AMERICAN BUILDER

NATIONAL HOME WEEK Contest Winners
BUILDING PRODUCTS ON REVIEW

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

SECURELY YOURS
Operations in keying procedures from machining to massed keying are thoroughly explained in this fascinating sound and color movie. Running time: 19 minutes.

see kwikset on film
SAVE ON-THE-SITE
TIME and MONEY...

New Metal Window Unit
installed in 2 simple steps!

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

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

The integral flashing saves you time and makes the window weather-tight. The “pocket” in the inside trim is for Venetian blinds or shades. No need for blocking!

Fenestra Steel Windows are cleaned and screened from inside. They operate smoothly, easily . . . always. And that’s real sales appeal to the buyers of your homes!

You have a strong sales point in low maintenance, too. The trim is galvanized and Bonderized . . . has a baked-on coat of prime paint. Head and jamb members are 18 gage steel. The sill is 16 gage for even greater strength.

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

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

Detroit Steel Products Company
Dept. AB-1, 2260 E. Grand Boulevard
Detroit 11, Michigan

WINDOWS • DOORS • PANELS
generated to cut the waste out of building
KELVINATOR'S
REVOLUTIONARY NEW
"Magic Cycle" SELF-DEFROSTING Refrigerator!

Get today's newest,
most advanced self-defrosting refrigeration—at today's lowest cost!

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

With no electric heating elements, it is faster than ordinary systems...far more economical...simpler...completely safe.

There's nothing else like Kelvinator "Magic Cycle" self-defrosting. Nothing like the Kelvinator across-the-top "Cold-Seal" Freezer Chest...portable Butter Chest...Polarsphere power unit.

Choose this Kelvinator to add to the prestige of your new projects. To increase rental and home-buying appeal. To offer dwellers the most highly-developed self-defrosting—now brought to you by Kelvinator—at rock-bottom cost! For detailed information, write to Dept. AB-1, Kelvinator, Division of Nash-Kelvinator Corporation, Detroit 32, Michigan.

*Patent applied for.

See Kelvinator at The Home Builder's Show, Jan. 20-24, Booth No. 1, Stevens Hotel, Chicago.

...THERE IS A BETTER REFRIGERATOR FOR BUILDERS...

IT'S Kelvinator!

Division of Nash-Kelvinator Corporation, Detroit 32, Michigan

AMERICAN BUILDER
Volume 74 JANUARY, 1952 Number 1

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I know you like to build Heatilator Fireplaces — but isn’t this overdoing it!

No wonder masons enjoy building fireplaces around the pre-fabricated Heatilator® Fireplace unit. They go up fast, and they eliminate the common causes of smoking . . . because correct design is built-in. You make real savings in labor and materials.

Remember, a heat-circulating Heatilator Fireplace is a big exciting selling feature that costs you less than almost any other important extra! And more and more home owners today are insisting on the genuine Heatilator Fireplace. Heatilator, Inc., 321 E. Brighton Ave., Syracuse 5, N. Y.

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FIREPLACE

Smooth metal smoke dome
Extra-wide down draft shelf
Warm air outlet
Convenient damper control

All heating surfaces of 3/16" steel

Heating chamber at sides and back of fire
Today, the finest colorware is U/R—
nationally advertised in full color

Yes, the first colored vitreous china bathroom fixtures sold in America were made by Universal-Rundle . . . one of many U/R “firsts” in the industry.

Today, these fixtures in Azure Blue, Desert Tan, Verdant Green and Sunlit Ivory, are the world’s finest. The individual pieces in a suite are color matched closer than the eye can see.

U/R Advertising Tells America! The year’s big news in the fixture field is the four-color, full-page advertisements of U/R, appearing in leading magazines such as the SATURDAY EVENING POST and BETTER HOMES & GARDENS — featuring decorator-designed baths in full natural color photography. And for the “new” in ’52 — watch Universal-Rundle.

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

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

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

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

This is Universal-RUNDLE ... the pioneer of many industry “firsts”; colored vitreous china, one-fire tunnel-kiln firing, complete laboratory control of production, and many others.
Builders save $106
Insulite's Shingle-Backer
and Bildrite Sheathing!

Build and insulate with double-duty
"Insulite's new application system gives us durable shingle walls faster and for less money!"
Say Bisanz brothers, St. Paul, Minnesota
With 143 homes planned in their new project, Bildrite Sheathing and Insulite's new Shingle-Backer will help the Bisanz Brothers Construction Company save in the neighborhood of $15,000. What's more, their houses will be tighter, stronger and better looking. Here's how it's done!

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

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

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

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

You can save money on every job and build a better house in the bargain with Insulite Shingle-Backer and Insulite Bildrite Sheathing. Your Insulite dealer has all the facts. Call him now. Or, if you'd like, drop us a card. We'll rush complete information to you by return mail!

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MADE OF HARDY NORTHERN WOOD
MAGAZINE SURVEY SHOWS:

Builders Prefer Bruce Hardwood Floors

7 to 1 over next leading brand

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

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

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

7 TO 1 FOR BRUCE OVER NEXT LEADING BRAND

9.7 TO 1 FOR BRUCE OVER NEXT LEADING BRAND

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

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

For complete data on Bruce Hardwood Floors, write E. L. Bruce Co., Memphis 1, Tenn.
Public Housing Marches Again

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

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

There appears to be no question that the home builders and rental property owners have the situation well in hand. In spite of this, however, the government proposes to supercede the authority of the City of Wichita, acting under the laws of the State of Kansas, and impose federal rent controls. If the federal rent schedules are not too low to be compatible with current building costs in Wichita, there is no reason on earth for them. If they are too low, as it is expected they will be, the move on the part of government can be construed only as an attempt to halt the defense housing program of the builders, and thus create an excuse for a public housing program. Such a program, of course, will take two to three times as long to complete as the program of the private builders, will produce housing that will cost twice as much as it should, and will rent for about half the cost. Either way, it is apparent that the federal rent control bureau is much less concerned with what happens to the small wage earner than it is with forcing public housing programs on communities whether or not they want them or need them.

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

All of this appears to be another brazen attempt to halt the operations of private home builders, and force public housing on selected communities, even at the cost of violating the authority of local government, or dictatorially forgetting agreements.
WHAT'S AHEAD FOR 1952? In spite of prospects that CMP controls will continue in force, a vein of optimism keeps cropping out in the talk of industry men in Washington. It's agreed materials will be much more of a problem than mortgage money, but even the materials, short though they be, can be lived with. "B" product manufacturers will probably be hardest hit during the year, and some NPA officials continue to think that "houses without plumbing" may be a real problem by summer.

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

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

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

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

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

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

RENT STABILIZER TIGHE E. WOODS helped precipitate Mr. Wilson's action. On two occasions Mr. Woods criticized sharply the "second-echelon moles" which he said were slowing down defense housing. He lashed out at their delay in certifying areas for rent control. He even called for a complete shutdown of residential building in 1952, except in critical areas where, he said, "horrible" housing conditions and rent levels now exist.
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MR. WILSON rebuked Mr. Woods at a staff meeting a few days later. He said operations of the Advisory Committee on Defense Areas—the "second-echelon moles"—did not merit such criticism. Representatives of other government agencies at the meeting said they thought the committee was operating effectively. Later this same day, Mr. Wilson announced the appointment of Mr. Foley as his new assistant on housing.

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

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

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

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

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

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

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

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

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

American Builder quarterly survey reveals current and future changes

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

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

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

Here is a cross-section of current industry opinion:

Are Materials in Adequate Supply?

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

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

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

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

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

Is Labor Supply Adequate In All Trades?

Northeast

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

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

Are NPA Poundage Limitations On Metals Hindering Completions?

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

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

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

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

West
No large problem at this time reported.

What’s the Mortgage Money Situation?

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

Southeast
Little VA money available, especially in Jackson, Miss., which finds the loan supply “simply terrible” in all fields.
Conventional mortgages with interest at 5 per cent are generally easy to attain.

