be taken in planning and equipping kitchens to be shown during National Home Week so that those kitchens will have as many features with universal appeal as possible.

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

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

Model kitchens can also be displayed during National Home Week without having them incorporated as part of new homes on demonstration. Kitchen material and equipment dealers, modernization firms, public utilities and appliance dealers can set up models in their places of business and publicize them during the observance of this national event, when the public will be “home conscious.”

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

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

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

The compact, attractive kitchens available today did not just happen. They evolved from countless hours of research, financed by numerous manufacturers and home economics agencies. The plans, facts and experience developed by manufacturers and other researchers are available to those in the home building industry. This makes it possible to get the most out of the money to be spent on any kitchen in any price range today, and to prove it by constructively displaying accomplishments during National Home Week.
WITH a garden on the inside as well as outside, the combination kitchen and dining area of this Boyts custom house has wrought-iron furniture with floral decorations to complete a most pleasing theme.

**KITCHENS the focal point for sales**

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

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

Declaring that he considers the kitchen to be the focal point of the entire house, Boyts has found that he is best able to satisfy his customers by concentrating his planning on kitchen design. Accompanying illustrations and floor plan are of the Charles Boyts home in Belmont. Garden enthusiasts, the Boyts arranged that the dining area of the kitchen be situated to overlook the outdoor garden. Inside the windows...
there was a flower plot arranged to enhance the outdoor effect. The theme was completed by the use of wrought-iron kitchen furniture with floral decorative effects.

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

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

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

**CLOCK and shelf detail break monotony of cabinet backs and carry out garden theme of dining area. Base cabinets provide space for storing dishes and silver.**
1951 Version of
Early American
Farmhouse Kitchen

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

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

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

The range is set in a recess faced with dull-finish, washable split brick; refrigerator is recessed in the cabinet.
The kitchen ceiling is plastered and papered. Flooring is linoleum with same linoleum used for the drop leaf table.

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

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

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

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

Aid Project Sales

DESIGNED by a builder who considers design a paramount factor in the success of sales of housing units, the 150-unit project of John D. Harrison at Birmingham, Mich., incorporates standard kitchen units with modern cabinets as a feature attraction of the new house.

It all began when Harrison installed standard kitchen units with attractive cabinets in his demonstration home in the Good American Home program last year. The many advantages of the cabinet kitchen, such as sliding glass doors, fluorescent lighted interiors, pull-out shelves, maple wood cutting block, and general streamlined appearance, were
not only readily accepted by the people who visited the home, but were also demanded by the subsequent purchasers. More than 5000 persons went through the demonstration home on the first day and an entire block of 50 houses was sold out three months in advance of the project completion.

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

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

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**Products Used**

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

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**Building**

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

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

SUBURBAN charm has been captured by Edwin W. Chase, builder, in the Russell B. Radford home. The house, breezeway and garage stretch across 56 feet of a partially wooded 78 by 170 foot site. Note the checkered effect given the paneled overhead garage door.
A BREAKFAST bar in the utility room immediately behind the kitchen sink and counter is a step-saving feature in the four bedroom two story basementless home of Mr. and Mrs. Russell R. Radford in Lombard, Illinois. Direct serving is permitted because of the provision of a rectangular wall opening between the two rooms.

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

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

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

In addition to the breakfast bar and yellow leather stools, the utility room accommodates clothes washer, dryer, hot water heater and the oil-fired International warm air perimeter radiant heating plant.

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

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

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

Plans were drawn by Clarence Newton of Villa Park, Ill.
ONE OF THE strongest selling features of a new home is often its kitchen. Modern equipment and well planned designs frequently influence the decisions of buyers who are looking for time and effort-saving advantages in their new homes.

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

Present widespread public interest in Light Conditioning has aroused many builders to include these advantages of modern lighting techniques in their demonstration homes.

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

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

To create a bright, efficient, streamlined Light Conditioned kitchen, lighting must be functionally arranged to assure desirable amounts of light needed for kitchen tasks.

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

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

Kitchen lighting, too, can be measured. Such measurements are needed if the true purpose of the lighting, its functional effectiveness, is to be appraised.
A LIGHT over the kitchen range is an added safety feature in the kitchen.

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

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

Central Ceiling Fixture

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

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

Sink Lighting

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

DIMENSIONS for fixture over stove

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

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

Range Light

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

This shielded fluorescent unit has one 25-watt or 40-watt tube, as pictured above. A shielded unit with two 60-watt lumiline (long filament) tubes end to end; or a shielded unit for two 60-watt frosted bulbs spaced 18 inches apart with lamps mounted parallel to the wall should be used over ranges.

To assure light across the whole range top, wiring outlets for range lights should be located at 51 inches from the floor. When this is not possible, they may be located 2½ inches below bottom edge of upper cabinet. If rectangular outlet boxes are placed horizontally, it will be possible to use narrower fixtures than when they are placed vertically.

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

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

Work Counters

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

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

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

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

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

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

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

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

Ventilating hood was installed over the range. New cabinets at left and right provide added convenience. In the old view note that no cabinets or work tops were placed adjacent to the range.
OVER-ALL view of the new kitchen. Note convenient location of dishwasher, next to storage cabinets.

Brand Name Products and Equipment Used
- Formica counter tops
- General Electric refrigerator
- Hotpoint dishwasher
- Kitchen-Kraft steel cabinets
- Fryme insect lights
- Vent-A-Head ventilating unit
- U. S. Gypsum plasterboard
- Wedgewood range
- Westinghouse garbage disposal unit

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

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

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

A protected area in front of a garage entrance is a feature appreciated by most home owners. In this house, the 10 foot 6 inch overhang protects the car from the elements without its being in the garage. The refuse area at the entrance to the garage is hidden from view by a brick enclosure.

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

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

Exterior facing is a combination of double coursed wood shingles spaced 12 inches apart, and waterproof plywood. Roof surface is covered with a built-up tar and gravel roof; gravel to contain a large mixture of white marble chips or oyster shells. House has a total of 1050 square feet of living area exclusive of garage and porches. Garage totals 286 square feet additional.
FRONT ELEVATION

REAR ELEVATION

DESIGN NO. AB 169
AMERICAN BUILDER BLUE PRINT SERIES
Designed By
JONES & DUNCAN
394 Central Ave
Highland Park, Ill.
Quantity List of Materials
For American Builder Blueprint House No. AB 169
Jones & Duncan, Architects

General Information
House — Type: Frame Area: 1,072 sq. ft. Cube: 15,810 cu. ft.
Note: Height taken for cube was 18 and 11 feet
Note: Height taken for cube was 11 feet

Excavating
Trench for foundation — lineal feet: 183
Chimney and column footings: 3
Excavation for basement — yards: 192

Cement Work
Foundations — cubic feet: 1,340
Concrete work — square feet: 831
Sidewalks: Concrete platform included above
Anchor Bolts: 40 — ½ by 12
Waterproofing: 720 square feet

Masonry
Brick X Stone — Other —
Walls — square feet: 46. — 8 inch wall
Window sills: None — Stone cap on brick wall above
Chimney: 168 cu. ft.
Flue lining: 13x18 — 12’
Boiler flue: 6’ Vit.
Cap: Cement
Fireplace: Brick Throat and Damper: 1 Lintels: 1
Miscellaneous: Ash drop and clean-out doors

Iron Work
Structural: 635 pounds
Lally columns: 2
Metal Railings: None
Miscellaneous: 1 metal areaway. Steel sash 1-2323
1-3323 for basement

Millwork
Windows — Type: Double hung and Casement
Material: Wood
Windows Glazed including trim: 2 mullions 2 ft
36x15, 4 — 2 ft. 36x15, 1 mullion 2 ft. 36x19, 1
mullion 1 ft. 36x15, 1 triple opening size 48¾x
67 ¾ top, 48 ¾x12 ¾ bottom.
Exterior doors — Material: Wood 1 — 2’8”x7’x1 ¾
sash door. 2 — 2’8”x7’x1 ¾ flat slab. 1 — 3’7”x
1 ¾ flat slab.
Garage door: 1 — 8’x7’ — Upward-acting.
Special Exterior Millwork: Brick flower boxes.
Interior Doors, including jambs and trim: 5 — 2’x
6’8”, 8 — 2’6”x6’8”, 1 — 2’2”x6’8”
Special Interior Doors: 1 — 11’7” folding door.
Special Interior Millwork: Bookcase, kitchen, living
room cabinets, storage cabinet, dressing table, bathroom cabinets.

Carpentry
Beams and Girders: 1 — 4x10 — 14, 1 — 4x4 — 12,
1 — 6x6 — 18
Foundation Plates: 21 — 2x4 — 10’
Joists: 26 — 2x10 — 14, 15 — 2 x 10 — 12, 18 —
2x10 — 22
Bridging: 210 lineal feet 1x3
Studding and Plates: 100 — 2x4 — 10’, 104 — 2x4
— 8’, 86 pieces 2x4 — 12’
Ceiling Joist: 10 — 2x6 — 10’, 10 — 2x4 — 8’
Roof Rafters: 6 — 3x8 — 12, 40 — 3x8 — 16, 17 —
2x6 — 14, 8 — 3x8 — 14
Framing Lintels: 4 — 2x8 — 10, 6 — 2x8 — 8, 2 —
2x10 — 12, 2 — 2x10 — 18
Subfloor: 1,356 B.F.M.
Roof Sheathing: 2,308 B.F.M.
Side Wall Sheathing: 1,420 square feet
Side Wall Materials: 12 square shingles, 210
square feet plywood

Furring: None
Grounds depend on interior wall material.
Carpenter stairs: 2 — 2x12 — 12’, 11 — 2x10 — 4’,
2 — 4x4 — 4’, 2 — 2x4 — 6’
Material used in conjunction with
boxing in of beams:
125 square feet ½” plywood
210 l.f. 1”x8” fascia stock
210 l.f. 1x2 blocking
105 l.f. quarter round

Flooring — Hardwood: 945 area to cover
Softwood: 140 area to cover
Exterior Material — Soffits: None
Eaves: 194 l.f. 2x6
Insulation: 1,850 square feet 1” roof insulation

Sheet Metal
Flashing: Chimney
Miscellaneous: 124 l.f. gravel stop

Roofing
Type: Tar and gravel Area: 18.5 squares

Interior Walls
Area to be covered: 2,560 sq. ft.

*This quantity list will be subject to variation depending
on the common practices in various sections and municipalities
of the country, the techniques of individual builders, the types of
materials available locally and cost factors. The list published
here is a suggested one, complete enough so that it can be used
in arriving at a reasonably accurate estimate of the quantities
and cost of materials that will be required to complete the
structure. It was prepared by experts at the Edward Hines Lumber
Co., Chicago.
HOME modernization begins in the kitchen. This is one key to new builder profits in 1951 and the foreseeable future, with restrictions under the national defense program cutting back new house starts.

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

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

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

Families that were accustomed to hiring help in the kitchen before the war are unable to do so now. Well paid industrial jobs have thinned the ranks of young women seeking house work. The high cost of living is revolutionizing the living habits of a broad cross section of American families. Many housewives are taking part-time jobs to help meet rising household expenses. These factors point to a new emphasis on efficient kitchens to step up the “output” of the housewife.

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

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

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

Planning Aids Simplify Job

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

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

ADDITION of soffit, casement window add modern touch to this remodeled kitchen. Note wall-cabinet storage beside dishwasher permits housewife to unload machine without any extra steps
ordering groceries, are some of the multiple purpose features of modern kitchens. The trend is definitely toward the early American idea of the kitchen serving as the living and working center of the home.

Predict a $10 billion Market

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

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

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

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

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

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

Kitchen equipment includes electric range, refrigerator, food waste disposer and ventilating fan.
tops are of decorative plastic. A soffit light over the sink uses incandescent bulbs.

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

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

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

"Thrift Home" offers a number of examples of good electrical planning. All kitchen equipment was included in its price of $10,000.
AMPLE WORK SPACE and storage areas are provided in this kitchen. Barbecue and grill are added features.

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

THE POSITION OF KITCHEN makes it easily accessible from all portions of the house.
Ready-Made Cabinets in Custom-Designed Home

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

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

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

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

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


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

A COMBINATION of brick, waterproof plywood and horizontal siding makes an attractive exterior for this one-story house
Wichita Home Builders Meet a Crisis

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

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

In April, 1950, there were 521 vacant apartments for rent in Wichita. This spring that backlog in the city of 200,000 population was completely gone and employees were turning down positions in the defense industries because housing was not available. When that situation developed, representatives of the Boeing, Cessna and Beech airplane plants met with a group of leading home builders under sponsorship of the local Chamber of Commerce, of which H. M. Van Auken is general manager, with Alden Trovillo managing the industrial division.

Because the city of Wichita licenses all home builders and firms in the home repair and modernization business, it was easy to obtain a list of all active builders for the purpose of making a survey to determine what the home building industry of Wichita planned to do in new housing construction in 1951. Under the guidance of a committee of home builders, the Chamber of Commerce conducted a thorough survey.

When final tabulations were completed it was discovered that plans already made for new dwelling construction would just about equal the anticipated demand in all price ranges for units to rent as well as those to be built for sale in the next 12 to 14 months.

The figures obtained revealed that 45 major home building concerns planned to complete the following in 1951 or early in 1952: 726 one-bedroom rental units to lease for $59 to $75 per month; 996 two-bedroom rental units to lease for $69 to $85 per month; 12 three-bedroom rental units to lease for $69 to $85 per month; 2,647 two-bedroom houses to sell for $7,995 to $13,000 ($22,000 maximum); 1,740 three-bedroom houses to sell for $10,750 to $15,000 ($35,000-$50,000 maximum).

This makes a total of 5,941 units which builders were willing to go on record as definitely planned for production. Obviously there are some contingencies, the principal one being an alarming shortage of building mortgage money, which is discussed as a national problem for home builders on page 16 in this issue.

The fact that Wichita builders indicated early in the building season that their production in the next 12 months would just about equal the anticipated influx of new families into this rapidly expanding industrial city, does not mean that this is the maximum output of the industry there. A spot check made following the survey by the Chamber of Commerce indicated that local builders had the organizations and could acquire land to erect about 12,000 new units, providing money is available.

A program of this magnitude for Wichita would obviously make it necessary to recruit a large number of
STREET VIEW of 2-bedroom $7,995 houses, being produced by Gold Bond Homes, Inc., headed by Don Purcell. The price includes a garage and a Bendix washer. These units are precut and preassembled in a plant with only the exterior and interior finish put on at the site. At present about three a day are being completed. Capacity is seven per day. There are 10 exteriors

The housing shown here as typical of what is being done by Wichita builders was picked at random. Obviously it is impossible to show more than this in a brief resume of the situation which is being handled so efficiently by all the home builders there. No house shown is priced over $14,000, but there is a sizable volume of higher-priced houses being built for sale and on order. One notable development in the $25,000 and up range is "The Village" a scientifically-planned subdivision of 166-acres with large lots and rigid minimum requirements on the size of houses and the architecture that can be employed in the development.

The versatility of the building operations now being carried on in Wichita make it apparent that regardless of what happens as to population increase there, the present operations can handle the problem more efficiently, at the lowest costs and in the fastest possible time. Mass production of house parts, prefabrication and preassembly of units is being carried on by several builders of low and medium-priced units. There are no slums in Wichita. The absence of these areas so common to cities, many even smaller than Wichita, leaves very little room for criticism of what has been done in the past by the city in enforcing good zoning and building practices and by the builders in keeping minimum standards at a relatively high level for both new construction and modernization.

JULY 1951
Combining Kitchen, Laundry and Play Area

A TREND toward larger kitchens and adjoining spaces, especially in homes having an area of 1500 square feet or more, is prevalent among architects and designers.

A good example of this type planning is shown in the accompanying sketch and plan taken from a St. Louis house under construction, designed by Bernard McMahon, St. Louis architect.

This work space installation combines kitchen, laundry and playroom facilities all within view of each other. McMahon states that it is becoming increasingly popular to have the children's playroom close to the kitchen and laundry to assure ease of supervision during the play period.

The fireplace, a novel feature for the work space, is the focal point of this unit plan. It is situated in the playroom, which also serves as an informal dining room.

The kitchen is a typical U-type, open at one end, with basic fixtures placed for maximum efficiency. One side opens to the laundry where sink, washer and dryer are placed on one wall, and ironer and sewing machine on the other in a nook formed by the end of the fireplace. A children's snack bar on the playroom side of the fireplace nook can be served through the laundry.

These three rooms can actually be made into one room or, if privacy is desired for any area, draperies or accordion-type doors may be used to create separate rooms.

With domestic help at a premium this type of arrangement of work and play areas is becoming increasingly popular.
FINALLY I had given way to the impacts of the lugubrious warnings of Washington concerning the certainty of shortages that eventually would settle in the drying up completely of certain household appliances and other commonly used necessities.

I gathered from what was said that there simply wasn't any other way out—I simply would have to learn to do without them.

Naturally it was all very disturbing. Here I was having to live my life as best I could without benefit of a family washing machine, in case the old one suddenly would go to pieces like the one-horse shay I used to read about in my childhood days. The prospects of wearing a dirty shirt to work, or staying away from church to save wear and tear on the family washboard was anything but pleasing.

Then one day as I was driving to work I listened to the siren song of shortages coming in over the radio—a very plausible story indeed—so much so, in fact, that I drove right on to the appliance store to take a look at the latest in washing machines that possessed far more ability to cleanse clothes automatically than the best wash woman that ever appeared at my home on any stated day of the week.

The sales talk wasn't bad at the beginning of the interview. There was a tinge of aloofness at times which savored of better-hurry-and-make-up-your-mind-mister but I had grown calloused to the hauteur which was the natural result of a decade in which demand had exceeded supply and salesmanship had degenerated into beating buyers into a bloody pulp with the bludgeon of fear.

For a time I thought this particular salesman might be one of those delightful individuals I used to know before World War II set in. He really knew his machine and he didn't press. He gave me the impression that I had brains enough to make up my own mind if he presented the facts properly. This he proceeded to do.

In the course of time I admitted my deep interest in what he had to say about the subject under discussion. I explained that my impulsive visit without the washing machine expert in my family was due entirely to what I had heard on the radio program which had been done well enough to dupe me to the appliance store right at the time when I was on my way to tackle the duties of the day. This seemed to please him greatly and he agreed readily to the wisdom of consulting my family before making such a purchase.

And so I prepared to take my departure after assuring the salesman that I would bring my wife in at the earliest possible moment. It was at this point that the old familiar look began to spread over his countenance. I knew what was coming. I had heard it many times before. Dubiousness. A warning turn of the head. A sur-reptitious glance over the shoulder to see if anyone might be listening.

"Better let me mark this one for you," he said. "You know what the situation is in regard to materials. We just happened to be lucky enough to have a good supply on hand and can make immediate delivery. But of course they're going fast and if you really want a good machine that will last you indefinitely, better get one while it is available."

This old familiar tune had about as much appeal as if the salesman had suddenly decided to play "Ta-ra-ra-boom-de-ay" on his pocket comb. So I took my departure after assuring him that I would discuss the matter with my family during the evening. All of which would be well with him. We could come in at our convenience. Here is my card, etcetera and et cetera. And so in a pleasing manner he came in full possession of my name, occupation and home address.

Then the parting warning about shortages rather neatly done but still annoying.

That evening at the dinner table came a bolt out of the blue. "What makes you think we need a new washing machine?" asked my wife.

"What do you mean?" was the only reply I could think of.

"There was a salesman here today who said you had been in looking at a new automatic washer," she answered. "He just happened to be in the block so he dropped in to see our old machine and tell me about the latest model."

She hadn't resented the visit. As a matter of fact it was apparent that the salesman and the machine had made rather a good impression. Some day we'd probably have to get a new washer and it might be a good time to buy one—especially since they would soon be out of production until the whole international situation cleared up. Nobody knew how long that would be. The serpent's tongue of shortages was again in full play!

The affair dragged along. A telephone call every day or so. One to the house. Another to the office. Finally one day the salesman called in great alarm. He was almost breathless. He had just discovered there were only four machines left. He had taken the liberty of marking "HOLD" on one of them until he could get me on the phone. If I didn't want it that would be absolutely all right—no obligations—just wanted to protect my interest. Then whom came the bludgeon:

"Actually we don't know when, if ever, we'll get another shipment. Steel shortages, as you probably know, are getting worse."

We enjoy the new washer. It per-

(Continued on page 162)
A laboratory explosion in 1924, repeated industrially for nearly 26 years, has resounded in the building industry so that the term "hardboard" has become as widely known as its versatility. The laboratory test was made by William H. Mason, who discovered he could make a hardboard by exploding wood chips and putting the fibers together again with their natural binder, lignin. Known as "The Wonder Wood of 1,000 Uses," the product is extensively used in many fields. Among the most interesting at this particular time is its wide range of applications in modernizing commercial structures.