**Central**

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

**Southwest**

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

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

**Home Starts in Next Six Months**

**Northeast**

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

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

**Central**

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

**Southwest**

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

**West**

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

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

**Northeast**

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

**Southeast**

General agreement on 5 per cent increase.

**Central**

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

**Southwest**

Rise expected to range between 5 and 7 per cent.

**West**

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

**What's the Story on Sales Resistance?**

**Northeast**

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

**Southeast**

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

**Central**

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

**Southwest**

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

**West**

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

**What Is the Most Popular Type of House?**

**Northeast**

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

**Southeast**

All reporting centers agree one-story, no basement.

**Central**

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

**Southwest**

Nearly all new homes are one-story, basementless.

**West**

One-story, basementless type is unanimous choice.

**Are Defense Area Sales and Rent Ceilings Realistic?**

**Northeast**

All cities reporting are in non-defense areas.

**Southeast**

No statement received from defense areas.

**Central**

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

**Southwest**

No reports received from defense areas.

**West**

Defense area sales brisk in Los Angeles area. Builders said to be "doing the job regardless" that sales prices and rent ceilings are not yet realistic as to cost of land and site development.
Here's What the Leaders Say About 1952:

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

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

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

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

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

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

The first responsibility of our industry in 1952 is to make certain that adequate housing is built for military and defense personnel. I estimate that somewhere between 20 and 30 per cent of all new homes and apartments started in 1952 will be for either the military or defense workers.

Talks with builders from all over this nation and on-the-site inspections in over 50 different cities this year, help me predict that the house of 1952 will be of contemporary style, with simplified roof, enlarged use of glass, open planning, no basement, full of color harmony, and packed with labor-saving devices and built-ins. It is also my belief that the majority of builders will channel their efforts into the $12,000 and under bracket. Costs generally have not yet leveled off. I cannot see any price decreases, especially if we experience a shortage of workmen, critical materials and other obstacles. Prices may edge up somewhat, but I think we will have sufficient steel by August, 1952, and plenty of aluminum by November or December. Copper will be our most serious shortage.

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

"There should be ample funds for mortgage financing in 1952. During the past year there has been some tightening, primarily because the government abandoned the pegged price on bonds and because institutional investors could buy government bonds and other investments which gave a better net yield than 4 per cent loans. Mortgages at 4½ per cent or better are readily available now for new and existing construction. Unless the government intervenes and lends it necessary to further change regulations, this condition will continue.

"It would seem Regulation X and the Voluntary Credit Restraint Program have curtailed persons in procuring homes, and the 4 per cent rate on veteran loans has forced many veterans to obtain financing elsewhere or to turn to other investments. It would seem Regulation X should be liberalized, particularly on houses in the more or less lower cost bracket, as buyers could obtain better terms, be able to get homes for their families and cause less inflationary trends. The mortgage industry will cooperate with the government in any necessary program but believes certain changes should be made which will help the general public. Institutional investors will continue to be in the market for mortgage loans so that housing can be provided, as they realize that home ownership is important in our democracy."

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

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

*AMERICAN-builder*
Another high-potential building year is indicated for 1952, with starts decided primarily by amounts of needed materials made available, and by government credit restrictions. The 1951 target of 800,000-850,000 homes, which was far surpassed, has been reinstated as the 1952 goal. Some believe this rather conservative. Producers of non-critical building products report more than adequate inventories while those depending on critical materials have resorted to conservation measures to maintain largest possible unit production. Some smaller producers face the threat of forced closing unless their allocations are increased soon. Ample funds for financing are said to be available, but the main problem is how to lend the money. The picture for conventional and FHA mortgages is said to be brightening, but the future of the VA-guaranteed loan remains dark.
Nail down building costs with PlyScord® Subflooring

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

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

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

Plywood Creates Unusual Home

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

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

Plywood imparts needed structural strength and rigidity to the seemingly fragile structure and also serves as attractive exterior siding and interior wall paneling. The isometric shows elements of post and girder construction which employs plywood as structural diaphragm for floor and roof and as a structural skin for walls.

Shelf-Door Wardrobe

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

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

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

New Panel Material

West Coast plywood manufacturers are now mass-producing a new panel material which combines smooth, hard, wear-resistant hardboard surfaces with a backbone of Douglas fir plywood. Named Plyron, the material has already proved successful for such diverse uses as cabinets, concrete forms and flooring. Faced with hardboard which provides an ideal base for smooth paint finishes, Plyron relies on plywood inner construction to furnish the "muscle," making it puncture-proof, dimensionally stable and relatively light weight. The material has excellent nail holding properties and retains the easy workability of plywood. Rigid industry quality standards have been established for Plyron, similar to those for Douglas fir plywood.

Bargain Basements—Easy with Double-Duty PlyScord® Forms

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

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Douglas Fir Plywood

AMERICA'S BUSIEST BUILDING MATERIAL

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Nu-WAY works perfectly on most any type window, storm-sash or door. Made of moth-proof, pre-shrunk, color-fast wool felt and white metal.

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This colorful, attractive display carton really sells the goods! Contains one individual 20 ft. roll of Nu-WAY, with sufficient nails and instructions for easy installing. Stock up today!

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The very tops in beauty, tops in performance. They have the latest heat engineering features that provide low-cost automatic comfort for homes everywhere. Oil models feature the industry-shaking Fuel-Air Control that saves up to 25% on fuel costs.

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

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

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One of the prime advantages of a Wadsworth Home to builders is the readiness with which banks, building and loan associations and other lending agencies will finance them. Ask your local financial connections about it.

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Wadsworth has a builder service plan that can benefit you, regardless of your location. For complete information about this new method of building, write to us today on your letterhead. Arrangements will be made for immediate contact with one of our factory representatives.
December 1, 1951

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

Dear Mr. Ondo:

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

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

Sincerely,

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

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

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

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ASSOCIATIONS

Their Plans and Activities

See "RELATIVELY EVEN KEEL" in 1952
FOR LUMBER AND MATERIAL DEALERS

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

Fulton, re-elected to serve in 1952, praised the federal government and the association's headquarters, saying that the association had been rendering excellent service in analyzing defense regulations in addition to its regular program.

Also re-elected for another term were C. W. Gamble, vice-president; Fred R. Star, treasurer; H. R. N orthup, executive vice president; and Edward H. Lybey, secretary.

Urge Stabilization Program

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

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

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

NRRLA's legislative counsel, John H. Else, said that, thanks to support from the association's national affairs committee, the legislation passed by the 82nd Congress had been modified in many important respects which affect the retail lumber industry. Congressional leaders, according to Else, do not expect any really important legislative developments in 1950, an election year, but feel that many bills designed to aid emergency controls would be introduced.

Lauds Minute Men Program

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

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

Public Relations Director Everett B. Wilson described plans for producing "Trade Secrets." (Continued on page 34)

NAHB Acts to Speed Construction
Of Military and Defense Housing

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

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

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

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

"Trade Secrets" Continue

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

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

Attention, Please—

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

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

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

Meeting Draws 1,200

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

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

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

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

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

1. That restrictions on use of materials in private construction be eliminated as quickly as possible.
2. That credit regulations be relaxed as fast as increased production warranted.

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

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

Despite those statements and despite the fact that they may be 100 per cent sincere, there will be many strong pressures to keep controls in force indefinitely. There is every possibility that the officials who now hold those views will have relinquished their positions before any decontrol action is taken, and that their successors may have different ideas.

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

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

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

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

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

Membership Tops 10,000. Hoo-Hoo Reports

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

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

Members retained on the board are Arthur H. Geiger, Supreme Senior Hoo-Hoo; Martin McDonald, Supreme Attaché; Clifford Schilling, Supreme Jabberwock; John B. Egan, Supreme Scrivener; and John H. Dole, Supreme Custodian.

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

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

Continued Improvement
Of Mortgage Market
Forecast in Chicago

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

Approximately 200 association members attended the meeting where the association’s member submitted the mortgage finance and availability of materials under new regulations were discussed. The approach was from the standpoint of the Chicago builders in 1952.

Speaking of the Chicago market, Leonard G. Haeger, National Association of Home Builders, materials expeditor and guest consultant at the meeting, said that completion of this goal will depend on the availability of materials for “B” products. The Chicago market is expected to be in better supply at this time.

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

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

Moderator of the nine-man panel was Joseph E. Mierion, past NAHB and Chicago president. Panel members were Charles W. Johnson, past president, Cook County Council of Building Contractors; Nathan Rather, NAHB treasurer; Frank C. Wells, president, Chicago Real Estate Board; Delmar R. Beaumont, president, Chicago Mortgage Bankers Association; Edward J. Kelly, district director, FHA; Laverd A. Thorpe, Loan guaranty officer, FHA; Steward Vanberschot, Continental Assurance Co. and of the Wonder director, Chicago Mortgage Bankers Association.

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

Perlite Group Plans Research

Several fire and sound transmission tests were mapped by the Perlite Institute at its second annual meeting in New York City last fall. Research is also planned at five independent laboratories. It was announced that the group has added 25 new members, bringing the total to 45.
Attendance Passes 2,000 at Oklahoma Dealer Meeting; Exhibit Space Sold Out

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

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

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

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

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

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

Charity Gets Dance Profits

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

Cortright's Column

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

Britain's Private Builders

Make Substantial Gain

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

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

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

This action by the Conservative Party does not in any sense of the word free the private builders in England from all controls. They are still shackled by such obstacles as:
1. All homes must be built under license.
2. Size, sale, and resale price or rent are controlled.
3. Present ratio of one privately built house in five, is raised to a top limit of five in ten, at the discretion of local authorities.

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

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

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

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

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

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

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

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

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

Heartiest congratulations from America's Free Enterprise building industry to the home builders of Great Britain in reversing this dangerous trend. At the same time, let's redouble our efforts to avoid the British pattern!
over a period of years, a handbook and training manual for retail lumber dealers. He said it would be dealer-written, would form the basis for any training programs the industry might undertake and, in addition, would strengthen the industry’s public relations.

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

Northup said that the desired savings could be achieved by much less costly methods, if there was a sincere desire to accomplish it, without requiring dealers to purchase materials at premium prices, and therefore, increase their cost of doing business.

10 Points of Policy

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

Caudill Heads Hartford Builders for 2nd Year

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

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

Clinton Schattgen Heads St. Louis Builders

Clinton R. Schattgen has been installed as 1952 president of the Home Builders Association of Greater St. Louis, succeeding Joseph H. Vatterott. Schattgen, who served as an Army pilot in World War II, came to the home building industry from the bank-

C. F. Tefft Re-elected Clay Products President

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

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

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

New Field Man Named By Detroit Builders

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

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

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

Cedar Shingle Bureau Meets

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

Clinton R. Schattgen
Low-cost way
to use Thermopane in
every window of the house

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

Many builders are glazing entire houses with panel windows. Units can be had from 1 to 3 lights high and from 1 to 3 lights wide. Thus, a number of combinations can be used to achieve the desired window for every purpose. The entire house takes only two glass sizes—45½” x 25½” for fixed lights and 42½” x 22½” for screened ventilators which fit into the standard openings. These are standard sizes of low-cost Thermopane of DSA window glass.

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

WANT TO KNOW MORE ABOUT IT?...MAIL THE COUPON
FREE DETAILS...We will send you free, detail sheets showing how to make and install panel windows.
Yew Guild ORBITAL SANDER
Sands with, against, and across the grain—without gouge or pattern! Sands wood, plastic, composition, metal. An... plywood when edging. Sands in corners, recesses, right up to molding. Levels plaster patches—smooths dry-wall joints.

106 SPECIFICATIONS
- Pad Size, 3½" x 7½". Pad Speed, 4,000 RPM—travels in ¼ overlapping orbits. Sandpaper Size, 3½" x 9" (1 of standard 9" x 11½ sheet). Net Weight, 6 lbs. Powerful Universal motor, WON'T VIBRATE. Gearless drive, no maintenance. Ruggedly built for heavy production.

SPEEDOMATIC and GUILD Electric Tools help to offset rise in construction costs
Inflated costs, material shortages and an increasingly critical labor supply will give builders plenty of problems for 1952. All pointing to that final question: will purchasers balk at higher prices for new homes?

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

Yes, mechanize—and you won’t have to pare profits to entice buyers!
Speedmatic and Guild Electric Tools slash construction time and costs. They greatly speed up operations—promote higher production per hour—keep expenses down, profits up!

To Hold Your Profit in 1952...
MECHANIZE!

SPEEDOMATIC and GUILD Electric Tools help to offset rise in construction costs
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Speedmatic and Guild Electric Tools slash construction time and costs. They greatly speed up operations—promote higher production per hour—keep expenses down, profits up!

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

Model 106
$49.50

See Speedmatic and Guild Electric Tools at your Porter-Cable distributor’s. Ask to be shown their many cost-cutting features — get a convincing on-the-site demonstration that will prove their profit-saving advantages.
HANDY ROUTER Model A-3

- Makes decorative cuts quickly and accurately
- Speed, 20,000 RPM
- Chuck, 3/4" capacity, adaptors available down to 1/16" overall size
- High x 1/2" base dia.
- Net Weight, 8 lbs.

FINISHING SANDER Model 100

- Orbital-motion gives smooth, uniform finish
- Non-Sliding Motor: 1,500 SPM, 2,000 RPM
- Width of Cut, 3/16" + Depth of Cut, zero to 3/16" + Net Weight, 2 lbs.
- Precision feed for accurate bevels up to 25°

ELECTRIC PLANE Model UV

- Blades last three times longer than other models
- Speed, 20,000 RPM
- Chuck, 5/16" capacity, hardened and polished aluminum base dia.
- Net Weight, 5 lbs.

BUILDER'S ROUTER Model A-5

- Makes decorative cuts quickly and accurately
- Speed, 20,000 RPM
- Chuck, 1/2" x 1/2" base dia.
- Net Weight, 14 lbs.

CABLE

POWERFUL 6" SAW Model A-6

- Two models available: 6" and 4 1/2" blades
- Unmatched speed and power
- Saw Blade: 6 1/2" x 1 1/2" base dia.
- Depth of Cut: 6 1/2" + Height: 1 1/2" + Net Weight, 12 lbs.

FLOOR EDGER Model 30-7

- Two models available: 8" and 4 1/2" blades
- High speed, 14,400 RPM
- Depth of Cut: 2" + Height: 2 1/2" + Net Weight, 12 lbs.

POWER PLANE Model 101

- Zooms through wood at 20,000 RPM
- Width of Cut, 1 1/2" + Depth of Cut, zero to 3/16" + Net Weight, 8 lbs.
- Quickly converted into jointer or moulding plane.

HINGE BUTT TEMPLET Model 5005

- Mortises for a hinge butt every 1 1/2" high
- Cuts butt for 23° to 25° hinges
- Assures accurate alignment and exact fitting of any door and jamb up to 7 high
- Made of extruded aluminum

COMBO TOOL Model D-6

- Saws, grinds, buffs, polishes, drills
- Disc Size: 6" dia.
- Speed under normal load: 2,000 RPM + Net Weight, 5 lbs.

HANDY ROUTER Model 100

- Makes decorative cuts quickly and accurately
- Speed, 20,000 RPM
- Chuck, 1/2" capacity, adaptors available down to 1/16" overall size
- High x 1/2" base dia.
- Net Weight, 8 lbs.