A number of sound reasons govern why hardboards are so extensively used for remodeling business places. Here are some of them:

Installations of the panels can be made rapidly—after store hours or on weekends—so that there is no loss of business time. They are economical. They are flexible and therefore can be applied in streamlined, curved designs. They are durable and stable, for their surfaces are hard and resistant to dents and wear. Hardboard panels often can be reused when changes in store layout are required. Their smooth surface is an ideal base for any kind of finish.

**Where to Use**

There are literally dozens of ways in which hardboards can be and are being used to renovate commercial establishments, both inside and out. Hardboards are suitable for either permanent or temporary installations. Their finish makes them adaptable in stores requiring smooth wall and ceiling surfaces. They have the quality of not absorbing food or other odors—an advantage in food establishments and hospitals.

Department stores and specialty shops have set the pace among retail establishments for the use of hardboards. Frequent and quickly made changes in the interior appearance and appurtenances for displaying merchandise are requirements which these store managements meet by utilizing hardboard.

Uses of hardboards in modernization of stores, hotels, restaurants and a long list of commercial structures run the gamut from wainscots to entire walls, from display fixtures and racks to partitions, from dressing and model rooms to show window backings, from balustrades to sign canopies, from pillar treatments to shadow boxes and special decorative treatments.

Knowledge of what hardboard is, how it can be handled with tools and fasteners, and how it can be applied to freshen any business background equips any builder or carpenter to do a first-rate job on any structure.

Hardboards manufactured by the process of William H. Mason are composed of wood fibers permanently bonded together with the natural lignin which was the original bonding agent in the tree. No artificial binders or fillers are added during manufacture. Some hardboards are
HARDBOARD because it can be painted and is flexible is effectively used in retail establishments (1) for model rooms; (2) for special displays involving curved surfaces; (3) as room dividers in furniture departments, and (4) for merchandise display racks.

"tempered" to give them added toughness and resistance to moisture. In the tempering process, standard hardboard is impregnated with a special compound polymerized by baking. Tempered hardboards should be used wherever there is exposure to the weather, big moisture changes, or more-than-ordinary wear.

How to Use

Ordinary carpentry tools are used in working with hardboards, which can be sawed, planed, routed, drilled, punched, shaped or bent into simple curves.

Only three "don'ts" are given for nailing these all-wood fiber panels: They should never be toenailed. Nails never should be driven into the cut edge. Never depend on the thin hardboard alone to hold the shank of a nail.

Know-how about hardboard building panels begins with information on the type and thickness to use for particular application. Such data is highly important, for the contractor should select the grade which will do the best job for the least expenditure. A great available variety makes the proper selection important. Masonite Corporation, the world's biggest manufacturer, for example, carries seven different types of hardboards which can be used for remodeling. They are available in from one to four thicknesses, in widths of 4 feet and in lengths to 12 feet. Depending on the type of hardboard, the thicknesses range from \( \frac{1}{4} \) to \( \frac{3}{4} \) inches. The same hardboard manufacturer has available printed charts and folders which are a ready reference for builders on this subject.

The usual sawing techniques are applicable. Due to the lack of grain in
VARIOUS joint treatments may be used between hardboard panels. A slight space between panels is recommended.

hardboards, a cross-cut saw having 8 to 12 points per inch is the most suitable of the hand saws for making straight cuts. Usually used for general purpose work is a No. 6 set saw. Use only a little more pressure than the weight of the saw. A coping or compass saw may be used for cutting irregular, curved or inside edges. A power saw is desirable for greater speed or extensive cutting.

Correct framing for hardboard panels is essential to a first-class job which will give lasting satisfaction. In general, the panels may be applied over a solid backing—like an old plaster wall or ceiling—or fastened directly to framing members such as studs, joists or furring strips.

The wood studs, joists or other framing for hardboard walls, partitions, model rooms, show windows, counters, display pieces, built-in fixtures and the like should be spaced not over 16 inches on center. Where horizontal joints are necessary, use either 2x4 or 2x2-inch headers cut between the studs. Use straight lumber or uniform thickness. Headers should be installed back of chair rails and all similar moulded trim. All framing or furring strips should be on a true and level plane.

A support must be located behind each horizontal and vertical joint. Allow ample bearing surface for nailing on all edges, with boards brought to moderate contact.

The subject of framing suggests the numerous uses of hardboards for a miscellany of store improvements which can be installed by any carpenter. Among these remodeling or maintenance applications are floor coverings and runners for heavy traffic and work areas "behind-scenes"; workbench tops; counter tops (widely used in super-markets); cigarette resistant surfaces (black tempered hardboard available from most manufacturers), counter fronts, both straight and in curves which can be applied over framing without moisture, heat or pressure.

Also, case ends, case-backs, drawer bottoms, cabinet doors, refacing room doors, underlayment to prolong the life of linoleum and other flexible floor coverings; signs for use in stores, display windows and outside; sales display racks.

To Conceal Joints

Never butt hardboard panels together in an effort to conceal joints. Instead, use a V-joint treatment which if properly placed, will add to the design interest of a wall. Bevel or round the surface edges of the panels slightly with a plane, beveling plane, or sandpaper. The corner may be only slightly eased or completely removed for a very deep bevel which will form a much bolder joint. Wood molding inserts may be used.

For a bold treatment or for walls where it is desired to cover joints, apply plain or molded strips of wood or hardboard directly over the joints.

Metal moldings are available in two general types: Extruded and snap-on. Both types are made in many patterns. Fasten an extruded molding directly to the supporting structure with nails and then install the panels into grooves in the molding, taking care that they do not bottom in the grooves. Fasten the base half of a snap-on molding directly over a joint after the hardboard has been applied. Then snap on the finished or plated half.

Use of Tempered Hardboard

In all exterior applications and in all interior applications where the hardboard will be exposed to high or fluctuating humidities, it is important that tempered hardboard be used and that the moisture content of the panels be sufficiently high when applied. Under normally dry conditions, when an untempered hardboard is to be used inside, sufficient conditioning is obtained by unwrapping the panels and standing them on edge around the room in which they are to be installed for a period of at least 24 hours prior to installation. This will enable the boards to stabilize to existing conditions before they are fastened in place.

To condition tempered hardboard for exterior applications and interior locations having great fluctuations of humidity, scrub the screen sides thoroughly with cold water, and stack boards, screen sides together, for 24 hours just before application. To pre-expand leather-textured or tile hardboard, which have smooth backs, sandwich clean damp cloths between the back sides for 16 hours, wipe off excess moisture, and apply immediately. The purpose of this conditioning is to expand the panels to
HARDBOARD is flexible and easily applied to curves.

their maximum dimension before they are fastened. Doing this gives them the greatest stability.

**Applicable to Curves**

One reason that hardboards are so widely used in commercial modernization is the ease with which they may be bent to form long, sweeping curves—and even short-radius curves. Effects are easily obtained by merely laying out the framing members and attaching the hardboard to the framing with nails. No heat or moisture is required for curves with a radius of longer than two feet. It is not practical, however, to bend, draw or form hardboard panels into compound curves such as dished shapes.

Large-radius curves can be bent around a permanent form or framework with no preparation or special treatment. Fasten the board at one end and then attach it as it is bent around the supporting members. Do not first fasten the board through its center and then force each end into position.

When a sharper radius than can be obtained by bending a dry panel is required, the board can be made quite flexible by submerging the portion of the panel to be bent in water not exceeding 100 degrees Fahrenheit for 40 minutes to several hours.

Stacking the boards for a period after dipping equalizes the moisture. If the natural finish is to be retained, or if it is not convenient to dip the panels, scrub water into the screen side and then stack the panels in pairs, smooth sides together, separating each pair with wet cloths which would only come in contact with the screen sides. Cover and permit to stand approximately 24 hours for standard hardboard and 48 hours for a tempered product.

After conditioning, bend the moist board over a wood form and fasten it securely. Allowance should be made for a slight spring-back. Keep a panel on the form until it is thoroughly dry. An alternative is to fasten the moist panel right into position on the framing members built for it. If very small radius bends are required, they may be made over a heated pipe or roll. They may be purchased ready made from specialty display fabricators. Hardboard manufacturers will supply detailed data to contractors wishing to make their own small-radius bends.

**Nailing Specifications**

Perhaps the most common method of attaching hardboard panels to framing members is nailing.

In nailing hardboard panels used in interiors, begin at the center of the panel and drive nails perpendicular to the surface approximately 6 inches...
apart on intermediate supports and 4 inches apart around all edges. Do not toenail. Finishing or casing nails may be used. They should be long enough to penetrate into the nailing base at least one inch. To conceal nail heads, countersink them slightly below the surface and fill the nail holes with putty or similar material after prime coat has been applied.

To fasten the panels directly to the sheathing on an exterior, locate nails 12 inches apart at intermediate supports which are not more than 16 inches O.C., and 3 inches apart around the edges. Use galvanized siding or box nails. A popular hardboard used for decorative effects has a leather-like, embossed surface. This hardboard is only 3/16" thick, and should, therefore, be applied over a solid backing. It may be fastened in place with 1 1/4 inch, 18 gauge brads located in the depressions for better concealment of the heads. They should be spaced 12 inches apart each way throughout the body of the board and 4 inches apart around the edges. Countersink the brads, and after the prime coat of paint has been applied, fill the holes with putty or plastic wood. Follow the same procedure in nailing hardboard panels with scored tile marks, spotting the brads at the intersection of score lines.

If screws are used as fasteners, first drill holes in the hardboard. If the screw heads are to be flush or below the surface of the board, the holes should also be countersunk. Screws are spaced the same as nails.

Use of Adhesive

Over clean, smooth, solid backings, hardboards may readily be attached with a good waterproof adhesive such as linoleum cement, tileboard cement or one of the many hardboard mastics. Do not use an adhesive intended only for applying acoustical tile, as most of these products do not develop enough strength to fasten hardboards securely.

The backing must be straight, in good condition, firmly attached, and dry. In remodeling work, remove old wallpaper, patch broken plaster, and check wood walls for evenness and protruding nails. Scratch painted surfaces to provide a direct bond for adhesive to backing.

After fitting a panel, spread the adhesive over the entire back side with a saw tooth trowel having 3/16" triangular notches, keeping it from the front face where it might cause discoloration. Immediately after spreading the adhesive, place the board on the wall, pressing it firmly into place.
HARDBOARDS may be painted, enameled, waxed, varnished, stained, lacquered, shellacked, or—as illustrated—covered with wallpaper to simulate wood, marble or other finishes.

Prepare braces or supports before spreading the adhesive so they may be used immediately to hold the panels in place until the adhesive sets, usually overnight. If desired, $\frac{1}{4}$-inch, 18 gauge brads may be used to support the panels. After the adhesive sets, the brads may be countersunk or removed.

**How to Finish Hardboard**

Numerous finishing treatments can be applied over hardboards. When a relief or carved effect is desired, it can be obtained by using a scoring tool, which is easy to use. Straight score lines may be cut with it to add accent and interest to a wall treatment. Intricate designs may also be cut into the surface of a board. More elaborate treatments are achieved with typical carving tools. The effects, of course, are dependent on the skill of the craftsman.

Hardboards generally are given an applied finish, although the natural brown color may be desirable in some locations. For example, the hardboard with the leather-like surface is attractive as it is, though it should be given a protective coating of clear sealer.

Practically any type of finishing material may be used—oil paint, water emulsion paint, bituminous paint, enamel, stain, lacquer, shellac, varnish, penetrating sealers, wax synthetics or certain special type finishes. By following the manufacturer's directions and applying the finishes in the same manner as on a hardwood surface, satisfactory results are obtained.

Surfaces should be free of dirt, grease and other foreign material before a finish is applied. Dirt may be removed with water and a mild soap; grease with carbon tetrachloride or naphtha. Be sure the board is dry before starting to finish it.

As in finishing wood, so in finishing hardboard: Use a good quality sealer or primer and apply it according to the manufacturer's instructions. Surface type sealers and primers include such products as paint and enamel undercoaters, lacquer sealers and shellac. Sealers of the penetrating type are widely used for hardboard floors and for other applications where added resistance to abrasion and moisture are desired.

Paints and other finishing materials may be applied to hardboards by brushing, spraying, wiping, dipping or roller, depending upon the medium and the desired effect. For especially smooth finishes, sand lightly between coats with a fine sandpaper.

Tileboard may be painted or enameled using standard methods. The score marks may be striped a contrasting color with a stripping brush or stripping tool. A stripping or heavy bodied enamel should be used for this purpose.

A leather-textured hardboard may be given a clear finish with a sealer, varnish, clear lacquer, or wax, or it may be stained, painted or lacquered any desired color. A tone-on-tone finish will enhance the natural beauty of the hardboard. It may be in any combination of colors.

To obtain a tone-on-tone effect, first apply a suitable undercoater or a lacquer sealer. Over this apply a coat of interior paint, enamel or lacquer of the desired over-all color. The third coat may be a glazing liquid with pigment added. This is first applied to the panel and then wiped so that it remains only in the depressions, accenting the leathery effect. If a glazing liquid is used for the third coat, mix it with one-fourth as much turpentine. While stirring the mixture, slowly add color-in-oil of the color desired for the depressions. Brush it over the surface of the board, allow it to stand from one to three minutes and then wipe with a clean cloth wrapped around a flat sponge or wood block. A final coat of flat or gloss varnish, which will provide protection for the paint, may be applied if desired. If the first two coats were lacquer, use a clear lacquer for this protective coating rather than a varnish.

As Exterior Finish

The techniques of applying hardboards as an exterior finish are easily acquired by any contractor or carpenter. Only tempered hardboards in thicknesses of $\frac{3}{16}$, $\frac{1}{4}$ or $\frac{3}{8}$ of an inch should be used. The panels should be conditioned as described above. They may then be applied directly to the
outside surface of the sheathing. Nail center of panel first, edges and ends last. Panels must not be sprung or forced into place. Directions for fastening the panels with nails or screws have been previously mentioned.

Hardboard panels may be applied as lap siding. Strips 8, 12 or 16 inches wide, of either ¼ or ½ inch thickness, should be used. The three exposed surface edges of each piece should be slightly beveled, and the pieces conditioned. Lap siding is applied directly over sheathing and building paper, using a 2 inch lap.

A wedge-shaped wood strip is fastened opposite a stud wherever a vertical joint in the siding occurs. This provides a solid backing for nails 3 inches apart. The siding and the wood strip are fastened with 10d galvanized siding nails 16 inches O.C. along horizontal edges at stud locations. If a deep shadow line is desired, place a ¾x1½ inch wood strip horizontally along the upper edge of the 2 inch lapped portion of the siding. If the shadow strip is eliminated, use 8d nails with same spacing.

After reviewing the foregoing, the building contractor and carpenter will be in a position to suggest improvements which will be satisfactory to the owners of commercial establishments from the standpoints of appearance, utility and cost.
Ro-Way
the Garage Door
that delivers...

a
7-POINT BONUS
...without extra cost

Count the extra values—at no extra cost—and you know why Ro-Way Overhead Type Doors are first choice of so many leading architects, builders and owners:

- Superior quality Rowe-made millwork
- Husky hardware designed, engineered and built entirely by Rowe—Parkerized and painted after fabrication
- Individually Power-Metered springs—made by Rowe
- Ball bearing track rollers—made by Rowe
- Double-Thick track tread—made by Rowe
- Built completely in Rowe’s own plant
- Installed and serviced by a nationwide network of selected Ro-Way distributors

All seven at no extra cost when you specify RO-WAY OVERHEAD TYPE DOORS for all industrial, commercial and residential jobs.

Nationwide sales and installation service. See your classified telephone directory for names and addresses of Ro-Way distributors.

there's a Ro-Way for every doorway!

ROWE MANUFACTURING CO., 786 Holton St., Galesburg, Ill.

JULY 1951
2500 People Visit National Home Week House in Town of 1400

On Display in New Athens

A house to notice and admire

A home to cherish and enjoy

We invite you to see this unusual modern design in home construction which will be open to the public during National Home Week.

SEPTEMBER 10 THRU SEPTEMBER 17
Open House: Weekdays, 5 till 9 p.m. — Sat. & Sun., 1 till 9 p.m.
... IN EAST LAWN PLACE, NEW ATHENS, ILL.

Wood, glass and masonry are professionally characterized as a home to cherish and enjoy. Y floor plan ... its assurance of convenience, e The home is completely furnished and decor chen, along with many other modern material

* COMPLETE HOUSE AND AT CLOSE O

New Athens

A QUARTER-PAGE newspaper ad which was part of Lauerman's promotion on his National Home Week demonstration house. The ad was run in his local weekly newspaper and on two different days in his neighboring town of Belleville the week preceding the opening. This, plus radio advertising, colored display posters, and newspaper publicity drew more than 2,500 visitors from neighboring community

OBSERVANCE of National Home Week in a town of less than 1400 population in southern Illinois proved eminently successful for a small lumber dealer last fall. Louis E. Lauerman, who operates the New Athens Lumber Co. at New Athens, Ill., in reporting on his promotion in a letter written in April this year, said:

"It is hard to say what the actual sales results of this adventure will be but we are now furnishing materials on two houses sold during the demonstration. (September 10-17, 1950) We feel that the sales of several kitchen cabinet jobs recently are a result of the display in the kitchen."

What Louis Lauerman did is very simple and it is something that any aggressive retailer can do under similar circumstances. In February, 1950, about seven months before National Home Week was scheduled to open, he and Mrs. Lauerman received their Weyerhaeuser Sales Company House Plan of the Month. They both agreed the house was one which would undoubtedly have much appeal to prospects and customers in their trading area.

American Builder and National Retail Lumber Dealer Association promotion on National Home Week gave the Lauermans the inspiration to build this attractive house in a new subdivision in New Athens and open it for demonstration during the Week as a promotional stunt and good will builder for their firm. While
the house was under construction, the decision was made to go all the way and show the house furnished. An agreement on furnishing was reached with a local furniture firm—Frank G. Kaiser Electric and Furniture Co.

Mrs. Lauerman supervised all the interior decoration. She used a scenic wallpaper running the full length of the living room wall opposite the ceiling-high windows as the color scheme for the entire house. The exterior of the house was painted barn red with white trim.

Newspaper and radio advertising and publicity served as the principal mediums for attracting more than 2,500 persons through the demonstration house in the week it was open. A quarter page ad in the local newspaper the week preceding the opening, plus insertion of the same ad on two different days in the neighboring town of Belleville gave coverage of St. Clair county and neighboring towns. During the Week the house was open 13 spot radio announcements were used on WIBV in Belleville. Another important phase of the advertising program which must not be discounted was the placement of full color display posters in leading business houses for several weeks prior to the opening. The furniture firm which furnished the house also purchased advertising space to promote the home demonstration. The week the house was open Lauerman ran another smaller advertisement on the demonstration.

Supplementing the paid advertising program, the newspaper in New Athens published a column and one-third article about the home demonstration in the issue preceding the opening. During the Week the house was open, the same weekly newspaper ran another article about it.

The spot radio announcement used to promote the showing went on the air starting on September 14 and ran through September 17, with as many as three on several days. The announcement used on the radio was as follows: "Would you like to see a dream home? The New Athens Lumber Company invites you to see this unusual modern design in home construction, in East Lawn Place, New Athens, Ill. Open week days 5 until 9, Saturday and Sunday, 1 until 9. You'll see wood, glass and masonry professionally employed to create a home, not just a house, where warmth, beauty, convenience and permanency are harmoniously combined. The home is beautifully furnished and decorated and has a complete "American" kitchen. The design utilizes modern materials and features. This dream home will be open for inspection through September 17th, in East Lawn Place, New Athens, Ill. Drive to New Athens and see it."

Mr. and Mrs. Lauerman spent about 60 hours talking with visitors and explaining the features of the house while it was being shown to the 2,500 people who came to see it.

Features of the house which drew the most comment were: sliding door wardrobe closet; striking color scheme of dark green walls and woodwork, white ceiling, and draperies and bedspread of flame colored poppies on white background in the master bedroom; unusual shell design washable wallpaper used above painted wainscot in the bathroom; scenic wallpaper on one wall and ceiling high corner windows in living room; modern steel cabinets, Carrara glass panel behind range in kitchen; ranch plank flooring; sloping ceilings; large amount of closet space; massive chimney and built-in flower box.

The roof of this house is constructed so that screened openings at the front and rear of the house permit air to circulate above the mineral wool insulation.

MODERN design proved highly interesting as demonstration home. Cost was $11,550 including draperies, aluminum screens, lot, sewer, driveway, shrubbery, lawn and walk.
KAISER ALUMINUM SIDING, applied vertically, gives an effect of added height to the Lane-Wells Company executive offices in Los Angeles. Installed under tension, the curved surface of Kaiser Aluminum Siding is rigid, sound-deadening, insulating. Maintenance costs are low, for the lustrous enamel finish is baked on.