FLOOR SANDER "Contractor Special" Model 504

- Balanced, no wobbling, using 6" belts
- Motor 2 HP 115/208 volt 60 cycle
- Drum, 8" wide
- Surface 40" x 12" x 6"
- Weight Frame, 121 lbs.
- Weight Motor, 14 lbs.

POWER PLANE Model 101

- Zooms through wood at 20,000 RPM
- Width of Cut, 1 1/16" + Depth of Cut, zero to 3/16" + Net Weight, 8 lbs.
- Quickly converted into jointer or moulding plane.

COMBO TOOL Model D-6

- Saws, grinds, buffs, polishes, drills
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- Speed under normal load: 2,000 RPM + Net Weight, 5 lbs.

MACHINE CO., 7101 N. Salina St., Syracuse 8, N.Y.
Manufacturers of SPEEDMATIC and GUILD Electric Tools
In Canada write Strangridge, Ltd., St. Catharines, Ont.
Riviera
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The new Riviera is the most brilliant and versatile door design created in our 21 years of door specialization.

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

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

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

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

EXCLUSIVE NEW MAGI-COTE PROTECTIVE TREATMENT

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

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

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

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

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

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

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

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

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

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

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

Don't forget... pre-selling quality brand names to best-customer families is second nature to *House Beautiful*. Better plan now to push those brands. Better plan timely promotions, for example, of the names in the February issue . . . names like the typical best-sellers whose informative trade messages appear below:

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

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

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

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

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

Don't forget...

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

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

9. AMERICAN-STD SINK AND CABINET
10. ANDERSEN WINDOWALLS
11. BELL & GOSSETT HYDRO FLO HEATING
12. BRUCE HARDWOOD FLOORS
13. BURNHAM BASE RAY RADIANT BASEBOARD
14. CARRIER WEATHERMAKER AIR CONDITIONER
15. CASEMENT HARDWARE WIN DOR Jalousies
16. CLAY TILE FIREPLACE
17. CONGOLEUM-NAIRN FASHION FLOORS
18. CRANE GARAGE DOOR OPENER
19. CURTIS WOODWORK
20. DOUGLAS FIR PLYWOOD
21. DOWFLAKE
22. DOUBIS FENCES
23. ELJER PLUMBING FIXTURES
* GRAVELY MOTOR PLOW
24. HEATILATOR FIREPLACE
25. HERCULES WALL VAULT
26. HUGH RA-TOX FOLDING DOORS
27. JOHNS MANVILLE ASBESTOS ROOF
28. KENTILE KENCORK
* LLOYD ENGLISH WALLPAPER
29. MARTIN SENOUR NU-HUE PAINT
30. MINNEAPOLIS HONEYWELL THERMOSTATS
31. MYERS WATER SYSTEM BOOK
32. NATIONAL GUARD SCREEN DOOR GRILLE
33. NEW CASTLE MODERNFOLD DOORS
34. ORLYT GREENHOUSE
35. OZITE CARPET CUSHION
* PEASE FABRICATED HOUSES
36. PITTSBURGH CORNING GLASS BLOCKS
37. PITTSBURGH PLATE GLASS
38. PORTLAND CEMENT CONCRETE HOUSES
39. PRESTELINE BUILT-IN ELECTRIC RANGE
40. ROLSCREEN WINDOW SCREENS
41. RUSTICRAFT WOVEN PICKET FENCE
42. SEGDWICK ELEVATOR AND STAIR TRAVELOR
43. SCOTTS LAWN CARE
44. SHEPARD ESCALIFT
45. SOS INVISIBLE HINGES
46. SPONGEX RIPPLE RUG CUSHION
47. STERLING SLIDING DOOR HARDWARE
48. SURFACE COMBUSTION JANITROL SAVE WAY AIR SYSTEM
49. VIGORO PLANT FOOD
50. VITROLITEGLASS PANELING
51. WARNER HARDING LEAF WALLPAPER
* WEBSTER BASEBOARD HEATING
52. WESTERN PINE WOODS
53. WIERTON STEEL STORM DOOR
54. WILLIAMS OIL O MATIC
55. YOUNG LOW LEVEL CONVECTOR RADIATOR
56. CLARKE LAWNMOWER

* No Counter Card Available.
* "Seen in House Beautiful" Mat.

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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.

Subscriptions accepted only from those directly connected with the building industry. (Good only in United States, Possessions and Canada) AB 1-52

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

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

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

Send us your order today—and invest in your own building future!

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

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

**Carport**

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

Mrs. Homer G. Smith, Kensington, Md.

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

**Who is the Architect?**

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

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

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

**Can You Justify**

Sir: In your August issue you published, "30 Ways to Plan a Bathroom." I wrote to ask your justification in placing a bathtub across a window, seven of which appeared in your layouts. I think that there should be some justification for the suggestions of installing the tub across the window. If you cannot justify them why publish it?

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


This is the first time the question has been raised as to why some bathroom plans shown in the *American Builder* show the tub placed across the window. In houses in all sections of the country tubs are usually placed in whatever location seems to be most convenient, whether this is across a window or in some other part of the room makes no difference.

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

**Error Claimed**

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

In your article on "Housing Activities of the Federal Government," we found one error of fact on page 8-S. Where you say, "With the onset of the Korean crisis, the President limited the number of dwellings that could be started during the remainder of the year to 50,000," the correct figure should have been written 30,000.

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

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

**Want Information**

Sir: Mr. Hersey has requested that I write to you relative to securing prepared material, outlines, and text references which make up our files. The subject is, "Cost of Extras and Changes in Plans During Construction." As a builder-developer, he is the first to cite these extras as being uneconomic and usually unnecessary; at the same time, there is no concrete data over and beyond his (continued on page 46)
ALL FLUSH DOORS ARE NOT ALIKE!

There is only one...

THOMASON

FLUSH DOOR

(ALL-WOOD THROUGHOUT)

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

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

AVAILABLE WITH THESE FACE VENEERS

In addition to the Gumwood-faced door that provides a satin-smooth surface for easy staining or painting, the THOMASON Flush Door comes faced with veneers of Mahogany, Walnut, Oak, Birch, Knotty Pine, Cativo, or in any face veneer desired.

Manufactured by . . .

THOMASON PLYWOOD CORPORATION
FAYETTEVILLE - NORTH CAROLINA

SOLD ONLY THROUGH DISTRIBUTORS

Write For Name and Address of Your Nearest Distributor
ON AMERICA'S Finest HOMES
DISTINCTIVE, LIFETIME ROOFS OF
FOLLANSBEE TERNE METAL

The custom-built home of Dr. Lloyd Bonar, Mansfield, Ohio
Architect: Thomas Gene Zougg, A.I.A.
Building Contractor: Emory L. Myers
Roofing Contractor: Bowers Brothers

Typical of America's finest new homes, this luxury-type residence boasts a streamlined batten seam roof of Follansbee Terne Metal.

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

Builders everywhere are recognizing these sales features of Follansbee Terne Roofing:

COLOR HARMONY—Terne can be painted any color, any time the owner desires.
FIRE PROOF • WIND PROOF
WEATHERTIGHT • ECONOMICAL

More and more home buyers are asking about Follansbee Terne Metal Roofing. It will pay you to know the answers. Write for the complete brochure on Follansbee Terne Metal applications.

FOLLANSBEE STEEL CORPORATION

(Continued from page 44)

Letters...

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

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

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

Blueprint House

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

S. R. White.
Lake Delton, Wis.

(Continued on page 48)
Aside from the brick, the most expensive item in masonry work is the bricklayer's time. Therefore the most economical mortar you can use is the one that enables the bricklayer to lay the most brick per day. Brixment mortar saves bricklayers' time because it is more plastic and stays plastic longer:

1. Requires less chopping and rempering on the board.
2. Works faster and easier.
3. Sticks to the brick—saves unnecessary stooping to the board for more mortar.
4. Easier to tool.
5. Doesn't gum up the trowel—makes a neater job that costs less to clean down.
When Ordering Your Millwork inspect on ALLWEATHER BALANCE STRIP

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

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

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

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

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

These features make ALLWEATHER BALANCE STRIP Outstanding

ALLMETAL Weatherstrip Company

(Continued from page 40)

Metal Restrictions

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

W. E. Dods, Branson, Mo.

Thanks

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

R. R. Garveau, Oak Park, Ill.

Pace Setting Publication

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

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

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

Enjoy Receiving

Sir:

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

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

Information from our Research Department is sent to many industry and school officials. Thank you for telling us how valuable you find it.—The Editor.
Cleveland's Shaker Towers chooses MODINE


Today, superior heating performance must be teamed with subtle styling and long-life construction. On all counts, Modine Convectors meet the most exacting professional standards. That's why more and more Modine Convectors are being specified by leading architects and engineers. For full information on heating at its finest, call your Modine representative. You'll find him listed in your classified phone book. Or write Modine Mfg. Co., 1501 DeKoven Avenue, Racine, Wisconsin.
READ YOUR STEEL TAPE IN ANY LIGHT?

Not unless it's a WYTEFACE!

For FAVORITE WYTEFACE is the only steel tape of its length with jet black markings on a white background (foot-markings in red)—the ideal combination for perfect reading ease.

FAVORITE WYTEFACE is particularly durable, too—tough and strong—resists kinks, wear and rust!

Available in 25, 50, 75 and 100 foot lengths. Your supply house or hardware store carries a full line.

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

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

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

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

A meeting held recently in New York Mr. Cutler took sharp issue with a publication entitled “Occupation Outlook Handbook” issued by the Department of Labor and the Veterans’ Administration.

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

TYPICAL—That’s typical of a lot of government bureau thinking. It assumes that there is never room for competition, and that any established practice or material must necessarily perish in the face of new competition. It is this failure to understand that vigorous, free competition always improves the old, enlarges markets, adds new comforts and conveniences, and decreases prices that points up the deadening hand of government control of business.

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

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

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

GENE KLEIN—He is the mayor of Amarillo, Texas, and among other business interests, he operates the Star Lumber Co. in his city. Recently he wrote the following letter to Gene Ebersole, executive vice president of the Lumbermen’s Association of Texas: “I note with interest Wichita Falls and Kingsville being designated defense housing areas. I am sure that all persons in any way connected with the lumber and building industries are appalled by regulations that govern such a designation. I would like to call your attention to the Southwest edition of the Wall Street Journal, dated October 24, (Continued on page 52)
These 20 "Perfect" Saw Features

OFFERED BY THE DELTA 40-B

ARE UNMATCHED BY ANY OTHER RADIAL SAW

ONLY DELTA PROVIDES ALL TWENTY

<table>
<thead>
<tr>
<th>Feature Description</th>
<th>New Delta</th>
<th>Sliding Arm 2 HP 60°</th>
<th>Sliding Arm 1 HP 60°</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Maximum; Cut-off 16° — Rip to Center 45° Panel</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>2. Locks, Levers, Scales, Controls up Front</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>3. Inter-locking Safety Plug Disconnects Power Line</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>4. Quick-Set Miter Stops 30°—45°—60°</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>5. Range Full Miter Capacity 0 to 90° RIGHT</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>6. Range Full Miter Capacity 0 to 90° LEFT</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>7. Grease Shielded Ball Bearing Carriage</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>8. Track Wipers Keep Trackways Clean</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>9. Adjustable Nitralloy Lifetime Trackways</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>10. Saw-arm Swings Full 360° Above Work Table</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>11. Motor has &quot;Built-in&quot; 115 to 230 Voltage Changer</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>12. Voltage Relay Start, 1 Phase Totally Enclosed Motor</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>13. Motor Tilt 360° Inside Tube</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>14. Quick-Set Brevet Stops 30°—45°—60°—90°</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>15. Finger-Tip &quot;Start-Stop&quot; Motor Switch</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>16. Full Cut-off Capacity at Any Angle 0 to 90°</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>17. Safety Guard Fully Encloses Saw Blade</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>18. Means Provided to Attach Extension Tables</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>19. Column Elevating Handle at Front</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>20. Big 9 cu. ft. Tool Storage Cabinet Base</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

*200, 240 Volt Drive Motor

Copyright 1952 Delta Power Tool Division

There’s a Delta Power Tool for Every Job—

WOOD OR METAL WORKING

53 MACHINES • 246 MODELS • MORE THAN 1300 ACCESSORIES

DELTA POWER TOOLS
Another FAMOUS Product

DESTOP DIVISION

DELTA POWER TOOLS DIVISION
Rockwell Manufacturing Company
635A East Vienna Avenue • Milwaukee 1, Wisconsin

Jan 1952
On and Off the Record

(Continued from page 50)

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

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

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

WALL STREET JOURNAL—
The article to which Mayor Klein
refers states that one contractor in
San Diego says, "The government
may tell you that your housing prob-
lems will be solved, but you'll pre-
ably find that they'll be aggravated."

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

RESULT—Six months after desig-
nation, the Journal reports, not a
Hammer has been swing on the pro-
grammed 4,000 rental units, one
builder is putting up a single "For
Sale" unit, and another is building
six.

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

(Continued on page 51)
To those who build or remodel—

ASBESTONE ROOFING SHINGLES
are easier to sell—and sure to last

Check these Features of ASBESTONE!
- Beautiful—adds distinction and value to any building
- Durable—lasts a lifetime
- Economical—moderate initial cost—practically no upkeep
- Fireproof—absolutely incombustible
- Weatherproof—does not rot, rust or corrode
- Termiteproof—no organic matter for termites to eat
- Insulating—homes are snug in winter, cooler in summer
- Easy to apply—on new houses or over old roofs

AND More and More Beautiful Homes Have
ASBESTONE Siding Shingles—deep wood-grain finish—in four colors: Gray, Greentone Blend, Bufftone Blend, White. Straight or Wavy Edge.

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

Early American Strip—in the distinguished, traditional shingle design—in wood texture finish—Available in Five Popular colors.
Dutch Lap—For a straight-line effect—in a distinctive deep wood-grain finish
Hexagonal—Popular diamond pattern—in a smooth finish

Modern!—ASBESTONE Wallboard
For homes, stores, offices—For interior partitioning and exterior finishes... easy to install... fireproof... can be painted for color effects. Ideally suited for all types of farm buildings. Available in both “Flexible” and “Utility” grades.

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

5380 Tchoupitoulas Street e New Orleans, Louisiana
Specialists In Asbestos-Cement Building Products For Over 25 Years
BETTER EQUIPPED!

This concavity is important!

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

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

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

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

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

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

ZEGERS
Dura-seal
COMBINATION METAL WEATHERSTRIP SASH BALANCE

Manufactured by
ZEGERS INCORPORATED
9004 South Chicago Avenue
Chicago 17, Ill.

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

On and Off the Record
(Continued from page 52)

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

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

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

THE SURVEY—It was instituted to learn as much as possible about what is being done in research outside the government, who is doing it, where the research results can be obtained and what facilities are available for further work in this field. The survey will be ready for publication in the near future.
You can build better and faster... save labor and reduce costs... with these high-production American Machines and Portable Tools on the job! More and more builders today have found that American is the answer—to speed up small tool jobs of sawing, planing, sanding... and put a beautiful surface on floors with rapid and efficient sanding, steel wooling and polishing! American builds 'em right—machines of advanced design, precision construction and rugged dependability. For a finish you'll be proud of on any floor—specify American... a complete line of quality finishes, maintenance and cleaning materials for wood, cork, concrete, terrazzo, asphalt, rubber, linoleum or plastic. Send coupon for more details.

Put American on the job... to Cut Costs!
"Sold 125 G-E houses—each with G-E Kitchen-Laundry!"

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

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

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

Again in 1952, successful builders will

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

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

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

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

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

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

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

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

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

Whether you sell 10 or 1000 houses ... you can sell them faster if they're equipped with matched General Electric Appliances.