KAISER ALUMINUM SHADE SCREENING on the southwest windows of the Lane-Wells offices cuts glare and heat by stopping the sun's rays outside the glass. Comfortable light and air are freely admitted and visibility to the outside is unobstructed.

THIS LOW-COST industrial structure combines the advantages of Kaiser Aluminum Shade Screening and Siding. The Shade Screening screens out insects and the direct rays of the sun responsible for fading, insures maximum privacy.
WITH ALUMINUM

Vast expansion of production facilities will make aluminum among the most plentiful of building materials!

Kaiser Aluminum alone is increasing its production of primary aluminum by 80 per cent.

This plentiful supply of aluminum will encourage many new uses of this strong, light, rustproof metal in the building fields.

By keeping aluminum in your plans, by using it whenever and wherever you can—by planning ahead with aluminum—you'll be better prepared to use it in a wider variety of applications in the future.

You may have to substitute for aluminum

Kaiser Aluminum is helping to meet the needs of national security—supplying vast amounts of aluminum to manufacturers of essential items.

But Kaiser Aluminum building products are still available.

So check with your suppliers before you specify any substitute materials. There's a good chance you'll be able to give your clients the best: Aluminum!

Aluminum is the building material of tomorrow

Building materials made of Kaiser Aluminum offer exclusive advantages in design, beauty and quality. Representative applications of Kaiser Aluminum building materials in use today are shown on these pages.


Kaiser Aluminum

A major producer of
building materials for home, farm and industry

JULY 1951
Make them easier to heat... easier to sell!

Many prominent builders are assuring buyers increased living comfort and reduced heating costs by installing PC Foamglas as insulation in basementless homes, not only under the floor slab, but also around its perimeter, or on the foundation walls.

Foamglas is the ideal material for this type of installation. No moisture or vapor from the ground can enter into or pass through Foamglas to impair its insulating value. Durable, rigid and strong, Foamglas is non-compressible under customary floor loads. It gives effective, long lasting service, free from costly repairs, maintenance and replacements.

Make sure you know all the advantages you can offer your customers with PC Foamglas. Send the coupon today for a sample of the material and a free copy of our informative booklet.

PITTSBURGH CORNING CORPORATION
Pittsburgh 22, Pa.

FOAMGLAS®
the cellular glass insulation

The best glass insulation is cellular glass. The only cellular glass insulation is PC Foamglas. This unique material is composed of still air, sealed in minute glass cells. It is light weight, incombustible, vermin-proof. It has unusually high resistance to moisture, chemicals and other elements that cause insulation to deteriorate.

Pittsburgh Corning Corporation

Please send me, without obligation, a sample of Foamglas, and your FREE booklet on the use of PC Foamglas to insulate homes of all sizes and types.

Name: ...................................................................................
Address: ...........................................................................
City: .................................................. State: ..........................

WHEN YOU INSULATE WITH FOAMGLAS... THE INSULATION LASTS!

No. D-80
Kitchen Details

The kitchen shown in detail on the opposite page indicates in the plan a clear cut separation of the work area of this room from the serving and eating portion. This is accomplished by extending counter, cupboards and refrigerator into the kitchen forming a U-shaped work area. This arrangement produces the greatest efficiency as it brings the main fixtures such as sink, dishwasher, refrigerator and stove within close proximity of each other, thus reducing the number of steps required for producing a meal. The opposite wall adjoining the fireplace is confined to the storage of canned goods and similar items.

In order to bring the eating and the preparation area in close relationship to each other, the area from refrigerator to exterior wall above counter is left open. In this space above the eye line several shelves are installed where a clock or a number of ornamental knickknacks are placed.

A plywood panel is placed against the rear of refrigerator to form a facing along this area for the eating space. A 1x4 is placed at end of panel to form a jamb and also provide space above refrigerator for an ornamental shelf.

A pass-through is placed in north wall between counter and upper cabinets to quickly serve in dining room. A cupboard is placed on the breakfast nook side over the refrigerator for dish storage.

All counters are provided with Formica tops with splash back against wall. Cupboards are of wood construction of standard manufacture adjusted to custom requirements.

How to Get Double Duty from Hand Saw

An old saw can be put to good use by filing approximately 6 inches of straight teeth which can be used for cutting nails. The ten point should be used as most nail sawing tasks occur when doing finish remodeling.—Os W. Johnson, Spokane, Wash.
The problem encountered in remodeling the front of an old commercial building entailed the realignment of structural members to conform to the requirements of the new store design and layout. To obtain a workable front from the standpoint of merchandising and traffic movement in and out of the store, it was necessary to alter the position of two columns which blocked the entrance and display. To remove both columns would have been quite costly and produced a long delay.

As a compromise it was decided to remove the one column that caused the greatest hindrance to traffic into the store and adjust conditions to conform. To meet the requirements of the local building code with reference to attaching additional steel members to the present cast iron columns presented many difficulties. The building department requested that new columns be placed adjoining the present ones. This would have doubled the size of the obstruction.

The solution that was accepted was the development of a lattice column around the present cast iron column. This type was obtained by placing two 10-inch channel sections on each side of old column. Lattice was formed by securing ½-inch steel straps bolted every 28 inches to each side of the channel sections. A new 16 WF steel beam was provided to carry the upper structure. The present steel was bolted directly to the new steel.

The new column construction was fireproofed to form a round column. The column was covered with ceramic tile in shades of light grey and rust.

Other materials used in the new store front are ivory structural glass for the sign background; wall facing at exterior stair of light green structural glass; vestibule ceiling, Keenes cement; vestibule floor, pink terrazzo; door jambs and transom bar of solid oak.

TAPE wrapped around the handle of hammer near the head makes it easy to pick up.—Geo. Wilson, New Haven, Conn.
No G-21 - STRUCTURAL CHANGES

NEW STORE FRONT

PRESENT WALL
NEW VENEER

PRESENT BEAMS
NEW I.G.W.
4" T.C.
20.4" C. HANGERS @ 30" o.c.
4.25" H.

GASKET

LINE/FRAC
20.4" LATTICE
NEW 10" L.H.

SECTION AA

SECTION BB

NEW 10" W. 29"
NEW 10" W. 88"

CERAMIC TILE
PRESENT BEAMS
COLUMN DETAIL

BOLT HOLE CER
NEW I.G.W.

NEW 10" L.H.
SHEATH & SEAT
ANGLES & SEAT

FRONT VIEW
COLUMN FRAME
BUILDERS REPORT OUTSTANDING SUCCESS WITH

1 Greater value in
Modern Small Homes
ARCHITECT-DESIGNED • WEYERHAEUSER-ENGINEERED

Weyerhaeuser 4-Square
The 4-Square Home Building Service was developed to help builders strengthen their position in the new home field by offering designs of distinction particularly suitable for single dwellings, or multiple housing projects.

Evidence indicates that nearly twice as many homes were built from this Service in 1950 as in 1949 ... which previously was the largest twelve months in the history of this helpful building Service.

The 4-Square Home Building Service is continuously growing. A modern, practical design, with complete working drawings and material lists, is added to the Service each month. Today there are over one hundred such designs in the Service, offering a wide variety of truly modern styles ... each architect-designed and Weyerhaeuser-engined for top value and true building economy.

Each month a new design and the complete Service are advertised in national shelter magazines to millions of readers. During 1950 more than 85,000 inquirers indicated interest in the homes included in this Service.

Your local 4-Square Lumber Dealer has all of these designs ready for your use ... with complete working drawings and material lists for every home in the Service. It will pay you to examine this modern, ever-expanding design Service. You will see how it can help you in your building program.

Weyerhaeuser Sales Company
Saint Paul 1, Minnesota

Home Building Service

July 1951
A gasoline chain saw of 4 h.p. and weighing only 27 pounds is announced by Homelite Corp., Port Chester, N.Y. This model 26LCS incorporates a narrow-kerf chain which does less waste cutting and an efficient belt drive which eliminates need for drive gears. The unit is operated with a simple control throttle button on the handle. It has ball and needle bearings at every point of friction. Engine governor keeps engine from racing when saw is out of cut; rain and dust-proof ignition, plus protected air cleaner makes engine easy to start in the coldest or wettest weather. Plunger lubricator oils chain, sprockets and guide bar. One-man saw blades are available in 18-, 23-, and 30-inch sizes. Two-man blades come in 23-, 30-, and 42-inch sizes. Bow saws, for one or two-man operation, are available in 18- and 25-inch sizes.

**NEW PRODUCTS**

**Offered by Manufacturers**

**CEILING VENTILATOR**

A ceiling model ventilator for kitchens and small rooms and which incorporates dustproof wheels and interchangeable horizontal and vertical discharge has been announced by Trade-Wind Motorfans, Inc., 5725 S. Main St., Los Angeles, Calif. This Model 1501 ventilator develops 300 cfm, using a 1/30 H.P. motor turning the twin 6-inch blower wheels at 1450 rpm. This relatively slow speed permits unusually quiet air movement. The motor is completely isolated from the air stream. The unit is only 7½ inches high, allowing easy installation within 8-inch joist spaces. It is 8½ inches wide and 14 inches long. Metal housing of the unit is installed within joist space. A bead around the bottom of the housing ¼-inch from the edge locates proper depth to allow for plaster ground. The blower is quickly installed in housing by clamps and grille is installed or removed by two thumb turns.

**SMALL-HOME REFRIGERATOR**

Suitable for small homes and apartments, a six cubic foot "Standard" model refrigerator is made by the Sanitary Refrigerator Co., Fond du Lac, Wis. The box has 12.54 square feet of shelf area arranged to eliminate waste space. Three aluminum fast-freezing, full-sized ice trays hold 84 cubes and there is a plastic, non-breakable meat dish below the freezing compartment. Double breaker strip gives greater insulation efficiency. The unit is 51½ inches high, 24 inches wide and 23½ inches deep.

**FIBRE FLOOR DUCT**

A fibre duct for use in hot air heating systems is announced by Sonaco Products Co., Harts-ville, S. C. The product when embedded in concrete floor slabs is used as a supply or return line in radial or perimeter heat air heating with oil or gas furnaces. As such its use is permitted by Federal Housing Administration. Called "Sonoairduct" it is intended to find use as a substitute for metal, glazed tile or concrete block in building construction. The duct will not delaminate when placed under water or exposed to excessive moisture and is fire resistant. The product is available in lengths up to 25 feet and in any inside diameter from two inches up to and including 24 inches. It can be cut to size on the job with a power saw. It is recommended that metal accessories such as elbows, bends, or "T's" be used with "Sonoairduct." Fibre collars, 12 inches in length, are available for use in joining long or straight runs.

**CONVEYOR CONNECTOR**

An inexpensive connector assembly for joining two standard "Brik-Toter" conveyor units together to allow contractor to use his conveyor separately for raising materials to one level, or together for raising materials to two levels is now available from the Mar-Rail Conveyor Co., 560 York Ave., Pawtucket, R. I. It is so designed that no sag or deflection results when the conveyors are bolted together, making a single truss 40 feet long. While the maximum lift, to a certain extent, depends on the nature of the material being raised, any of the usual masonry materials can be raised at least 20 feet from the ground. The connector assembly is sold separately and is furnished with the necessary bolts.

**FORK LIFT TRUCK**

A completely redesigned line of light capacity electric fork lift trucks has been announced by the Philadelphia Div., Yale & Towne Mfg. Co., 11,000 Roosevelt Blvd., Philadelphia, 15, Pa. Available in capacities up to 2,000 pounds, the trucks feature simplified automotive-type controls, hydraulic lift, and compact size. Features of the unit include gear shift lifting and tilt controls mounted within hand reach of steering wheel and magnetic contactor control which prevents driver from imposing unnecessarily severe load on motor. The trucks are all-steel construction, electrically welded. Fork carriage and elevator channel travel in upright channels by sealed ball bearing mounted rollers. Side thrust is taken by four thrust rollers. Tilting mechanism by which the mast can tilt forward five degrees or backward ten degrees to center the load, is also hydraulically operated, and is actuated by two double-acting piston-type cylinders which provide load rigidity.

New Products continued page 144

AMERICAN BUILDER
Automatic heat everyone can afford...

A TEMCO GAS FLOOR FURNACE

The comfort, convenience and thrift of automatic TEMCO Gas Floor Furnace heat never fails to quicken the interest of a prospect. You can quickly convert that interest into a profitable sale by pointing out that only TEMCO offers all these outstanding features.

- A TEMCO Gas Floor Furnace requires no basement or costly excavating.
- Porcelain Enamel Heat Chamber carries 20 year warranty.
- Delivers completely automatic heat at the flip of a switch.
- Operates economically on Natural, Manufactured or L. P. Gas.
- Is backed by TEMCO's 30 year reputation for quality.

Temco, Inc., Division B-307, Nashville, Tennessee
Please send me the complete story on low-cost automatic heat the TEMCO Gas Floor Furnace way.

To learn how you can include completely automatic heat and still save on construction costs, MAIL THIS COUPON TODAY!
NEW PRODUCTS
(Continued from page 142)

TAPE DECIMAL CHART

A decimal equivalent chart giving the conversion of 64 fractions and decimals designed to aid the work of engineers and builders is printed on the measuring tape made by Master Rule Mfg. Co., 40 Mulberry St., Middletown, N.Y. Taking a measurement-reading in fractions of an inch with this tape, the builder has only to glance at the chart to translate the fractions into decimal figures. These Master tapes are printed in large, easy-to-read type and are available at no price increase over former tapes.

REPLACEMENT OPERATOR

A replacement operator for use on metal casements, and which can be installed by the home owner, is a development of H. S. Getty & Co., Inc., 3348 N. Tenth St., Philadelphia, Pa. Because of its special screw holes, the 4706-H operator can be used to replace practically every type of metal casement operator now in service. The operator, packaged complete with detailed instructions for replacing various types of operators, is distributed through hardware wholesalers. Home owners can purchase them through local hardware stores.

MITER GAUGE ATTACHMENT

Availability of a clamp attachment No. 865 for standard Delta miter gauge is announced by Power Tool Div., Rockwell Mfg. Co., Milwaukee 1, Wis. This device is an added convenience, especially valuable when making accurate miter cuts and when cutting irregular stock. It consists of a bracket and two clamps which hold the work firmly in position, and is attached to any Delta miter gauge. Miter gauge and clamp attachment may be used on 8-inch and 10-inch Delta circular saws, band saws, spindle shaper, and abrasive finishing machines.

CLIP-BUNDLED ROCKLATH

Insulating Rocklath plaster base, made by the U. S. Gypsum Co., 300 W. Adams St., Chicago 6, Ill., is now shipped clip-bundled for easier and cleaner handling, the manufacturer has announced. The simple spring clip fastener, applied at top and bottom of the bundle, holds the sheets together and is easily removed by a hatchet edge or any metal pry. The bundle is simply propped up, the top clip pried off and the sheets lifted out, inside panels first. Handling of the bundles is faster and cleaner due to the improved packaging.

CABINET HARDWARE

A new and complete line of hardware for Colonial cabinets has been announced by American Cabinet Hardware Corp., Rockford, Ill., manufacturers of the Amerock line of cabinet hardware. The beauty of the traditional Colonial cabinets is now enhanced by the advantages of modern construction and mechanical features of the hardware. Cabinets of Colonial design fitted with modern hardware find excellent use in residential and commercial construction and remodeling.

BASEBOARD RADIATION UNIT

An improved type of baseboard radiation that is easily and quickly installed on rough framework of a house and the installation completed while all piping is accessible for testing, has been announced by the Minimite Co., 3700 W. Roosevelt Rd., Chicago, Ill. Called the "Convent-O-Base" the unit consists of three parts, back cover, heating section, and front cover. The back cover nails directly to studs or furring strips on new work, and can be recessed or flush-mounted on remodeling installations. It can be readily cut to desired length or mitered to fit any corner. It requires no special tools or equipment for installation. Heating sections mount on self-locking pipe supports.

PLASTIC-COATED PANELBOARD

A plastic-coated panelboard of "Iridescent" design is made by East Coast Plywood Corp., 41 Wyckoff Ave., Brooklyn, 27, N.Y. The innovation is intended to create broader usage for panelboard in installations where economical wall and ceiling coverings are desirable. The product comes in sheet sizes of 4x4, 4x6, and 4x8, either scored or unscored. Plastic-coated, it is easily kept clean, needing only a damp cloth to maintain its gloss.

INSERT NUMBERS AND MAIL COUPON FOR INFORMATION

American Builder, 79 W. Monroe Street, Chicago 3, Illinois

Name .....................................................
Address ..........................................................
City ......................................................... State ........

No. ................................ No. ................................ No. ................................
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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.

AMERICAN BUILDER
...and **Hotpoint** Leads in

Modern All-Electric Kitchens

and Home Laundries!

Whether you are remodeling or building a single dwelling, an apartment house or an entire subdivision, you can set the standard for Better Living in the homes you build ... with Hotpoint All-Electric Kitchens and Automatic Home Laundries.

Hotpoint's labor-saving electric appliances take over—automatically—the tedious, unpleasant, time-consuming kitchen and home laundry chores of today's modern homemaker. Thus, more time and energy are conserved for the more enjoyable and more important modern responsibilities.

Engineered to be the finest ... designed for the greatest utility and styled at the peak of modern custom, Hotpoint All-Electric Kitchens and Automatic Home Laundries add the distinguishing quality to the truly modern home.

---

**Hotpoint Inc.**

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**JULY 1951**
Magnificent Manhattan House, the remarkably modern residential apartment project recently completed in midtown New York, contains many notable advances that contribute to the comfort, pleasure and convenience of its occupants. It is not surprising, therefore, that the owners selected Kitchen Maid Flo-Line cabinets of warm, friendly wood. By their use in scores of modern apartment buildings and thousands of fine residences throughout the land, Kitchen Maid has proved their superiority time and again. Builders appreciate especially, the modern Flo-Line styling, the fine cabinet work, the flexibility and permanency of wood construction, and the skilled assistance provided by an old, experienced dealer organization. Decide now to choose Kitchen Maid cabinets for your next job. Write for catalog.

Catalogs and HOW-TO-DO-IT INFORMATION

957—SINGLE SPINDLE SHAPER—A six-page bulletin has been issued describing the Whitney 510 Single Spindle Shaper recently announced by Baxter D. Whitney & Son, Inc., Winchendon, Mass. The shaper is designed for high production quality shaping of a wide variety of furniture and chair parts, handles, brush backs and novelties.

958—LIQUID REDWOOD FINISHES—A brochure dealing with liquid redwood finishes made by Linseed Oil Products Co., 359 Del Monte St., Pasadena 3, Calif., was recently issued. The brochure describes the liquid redwood finishes that are resin-free, waterproof, smudge-resistant and elastic and are especially designed for the treatment of redwood. General information on the preservation of redwood surfaces is also included.

959—CONCRETE MIXER—A bulletin describing the line of improved Rex Hi-Discharge Moto-Mixers has been issued by Chain Belt Co., 1600 Bruce St., Milwaukee, Wis. Improvements which increase the efficiency of the machines are shown and described in detail.

960—MASONRY SAW—An illustrated booklet “How to Cut Blade Costs in Masonry Cutting” has been issued by Eveready Briksaw Co., 1509 S. Michigan Blvd., Chicago 5, Ill. The booklet contains practical, illustrated instructions on how to figure blade costs in masonry cutting before starting full cutting operations and is intended for the use of the contractor or operator.

961—BOILER-BURNER UNIT—Catalog of the H. B. Smith Co., Inc., Westfield, Mass., manufacturers of a complete line of cast iron heating boilers, features the “Smith Mills 2000” boiler-burner unit expressly designed for use in larger homes and smaller commercial establishments. This unit is oil fired and the catalog describes and illustrates its features.

962—COMBINATION WINDOWS—A catalog describing and illustrating the uses and features of Rusco all-metal self-storing combination windows has been issued by the F. C. Russell Co., Cleveland, Ohio. Combination windows are those which incorporate summer screens and winter sash in one permanent unit and provide fingertip ventilation control at all times. The catalog shows how use of these windows enhance home or building.

963—FLUORESCENT LIGHTING—A catalog of commercial, institutional and industrial luminaires has been issued by the Edwin F. Guth Co., St. Louis 3, Mo. Complete line of fluorescent lighting equipment is illustrated and described.

964—AIR CIRCUIT BREAKERS—The Heinemann Electric Co., Trenton, N. J., has its complete catalog condensed into 12 pages and is ready for distribution to product designers, laboratory and development technicians, construction engineers, and anyone interested in small air circuit breakers. For use as quick reference the new catalog gives information on the complete line of fully magnetic, non-thermal circuit breakers for general use. Illustrations show principles of operation and diagrams of construction. Charts give standard time overloads, coil resistance curves and coil connections.

(Continued on page 148)
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IT'S YOUR
Chance of a HOUSEtime
TO SELL SUCH EXCITING NEW HOME BEAUTY!

RUBEROID © DECORATOR-DESIGNED ASBESTOS
COLOR-GRAINED SIDING

Case after case proves that professional color styling sells homes faster...and sells home improvements faster.

Now, in Ruberoid Color-Grained Siding, you have the answer for people who may not know what they want, but do know what they like... and they like Color-Grained Asbestos Siding!

COLOR BY BEATRICE WEST
- Decorator colors in two-toned effects, styled by Beatrice West, famous color consultant... choice of four warm color combinations... true “decorator” shades which color-style the home from the outside in.

Exclusive Ruberoid Color-Grained process provides a deep textured effect, accented with light and dark tones of color... a bonus of unsurpassed beauty that appeals to architects, designers, builders, home buyers, and homeowners alike.

- Color-Grained Siding has all the long-lasting fire-proof, maintenance-free virtues of asbestos-cement siding, with the color ingrained... never needs paint... easy to apply over old siding.

- Call your Ruberoid dealer, or write today for complete details about Color-Grained Siding... the new concept in sidewall treatment that is styled right for today’s trend, made right to build sales in today’s market.

The RUBEROID Co.
500 Fifth Ave. • New York 18, N. Y.

JULY 1951
Larch lumber as manufactured by member mills of the Western Pine Association, is becoming more and more popular. Everywhere wholesalers, dealers and builders are finding Larch profitable to handle, easy to sell and excellent to use.

Larch is one of the strongest and most durable of the soft woods. Its uses range from bridge timbers to paneling and fine cabinet work. All kinds of paints and stains can be successfully applied to Larch with pleasing results. You can stock and recommend Larch with confidence.

For more information about Larch send for the free illustrated 52-page book. Address

WESTERN PINE ASSOCIATION  
Yeon Building - Portland 4, Oregon.

THESE ARE THE  
WESTERN PINES

THESE ARE THE  
ASSOCIATED WOODS

WOODS FROM  
THE WESTERN PINE REGION

WELL MANUFACTURED  
THOROUGHLY SEASONED  
CAREFULLY GRADED

Larch, Douglas Fir, White Fir, Engelmann Spruce, Incense Cedar, Red Cedar, Lodgepole Pine.

Idaho White Pine, Ponderosa Pine, Sugar Pine

Catalogs (Continued from page 146)

965—RECESSED DOORS—Uses and advantageous features of recessed doors are forcefully described and illustrated in a catalog entitled “Floating Doors” issued by the Dorflo Mfg. Corp., 1904 First Ave., Hibbing, Minn. Also described and illustrated is the Dorflo Ready-Unit complete wall section and door hanger assembled for quick installation.

966—HOME INSULATION—A catalog entitled “Foamglas for Home Insulation” has been issued by the Pittsburgh Corning Corp., 307 Fourth Ave., Pittsburgh 22, Pa. The catalog is replete with pertinent information regarding the insulation of residences and gives specifications for concrete floors on ground and foundation walls, as well as specifications for masonry walls and for roofs and radiant-heated walks and driveways.

967—METAL TRIM—A catalog describing and illustrating the “Superior” line of metal trim made by Youngstown Mfg. Co., Inc., 66-76 S. Prospect St., Youngstown 6, Ohio, has been issued. The line includes moulding angles, cap mouldings, channel, corner, and cove edgings, division bars, drapery hardware and linoleum bindings, sink counter covering, flat and bar stock, nosings of various types, panel strips, price-tag moulding, sink well frames, special extruded sections, thresholds, tools and accessories, tub edges, and wall trim.

968—AUTOMATIC HEATING—The 42nd edition of the Bryant automatic heating catalog which presents a complete picture of the most complete line of gas heating equipment and allied heating products with a review of their salient features is published by the Bryant Heater Div., Affiliated Gas Equipment, Inc., Cleveland, Ohio. The two-color illustrated catalog contains 28 pages of descriptive material and information.

969—WATER WELL SUPPLIES—The National Supply Co., P. O. Box 416, Pittsburgh, Pa., announces the second edition of its composite Water Well Supply catalog. The book contains nearly 200 indexed types of supplies which range from adaptors to whipstocks and from bolts and nuts to complete water systems.

970—MODERN KITCHEN—“How to Plan Your New Kitchen” is the name of an attractive booklet which describes and illustrates the custom hardwood kitchen cabinetry of Mutschler Bros. Co., Nappanee, Ind. It describes the features of “Porta-Bilt” hardwood cabinetry, custom-built for installation in a kitchen of any size, and at moderate cost.
Over 30,000 Listings in this complete Buying Guide for BUILDERS and DEALERS

Names of Products, equipment, and their manufacturers, listed alphabetically.

Trade Names listed alphabetically, and identified with the names of manufacturers.

Names of Manufacturers of building products and equipment, with addresses, listed alphabetically.

Directory Issue
86-page Directory Section printed on colored stock
- Keep your copy handy
- Use it often
- Easy to use—saves you valuable time and money
Public enthusiasm for homes with practical automatic dishwashing is being reported by leading builders everywhere.

In city after city, the Youngstown Kitchens Jet-Tower Dishwasher is winning acclaim because it completely modernizes dishwashing and helps keep a house modern for years to come.

This new Jet-Tower principle, exclusive with Youngstown Kitchens, is being advertised and promoted constantly and convincingly to the same people who visit your model homes.

Cash in on their acceptance—be sure a Youngstown Kitchens Jet-Tower Dishwasher is in every model home you build, and your other homes, too.
MODERN, garbage-free sanitation

Today, more and more people expect a model home to have an automatic food waste disposer.

A home built today that does not have this great convenience—freedom from garbage—may be considered obsolete in a few years.

Recognizing this, many builders are building houses—even entire communities—with a disposer in every house. The merchandising value has proved tremendously successful.

Install a Youngstown Kitchens Food Waste Disposer in every home you build and get a double sales advantage—automatic food waste elimination plus the three features that give the Youngstown Kitchens Disposer superiority:

MODERN, STEEL Youngstown Kitchens advantages

For 7 important reasons, Youngstown Kitchens are the builder's best buy:

1. **Installation is quicker.** Youngstown Kitchens go in fast. You save hours on every kitchen.
2. **Painting, touching up not necessary.** You save this time and expense.
3. **No fitting of doors and drawers is needed.** Youngstown Kitchens units are complete ... ready to use.
4. **Delivery is timed** for arrival when you need the units. Your handling costs are reduced, warehousing eliminated.
5. **Original cost is right**—no hidden extras, no inexact guesses.
6. **Flexibility in planning** is possible. Youngstown Kitchens units come in a complete range of sizes, can be planned into any kitchen, large or small.
7. **Youngstown Kitchens specialists** will help you plan, will gladly suggest savings in equipment without sacrificing utility.
BUILDERS! save up to $200 PER HOUSE by using an all-purpose DeWALT

Builders everywhere say they save money from cellar to roof by putting DeWalts on the job! This versatile, flexible “builder's saw” is many machines in one. It starts your house—finishes your house and builds a better house. It's fast, accurate, safe, dependable. Write for catalog! DeWalt, Inc., Dept. AB-7, Fountain Ave., Lancaster, Pa.

END DUST with SOLVAY Calcium Chloride

Annoying dust can be controlled easily and economically with SOLVAY Calcium Chloride. It's clean, colorless, odorless—safe to use! Requires no special tools or equipment—anyone can apply SOLVAY Calcium Chloride with effective results. Stop dust annoyance now—order SOLVAY Calcium Chloride today.

SOLVAY SALES DIVISION
Allied Chemical & Dye Corporation
40 Rector Street, NEW YORK 6, N.Y.

NEW PRODUCTS (Continued from page 144)

INSULATION BOARD CLIPS AB75123

Sliding Loc-Clip, new unit for fastening insulation board tile to furring strips, eliminates the need for hammer or nails. It will work with T, G or square joints. Designed for 1x2-inch furring strips. Just put on the market by E. G. Building Fasteners Corp., 101 Park Ave., New York 17, N.Y.

SHINGLE FASTENER AB75124

Loc-N-Wing, new patented fastener for nailing asphalt shingles to insulating board or other low-density boards. Developed by the E. G. Building Fasteners Corp., 101 Park Avenue, New York, 17, N.Y. The special nail spreads and locks as it is driven, with the barbs holding it firmly in the material.

DOOR LOCK SERIES AB75122

National Lock Co., Rockford, Ill., announces its National Lockset Series “410®” as its newest addition to its line of distinctive hardware. According to the manufacturer, the National Lockset series is superior in design, security features and durability. It is beautifully styled to complement every type of architecture. Many smart finishes on inner and outer escutcheons offer a virtually unlimited selection of lockset combinations. Lasting finishes are accented and protected by baked phenolic lacquer. The series is made up of four basic units to answer every household requirement. Included are locksets for use on exterior entrance doors, porch and patio doors, bedroom doors and interior passage doors.

NOW—Add to your “know how” of “HOUSE CONSTRUCTION DETAILS”

SAVE MONEY AND TIME WITH THESE LATEST PROFESSIONAL METHODS

Here is an exact working guide on every detail of house construction from foundation to finish. Tells you dimensions, materials, processes, step-by-step working methods. Hundreds of scale drawings and photographs make every step easy to follow. Quick-reference index enables you to find instantly any construction detail on which you want modern, authoritative guidance. Can be used for alterations in a set of stock plans, for making additions or changes in a building, or for complete construction of a dwelling. Conforms with modern practice and building regulations in all parts of the country. Gives you helpful ideas on how to build in accordance with latest developments in painting, wiring, heating and air conditioning, insulation and sound-proofing.

The guidance you get on even a single house construction detail can repay you a hundred times the small cost of this remarkable volume.

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SIMMONS-BOARDMAN Publishing Corp., 5-51
30 Church Street, New York 7, N. Y.
Send for 10 DAYS FREE EXAMINATION, “House Construction Details.” I will either return it in 10 days and owe nothing, or send only $4.50 (plus postage) in full payment, or return the book and owe nothing.

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City & State

SAVE! Send $4.50 with this coupon and we will pay postage. Same return and refund privilege.

AMERICAN BUILDER

NEW PRODUCTS continued page 154

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AMERICAN BUILDER
“On Construction Jobs —

My Ford Pickup runs for 2¼¢ a mile!”

—says C. W. MILLER, Contractor, Wilmington, N. C.

“My Ford Pickup is the right truck for light construction work,” says Miller. “You can’t beat it for oil, gas and repair economy!”

C. W. Miller, of Concrete Construction, Inc., entered his 1950 Ford F-1 Pickup, with POWER PILOT, in the nationwide Ford Economy Run. He was one of 5,000 operators who helped roll up 50 million miles in this demonstration of Ford Economy. Miller reports: “The daily running cost records we kept in the 6-month Run show we traveled 8,189 miles on construction jobs. Total cost for gas, oil and maintenance, with no repairs, was $182.16. That’s a running cost of only 2.23 cents a mile!”

Like others who rely on Ford for low running costs, Miller is sold on the periodic, money-saving service he received from his local Ford Dealer. For more facts on the trucks that last longer and save you money every mile —mail the coupon below.

COSTS LESS

because FORD TRUCKS LAST LONGER!

Using latest registration data on 7,318,000 trucks, life insurance experts prove Ford Trucks last longer!
I recommend installation of the Ranger Hood in every house I build. It...
America's finest bathroom accessories continue in production!

Crystalcrome by HALL-MACK

BATHROOMS DESERVE the best and bathrooms can have the best...jewel-like Crystalcrome by Hall-Mack! These sparkling accessories in gleaming chromed metal and crystal clear Lucite are your answer to the bathrooms of today and tomorrow. And Crystalcrome is available. Production has been tripled to meet increased demand.

HALL-MACK will continue to produce bathroom accessories styled and built for a lifetime of use. Write for folder on available lines.

HALL-MACK COMPANY
1344 W. Washington Blvd., Los Angeles, Calif. · 7455 Exchange Ave., Chicago 49, Ill.
The most MODERN kitchen ventilating system

TRADE-WIND SUPER CLIPPER CABINET VENTILATOR

Installs in cabinet over range...double inlets provide COMPLETE ventilation

Only the Super Clipper Kitchen Ventilating System — made by Trade-Wind — exhausts cooking fumes and heat from both the stove and the ceiling level. This newest development is installed in metal or wood cabinets directly over the stove. The twin squirrel cage blowers produce 600 CFM — more than sufficient power to trap all cooking heat, grease and odors from the range top as well as through the second inlet at the ceiling. The motor is equipped with a 2-speed control. Two metal air filters are provided. Both a fold-under hood and stationary hood are available and both are optional.

No other kitchen ventilator can do the complete job that the Super Clipper accomplishes. And no other ventilator offers the architect, the builder and the home owner the versatility and efficiency which the Super Clipper provides for the modern kitchen.

*Several manufacturers now build metal cabinets especially for the Super Clipper. Wood cabinets can also be built on the job. Trade-Wind does not provide the cabinet.

Write today for complete information...

TRADE-WIND MOTORFANS, INC.

5705 S. Main St., Los Angeles, Calif.

NEW PRODUCTS
(Continued from page 154)

INSHOT GAS BURNER AB75115

An inshot gun-type gas burner featuring balanced flame and designed for use in all types of heating process boilers, furnaces and large cook stoves has been introduced by Delta Heating Corp., 85-07 Northern Blvd., Jackson Heights, New York City. The burner is especially adaptable for use in wet base boilers with low crown sheets and as a replacement for oil burners. No combustion chamber or refractory base is required. Manufacturer reports that the unit can be fully installed in any type furnace in less than 15 minutes. A runner pilot is provided on all sizes to permit lighting the burner from outside the furnace. Fully automatic, this unit is available for use with natural, mixed, or manufactured gas. Three sizes are available ranging from 80,000 to 300,000 B.T.U. per hour.

FILIGREEN DOOR SCROLLS AB75101

Aluminum filigreen door scrolls, finished in white enamel or aluminum, have been developed by Beaux Arts Crafts, 2015 Brookfield Rd., Pittsburgh, 16, Pa., under the trade name "Scrolllets." They are designed to enhance any door, wood or metal, screen or storm. They have other uses such as between kitchen cabinets, forming arches, built-in bookcases and window trim. They are easy to install and are available in eight different designs. Attaching screws are provided.

CONCRETE MIXER AB75104

Improved construction features of the 16-5 Dandie concrete mixer is announced by the Koehring Co., Milwaukee, 16, Wis. These features include all-welded heavy-duty frame construction, coil spring mounting to balance the mixer and cast steel drum heads with machined roller paths for smooth operation. Bevel edge drum roller shafts revolve on large, internal double-row, self-aligning ball bearings mounted in pillow boxes. It is powered by a 28 H.P.

(Continued on page 158)

WHEREVER YOU ARE BUILDING keep plenty of

SISALKRAFT Products are tough... easy to handle, easy to apply. Their cost is surprisingly small. The protection they provide is great. As a protective cover for materials and equipment, SISALKRAFT is the most economical material you can use. As a safeguard against destructive weather... as a moisture-vapor barrier, wind, dust and dirt barrier... always dependable.

SISALATION Reflective Insulation saves up to 50% — and costs less to apply.

WRITE FOR FREE SAMPLES and practical data or see your Lumber or Building Supply Dealer

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Manufacturers of SISALKRAFT, SISALATION, COPPER ARMORED SISALKRAFT

NEED A SELF-HELP BOOK?

MANY A MAN HAS BEEN HELPED TO A BETTER FUTURE BY A GOOD BOOK

See American Builder's Book-Review Pages

AMERICAN BUILDER
A NEW KIND OF FIRE-INSURANCE saved this church

CAREY FIRE-CHEX SHINGLES

With interior gutted by fire, this church at Rose Hill, N. C. still stands—a tribute to the amazing fire-resistance of Carey Fire-Chex Shingles!

Despite intense heat and flames which gutted the interior of the Mt. Zion Presbyterian Church at Rose Hill, N. C., the Carey Fire-Chex roof remained virtually intact! Even when a section of the roof collapsed after supporting members burned through, Carey Fire-Chex shingles prevented spread of fire to adjacent roof areas and certain destruction of the entire building!

Carey Fire-Chex, made of a new, patented asbestos-plastic, are the first and only shingles ever to win Underwriters' Laboratories, Inc. highest fire-protective rating—CLASS A*. And, in addition to unequalled fire safety, Fire-Chex also offer longer life, greater beauty. Made extra-thick (weight 325#/ per sq.) for extra wind and weather protection, Fire-Chex feature new shadow-blend beauty—create roof designs copyrighted as works of art.

Give your clients the priceless fire protection, rich beauty and long, maintenance-free performance of Carey Fire-Chex Shingles. See your Carey dealer—or write now for illustrated literature!

*Without asbestos underlayment

FROM THE HOUSE OF CAREY
Bathroom Cabinets and Accessories • Ventilating Fans • Ceramic Asbestos Siding • Corrugated Asbestos Cement Siding • Fire-Guard Rock Wool Insulation • Fire-Chex Asbestos-Plastic Shingles • Other famous products for home, farm and industry.

The Philip Carey Mfg. Company, Lockland, Cincinnati 15, Ohio
NEW PRODUCTS

(Continued from page 156)

* SHORT 6" STOCK

* OVERSIZE stock up to 13" x 5"

DELTA 13" PLANER handles 'em all!

- ACCURATE—finishes planing to close tolerances
- SAFE—bearings, pulleys, belts all enclosed—motor inside
- EASY BLADE-SETTING—simple, accurate measuring device
- EASY TO MAINTAIN—cutters easily loaded quickly sharpened
- BUILT TO LAST—true Delta quality in every detail

Get all the facts—send for catalog

There's a Delta Power Tool for Every Job. Wood or Metal Working

53 MACHINES—75 VARIETIES—MORE THAN 1300 ACCESSORIES

For Delta dealers, see your Classified Phone Directory under "Tools"

DELTA POWER TOOL DIVISION
Rockwell Manufacturing Company
635 E. Vienna Ave., Milwaukee 1, Wis.

TRACTOR-SHOVEL AB75102

The Frank G. Hough Co., 811 Seventh Ave., Libertyville, III., announces availability of its Model T12 track-type tractor and shovel. The unit is mounted at the rear to provide maximum balance and stability and its operator is located high and forward where he has fullest visibility. There is a special full-reversing transmission which provides four forward speeds and four corresponding but faster reverse speeds. Forward-reverse or directional shift is separate from the regular shift, making this crawler tractor shovel extremely fast in operation and more versatile than a tractor with front-end shovel attachment.

SAW HORSE 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 2 x 4 for legs—2 x 4, 2 x 6, or wider for crossbar.

At building supply and hardware stores. Look for the handy display carton. If your dealer cannot supply you, order direct.

Jiffy

SAW HORSE BRACKETS

STAMPED PRODUCTS COMPANY
GRAND HAVEN, MICH.

THE BOSTWICK STEEL LATH COMPANY
103 HEATON AVENUE • NILES, OHIO

Bostwick Mortar and Putty Boxes

- Bostwick Mortar and Putty Boxes are made of heavy hot rolled steel with watertight all-welded seams and with smooth reinforced flanges.

The clean, sloping inner design makes mixing and cleaning operations easier. Because all flanges are equipped with Bostwick's special bumperlug attachment, the boxes can easily be stored in straight nesting stacks with each unit separated from its neighbor. Stacks build up straighter... individual boxes never jam together.

Bostwick Mortar and Putty Boxes are in demand by builders everywhere.

THE BOSTWICK STEEL LATH COMPANY
103 HEATON AVENUE • NILES, OHIO

158
STEELCRAFT Steel Casement Windows
used on Nation's First Privately Financed
Slum Clearance Project

WALLACE JOHNSON,
one of the foremost mass housing builders in the country,
licked one of the nation's toughest jobs . . . clearing slums
and providing low rental housing for Negroes. How well he,
and private enterprise succeeded, is shown by this photo of his
Carver Homes Apartments in Memphis. Having used
Steelcraft Steel Casement Windows for years, Mr. Johnson
naturally chose them for these
important rental projects.

STEELCRAFT'S LOW COST — HIGH QUALITY STEEL
CASEMENT WINDOWS OFFER THESE EXTRA VALUES

1. Special STEELCRAFT Specification STURDY, HOT
ROLLED, SOLID STEEL SECTIONS. Designed to give more
light area and neater appearance. Insure against warping,
twisting, bending or distortion.

2. BONDERIZING and Special FLO-COATED PAINT
FINISH — baked on. Gives excellent base for finish paints.
Minimizes maintenance.

3. Extra Long, REINFORCED EXTENSION HINGES, with
bindproof bushings. Make swing out type ventilator easy to
operate, easy to clean from inside.