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

See your local G-E distributor, or write to the Home Bureau, General Electric Co., Louisville 2, Kentucky.
"G-E equipment gives us a distinct advantage over competition!"

Here’s Mr. Clarence M. Lemon, builder of Wichita, Kansas homes who says: “We sold our entire project of 19 houses the very first day. We included the General Electric Kitchen-Laundry because we felt it gave our homes a distinct advantage over others selling in about the same price range.”

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

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

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

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

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

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

Be sure to drop by G-E Booths 114 and 115 at the N. A. H. B. Convention!
Perimeter Lateral Warm Air Heating System

Features tile ducts under slab and grille baseboards

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

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

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

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

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

The tiles are laid in place and bedded in the vermiculite with the setter standing on each tile as it is laid. Joints between the tiles are sealed with strips of vapor barrier material of sufficient length to cover the openings. The loose ends of the strips are temporarily held in place by a handful of fill material until the concrete mat is poured.

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

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

Mesh reinforcing is laid over the entire system before (Continued on page 59)
No waterproofing will prevent wet concrete floors

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

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

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

THE EXPLANATION:

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

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

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

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

INFRA THERMAL FACTORS, DOWNHEAT FLOW

<table>
<thead>
<tr>
<th>Type</th>
<th>R-value</th>
<th>Insulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type 6</td>
<td>0.044 R22.72</td>
<td>9&quot; DRY Rockwool</td>
</tr>
<tr>
<td>Type 4</td>
<td>0.065 R15.38</td>
<td>6&quot; DRY Rockwool</td>
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<tr>
<td>Type 4 Jr.*</td>
<td>0.097 R10.30</td>
<td>4 1/2&quot; DRY Rockwool</td>
</tr>
</tbody>
</table>

*In 1" Space

INFRA INSULATION, INC.
525 Broadway, New York, N. Y.
Phone: WO 4-2241

JANUARY, 1952
Perimeter Warm Air Heating

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

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

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

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

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

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

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

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

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

(Continued on page 62)
For NEW

Insulated Cavity Wall Construction!

CAVITY WALL INSULATION
POURING TYPE
Pour in place...do not tamp

APPROVED FOR:
SCR Insulated Cavity Wall

INSIST ON THIS New Fiberglas* Insulation
Designed and Approved for the Job

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

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

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

MORE BUILDING VALUE AT LESS COST—A “U” value of .12, or less than one-half that of conventional uninsulated cavity walls is readily attainable when Fiberglas Cavity Wall Insulation is used with this construction. Yet, it costs less because of elimination of furring and lathing PLUS the ease of installation and low cost of Fiberglas Cavity Wall Insulation.

For complete information on the SCR Insulated Cavity Wall,
Visit the FIBERGLAS EXHIBIT at the NAHB SHOW Booths 46 and 47
OR write to Owens-Corning Fiberglas Corporation, Department 62-A, Toledo 1, Ohio.

*Fiberglas is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corp., for a variety of products made of or with fibers of glass.
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Mr. Architect—Mr. Builder
...for the new trend in kitchens!

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The Built-In Electric Range
You Can Put in Any Kitchen!

Costs NO MORE than an ordinary range!

More and more home-buyers and home-builders today are demanding the advantages of built-in cooking units. Presteline meets this demand with a new built-in electric range that offers every luxury feature at a moderate price.

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Here's what makes Presteline DIFFERENT

- Eye-level AUTOMATIC OVENS
- Individualized COOKING TOPS
- Fastest Pre-heat
- Automatic Oven Control
- "Minute Minder" Signal Bell
- Tamper-Resistant Construction
- Non-tarnish Anodized Aluminum and High-baked Lifetime Porcelain Finishes
- Choice of Top Arrangement including SAFETY TOP
- Remote Control Switch (Optional)

The Built-In Electric Range

(Continued from page 60)

PERIMETER WARM AIR HEATING

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

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

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

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

Return air from all rooms travels to a central hall.

(Continued on page 66)
FOR SMOOTH FLOW OF POWER, HIGH QUALITY HELICAL GEARING IS USED TO DRIVE BLADE.

POWERFUL UNIVERSAL MOTOR BUILT BY BLACK & DECKER SPECIFICALLY FOR TOUGH POWER SAWING.

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See Your Building Supply Dealer for a convincing demonstration of Lectro-Saws, Lectro-Blades and handy new Protractor. Learn how they pay for themselves in a few jobs! WRITE FOR FREE CATALOG.
Does Far More... than ordinary

"Tug of War" Test Proves
Greater Bracing Strength

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

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

There's more "sell" in the name CELOTEX

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

And this preference is growing constantly—thanks to impressive Celotex ads reaching millions of readers month after month in THE SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME, FARM JOURNAL and other popular national magazines!
Yet Costs No More
sheathing, applied!

CELOTEX INSULATING SHEATHING
does many jobs at one low cost

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

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

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

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Double-Waterproofed INSULATING SHEATHING

The Celotex Corporation, 120 South LaSalle Street, Chicago 3, Illinois

JANUARY, 1952
CONTINUOUS STRIP OUTLET GRILLES are placed over the shallow slots at an angle between the floor and wall. The strip of slotted baseboard is divided into sections, each of which has its own individual control shutter.

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

TYPICAL LATERAL-HEATED HOMES in Muncie, Ind., built by the Bar-Tel Co. Price for two-bedroom house, $6500; three-bedroom house, $7500 through grilles above the doors. A chamber is formed by furring down ceiling in the area close to furnace. Some fresh air should be added through an intake into the attic.

A temperature graph made in a typical home during 15 degree weather showed a gradual temperature differential of only three degrees during a 24 hour period. The measured floor to ceiling differential was only two degrees. The floor temperature runs between 70 and 78 degrees.
End Swinging Door Nuisances
Increase Room and Closet Space
Yet Actually Cost Less to Install

Doors and Frame Comprise a Packaged Unit Ready for Installation.
Doors May Be Purchased Separately.

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

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

Just mail the coupon below.
How would YOU do it?
Ideas for the man on the job

How to Fasten Handle Securely to Hammer Head

Here is a simple and easy way to fasten a handle to hammer head so it will never come off. Shape the end of handle to fit snugly in the hole of hammer. Cut two shallow grooves into handle as shown, each 1/4-inch wide and 3/4-inch long. Cut two strips of thin sheet metal and sharpen the ends as shown. Strips to be the same width as grooves, and 21/2 inches long. The pointed ends are bent at right angle and the strips fastened to the handle by forcing prongs into the wood. Handle is forced over head and metal strips bent.—Herbert E. Fey, New Braunfels, Texas.

Simplifying Installation of Handles on Cabinet Doors

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

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

Determining Pitch of Roof from Ground

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

Use the twelfth scale on the framing square with 1" equals 1"0". Level or plumb the square and place the one inch mark on square against the pitch of roof. Each twelfth equals one inch rise. Pitch can be determined by standing any distance from building.—Angeli Costello, Swyersville, Pa.
This stainless steel frame makes handling easier and safer... saves installation time on the job.

- In its ability to admit abundant daylight, without sacrificing heating and air-conditioning efficiency, as well as in its ease of handling and installing, Twindow—Pittsburgh's window with built-in insulation—is unexcelled. It's a quality unit, the result of more than fifteen years' experience in the manufacture of double-glazed windows by Pittsburgh Plate Glass Company.

Whether you are engaged in new construction or remodeling work, Twindow offers all the benefits of large window areas which homeowners demand. It frames the beauty of the outdoors for enjoyment inside. It helps to create brighter, more comfortable rooms. And it actually helps to cut down heating and air-conditioning costs, while permitting the installation of smaller, more economical equipment.