4. Extra heavy, DIE-CAST OPERATING HARDWARE.
Attractive, Trouble-free.

5. DOUBLE WEATHERING CONTACT on all four sides.
Gives complete weathering and water tightness.

And there are many more reasons why Steelcraft
Steel Casement windows are preferred not only
by leading project builders like Mr. Johnson, but
by progressive builders and architects of all types
of residential construction. Easy to operate . . .
easy to clean . . . and screen, these windows are
permanently weathertight . . . never stick, rattle,
warp . . . the best for all types of construction.

Send now for complete information and installa-
tion details of Steelcraft Steel Casement Windows
— together with information on the complete line
of Steelcraft Steel Building Products.

Mail This Coupon Today!

THE STEELCRAFT MANUFACTURING CO., Dept. AB-751
9230 Blue Ash Road—Rossmoyne, Ohio (In Greater Cincinnati)

Gentlemen: I'm interested in the advantages of Steelcraft Casement
Windows. Please rush me full details right away.

Name
Company
Business Address
City
State
Zip
My Position
Type of Business

STEELCRAFT
Manufacturing Company, Rossmsyone, Ohio
(In Greater Cincinnati)

Other STEELCRAFT quality building materials—Steel Basement and
Utility Windows • Steel Sliding Closet Doors • Steel Door Frames

JULY 1951
OUTLOOK FOR BUILDING

(Continued from page 16)

issued in case of FHA loan defaults, is another factor making FHA mortgages less acceptable.

It has become highly important that VA and FHA adopt a more realistic attitude toward interest rates and mortgage maturity terms. Most bankers and mortgage men agree that an increase of even 1% per cent in interest rates on both VA and FHA-insured money would make a tremendous difference in the acceptability of this type of paper.

The building industry is certainly justified, and should be vociferous, in its demand that VA and FHA promptly raise interest rates, as otherwise this new contraction in home building credit, plus Regulation X, may slow down the planning of new home starts to such a point that the industry may require months to recover from the lowered momentum to which it has already been reduced by artificial means.

Anticipate Buyer’s Market
Before End of 1951

It is generally conceded that the volume of the new home market for 1951 will certainly reach and possibly exceed the goal of 850,000 announced at the time of the issuance of Regulation X. This represents, of course, a very large market, although disappointing to those who have held hope for continuance of the boom conditions that marked 1950. It certainly means that the market is changing from that of a seller’s type to one in which competition for sales is quite pronounced.

Hair Dryer in Bathroom

An excellent bathroom convenience that is possible with a winter air conditioning system is the provision of a hair dryer for women. This convenient provision can be accomplished by locating a small 4-inch by 6-inch warm air register in the bathroom wall about 40 inches up from the floor. When the lady has finished washing and shampooing her hair she can seat herself in front of this register and the warm air will dry her hair in a short time. Even if the bathroom is already heated by means of a baseboard register, the duct servicing the hair dryer can be opened into the baseboard register box. When the housewife wishes to dry her hair she merely closes the damper in the lower register, permitting the warm air to flow out of the hair-drying register.
Easier to Sell ... under any conditions!

600,000 starts or 900,000 starts, easy credit or tough, the home that sells is the home that offers the buyer extra value. One way to provide that value is to install Fiberglas* Building Insulation—in both walls and ceilings.

Fiberglas Insulation has always given the builder an important selling advantage. Universally known, universally accepted, home buyers, architects and lending agencies alike are quick to recognize this insulation as a sign of quality construction.

That's why it pays you to promote Fiberglas Insulation—to make it a part of your sales talk. People want comfort when they buy a home. Fiberglas provides it. They also want an economical home. They get that, too, with fuel savings that continue through the years.

Fiberglas Building Insulation made of ageless, fire-safe fibers of glass, will not settle. In roll blanket form, it provides a continuous, vapor barrier which more than meets FHA requirements.

What do you get out of it? In addition to the selling advantages, you get labor savings. Fiberglas Insulation is easy to handle, fast to install. The longer, compression-packed rolls mean less cutting and fitting.

When you build, insulate with the best. Contact your local building supply dealer and get complete information on Fiberglas Insulation—the insulation that helps you sell houses. Owens-Corning Fiberglas Corporation, Dept. 62-C, Toledo 1, Ohio.

Fiberglas is the trade mark (Reg. U.S. Pat. Off.) of Owens-Corning Fiberglas Corporation for a variety of products made of or with fibers of glass.

BUILDING INSULATION
AVAILABLE THROUGH 5 DISTRIBUTORS

JULY 1951
forms perfectly. We wonder why we used the old machine as long as we did.

Despite all this, the transaction left somewhat of a sour taste in my mouth—a needless puckering that already has cost the company the sale of a home freezer and maybe another electrical appliance or two. Here is the reason why.

Lowest Form of Selling

"Bludgeon selling" ("we're practically out and don't know whether we'll ever get in another shipment") represents the lowest form of salesmanship that ever was extant in the history of American business. And the heck of it is that it now has become the rule rather than the exception. It is the laziest way of getting an order that was ever conjured in the mind of man. It is the reaction to threat rather than the employment of pleasing persuasion. It has destroyed completely the selling ability of the nation's salesmen and has turned them into cocky hucksters who look at their prospect with a great show of pity as they take an inventory of the mental capacity of an individual who hasn't sense enough to grab what is being offered when they won't fall for a threat that has been worn so thin that no self-respecting salesman should think of using it—ever if true.

In the case of my automatic washer it, of course, wasn't true. I was surprised a week later when I listened again to the radio program and learned that prospects were being urged to investigate the many good qualities of the machine. So I had a friend call up to see if it might be possible to obtain prompt delivery. Assuredly! A shipment had just been received.

All this took place two months ago. The radio program still is going full blast. So are the newspaper ads. You can walk into the store today and get immediate delivery of the same machine that is doing our washing so easily and so well that it has earned high praise.

Product is High Grade

I'm not dissatisfied with what I bought in any single sense of the word. I'm merely disappointed to find that the salesmanship of a perfectly fine company which sells a high grade product has degenerated to bludgeoning orders out of prospects through the promiscuous use of threats and fears.

It was the same way with my latest purchase of an automobile. Washing—(Continued on page 164)
SPECIFY BUILT-IN GAS COOKING UNITS to utilize every inch of space. Stainless steel exteriors, and oven doors in a choice of seven decorator colors add a final touch to modern, efficient kitchen design. This innovation by Chambers, originator and master-builder of insulated ranges since 1910, is designed to transfer blueprint planning into every-day happiness for the homemaker.

FIT THESE GAS “BUILT-INS” INTO YOUR PLANS. They fit where YOU want them to do the most good. The Chambers IN-A-WALL Oven requires only 24 inches of wall space for installation. It meets all the exacting safety requirements of the AMERICAN GAS ASSOCIATION, and may be installed flush on five sides even with combustible cabinet materials. Cooking top units are available too, either to drop into kitchen counters or to mount on a 27” wide base cabinet.

SELL THIS COOKING CONVENIENCE. New home buyers will welcome the advantages of sectionalized cooking equipment. They'll be specially attracted by the Chambers concept of counter-level cooking—of roasting, baking and grilling without crouching or stooping—of enjoying the speed, economy and flexibility of gas cooking with this new Chambers-created equipment.

Send for A. I. A. Specification Sheet NOW!
Perfect Partners for better boring

STANLEY No. 923 Bit Brace. Heavy duty. New self-centering chuck. Steel stock, ball bearing head. Cotterless hardwood handle and head. Strong, sturdy bar nut. Forged Universal jaws hold all auger bits and round shank drills from 4g" to 44°.

RUSSELL JENNINGS No. 100 Auger Bits. Extension lip and spur hand filed for longer life edge, more holes between sharpenings. Sizes: 3/16° to 32/16°.

STANLEY No. 610 Hand Drill: New! Enclosed gears for safety. Drills holes easier and faster to full 4% Smooth action. fortable grip handle.

And these accessories:

STANLEY No. 137 Countersink. High quality tool steel, hardened and tempered. 3/8 cutting edge.


Expertly built for building experts, Stanley Boring Tools are your partners in skill ... work with you, save time and effort on every job. See the complete line of Stanley Tools on display at your local dealer's.

STANLEY Tools, New Britain, Connecticut THE TOOL BOX OF THE WORLD


HARDWARE * TOOLS
ELECTRIC TOOLS * STEEL STRAPPING * STEEL

Saberson ...
(Continued from page 162)

ton's blasts about what was to happen to the motor industry sent me scurrying in search of a new car. I found it and my trade-in was more than satisfactory. So is the new car. I was glad when I got in under the wire.

But the threat of empty showrooms didn't turn out as predicted. They never were as full as today. And yesterday when I drove down Automobile Avenue I thought I was in a honky-tonk district so thick were the blaring sound trucks, the brilliant banners in the show windows promising immediate deliveries, highest trade-in offers, lowest prices on newest models. Not only that. There were so many cars in the be-flagged, spot-lighted, open-all-night second-hand lots you couldn't get into them with a shoe horn.

Homes Not Sold on Merit

How about homes? You're asking me! Since when have homes been sold on their merits? Sunday I watched the "Parade of Homes" on T-V. Homes of every size, kind, price, location. I listened for a few kind words now and then about the houses themselves. But at the end of the program I retained but a single definite recollection of the long parade—"Better get one of these or you may never have another chance."

And so I pictured myself tramping down the highway with my knapsack on my back and no place to lay my weary head. But the spectre seemed to have lost much of its dread. At least I dropped off into peaceful slumber.

As this is written a buying slump is reported in many sections. By the time it appears in print it may be a boom again. I wouldn't know. On the other hand there is one thing I DO know and that is I'm so all-fired fed up on threat-selling that it now merely causes me to withdraw turtle-like into my shell.

Never was there a time when American salesmanship has descended to such a low ebb. For ten years or more we have pecked away on a single string of an instrument that is capable of glorious industrial melodies. The monotony of this lazy rendition has not only destroyed our selling ability at the time it is most needed, but has built up a nation-wide revulsion that justifiably has erected a high barrier for those individuals to hurdle who are abroad in the land with their bludgeons.

Your Best Community Promotion
NATIONAL HOME WEEK
September 9 through 16

linoleum underlay drive screws

To make your linoleum underlays hold tightly and lay flat permanently, secure them with Hassall linoleum underlay drive screws. They are spiral-threaded and cement-coated for maximum holding power. Heads are flat countersunk type.

JOHN HASSALL, INC. 186 Clay Street Brooklyn 22, N.Y. Established 1850

SEAL-ALL CLIPS

A simple sturdy clip designed to interlock shingle sections and prevent raising of asphalt shingle tabs. The perfect clip for hexagonals, 3 in 1 strips and individuals laidup Dutch Lap method.

- Made of solid copper wire—pliable yet strong enough to anchor single sections.
- Cannot rust out.
- Hammer is only tool necessary.
- Easy to handle.
- Beauty of roof unmarred.
- Perfect on repair jobs to correct leaky, unsightly roofs
- Millions in use since 1935.

BUILDERS AND DEALERS! For complete information and free samples, write today.

SEAL-ALL CLIP COMPANY BOX 3028 FLINT 1, MICH.
with letters from housewives asking "WHERE CAN I BUY IT?"

IT'S THAT SENSATIONAL
*POWDERBAR•VANITY•LAVATORY IN ONE!

Beauty Queen LAVANETTE

- Adds a dressing room to the bathroom! * Fits any bathroom saves bedroom space! * Answers the small home-owners’ prayer! * New, compact, convenient, colorful!

We knew it was good, but we didn't expect anything like this—so soon. Frankly, the response is so overwhelming, we've been caught with our distribution down!

It's a natural... Powderbar-Vanity-Lavatory in one! Acid-resistant, stain-resistant, burn-resistant, curiosity-proof. (A hidden lock on the 'medicine drawer' protects children.) Choice of decorator colors—permanent finish over rust-resistant all-steel construction—genuine Formica top. HELP US TO MEET THE DEMAND—send for franchise information today!

Also available—Beauty Queen, the most beautiful cabinet sink you'll ever see, in 8 popular models from 42" to 60".

Aluminum Alloy NAILS

solve rust stain and streak problems

NICHOLS "Never-Stain" Aluminum Nails MEET ALL FHA REQUIREMENTS

As advertised in TIME and leading shelter magazines

- WILL NEVER RUST-STREAK OR STAIN
- NO COUNTERSINKING OR PUTTYING (a $25 to $40 saving per house)
- ETCHED FOR CLEANLINESS AND SUPERIOR HOLDING POWER
- FEDERAL SPECIFICATION QQ-A-325, A HIGH STRENGTH ALUMINUM ALLOY RECENTLY DEVELOPED FOR ARCHITECTURAL APPLICATIONS

Packaged in 42 different types and sizes for use in any application where the elimination of rust streaks and stains on finished surfaces (in and outdoors) is desired. Write for prices, samples, and complete descriptive literature.

NICHOLS WIRE & ALUMINUM CO.

GENERAL OFFICE • DAYTON, IOWA
Branches: Mason City, Iowa • Battle Creek, Mich. • South Boston, Mass. • Oakland, Calif. • Cincinnati, Ohio • Seattle, Wash.
The drawer is full!

"After considering several makes we selected your Waste King Pulverator and have never deviated from our choice. We have since included Waste Kings in Barhugh Estates and other developments totaling over 12,000 homes."

Signed: B. Mark Taper, President
Biltmore Homes, Inc.
South Gate, California

Pittsburgh Plate Glass Opens West Coast Unit

A new paint manufacturing plant built by Pittsburgh Plate Glass Co., Pittsburgh, Pa., was opened recently on the west coast at Torrance, about 15 miles from downtown Los Angeles. The $1,250,000 plant is situated on a triangular 15-acre site and is equipped to produce a complete line of house paints, varnishes, resins, and industrial and automotive finishes.

Instead of the multiple-story construction previously thought neces-

DECORATIVE windows dominate the unusual exterior entrance-way to the new Torrance, Calif., plant of Pittsburgh Plate Glass Co., situated on 15-acre site

sary for successful paint production because of gravity flow requirements, the new building is for the most part a one-story, earthquake-resistant structure in which mezzanines are incorporated for straining, mill loading, mixing, and storage purposes. Ball and pebble mills are suspended on structural steel frames beneath the decking with easy access from above through removable sections of floor-

The new plant will be under the management of A. D. Wagen, West Coast divisional director for the firm.

MAIN FLOOR paint manufacturing section of the modern and streamlined plant

The office area will provide space not only for normal administrative operations but also includes facilities for housing sales, accounting, and purchasing personnel of the firm's West Coast organization. Albert C. Martin of Los Angeles were architects and MacMen, Inc., was general contrac-

Renew Your Subscription Today!

AMERICAN BUILDER
Spontaneous enthusiasm for each new Bradley floor sparks the question, "Whose flooring and who laid it?"

When you answer, "Bradley's... and we did," you start a chain reaction of succeeding jobs that build sustained demand for your service.

Just one more reason why Bradley Oak Flooring is first choice of a steadily increasing number of floor contractors and layers who insist on the best in hardwood flooring, and match it with skilled workmanship.

Bradley promotes your contracts and reputation with two supreme oak flooring products: Unit Wood Blocks* and Straight-line Strip**—each available in standard sizes and grades, prefinished* or unfinished.

*Also available in Beech and Poplar. Ask for Block Installation Manual. Another Bradley product is Random Width Oak Plank prefinished or unfinished.

**Bradley's penetrating seal finish and heavy-bodied wax provide a factory finish of unrivaled beauty and wear.

For complete data and specifications, see Sweet's 1951 Architectural or Builders Catalog, or ask.

STAY TIGHT WITH KAY-TITE

FOR
CINDER BLOCK WALLS  CEMENT BLOCK WALLS
STUCCO SURFACES  PUMP AND BOILER PITS
FIELD AND QUARRY STONE  CONCRETE MASONRY  RETAINING WALLS
ROUGH MASONRY  UNGLAZED TILE  SWIMMING POOLS  CISTERNS  SILOS
ELEVATOR PITS  CELLARS  RESERVOIRS  COPINGS  BRICK WALLS
BRICK PIERS  FISH PONDS

KAY-TITE CAN BE USED ABOVE OR BELOW GRADE, INSIDE OR OUTSIDE
Available in 50 lb. drums
White and 9 colors. Write

Member National Association of Home Builders

SEND THIS COUPON FOR
INFORMATION FOR BUILDERS

KAYTITE COMPANY BOX 550 WEST ORANGE, N. J.
PLEASE SEND BUILDERS INFORMATION:

NAME OF COMPANY
STREET
CITY
STATE
ATTENTION OF

LUMBER COMPANY of Arkansas • WARREN, ARKANSAS
JULY 1951
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**
- Easily and dismantles faster than you can build a make-shift wooden scaffold.
- Attachments available to convert any one type to any other type.

**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.

Used by thousands of builders. Write for literature giving information on all multi-sav- ing "Trouble-Saver" Scaffolding Accessories.

The Steel Scaffolding Co., Inc.
B56 Humboldt Street, Dept. AB • Telephone EVergreen 3-5510 • Brooklyn 22, New York

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**Letters...**

(Continued from page 43)

corners. One stud carries the ends of the double wall plates, the second carries up through to the dormer wall plates and the third carries the lintel over the dormer window opening. The rafters adjacent to the dormer walls are doubled to carry the double header supporting the dormer rafters and the dormer walls.—The Editor

**Are We Too Gullible?**

Sir: The gullibility of the American business man is the real danger to American institutions and traditions. For years I have been harping on the fact that if America is not to go down the drain of socialism it will be the capitalist who will prevent it, provided he does not make an immediate profit more important to him than capitalism as an institution. I am reluctant to admit, however, that more and more the capitalist has been falling in with the socialistic trend, making a tool of himself for it, without any regard to the effects of his subservience on the future of his country. As a matter of fact, the capitalist has been actually contributing vast amounts of money to funds, foundations, colleges and movements that have but one purpose: to wipe out capitalism. I don’t know whether anything can be done to wake up the capitalist to what is going on. Sometimes I think we are in a hopeless cause, and that the best thing to do is to let the country have a bellyful of socialism. Maybe a century or two of that sort of slavery is needed before people will revolt. However, one can do only what one must do, and hope.

Frank Chodorov
Associate Editor
Human Events Magazine

**Dr. Palyi**

Sir: Your new editorial feature written by Dr. Palyi will certainly be read with much interest not only by the financial writers but also by those more closely associated with the building industry.

M. R. Guthrie
The Market Desk
Louisville Times
Louisville, Ky.

Sir: Let us congratulate you in having with you Dr. Melchior Palyi. I have talked with European financial and tax experts who all feel that this man is one of the outstanding (Continued on page 170)
Builders responded IMMEDIATELY and IN A BIG WAY to recent announcement of a new Strand 9' Receding (track-type) Door. Now—a completely new 9' x 7' Canopy-type Door, quickest and easiest of all Doors to install, will be ready to ship July 15th, 1951. Orders will be filled in the order of receipt.

Builders will quickly recognize the bigger value they can give their customers with a 9' garage opening to accommodate the new wider cars. Horizontal lines add beauty to the garage. Difference in cost over the 8' door is slight—the 9' door adds only $7 to the factory list price.

The excitingly new Strand 9' Canopy-type Garage Door!

You and Your Customers SAVE MONEY 3 WAYS!

1. Low First Cost—the result of standardization on 3 models—and large scale production concentrated in one plant. Strand is America's greatest garage door value!

2. Low Installation Cost—one piece construction and packaged hardware make this the easiest of all doors to install.

3. Low Maintenance Cost—as the result of rugged all-steel construction, galvannealing and Strand dependability. Your customers will be happy with their Strand Doors!

Available in 8' x 7' Receding (track) and Canopy types; 9' x 7' Receding (track) and Canopy types; 16' x 7' Receding (track) type only. Order from your dealer now—or mail coupon for more information and dealer's name.

STRAND GARAGE DOOR DIVISION
Detroit Steel Products Company
Dept. AB-7, 2245 E. Grand Blvd.
Detroit 11, Michigan

Please rush detailed description of the new Strand all-steel Garage Door for 9' x 7' openings.

Please send full information about Strand Doors for 8' x 7' and 16' x 7' garage openings.

I am a □ Builder □ Dealer □ Prospective Owner □ Other

NAME ____________________________

ADDRESS ________________________

CITY ___________________ STATE ___
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, saks, 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 20 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. AB-8 • Kansas City, Mo.

Easy to Install . . . Lasting Satisfaction

Combine the expertly-designed Allith garage door hardware with your own or any standard door. Result . . . a rugged, easily-operated overhead door that gives full and lasting customer satisfaction.

Quickly installed, standard set fits any opening up to 9' wide x 7' 6" high when doors do not exceed 275 lbs. Other sets available for openings up to 10' wide x 10' high.

ALLITH
50-50 PUSHER

GARAGE DOOR HARDWARE

A complete sales story on the Youngstown Kitchens Jet-Tower dishwasher is told in a small, fully illustrated counter easel now available to retail dealers. With the easel, the dealer can take the customer through a step-by-step demonstration. Seven pages of the flip-over easel are devoted to showing how dishes can be racked in the baskets, and also how pots and pans can be placed to receive full washing action of the unit. Four-color photos of kitchens equipped with both the 48 inch Electric Sink and the 27 inch Automatic Dishwasher are shown. Mullins Manufacturing Corporation, Warren, Ohio are the manufacturers.

Letters...

(Continued from page 168)

You are extremely fortunate in obtaining his services.

G. F. Hoppe
Sales Promotion Manager
Insulite Division
Minnesota and Ontario Paper Co.
Minneapolis, Minn.

Sir: I know Dr. Palyi and of his work, and I am sure that your readers will find his department most interesting.

S. R. Bernstein
Editor, Advertising Age

Sir: Dr. Melchior Palyi certainly has the qualifications to enable him to write an interesting page feature for your readers every month.

Robert U. Brown
Editor & Publisher

Letters to the Editor should be sent to 79 W. Monroe St., Chicago 3, Ill. Your comments are invited.
Now--A Completely Hydraulic Dragshovel

Two separate digging actions
Eliminates up to 40 percent time lost moving up
No booms, sheave blocks or drag ropes to interfere with loading
Digs a level trench—reduces hand trimming, no scallops
Precision control—every work function fully hydraulic
Hydraulic ejector assures fast, clean dumping of dipper
Travels up to 50 mph. on open highway

Here is a completely new idea in dragshovels for trenching and related digging—the Bucyrus-Erie Hydrohoe. Every operating function is fully hydraulic—boom hoist, swing, dipper dig and dump, boom telescope, outrigger set and retract, and positive dirt ejector.

Control is so precise, Hydrohoe can operate efficiently and safely around buried pipe and conduit. Dipper can be moved a fraction of an inch if necessary.

Write today for full details. We'll be happy to arrange a demonstration.

BUCYRUS-ERIE HYDROCRANE DIVISION
SOUTH MILWAUKEE, WISCONSIN

Available with interchangeable 18-in. and 12-in. wide self-discharging dippers, the Hydrohoe is adaptable to a wide variety of digging and trenching jobs.
ANOTHER FIRST
by MOR-SUN

Manufacturers of Pressed Steel WARM AIR FURNACES

THE MOR-SUN EXCHANGE PLAN...

The MOR-SUN Bell Flame Oil Burner NOW... The MOR-SUN Gas Burner LATER... but home owners pay for only one... plus a very small exchange fee.

You don't have to be in a quandary for lack of information on availability of gas! Because MOR-SUN has the answer!

Thousands of home owners want gas heat - but gas companies must protect industrial users for defense production - material for pipe lines is on the critical list...

So far, the only answer has been expensive dual fuel burners, costly to install, to operate and to service. But MOR-SUN has the right answer... here it is!

With the MOR-SUN OV line of furnaces, we give the home owner a certificate that entitles him to exchange the high efficiency MOR-SUN oil or gas burner for the furnace MOR-SUN gas burner at any time within a two-year period, through his installer, for a very small exchange fee.

The home-owner gets standard time-proven equipment with less first cost and lower operating cost. When and if he wishes, he can buy an AGS equipped gas furnace & natural, investigate now!

FILL OUT AND MAIL THIS COUPON TODAY

I'd like to know more about the MOR-SUN Exchange Plan.

NAME

ADDRESS

CITY STATE

MOR-SUN FURNACE DIVISION
MORRISON Steel Products, Inc. DEPT. OVX

649 Amherst St. Buffalo 7, N. Y.

172 AMERICAN BUILDER

New Prefabs Incorporate Contemporary Features

Three "New-Design" prefabricated homes incorporating contemporary architectural features have been announced by Pease Woodwork Co., Cincinnati.

 renegotiated by well-known architects, the houses, through large glass areas, follow the current trend of closer relation between outdoors and indoors.

EASTWOOD, with two bedrooms, is one of Peaseway "New-Design" prefabricated homes. It was designed by Architect Robison Heap. Floor plan below.

Living quarters are all on one floor. Horizontally sliding windows are placed high under the eaves.

Interior walls and ceilings are of dry wall construction and wall-papered.

The first of the new homes was erected in Hamilton, Ohio. It has rived surface red cedar siding applied vertically and is finished in the natural wood color. The manufacturers pointed out that a wide variety of exterior treatments could be used for the "New Design" models.
**Long Handle Cementers’ Trowels**

Highest grade spring steel blade, tempered, ground and polished. Steel mounting; first quality ash handle 7 feet long, adjustable to any position; bolt and nut.

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<tr>
<th>Size</th>
<th>Price</th>
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<tr>
<td>18 x 5 inches</td>
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<td>24 x 5 inches</td>
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<td>30 x 5 inches</td>
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<td>36 x 5 inches</td>
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**Leveling Instruments**

These levels are simple, accurate, durable and complete with 9 foot rod, target, plumb bob, carrying case and directions.

- No. 2 Farm Level: $38.00
- No. 4 Contractor’s Level: $53.00
- No. 5 Convertible Level, without Compass: $78.00
- No. 5C Convertible Level, with Compass: $99.00

Long Handle Trowels and Leveling Instruments shipped Express, transportation charges collect. Immediate delivery. Send money order or check with your order.

WRITE FOR FREE CATALOG

**SCHLAGE Originality**

The Schlage push-button lock was invented over 25 years ago by Walter Schlage. Today it is the accepted and preferred type of lock mechanism... the first basic improvement in lock engineering in centuries.

**SCHLAGE**®

The Schlage name will always be found on the distinctive plate of every Schlage lock.

SCHLAGE LOCK COMPANY
181 Newhouse St.
SCHAUMONT, PA 18109

Goldblatt Tool Co.
1912 Walnut Street
Kansas City 8, Mo.

© FIRST CHOICE OF THE TRADE FOR 66 YEARS

JULY 1951
ARCHITECTS' AND BUILDERS' HANDBOOK

By Frank E. Kidder and Harry Parker. 4½ x 7¼, 2315 pages, illustrated. John Wiley & Sons, Inc. $8.50. See No. 32 in adjoining columns.

It is hard to believe, yet it is true nevertheless, that this great book, first copyrighted in 1884, sixty-seven years ago, is today in the twelfth printing of its eighteenth edition and is still going strong. It is indeed a great book, because in the many years that it has been in print Kidder-Parker, as the volume is familiarly known, has been the standard reference work for whole generations of contractors, architects, draftsmen and structural engineers. Naturally over the years the book has been revised time and again and while in a few spots its information is somewhat out dated, nevertheless the hard core of data included in the volume’s 2300 pages is exceedingly practical for builders and students using the book today.

While the Handbook is bound as one thick volume, it would be closer to the truth to say that it is actually about twenty-five books in one. Not only does it contain thirty-six separate numbered chapters but also its editor-in-chief, Harry Parker, employed the services of twenty-four associate editors, each an expert in his own special building field, when compiling and revising the current Eighteenth Edition. Among the book’s chapters that would have particular value for a builder are the following: Foundations, by Daniel Moran; Masonry Walls, Footings for Light Buildings, Cements and Concretes, by Charles Gay; Wood Framing, by Gay; Fire-Proofing of Buildings, by George Strehan; Heating and Ventilation of Buildings, by Louis Harding; Design and Construction of Roof Trusses, by C. E. Palmer; Plumbing, by J. J. Cosgrove; and Electric Wiring, by W. H. Timbie. In addition there are excellent shorter sections on such subjects as building arithmetic, strength of materials, building terms, and weights, sizes and measures of building materials.

ARCHITECTURAL DRAWINGS FOR THE BUILDING TRADES


Here is a large-format volume that has been written and illustrated for the special use of students and junior draftsmen studying architectural drawing, for builders and contractors who want to know how to make simple drawings for building jobs, and for estimators who want to know more about drawings as applied to modern building practice. In the words of its authors, this is “exclusively a manual of instructing in drafting. It is elementary enough for the beginner, but there is plenty of material for the person who has had some training in drawing.”

Again, as in other books that we have recommended, this is a book that makes good use of the step-by-step methods of instruction with each step being taken in the order that an architect or builder would draw it. This feature, together with the fact that the book emphasizes practice rather than theory and is completely practical in both text and illustration makes it an ideal work for home instruction.

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. $2.50.

3. THE BUILDING TRADES HANDBOOK. Ready reference on building subjects—mathematics, architectural drawing, structural design, materials and methods. $1.75.

4. CONTRACTORS' 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. $3.50.


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Association News, cont'd

Mortgage Money—

Securing mortgage loans on completed homes in order to complete sales trans-
actions. Builders have consulted with lender's on both East and West Coasts in
efforts to secure loans for these home buyers. They found no loan funds. One
builder started 100 homes last year, will
start 60 this year providing conditions
improve.

KALAMAZOO, MICH.: City is in
need of housing. Insurance companies
have pulled out of loan market for both
construction financing and permanent
mortgages. Builders have lots prepared
to build, have held up construction until
mortgage loans are again available.

SAN FRANCISCO: One of the
city's largest builders said that unless
the mortgage situation improves, many
builders would be out of business in a
few months.

MIAMI: Banks have run out of
money to finance home construction and
purchases.

DENVER: Nearly all homes are con-
structed under terms of Regulation X.
High down payment requirements. Ability
to buy is down. Builders present said
they could not start one new house now
under the FHA plan because buyers do
not have high down payments required.
A few homes will be started to sell to
GI's. Builders are laying off construction
crews. One builder has laid off 20 men
in the past few days. All were long-
time employees.

ALBUQUERQUE: Starts are off at
least 30 per cent from last year. Nearly
all homes started in 1953 are under
financing arrangements completed in
1950. Lay-offs of construction crews have
disturbed organized labor groups. No
prospect for any large number of housing
starts to be built from now on. There
is no mortgage money available except
for a very few homes at $14,000 and
up for Los Alamos officials.

NEW BRUNSWICK, N. J.: One
large builder reported a lack of mort-
gage financing for the first time in six
years. A project of 900 proposed homes
is stymied, with funds available for only
125 units. Materials are on hand for
900 homes, however. Builders who gen-
erally started hundreds of homes at a
time are now starting only 25-50.

COLUMBUS, O.: Over 7000 new
units were started last year. Less than
600 permits taken out so far this year.

PHILADELPHIA: Full page news-
paper ads attract thousands to model
homes, but very few have down pay-
ments required by Regulation X—sales
are far down on all types of property.
NOW! Earn Better Pay This Easy Way

CARPENTRY
ESTIMATING

...QUICK...EASY...ACCURATE
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You can earn higher pay when you know how to estimate. Here is everything you need to know "take off" a bill of materials from set of plans and specifications for a frame house. Saves you time figuring jobs, protects you against oversights or mistakes that waste materials and cost money. Nothing complicated—just use simple arithmetic to do house carpentry estimating with this easy-to-use ready reference handbook:

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CARPENTRY ESTIMATING

Shows you, step by step, how to figure materials needed for (1) foundation, (2) framing, (3) exterior finish, (4) interior finish, (5) hardware, and (6) accessories. Gives definite "take-off" rules, with many helpful quick-reference tables and short-cut methods that simplify the work.

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TURN TO CHAPTER 8, where you receive this book, and see the "Estimating Short Cuts" you can use for quick figuring of board footage. Here are simplified ways to estimate lumber needed for floors, walls, ceilings, roof, door and window frames, inside trim for doors, and drawers and cabinets. This chapter alone can be worth the entire price of the book to you!

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JULY 1951

Prospective home buyers and builders alike are quick to recognize the VALUE built into BEST homes. That's why Best dealers have tripled in 2 years—why these same dealers are enjoying profitable, large volume home sales.

If you're within 500 miles of Peoria, Illinois, get in on this profit opportunity yourself. Best Homes are available in both two-bedroom and three-bedroom sizes, with a choice of many elevations. They're A.F. of L. built, priced from about $7000 and accepted for FHA and GI financing. You can get an exclusive franchise for your locality—make volume home sales with no delivery, procurement or financing headaches. Write, wire or phone for full details today!
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Jaeger 3½ X 4 Concrete Mixer . . . a side-discharge tilter that tows and spots fast. Patented V-bottom "Dual-Mix" drum doubles mixing action and saves time by speeding discharge — is balanced for fast tilting. No feet or legs on either side to slow operator or wheelers. Loads fast thru big, low drum opening.

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Association News, cont’d

Increased Storage Facilities Urged by L-P Gas Association

Plea for an industry-wide program for increased storage facilities and sustained promotional activity marked the Liquefied Petroleum Gas Association’s 20th anniversary convention and trade show May 7 in Chicago. Attendance of nearly 2,200 set an association record.

James E. Pew of Sun Oil Co., Philadelphia, told delegates that the industry faces a heavy responsibility to increase storage facilities as a safeguard against recurrence of the critical shortage which existed last winter. He said the present mobilization period would prove a blessing in disguise in that it will give the LP-gas industry a chance to get its house in order and provide improved service to present and future customers.

CONGRATULATIONS are offered William S. Lander, left, new president of the Liquefied Petroleum Gas Association, by Peter A. Anderson, outgoing leader, while F. M. Mabee, first vice president, looks on.

Featured luncheon speaker was Senator Karl E. Mundt of South Dakota. His subject was "Today’s Challenge to the World."

Howard D. White, LPGA executive vice president, who has spent most of his time in Washington in recent months, said that practically all uses of LP-gas would be affected by government controls during the emergency.

"There can be no doubt," White said, "that our operations will be sharply curtailed . . . that it will require all our resources to maintain equipment at a satisfactory level of service and safety."

William S. Lander of Charlotte, N.C., was elected president for the coming year. Other officers include F. N. Mabee, Denver, first vice president; C. M. Ambrose, Seattle, second vice president; Walter Miller, Chicago, treasurer; and Arthur C. Kreutzer, vice president and counsel.

Detroit Builders’ Outing

The annual picnic of the Builders Association of Metropolitan Detroit was held at the Forest Lake Country Club, Pontiac, Mich., June 7, with sports activities making up a major share of the program. Robert Nelson served as chairman.
Important Defense Building Role Seen for Vermiculite

An important role for vermiculite in defense construction was forecast by a high National Production Administration official, Eric W. Hammarstrom, at the recent annual meeting of the Vermiculite Institute in Fort Lauderdale, Fla.

Hammarstrom, chief of NPA's non-metallic building materials branch, said "Vermiculite as an insulation and as an aggregate replacing sand in lightweight concrete and plaster will greatly relieve the shortage of critical construction materials."

MacPherson Thompson, Veteran Illinois Lumberman, Dies

MacPherson Thompson, veteran Illinois lumberman, died May 16 in Champaign at the age of 85.

Mr. Thompson entered the retail lumber business in Girard, Ill., in 1892, and was later a partner with H. S. Hargrove of Hillsboro in yards at Girard, Virden, Auburn and Standard City. The yards were sold in 1923. In 1925 he joined E. A. Clarke in the Clarke-Thompson Lumber Co. in Champaign, Mr. Clarke selling his share of the business in 1932 because of ill health.

Mr. Thompson is survived by his widow, Bertha M. Thompson; a son, Clarence A. Thompson, Champaign, prominent in national lumber dealer activities; a brother, Edward L. Thompson, Cleveland, Ohio; and three grandchildren.

JULY 1951

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Now you can buy a prefabricated, packaged Chimney ready to install in one or two story homes or buildings. These top quality Vitroliner Chimneys are the pioneers in the field! They speed up construction, save VALUABLE floor space and are designed for use with ALL fuels, gas, oil or coal. Functions as a COMPLETE Chimney and takes care of all heating equipment. The efficiency is improved and the possibility of condensation eliminated.

The heating plant can be placed wherever desired! In the type "L" Flue, the stack can be "boxed in" a corner of a bath room, closet, or bedroom.

Vitroliner Chimneys save approximately one-half the cost of masonry construction and can be easily installed in a few hours—no cutting or fitting required. Each chimney is tailor-made to fit the individual job. They are used in quality-built homes by national builders in large home projects and by small contractors alike.

The chimney is built around a vitreous enameled metal flue liner, encased in a seamless tube of high temperature resistant asbestos insulation, with a metal outside covering.

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- Low initial cost.
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179
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—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.

Association News, cont'd

Aubrey Costa Nominated for Mortgage Banker Presidency

Aubrey M. Costa of Dallas, Texas, has been nominated for the 1951-52 presidency of the Mortgage Bankers Association of America, according to an announcement by Allyn R. Cline, Houston, chairman of the nominating committee. Cline said the nomination was tantamount to election, which will take place at the association's 38th annual convention in San Francisco, September 11-14.

Aubrey M. Costa

Costa will succeed Milton T. MacDonald, Jersey City, N. J., current president. Nominee for the vice presidential post is Brown L. Whatley of Jacksonville, Fla.

A native Texan, Costa was educated in Texas schools and began his business career with Magnolia Petroleum Co., Corsicana. He served in the Navy in World War I and was active in the oil industry until 1924. In that year he and F. M. Love of Dallas organized the Southern Trust and Mortgage Co. in Dallas. Costa is now president and Love chairman of the board.

Promotions Reported by Portland Cement Group

Two new appointments have been announced by the Portland Cement Association. George J. Verbeck, formerly a senior research chemist in the research and development division, has been appointed manager of the applied research section of the division, replacing William Lerch, who has been advanced to the position of administrative assistant.

Joseph N. Bell has been named manager of the association public relations bureau. Bell joined the bureau staff in April 1948 as a writer.

Head Ponderosa Pine Group

Named officers of the Ponderosa Pine Woodwork association at its recent annual meeting in Chicago were: President, F. E. Bissell, Jr., Dubuque, Iowa; vice president, Arthur H. Mohring, Chicago; secretary, J. D Rowland, Bayport, Minn.; treasurer, Leonard G. Carpenter, Minneapolis; and general manager, D. G. Pilkington, Chicago.
Association News, cont'd

Waste in Home Building
Discussed at Seattle

A panel discussion on waste in home building was held at a recent meeting of the Seattle Master Builders Association. Among recommendations made were changes in the city building code to permit construction economies without sacrifice of quality, and adoption with suggested changes of a new plumbing code.

The panel was moderated by Archie Iverson, builder. Members were Thomas Sussman, electrical contractor; Ben Saunders, Portland Cement Association; Dick Hunton, plumbing contractor; R. E. Lyttaker, chief plumbing inspector, Seattle-King County health department; Clarence Massart, Seattle councilman and a plumbing contractor; F. R. McAbee, builder; Robert Durham, architect, and E. A. Dodds, assistant superintendent of the Seattle building department.

Heads Gypsum Association

NEW PRESIDENT of the Gypsum Association, Noel J. Redmond (right) of Los Angeles, is congratulated by Meade M. Morris, Chicago, retiring leader. In center is Lloyd H. Yeager of Chicago, association general manager. Election took place at gypsum group's recent annual meeting in Chicago.

Aluminum Window Officers

Charles C. Moran of St. Louis was elected president of the Aluminum Window Manufacturers Association at its annual meeting in Hot Springs, Va. Other officers named were James Allinson, Philadelphia, first vice president; Robert Olson, second vice president; Robert Klein, West New York, N. J., third vice president; and Robert Ferguson, New York City, treasurer.

Southern Door Jobbers Meet

The 16th annual membership meeting of the Southern Sash and Door Jobbers Association was held June 4-5 at the Hotel Peabody, Memphis.

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You're looking into the living-bedroom combination of a home in Bucknell Manor, Fairfax County, Alexandria, Va. Clarence W. Gosnell, Inc., builder of 232 homes equipped with "Modernfold" doors, reports he was able to:

SELL FASTER because prospects liked the planned flexibility given them by one large "Modernfold" door. Folding it to the wall creates a massive 30-foot living room... unfolding it fully adds an extra bedroom. All this within a first floor area of only 720 square feet! Mr. Gosnell was able to:

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JULY 1951
WHERRY HOUSING AT KEESELER AIR FORCE BASE, BILOXI, MISS.

Sponsored by R. S. Wilkinson, James E. McGehee, Robert G. Snowden and Max B. Ostner of Memphis, Tenn. Architect: Everett Woods; Contractors: Wilkinson, Snowden & McGehee. The 2-bedroom house pictured below rents for $85.00 and is one of 718 units which include duplexes and 2, 3 and 4-bedroom residences.

BUILT FOR $9,552.50
complete with
Hunter Attic Fan

*Includes contractors' and architect's fee. Exclusive of land.

New 718-unit project provides cool comfort for Air Force families

It is unusual for a low-cost housing development to offer so much in the way of modern beauty, high quality materials and extra features for the comfort and convenience of tenants.

One of the most popular features of this Keesler Housing Project are the Hunter Attic Fans which will keep occupants cool and comfortable on hottest summer nights.