Twindow is a completely prefabricated unit. Its exclusive stainless steel frame protects the seal and glass edges, makes handling safer and easier. It makes it possible to handle Twindow like a single pane of glass, which means a substantial saving in on-the-job installation time. There are forty-seven standard Twindow sizes available to fit the standard wood, steel and aluminum sash made by leading American sash manufacturers.

Why not fill in and return the coupon for complete information on Twindow?
Few other conveniences in the home are used more or afford the architect, builder or contractor greater reward than when Lawson cabinets of adequate size are installed.

Suggested specifications

Lawson 4132 Bathroom Cabinet or equal/or—

- ONE-PIECE DRAWN SEAMLESS STEEL BODY—BONDERIZED AFTER FORMING for rough opening 14 x 18 x 3½".
- Mirror shall be 16 x 22" Plate Glass conforming to National Bureau of Standards Specification CS27-36, with Polished Stainless Steel Frame.
- Door shall be supported by full length White Enamel Piano Hinge.
- Cabinet shall be supplied with 2 Glass Shelves and Stainless Steel removable and adjustable Shelf Supports. Bar Type Door Stop. Razor Blade Disposal Slot.
- Finish—Baked White Enamel.

Write for catalog of Lawson Bathroom Cabinets, Lavatory Mirrors and Chrome Accessories.

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WORLD'S LARGEST BUILDERS
OF BATHROOM CABINETS

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Ideas for the man on the job

How to Locate Center of Studs

Tapping walls to find studding is not only difficult, but also unreliable, especially when heavy objects such as kitchen cabinets and wall mirrors are secured to them. A simple method of finding the center of studs is by the use of a stiff wire properly shaped from a seven inch length.

The approximate position of the stud is found by the usual method of tapping the wall. From this spot measure the hole all the way. Turn the wire while it is inserted as two inches horizontally to either side of this position and drill a hole the size of the wire. Place the curved end in far as it will go, until it hits the stud. From the exposed end of the wire measure half the thickness of the average studding, which is 13/16. This will give the exact center.

—Andrew Murelo, Garfield, New Jersey

Planing Narrow Wood Strips with Ease

Take two pieces of 2x4's and clamp the narrow strip between, placing a C-clamp at each end. Place spacer strip same thickness as work between 2x4's.—Herbert E. Fey, New Braunnels, Texas.
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CERAMO

Ceramic Glazed Asbestos-Cement Siding

There's sales magic in Ceramo, the ceramic-glazed asbestos-cement siding with a whiter non-porous surface that resists dirt, stains, grime . . . is easy to clean. Ceramo saves on repair bills, too. Won't burn or rot. It's the ideal material for new homes or re-siding jobs!

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CAREY SOTE

Extra-Flexible Asbestos-Cement Wallboard

For use indoors or out. Contains up to three times as much asbestos fiber as other wallboards—for extra toughness, durability, flexibility. Easy to "work." Comes in big 4' x 4' or 4' x 8' sheets that saw and nail like wood. Resists fire, rot, rodents, termites. Your carpenters swear by it—and depend on it for best results.

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Here are 5 of many architectural home designs which are enhanced by Ceco Windows.

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In construction products CECO ENGINEERING
For every style of home architecture, there is a Ceco Steel Casement, designed not only to blend harmoniously, but actually to heighten and enhance the individual charm of each style... to accent the clean, modern lines of Contemporary and Tri-level architecture... to emphasize the spaciousness and informality of the Ranch style home... to compliment the simplicity of Cape Cod Colonial... or to give added grace to the dignity of the Provincial home.

Yes, there is a Ceco Steel Casement to suit every taste... always in good taste. Always a good buy, too, because Ceco Windows offer every practical advantage. They're precision engineered for the tightest weather-seal... are easy to open and close... won't stick or warp. They're designed for maximum ventilation control, light, and vision. When you choose Ceco Steel Windows, you know you've chosen the very best... you assure your customer's economy, too.

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A good house is always better when it includes raceways for concealed telephone wiring.

Appearance counts, as well as convenience, in the location of open shelves—*and telephone outlets*. Beautifully finished walls and woodwork can be protected by built-in conduit for concealed telephone wiring. These raceways impress prospective buyers, add to the salability of the houses you build.

Your Bell Telephone Company will be glad to help you lay out economical raceway installations. Just call your nearest Business Office.
The trend is definitely to aluminum windows. Practical-minded home buyers everywhere prefer these modern, smart-looking aluminum windows for their new homes. These buyers want windows that never need to be painted... windows that can’t rust, that won’t warp, swell or stick... windows that are always easy to open and close... windows that are designed and constructed to last a lifetime with no maintenance expense. They want “Quality-Approved” aluminum windows.

Once you’ve experienced the amazing sales power of modern aluminum windows you, too, will be “sold” for life. You’ll also appreciate their many other advantages—such as: ease of handling, ease of installation, and freedom from profit-eating “trouble-calls.”

“Quality-Approved” Aluminum Windows are available in all styles—double-hung, casement, projected and awning. All are tested against rigid performance standards. All are approved for quality of materials, for strength of sections, for sound construction, for low air infiltration. For your protection insist on aluminum windows that bear the “Quality-Approved” Seal.

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money-saving advantages of

Quality Approved

ALUMINUM WINDOWS

LOOK FOR THIS SEAL
WHEN BUYING
ALUMINUM WINDOWS

QUALITY APPROVED

ATM

AWNED

DOUBLE-HUNG

CASEMENT

PROJECTED

AWNING

JANUARY, 1952
The most important announcement ever made in prefinished wallpanel history!

New for '52

TWO SENSATIONAL, NEW MARLITE WALLPANELS

at new low prices!

FOR HIGH QUALITY AT LOW COST—USE VERSATILE MARLITE
Now you can offer your clients the richness and warmth of fine finished woods at a price far below the cost of comparable wood paneling. Marlite Velwood, a completely new plastic-finished wall and ceiling panel, authentically reproduces beautiful wood grains. Made possible only through revolutionary new manufacturing techniques, Velwood is the perfect solution for creating beautiful low-cost interiors in your building and remodeling projects.

Ask your local lumber and building materials dealer for complete details, or write MARSH WALL PRODUCTS, INC., Dover, Ohio, Subsidiary of Masonite Corporation.

Coming Next Month

A second exciting new Marlite panel. Watch for it!
ANDERSEN GLIDING WINDOW UNITS: Sash glide from side to side in plastic sill tracks. Sash can be removed. Fully weather-stripped. Single light or horizontal glazing. Equipped with screen and double glazing.

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

REVERSIBLE SASH
Ingenious hardware permits hinging of sash at top or bottom. Removable sash can be reversed in a matter of seconds.

MANY ABOVE-GROUND USES
In stack or ribbon groupings, or singly, this Andersen unit has many above-ground uses. Ideal for cabins, garages, farm and commercial buildings.

ANDERSEN BASEMENT-UTILITY WINDOW UNITS

- Specification data on Andersen WINDOWWALLS is in Sweet's Architectural and Builders' Catalogs or will be sent by us upon request. See your local lumber or millwork dealer for further information.
ANDERSEN PRESSURE SEAL WINDOW UNITS: This double hung window unit is the newest idea in window manufacture. Invisible pressure strips eliminate all weights and balances and force sash against parting stop to close all cracks. Sash float freely in rails, and are instantly removable. Easy to install. Completely weather-tight.

NEW! WIDER SASH

ANDERSEN CASEMENTS are now available in two sash widths, 18 inches and 22½ inches. The illustration above shows the 18 inch sash.

ANDERSEN CASEMENT WINDOW UNITS: Wide variety of sizes, including picture window combinations. Outswinging sash. Comes complete with hardware, weatherstripping, and inside screen and double glazing. One-light, horizontal or cut-up glazing.

Windowwalls

WINDOWWALLS are complete window units . . . precision manufactured from beautiful, insulating wood. See your local millwork dealer or write us for more information.
From Higgins
WORLD-FAMOUS BOAT BUILDERS

HARDWOOD FLOORING

With these Features:

1. Simple to install direct on steel, concrete, any type subflooring. No special tools or skills needed. Integral cross-grain-reinforced tongues prevent splitting when blind nailed.