Cool comfort at low cost

The sponsors of Keesler Housing selected Hunter Package Attic Fans because of their dependable performance and low-cost installation. Fan, motor and suction box are all in one unit that requires only a ceiling opening in hallway and 18" clearance in the attic. Four models, ranging from 4750 CFM to 9700 CFM (ratings certified) fit any home size and any climate. Quiet, powerful, dependable, these fans are guaranteed by Hunter—exclusive fan makers since 1886.

Wall switch starts fan and opens automatic shutter to pull in the cool night air and drive out the oven-like heat that accumulates throughout the day. In only a few minutes it's 10 to 20 degrees cooler inside.

Write for 36-page booklet, "How to Cool for Comfort" and complete data.

HUNTER FAN AND VENTILATING COMPANY
381 S. Front St., Memphis 2, Tenn.

During construction a considerable amount of damage to stored materials is done by rats and mice. The drawing indicates an effective trap that can be set up, and one that the workmen enjoy operating. It consists of a five gallon water bucket, a welding rod, an empty milk can with a hole punched through the center of each end.

Slide the rod through the holes in the can, then lay the rod and can on top of the bucket so they are free to turn. Then lay a narrow board from the floor to the edge of the bucket for an inclined runway. Fill the bucket about half full of water. Smear jelly or cheese or some other item from the workmen's lunch kit on the can for bait.

The rats or mice smell the bait, climb the runway and jump from the edge of the bucket onto the can to feast on the jelly or cheese. When they land on the can it rotates and they fall into the water and drown. It really works.—Robert J. Laughlin, Ephrata, Wash.

How to Repair Saw Blades

When a few teeth are broken in a hack saw blade then grind back on a slope or taper to the nearest teeth. No more teeth will break out after that.

—M. J. Hiland, Lansing, Ill.
How to Make a Caulking Cartridge Remover

The empty cartridge in a caulking gun is often difficult and stubborn to remove. A helpful tool for this procedure can be made out of a stick, a washer and a couple of screws. Obtain a round stick of wood, the diameter just smaller than the inside of caulking gun barrel. With the aid of a couple of screws fasten a washer to the end of stick. The washer end of the stick can be slipped into the gun barrel and by hammering on the other end the empty cartridge can be forced out the opposite end of barrel. Rub a little grease on the full cartridge before inserting it.—Warren W. Howe, Longview, Wash.

How to Dispose of Razor Blades

Old razor blades may be permanently disposed of by cutting a slot in the rear wall of the medicine cabinet. Bore two small holes at each end of the slot. A keyhole saw is then used to cut out the slot. If cabinet is made of metal a hacksaw blade cut to narrow point at one end will be required for sawing the slot.—Arthur N. Nelson, Kansas City, Mo.

Families Getting Smaller

The size of households has declined from 3.2 persons in 1940 to 3.0 persons in 1950, according to the National Association of Home Builders. The number of one-person and two-person households increased by 55 and 45 per cent respectively. The number of households of five or more persons declined relatively.
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Dealers Sponsor Show Of Buildings Designed For Oklahoma Farms

Oklahoma farmers visited Oklahoma City May 5 in large numbers to inspect "Farm-Fitted" buildings—a variety of structures designed by Oklahoma A. and M. College to meet specific state agricultural needs. The occasion was the third annual Farm Buildings Day at the college's model demonstration farm.

The full-day event, sponsored by the Oklahoma Lumbermen's Association in cooperation with A. and M., and the Oklahoma City chamber of commerce, attracted more than 2,000 farmers, lumbermen and other interested persons from all parts of the state.

Over-all objectives of the "Farm-Fitted" program, according to W. M. "Bill" Morgan, secretary-manager of the lumbermen's association, are to show farmers the types of structures best suited to Oklahoma, and to recommend the most economical materials and most functional sites for this new construction. Morgan said that the specialized service, launched in 1949, is developing a broad new market for state lumber dealers.

A feature of the day was the on-site construction of a new building, a hog production unit. Also demon-
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.

The Eleventh Edition contains up-to-date estimating and cost data on all classes of building construction. Information on house and other light construction work is complete. Thousands of items that enter into estimates are logically arranged and tabulated for ready reference.

Since the first WALKER appeared 35 years ago more than 106,000 have been published. Kept abreast of developments in the industry by frequent revisions it became the leader in its field. It has long been recognized as the only complete compilation of estimating and building cost data available in one book.

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Always use an American Spinner for edges, corners, small halls, stairs. Saves time.

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Makes the finest finish, a harder finish to last. Like other American Machines, it's 15" or 16" wide.

4. USE QUALITY SEALS

American Finishes are finest quality complete line for all floors...seals, finish, wash...and cleaners.

All four steps are important—if you want really fine floors—and greater profits in floor finishing! American helps you do the job right—with modern machines that save time and labor at every step...and a complete line of quality finishes, maintenance and cleaning materials for wood, cork, concrete, terrazzo, asphalt, rubber, linoleum or plastic. Send for free catalogs describing "4 Steps to Fine Floors." The American Floor Surfacing Machine Co., 511 So. St. Clair St., Toledo, Ohio.

Building for Specific Needs

In explaining the display, C. L. Nelson, Oklahoma A. and M. agricultural engineer and one of the program's leaders, said that "Lumbermen can no longer wait for farmers to come to their yards, they now have to go to the farmer with the proper plans to suit his needs. When they do that they have an excellent chance to sell. "This type of service and selling takes initiative, but if the lumber dealers will prepare themselves and render this service they will find it is profitable."

Nelson also said that today a lot of farmers are wasting money and valuable time building and maintaining heavy, enclosed buildings where there is no need for them.

The entire program was under the general supervision of E. W. Schroeder, head of A. and M.'s department of agricultural engineering, assisted by W. F. Lott, superintendent of the model farm.

All four steps are important—if you want really fine floors—and greater profits in floor finishing! American helps you do the job right—with modern machines that save time and labor at every step...and a complete line of quality finishes, maintenance and cleaning materials for wood, cork, concrete, terrazzo, asphalt, rubber, linoleum or plastic. Send for free catalogs describing "4 Steps to Fine Floors." The American Floor Surfacing Machine Co., 511 So. St. Clair St., Toledo, Ohio.

TYPICAL CROWD watches construction of hog farrowing house at college model farm demonstrations of concrete block laying, mechanical trenching for foundations and pipelines, trussed rafter construction with ring connectors, wiring for safety, fire-resistant fence posts, and farm kitchen planning.

Displayed in a large tent was the college's complete farmland, with models of all the buildings in their proper locations. This exhibit was aimed at the lumberman with the caption, "Mr. Lumber Dealer, Start a Building Service to Develop Rural Trade."

AUTOMATIC hay feeder (left) and Model A dairy barn. Foreground: demonstrating trussed rafter construction with ring connectors.
Color...protection...beauty...economy...

the owner-appeals
that sell

"Century"

ASBESTOS-CEMENT SIDING SHINGLES

Build your business and increase your profits with "Century" Asbestos-Cement Siding Shingles! Use these established "reasons why" to appeal to your prospects:

Colors alone close many a sale! The attractive colors in the "Century" selection—Shell White, Sun-Glo Buff, Sea Gull Gray and Fathom Green—give you a range to meet every owner's ideas on architectural appeal, distinctive styling, and harmony with surroundings. And "Century" colors won't weather out—they are built in the shingles for permanent attractiveness!

Multiple protection has real sales value! Just consider: "Century" Siding Shingles protect against weather—won't rust or rot... resist rodents and termites... can not burn. Any prospect is interested in points like these!

Built-in beauty for lasting good looks! Deep cypress graining—a permanent part of the "Century" surface—gives authentic appearance of weathered wood; adds to the beauty and charm of any home. Butt lines can be either straight or wavy to suit customer's preference.

And the two-way economy appeals to all! First, "Century" Siding Shingles are moderate in initial cost—large 12'' x 24'' shingles go on quickly, easily, inexpensively. Secondly, there's virtually no maintenance cost on "Century" Shingles—they don't even need protective painting to keep their beauty through the years!

These are proved sales facts you can use to build your business with "Century" Asbestos-Cement Siding Shingles. For further information, ask your Keasbey & Mattison dealer, or write us direct.

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA
Beautiful wood construction gives depth of shadowing to these WINDOWWALLS. Long & Thorshov, Inc., Architects

ANDERSEN

WINDOWWALLS

COMPLETE WOOD WINDOW UNITS
BRIGHT WALLS of Andersen Casement and Picture Window Units endow this home with all the spaciousness of its country hilltop site.

WINDOWWALLS admit plenty of fresh air and sunshine along with the view, yet they seal out unpleasant weather like a wall. Efficient both as wall and window, they are the most satisfactory answer to the demand for large window areas.

See your local millwork dealer or write us for details and further information. Detail Catalog of Andersen WINDOWWALLS is in Sweet’s Builders’ File.

Andersen Corporation BAYPORT • MINNESOTA
Even Modest Home Can Have Work-Saving Kitchen

A Kansas builder, C. M. Lemon of Wichita, sold 49 completely equipped houses containing kitchen and laundry appliances such as range, refrigerator, dishwasher, garbage disposal unit, automatic clothes washer, dryer, and electric water heaters, all of General Electric Co. manufacture. These units are featured in General Electric’s All Electric Kitchen, one of which is seen in an accompanying illustration.

FLOOR plan of the Lemon house shows arrangement of the utility appliances.

EACH of the 49 completed houses erected by C. M. Lemon of Wichita, Kansas, are equipped with latest kitchen and laundry appliances. Interior and exterior views above.

L & K 27½" KITCHEN... Complete 27½" kitchen unit combines 4 cu. ft. refrigerator, sink, drainboard, storage drawer, and 3-burner gas range adjustable to natural, manufactured, or bottled (LP) gases. Model R-520 also available with 3 electric burners for 220 v., or 2 electric burners for 110 v. “plug-in” use. 5 year guarantee.

L & K 48" KITCHEN... For the first time here’s a 48" kitchen complete with oven - made possible by combining any 20" apartment range with General’s L & P Kitchen, Model S-550. Has 4 cu. ft. refrigerator, storage drawer, and features a one-piece 12 x 16 inch porcelain sink-back splash-drainboard. 5 yr. guarantee.

Complete 48" Kitchen-With-Oven

COOK ON YOUR REFRIGERATOR

GAS-ELECTRIC GENERAL CHEF. Combines electric refrigeration with cooking top, gas or electric (110 or 220 v.) Requires only 4.1 sq. ft. of space. 5 year guarantee.

DISTRIBUTORS • DEALERS • BUILDERS

Send Today for Complete Data Files on our full line of L & K line kitchens, general cooking-refrigeration combinations and space-saving refrigerators.
You don't need a crystal ball when it comes to buying doors!

You can “see the future” of Weldwood and Mengel Doors by looking at their past performances!

There’s no doubt about the enduring qualities of these doors. You can recommend either one of them to your customers or prospects with complete assurance.

The Weldwood Honeycomb Door employs a new construction principle that has been thoroughly tested in laboratories and in many actual installations. The door is dimensionally stable, light in weight; and because of its low cost, is ideally suited for many interior applications.

The Mengel Hollow-Core Door. Hundreds of thousands of satisfied customers give wide testimony to the acceptance given to this popular door. Its low price... high quality ... meet every demand for a beautiful, durable flush interior door that provides beauty at budget prices. Especially recommended for residential use.

Both the Weldwood and Mengel Doors are made in a wide variety of fine decorative hardwood faces, including birch, oak and Korina.

Recommend either door for any house you build.

Weldwood Flush Doors
Manufactured and distributed by
United States Plywood Corporation
55 West 44th Street, New York 18, N. Y.
Branches in Principal Cities • Distributing Units in Chief Trading Areas • Dealers Everywhere
FASTER FORMING
up to 60% SAVINGS
with
Gates
CONCRETE
FORM TIES
with Spreaders

Simple to use. Workmen understand how to use Gates Concrete Form Ties immediately. Starts easy...forms go up in a hurry!

Lumber completely recoverable after use. Never gouged and scarred. Uses one-fourth the 2x4's.

Forms come off in half the time or less. Walls are clean, even, no overlap. Use Gates Concrete Form Ties for walls 6" to 60", any height. Ties also available for in-the-wall break off.

Take advantage of the savings possible only with Gates Concrete Form Ties. This patented method is used by OVER 80% OF HOME BUILDERS IN DENVER. Write today for full details and location of your nearest Gates distributor.

Some dealerships still available.

Gates & Sons
CONCRETE FORM TIE DIVISION
81 South Galapogo
DENVER, COLO.

LEADING the 1952 series is this four-bedroom home in ranch or traditional hip roof.

National Homes Presents
1952 Super-Thrift Units

Proclaimed nationally as a great forward step in helping meet the current need for low priced homes, is the new 1952 series of "Super-Thrift" homes developed by National Homes Corporation, Lafayette, Ind. This firm's new line of prefabricated units emphasizes a lower and smarter roof line, pleasingly proportioned porches, framing decorated exterior doors and wide, overhanging eaves. New also is the exterior decoration and color schemes. Exteriors are of accepted siding or cedar shingle shakes with the two materials used in combination to emphasize the traditional style of architecture. This adds to the rambling appearance of the home which is painted in a two-tone color scheme. The use of plastic marine plywood in the exterior finish gives the appearance of the plaster construction used by the mission builders in their construction.

The use of shutters, flower boxes, paneling, and vertical trim presents exterior designs acceptable to the most discriminating home buyers. To enhance the beauty of the home, sizes of all windows have been increased to provide additional glass area.

Two-bedroom models, available in both ranch and Cape Cod styles, are priced beginning at $6,180 in Lafayette, lot not included. Three-bedroom models, available in Cape Cod, ranch type, and traditional hip roof, sell in Lafayette, not including lot, at $7,700. The four-bedroom house, with large, well-designed rooms and pleasant exteriors, sell in Lafayette starting at $10,100 without lot.

FEATURE of the 1952 series is the lovely Youngstown kitchen which includes steel cabinets, shelves and large double sink.
BUILDERS, now is the time to think about YOUR future in building! Manpower is increasingly short . . . Skilled labor is at a premium . . . Time is of the essence!

Solve your manpower difficulties with Gunnison Homes! You can build twice as many homes, in half the time, without the uncertainties of conventional building! Field erection is simple, standardized, speedy, requires a minimum of skilled labor!

DEALERSHIPS are still available in certain areas. Write Dept A-15 for complete information.
NEW! a Power Plane
THE STANLEY J38

with instant chip disposal

Here is the last word in precision electric planing. The new Stanley J38 blows chips away from the cutter and out of the housing—as soon as they're cut! Eliminates chance of chips becoming lodged under shoe and marring the finished surface.

Sturdily constructed, the J38 weighs only 7 1/2 lbs. Cuts up to 1 1/4" wide. Adjusts for bevel cuts to 45° outboard and 15° inboard. Powerful 1/2 h.p. motor meets most planing needs. See the new J38 at your dealer's, or write for descriptive folder. Stanley Electric Tools, 400 Myrtle St., New Britain, Conn.

... and here's tops in planing versatility

MILLIONTH booster pump produced by Bell and Gossett Co., Morton Grove, IL, inspired the ceremony above where C. E. Pullum, vice president in charge of production, presents No. 1,000,000—which has been gold-plated—to E. J. Gossett, president. Participating (from left) are H. A. Lockhart, chief engineer; Ernest Kersten, factory superintendent; Pullum; Gossett; R. E. Moore, vice president in charge of sales; Ralph A. Patterson, general sales manager; and William A. Boone, assistant sales manager. Mark was reached in 1950. (Ed. Note: We regret that when the above item appeared in our May issue, page 170, the photograph was inadvertently omitted.)

American Builder Editor
Named 1951 Industry Figure

Edward G. Gavin, editor of the American Builder, was chosen as the 1951 industry figure to be inducted into Sigma Lambda Chi, scholastic honorary fraternity in the light construction and lumber merchandising industry. He was initiated at the annual banquet of the founding chapter conducted in the Union Building on the campus of Michigan State College at Lansing, May 2. Jerome Carroll, Chicago, president of Lambda Sigma Chi, presented him with the fraternity pin.

In attendance were a number of industry and college notables, including Professor William B. Lloyd, who heads the industry course at Michigan State; President Hanna of the university; heads of the departments of agriculture and forestry; Hunter M. Gaines, secretary of the Michigan Retail Lumber Dealers Association; Del Bowser, past president of the Michigan Association of Home Builders; the secretary of the Detroit Lumber Dealers Association and other prominent builders and dealers.

Clyde Fulton, president of the National Retail Lumber Dealers Association, was an honored guest. He was the industry figure initiated into Sigma Lambda Chi in 1950. Fulton addressed the meeting and took part in the fraternity initiation ceremonies where, in addition to Gavin, nine students were processed.

A second chapter of Sigma Lambda Chi has been inaugurated at West Virginia, and several others are in the process of formation at other universities.

Your Best Community Promotion
NATIONAL HOME WEEK
September 9 through 16
BILT-WELL Nu-Style Kitchens in this project

Builders... protect your investment and your reputation! Use Bilt-Well Woodwork on your jobs.

Bilt-Well Nu-Style Cabinets are furnished K.D., semi-assembled, packed in dust-proof cartons. Easy-to-read instructions are included. Use Nu-Style Cabinets... they beat making them on the job.

Bilt-Well Nu-Style Cabinets are also designed for your customers’ satisfaction. Trim, modern lines make them attractive, and the various sizes provide ample storage space to fit every need. Bilt-Well Nu-Style Cabinets will help sell and rent your homes!

CARR, ADAMS & COLLIER CO., DUBUQUE, IOWA,

A complete line of Bilt-Well products:
- Basement Windows
- Breakfast Nooks
- Bilt-Well Storm Sash & Screen Unit
- Carr-door Garage Doors
- Chic-lite Casements
- Combination Doors & Storm Sash
- Corner Cabinets
- Corner Cabinets for Smaller Homes
- Doors with Tempered Frosted Panels
- Front Entrances for the Smaller Type of Home
- Exterior Doors
- Gable Sash & Louvers
- Gl-dor Kitchen Cabinets
- Interior Doors
- Ironing Board Cabinets
- Linen Cabinets
- Medicine Cabinets
- Mantels
- Nu-Style Kitchen Cabinets
- Screen Doors & Window Screens
- Shutters
- Stair Parts
- Superior Windows
- Telephone Cabinets
- Utility Window
Metal Bridging Exempted
In Cleveland Area from
Blanket VA Disapproval

As a result of tests made at the University of Akron, Hercules metal bridging, a product of Glover Manufacturing Co., has been exempted from a recent blanket Veterans Administration order disapproving of all metal bridging. Exemption of the Hercules bridging was made by the VA Cleveland regional office and is effective only in the area covered by that office.

The tests were made on a floor frame assembly 6 feet, 8 inches wide by 12 feet long, built in the conventional manner with 2x8 No. 1 common fir joists 12 feet long. Six joists were set on 16-inch centers supported on each end by 2x8 plates to which they were toenailed with four 10d nails.

Across the ends of the joists was a 2x8 bulkhead fastened to each joist with three 16d nails. The bottom of each outside joist was toenailed with a 2x8 plate. A subfloor consisting of 1x8 No. 2 yellow pine was laid at right angles to the joists and nailed to each joist with three 10d nails. Hercules metal bridging was installed between the joists in the usual manner, six feet from the end of the joists.

The entire assembly was supported at the ends by walls made of blocks approximately 2 feet high, leaving a clearance of two feet under the joists. No walls were placed under the outside joists.

Dial indicators were mounted under the joists in such a manner as to measure downward displacement of the joists. Indicators were placed under each end and at the center of the joists. No indicators were placed under the outside pair of joists. The actual deflection of a particular joist due to loading was taken as the total deflection at the center minus the downward movement of the ends of that joist.

Results of the test, as listed by the laboratory:

<table>
<thead>
<tr>
<th>Load (lbs)</th>
<th>Deflection (inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,400</td>
<td>0.133</td>
</tr>
<tr>
<td>5,760</td>
<td>0.484</td>
</tr>
<tr>
<td>8,730</td>
<td>0.654</td>
</tr>
</tbody>
</table>

No evidence of failure of the bridging, either by shearing of the hinge, or slipping on the joists at point of contact or imbedding in the joists was observed at any load, the laboratory report said.

Steel for Homes

Only 1.8 per cent of the total steel output is required for 850,000 homes according to NAHB. This, in effect, is a mere drop in the bucket in the national production picture.
Inviting and attractive interiors are put on full display when you use Kawneer Patented Flush-Glazing Sash. The face of this sash is flush with surrounding wall and ceiling surfaces, thus eliminating any obstruction to vision.

This outstanding setting insures maximum safety and reliability, because it holds glass firmly yet resiliently in place.

For further information, write The Kawneer Company, Dept. AB-85, 1105 N. Front St., Niles, Mich., or Dept. AB-85, 930 Dwight Way, Berkeley, Calif.

THE
Kawneer
COMPANY
ARCHITECTURAL METAL PRODUCTS
Store Front Metals  Modern Entrances
Aluminum Facing Materials  Aluminum Roll-Type Awnings
Building on Narrow Lots

Chicago builder appeals to the housewife through kitchens with all the trimmings—finds it hard to keep production up with customer demand

Many builders erecting homes in high cost areas, confronted with narrow lots and conservative financing have been satisfied to deliver the "minimum" house. This is not the case with Meyer Lipson, president of the Elandee Building Corp., which will erect 60 moderate cost homes on Chicago's southwest side, this year, for an ever-present waiting list.

Lipson recognizes the importance of the wife to the consummation of a sale and sells her with his kitchens. Standard equipment includes a pantry, exhaust fan, clock and Youngstown sink and cabinets, replete with bread and cake boxes, cutlery drawer, cutting boards, and revolving... (Continued on page 202)
How to Choose Between Top-and Front-Opening Dishwashers

The choice between a top-opening and front-opening dishwasher is not merely a matter of personal preference, according to kitchen planning experts of the General Electric Co. Home Bureau, who point out that each individual kitchen presents its own problems of traffic patterns, work surfaces and storage space and choice of the right model dishwasher can easily affect the efficiency of the whole room.

There's a Choice, But—

The kitchen planners said that front-opening undercounter dishwashers have been desired for years because kitchens need unbroken counter space, but that the advantages of unbroken counter space are cancelled out if the kitchen is so shaped that an open front-opening model interferes with the normal kitchen traffic or makes storage areas, work surfaces and appliance centers inaccessible.

In summing up, the designers said that while there is a choice between the two types of dishwashers, there are kitchens in which a front-opening model is the perfect answer to planning problems, and others where it won't fit at all. They added that the same held true for top-opening models.

Below are recommended installations in a number of typical layouts:

Plan No. 1 shows a narrow two-wall kitchen, in which walking-around space is at a premium. A top-opening dishwasher is the proper installation for this type of room; a front-opening model in the open position required for loading and unloading dishes would completely block off kitchen traffic and would also hinder work at the range.

In Plan No. 2 the main problem is that of providing more counter work space. Here the front-opening washer is recommended because it assures a larger unbroken counter space between the sink and refrigerator.

The dishwasher fits under the counter and, when being loaded or unloaded, does not interfere with traffic from one work center to another. A top-opening model, however, would break up the counter space when open for loading and unloading.

In setting up the proper equipment for a kitchen such as the one diagrammed in Plan No. 3, the architects selected a drop-in-dishwasher of the top-opening type, as shown in the Preferred sketch [illustrated above]. The second sketch indicates that the front-opening model is not a good choice because in an open position it would prevent easy access to the sink.

Plan No. 4 also shows a kitchen in which the greatest need is for counter space, on both left and right sides of the sink. A front-opening washer is the better choice; with a top-opening model there would be no counter space on the important right side of the sink.

In a small U-shaped kitchen, like Plan No. 5, a top-opening model is preferred because the front-opening washer, when open, would completely block off the counter and storage space.
are automatic in our house plans" says a typical builder

... and when we’re on a job we always suggest replacing basement sash with a panel of Insulux Glass Block®."

Figure it out for yourself and it’s easy to see why! Compare the cost of sash, screen, and in cold climates the storm window, together with maintenance against that of a lifetime panel of maintenance-free Insulux Glass Block.

A glass block panel can’t rust nor rot; never needs to be painted. Insulux Glass Block makes a sound, weathertight, insulating panel that’s extremely hard to break.

Supplies of Insulux Glass Block and all of the installation materials needed are non-critical and immediately available in quantity. Installation can be made at the time the mason puts in the foundation (the 8" sizes fit 8" concrete blocks perfectly) or as replacement for old-fashioned sash in houses already built. In either case, installation is simple and easy... requires only ordinary mason’s tools.

Want more information about Insulux Glass Block? We’ll be glad to send you all the details. Just write: Daylight Engineering Laboratory, Dept.AB-7, Box 1035, Toledo 1, Ohio, American Structural Products Company, subsidiary of Owens-Illinois Glass Company.

INDUSTRY BRIEFS

Appointment of Harold C. Ellicott as advertising and publicity director for M and M Wood Working Co. has been announced by Eherly Thompson, vice president in charge of public relations. Ellicott was formerly personnel manager of Williamette National Lumber Co. at Foster, Ore. He has served as executive secretary of the Honolulu junior chamber of commerce.

Detroit Steel Products Co.‘s vice president in charge of labor relations, H. D. Palmer, has been named a director to fill the vacancy left by the recent death of Murray W. Sales, the company’s board has announced. Palmer joined the firm in 1922, serving in the accounting department. He was made credit manager in 1934 and a vice president in 1947.

Richard J. Brown has been appointed advertising and sales promotion manager of the Delta Power Tool Division of the Rockwell Mfg. Co., with headquarters at Milwaukee. Brown was formerly director of advertising and sales promotion for Crane Packing Co., Chicago, and prior to that was assistant to the advertising manager of Armstrong Cork Co.’s building materials division.

Hugh M. Jones, Miami, has been appointed sales manager of the Ludman Corp., manufacturers of Auto-Lok Aluminum Awning Windows, Max Hoffman, president has reported. Jones, who succeeds the late W. S. Shoffstall, will have charge of sales of all the company’s products. Richard T. Ashbaugh, former district sales manager, has been named assistant sales manager.

FOR LOW COST HIGH SPEED TACKING

BUILDERS NEED BOTH

HAMMER TACKERS

Top speed. Built for hard service and foolproof operation builders find the Duo-Fast Hammer Tackers the fastest and most serviceable—and so very easy and quick to load. Ideal for low cost, high speed tacking of insulation, building paper, felt, roof underdecking and dozens of similar tacking jobs.

GUN TACKERS

Accuracy with power and speed. In close, awkward places, overhead or in corners, Duo-Fast Gun-Tackers make it easy to drive staples with pin point precision. Use this type stapler for easy, safe tacking of ceiling tile, screen wire, insulation and glass substitutes.

Write for free literature

FASTENER CORPORATION

888 FLETCHER STREET • CHICAGO 14, ILLINOIS

AMERICAN BUILDER
Here is a modernly designed, rugged, high-speed, low-priced planer that is ideally suited for every shop and industrial plant requiring a quality surfacer. The Parks No. 20 Planer has a four-knife cutterhead with a speed of 3600 R.P.M. and offers two feed speeds — 20 and 40 F.P.M., and 40 and 80 F.P.M. Write for complete descriptive literature.

**The PARKS Heavy-Duty 12" x 4" Planer**

A compact, sturdy, thickness planer that offers mill planer precision and ruggedness at a sensationally low price. Write for descriptive catalog sheet.

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**AMERICA'S GREATEST POWER-SAW BARGAIN!**

**BRAND NEW MULTI-USE FACTORY CLOSE-OUT GAS-POWERED PORTABLE POWER SAWS**

**WAS $49900 • SAVE $40000 $99.00**

IN ORIGINAL FACTORY CRATES...

NOW — WHILE THEY LAST...

F. O. B. PUEBLO, COLO.

GAS-POWERED SAWS

Never again a bargain like this! This famous make portable gas-power saw cuts lumber up to 4" thick ... plywood, bevel rips, miters, cross cuts, angle miters, rabbits and tenons. Cuts brick, tile, ceramics, steel sheets, aluminum, copper and TRANSITE pipe. Three saws in one, by merely adding abrasive blade. Not dependent on power lines ... completely portable. The cost of either the Briggs & Stratton or Wisconsin 3½ H.P. gas engine alone worth more than the complete sale price ... so look what you get! It's amazing, but true to the buyers who grab these. Literature on request.

MAIL THIS COUPON TODAY!

BERNSTEIN BROS. • PUEBLO, COLO.

WRITE • WIRE OR PHONE 11704 IMMEDIATELY

JULY 1951
No matter what type of house you design, you can find the right style of wood window units to fit your plan. That’s because wood windows offer you a wide variety of designs and sizes—including trouble-free casements. In whatever style you choose, you can be sure of eye-appealing beauty, precise craftsmanship and pleasing proportions. Wood Window Program, 38 South Dearborn Street, Chicago 3, Illinois.

Building on Narrow Lots
(Continued from page 198)

YOUNGSTOWN kitchens make sales for Chicago builder

FOR an added $135, builder includes breakfast nook complete with benches and table

OPTIONAL is a dishwasher sink with garbage disposal unit shelves. What-not-shelves frame the above sink window. Jutting off the kitchen is a small breakfast alcove. The builder, for an additional $135, will equip this with custom-built breakfast benches, leatherette seats and a Formica top table.

The average Elandee home, which sells in the $16,000 bracket including site, has separate living and dining rooms, two bedrooms, tile bathroom, and full basement in addition to the featured kitchen.

Floyd Evans is the architect.
MORE BUILDERS, EVERY DAY, FIND IT'S FASTER AND EASIER THAN PREVIOUSLY!

100% SANITARY
100% WATERTIGHT
EASILY INSTALLED
COMPLETELY SELF-SEALING

8 BIG REASONS
WHY BUILDERS PREFER HUDEE

1. Patented installation makes completely self-sealing unit.
2. A sink frame that is 100% watertight — 100% sanitary.
3. A continuous welded frame with an inconspicuous weld.
4. Easy to install—no rabbeting, scribing or special tools.
5. Installed with equal efficiency in-the-shop or on-the-job.
6. You confidently guarantee every installation with Hudee.
7. Used with any top-covering — linoleum, rubber, plastic.
8. Installed after all top-covering material is applied, bowl may be removed at any time without damage to top-covering.

HUDEE® Ideal SINK FRAME SYSTEM
In Permanent Stainless Steel

Works Like a Vise

THE WORLD'S FINEST SINK FRAME...

Hudee is the amazing Sink Frame that has earned the enthusiasm of Builders, Architects, Dealers, Cabinet Manufacturers and Home Owners. The eight reasons for Hudee superiority, as listed at the left, justify its acclaim as the "World's Finest Sink Frame."

Builders particularly appreciate the Easy-To-Install feature of Hudee and its great saving of time. Actually, the Hudee is installed in four easy steps:

(1) Using the frame itself as a template, mark the location of the cutout for the sink bowl. This can be done either before or after covering material is installed. (2) Cut out the hole as marked, using an ordinary keyhole saw. (3) Place the bowl and Hudee frame into position. (4) Space lugs around frame and tighten lug bolts. The Result—A Perfect Installation Every Time.

See your lumber or building material dealer for the complete story of Hudee.

SOLD THROUGH LUMBER & BUILDING MATERIAL DEALERS EVERYWHERE

JULY 1951
IT HAS EVERYTHING! Sells itself!

HUNTINGTON METAL-FOLD SAFETY STAIR

ALL STEEL LIFETIME
NO COUNTERWEIGHTS • NO SLIDES
EASY TO OPERATE

INDUSTRY BRIEFS

Paul D. Japp has been named general sales manager of the Pittsburgh Corning Corp., has been replaced by H. B. Higgins, president. Japp has been with the firm since 1939. He was New York district manager until 1944, and general office sales promotion manager until his recent promotion.

Appointment of Max Banzhaf as assistant director of advertising and promotion of the Armstrong Cork Co. was recently announced. Banzhaf, manager of the building materials section since 1944, was succeeded in that post by William F. Early, assistant manager.

Nat Lehman, sales manager of the Steelcraft Mfg. Co.'s steel building products division, has been named vice president in charge of sales promotion and advertising. In charge of Steelcraft's sales department for eight years, Lehman was formerly with Mutual Life Insurance Co. of New York.

The following changes in the executive staff have been announced by American Hardware Co.'s board of directors: William J. Ziegenhein, general sales manager, Russell & Erwin Division, has been promoted to vice president in charge of sales promotion and advertising. In charge of Steelcraft's sales department for eight years, Lehman was formerly with Mutual Life Insurance Co. of New York.

The board of directors of Black and Decker Mfg. Co. has announced that Alonzo G. Decker, a co-founder of the company with Duncan S. Black, has been elected president of the company, succeeding Mr. Black, who died April 15. Decker has been vice president and general manager of the portable electric tool firm since its founding in 1910.

Election of Edwin B. McConville as executive vice president of Skilsaw, Inc., has been announced by Bolton Sullivan, president. McConville, associated with Skilsaw since 1942, was made treasurer in 1943 and a vice president in 1949. Other recent company elections are: Paul Watts, general sales manager, as vice president in charge of sales, and Ralph B. Brundett, former comptroller, as treasurer.

Robert Miller has joined Barclay Manufacturing Co., Inc., as director of sales, the firm's president. Harry Feder, who resigned to join Barclay post, Miller was industrial sales manager for the Masonite Corp. A graduate of the Colorado School of Mines, he was formerly in the construction business.

Brown Co., manufacturer of Bernico sewer pipe, has announced the removal of its general sales offices from 500 Fifth Ave., New York City, to 150 Causeway St., Boston. A regional sales office will be maintained at the New York address.

Robert G. Faverty, managing director of Armstrong Whitworth and Co., Pneumatic Tools, Ltd., Newcastle-upon-Tyne, England, was recently elected a vice president of the parent firm.

Independent Pneumatic Tool Co., Aurora, Ill. Faverty, who took over direction of the English subsidiary in February, formerly managed the Independent Chicago and Detroit branches.

Masonite Corp.'s Chicago Division manager since 1947, Elmer R. Graebner, has been appointed industrial sales manager. He succeeds Robert Miller who resigned to join Barclay Mfg. Co., Inc. Replacing Graebner as Chicago manager is Donald J. Moore, former Northwestern Division manager.

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INDUSTRY BRIEFS

Edward R. Taylor, general sales manager of Hotpoint, Inc., has been elected a vice president, James A. Nance, president, has reported. Taylor joined Hotpoint in 1947 as merchandising manager, was subsequently promoted to manager of market development and sales manager. He will have responsibility for directing all marketing policies.

Roy A. Hunt, president of Aluminum Company of America since 1928, was named chairman of the executive committee and I. W. Wilson, senior vice president, was made company president at a recent directors meeting. The board also elected Leon E. Hickman vice president and general counsel of the company. Hunt, son of the first president and founder of the company, Capt. Alfred E. Hunt, joined the firm in 1901 as a machinist's helper.

Advancement of T. E. Heppenstall to vice president in charge of engineering of the Long-Bell Lumber Co. has been announced by J. M. White, president. Heppenstall, a member of the Long-Bell organization for 28 years, has been chief production engineer since 1948. In 1937 he became assistant to the vice president and manager.

The Black & Decker Manufacturing Co. has reported that its one millionth ¼-inch Home-Utility electric drill came off the production line at Towson, Md., April 6. The drill was first introduced in the spring of 1946.

Election of E. W. "Pat" Smith as a vice president of Owens-Corning Fiberglas Corp. has been announced by Harold Boeschenstein, president. Smith is in charge of merchandising and advertising programs, branch office contacts and training activities in the firm's general sales department, which is headed by Ben S. Wright, vice president and general sales manager.
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ADVERTISERS IN THIS ISSUE

A
Affiliated Gas Equipment, Inc. 83
Air Control Products, Inc. 105
Allied Chemical & Dye Corporation 152
Allich-Trinity, Inc. 170
Alloy Tile Corporation 182
Aluminum Window Manufacturers Association 175
American Builder 92-140, 152-154, 172-173, 181
American Cabinet Hardware Corp. 76
American Hardware Corporation 186
American Structural Products Company 82-200
Anderson Corporation 188-190
Armstrong Cork Company 53

B
Barbee-Colman Company 77
Barclay Manufacturing Company, Inc. 215
Bernstein Bros. 201
Best Homes, Inc. 177
Blum & Co., Inc., Julien 162
Boosckwick Steel Lath Company, The 158
Bradley Lumber Company of Arkansas 167
Brainerd Steel Company 25
Bridgman Manufacturing Co. 75
Brown & Co., Inc., Geo. 156
Brown-Graves Co. 68
Bruce Co., E. L. 8
Bryant Heater Division 83
Bucyrus-Erie Hydrocrane Division 171

C
Cahb, Inc., Samuel 196
Carr, Adam & Coillier Co. 195
Ceco Steel Products ( 155
Cedar-Lux Products Co. 154
Celotex Corporation, The 167
Chambers, Del. 163
Colman Company, Inc., The 54
Cortin Division, P. F. & F. 24
Creo-Dipt Co., Inc. 84
Croft Steel Products, Inc. 168

D
Delta-Rockwell Power Tool Division 158
Detroit Steel Products Company 169
Dowell Company, The 152
Dorothy Manufacturing Corporation 162

E
Eljer Co. 163

F
Fair Lumber Company, D. L. 83
Fastner Corporation 700
Fenestra Building Products 95
Flat Metal Manufacturing Company 153
Fleet Of America, Inc. 154
Pollenooe Steel Corporation 154
Ford Motor Company 153

G
Gates & Sons. 82
General Air Conditioning Corp. 105
General Camera Corp. 134
General Electric Company 6-7 95
General Mfg. Co. 166
Goldblatt Tool Co. 171
National Surgical Steel Products Company 178
Great Lakes Carbon Corporation 56
Great Lakes Steel Corporation 57
Gunnison Homes Inc. 193

H
Hager & Sons Hinge Mfg. Co., C 17
Hall-Mack Company 155
Hennen Inc., John 104
Holly Manufacturing Co. 175
Homac Company 82
Hotpoint Inc. 143
House Beautiful 160-167
Hunter Fan and Ventilating Company 182
Huntington Industries, Inc. 104

I
Infor Insulation, Inc. 51
Insulite Division, Minnesota and Ontario Paper Company 2-160

J
Jager Machine Company, The 178
Johns-Mansville 10

K
Kaiser Aluminum & Chemical Sales, Inc. 134-135
Kaweco Company, The 167
Kearney & Trecker Corp. 80
Keenan & Martin Company 187
Kelvinator Division 92
Kentile, Inc. 87
Kitchen Maid Corporation, The 146
Kohler Co. 26
Kwiket Sales and Service Company 11

L
Leigh Building Products Division 205
Liquistone Cement Company, Incorporated 11
Ludman Corporation 16

M
Mackinlay-Duncan Co. 18-19
Magnetic Corporation 95
Mepal Company, The 71-79
Metal Products Corporation 188
Moline Mfg. Co. 99
Morrison Steel Products, Inc. 175
Muller Co., Sam. 170
Muller Machinery Company, Inc. 168
Mullins Manufacturing Co. 78

N
Nash-Kelvinator Corporation 92
National Electrical Manufacturers Association 63
National Gypsum Company 166
National Home Corporation 186
National Lock Company 78-79
National Manufacturing Co. 167
National Steel Corporation 67
New Castle Products 181
Nichols Wire & Aluminum Co. 163

O
Overhead Door Corporation 7
Owens-Corning Fiberglass Corporation 161
Owens-Illinois Glass Company 83-200

P
Parky, Inc. 180
Parks Woodworking Machine Co., The 201
Penke Woodwork Company, Inc. 88

Q
Queen Store Works, Inc. 58
Pittsburgh Plate Glass Company 64
Pittsburgh, Corning Corporation 156
Precision Parts Corp. 122
Plyce & Co., Inc. 176

R
Readybuilt Products Company, The 192
Red Devil Tools 172
Reynolds Metals Company 207
Richmond Radiator Company 57
Roberts Mfg. Company 154
Roddis Plywood Corporation 74
Rowe & Sons, Inc., Justin 47
Rowe Manufacturing Co. 131
Rubbicord, The 147

S
Sargent and Company 27
Schlage Lock Company 173
Schulter Brothers 176
Seal-All Clip Company 164
Selk and Co., Walter E. 203
Silkraft Co., The 156
Skil-Aire, Inc. 89
Skil-Aire, Inc. 162
Soldier Sales Division 152
Sonia Shingle & Shake Association 157
Stanley Electric Tool Div. 194
Stanley Tools 164
Stanley Works, The 4
Standing Equipment Co. 162
Steel Scaffolding Co., Inc., The 168
Steelcraft Manufacturing Co. 159
Stewart Manufacturing Co. 160
Sun Steel Division 67
Strand Garage Door Division 169
Structural Stear Products Inc. 120
Superior Fireplace Co. 138

T
Teco, Inc. 143
Tatesco Tool & Fixture Co. 165
Trade-Wind Motorfans, Inc. 156
Turner & Seymour Mfg. Co., The 91

U
United States Plywood Corporation 22-191
United States Steel Corporation 20
Universal Atlas Cement Company 70
Universal Rundle Co. 11
Upson Company, The 17

W
Walker-Turner Division 80
Walterhouse Sales Company 140-141
Westinghouse Electric Corporation 49
White Company, David 43
Wood Window Program 202
Worthington Pump and Machinery Corporation 6

Y
Yale & Towne Manufacturing Co., The 44-45

Z
Zegers, Incorporated 65

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