2. You also install Higgins Blocks quickly. No "rights" or "lefts" to slow you down. Pick any block and it fits.

3. Completely finished at factory; final on-the-job labor eliminated—every block a gem of beauty just as it comes.

4. Each block precision cut to exact 9" x 9" net face: no dimensional loss allowance needed for tongues and grooves when you order—another big saving!

Higgins Bonded Hardwood Block Flooring has multiple-ply bonded construction with selected oak face—it's water-repellent, termite-proof, rot-proof—highly resistant to scuffing, scratching, and soiling—costs less laid down than any top-quality flooring—easy and economical to maintain. Ideal for radiant heat installations.

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Gentlemen: Please send sample of Higgins Bonded Hardwood Flooring block, together with detailed literature.

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

Repairing Cracked Saws

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

E. J. B., Detroit, Mich.

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

The practice of using the blade is frowned upon by most saw blade manufacturers as a safety precaution. The blade runs at a speed of 10,000 to 15,000 feet per minute and an excess side pressure on the blade might make it fly to pieces. If this should occur, the blade might injure a person. For safety reasons, don’t use a cracked blade.

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

Clean Cut

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

A. N. C., Chicago, Ill.

One method of trimming a piece of lumber a trifle too long is to lay a piece of scrap lumber under the board to be cut. Have the scrap extended about a half inch on the side to be cut. Mark both the lumber and the scrap. The scrap piece will guide the saw through the lumber and a clean cut will result. Clamping is not necessary; hand pressure will hold both pieces.

Fitting a Threshold

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

A. R. C., Cleveland, Ohio.

A method of fitting a threshold is to take a board about a foot longer than the floor opening and lay it on the floor against the casing. Take a straight edge and lay it across the face of the door jamb. Scribe this mark on the board. Then lay the threshold. Then measure the depth of the rabbet from the edge of the frame. Mark both sides and slightly undercut. Split pieces off with a chisel and it is ready to put into place.

Why Edge Insulation?

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

R. S. T., Dayton, Ohio

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

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

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

Portland Cement Association

Double Sash Fogging

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

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

W. J. F., Toronto, Ontario

Double glazing for insulation of window areas requires a dry airtight
space between panes of glass. I believe that the moisture on the inner surface of the outside pane is due to the hole that you drilled. Moist air is able to enter there. First, be certain the panes are very tight so that air cannot enter around them. Then, a moisture absorber can be placed between the panes to greatly reduce the fogging. Be certain to fill the holes that you drilled.

**Hip Roof Ventilation**

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

S. T. D., Richmond, Va.

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

**Cleaning Brick**

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

W. A. R.,
University of Wisconsin

Muriatic acid (hydrochloric) of a 5 per cent solution is usually the strength used in cleaning brick. First the brick is thoroughly soaked with clean water. Then the acid is applied and finally washed off with water. It is recommended that a small section be tried first as the brick might be stained by the acid.

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

**Waterproof Cellar Wall**

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

The wall is concrete block. The floor is concrete. My plan is to clean the wall and floor thoroughly and cover with a waterproofing compound. Then build a form of plywood four inches from the wall and slush concrete into the form. Floor has one leak in coal bin. After applying waterproofing, two inches of concrete will be laid over the floor. Cellar floor was never troweled smooth. Should I give this floor after cleaning a coat of cement, lime, and sand, troweled smooth? Will it stick to the old floor?


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

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

**Condensation Problems**

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

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

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

(1) Plaster not dry. (2) Clothes washing and drying equipment not properly ventilated. (3) Cooking steam not ventilated. (4) Bathroom shower.

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

**Plaster Cracking**

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

F. C. D., Smyrna, Ga.

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

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

**Wrong Right**

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

Coming in April

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5 Special Directory Sections
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You can see all of these

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

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

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

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

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

Home-owners like Air-Wall because they get satisfying comfort even in rooms with large areas of glass. Drapes are no problem. No carpet cutting is necessary. There is complete freedom of furniture placement...no hot blasts even if a chair is directly in front of the Air-Wall register.

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

MORE NEW G-E PRODUCTS

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

AN INVITATION

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

In most communities throughout the country there is a General Electric dealer listed in the Classified Telephone Directory under "Furnaces." General Electric Company, Air Conditioning Division, Bloomfield, New Jersey.
THE AIR-WALL "PACKAGE." Compact kits contain all necessary warm-air duct work registers and fittings for homes, large and small. Pre-fabricated parts assembled by contractors make possible faster installations. Used with G-E warm air furnace either gas- or oil-fired.

JANUARY, 1952

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

1. G-E warm air furnace (gas- or oil-fired) heats, filters, humidifies, circulates air.
2. Air distribution chamber with convenient knock-out holes permits easy and fast installation of round ducts which supply each room with warm air.
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4. Air-Wall ducts, a slim 4" in diameter, are easily placed in walls, or under floors or in attic space.
5. Fixtures are easily adjustable and simplify installation of the system.
6. Attractive, inconspicuous Air-Wall registers blanket outer wall with warm air similar to defroster principle in your car.
7. G-E clock thermostat controls furnace operation and maintains comfortable day temperatures with automatic cutback at night.
8. Warm air takes a fan-like pattern as it leaves Air-Wall registers. Cold downdrafts are counteracted.
9. Radiant heat, actually given off by walls which are warmed by up-flow of air, banishes sensation of cold and uncomfortable air movement.
10. Return-air grilles on inner walls admit room air to be returned to furnace for filtering, reheating and recirculating.

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

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

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

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

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

NAHB CHAPTERS WHICH WON AWARDS

FIRST PRIZE—GROUP NO. I
Minneapolis Home Builders Assn.

HONORABLE MENTION—GROUP NO. I
Home Builders Association of Metropolitan Washington
Milwaukee Builders Association
Chicago Metropolitan Home Builders Association

FIRST PRIZE—GROUP NO. II
Home Builders Association of Des Moines
Marion County Residential Builders, Inc. (Indianapolis)
Home Builders Institute (Los Angeles)
Home Builders Association of Spokane
Home Builders Association of Hartford County, Inc. (Hartford, Conn.)

HONORABLE MENTION—GROUP NO. II
Wichita Association of Home Builders (Wichita, Kas.)
Tacoma Master Builders Association
Texas Panhandle Home Builders Association (Amarillo)

FIRST PRIZE—GROUP NO. IV
Grand Rapids Home Builders Association (Michigan)

HONORABLE MENTION—GROUP NO. IV
Home Builders Association of Greater New Haven

UNCLASSIFIED AWARD
Long Island Home Builders Institute, Inc.

LUMBER DEALER AWARDS
FIRST PRIZE—GROUP NO. I
Coman Lumber Co., Durham, N. C.

FIRST PRIZE—GROUP NO. II
H. H. Troup Lumber Co., Kenosha, Ill.

FIRST PRIZE—GROUP NO. III
El Monte Lumber and Fuels Co., El Monte, Calif.

FIRST PRIZE—GROUP NO. IV

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

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

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

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

The highly unusual program of the Long Island Home Builders Institute prompted the judges to set up a fifth award, which is unclassified. In a special message announcing this unclassified award for Long Island, the judges made it clear that the award was not without competition but that it was in competition with the entire field; that this method of handling the Long Island entry was not to be interpreted as a decision on the part of the judges that it was necessarily chosen over all of the entries in all of the classes.

On the following pages summaries are presented of entries which received first awards in each group for both NAHB chapters and local lumber dealers. Two hand-lettered scrolls mounted and handsomely framed will be awarded to all winners. One of the scrolls will be presented to the executive officer of the winning chapter, and the other to the chapter's National Home Week chairman. For retail lumber dealers, the local owner or manager of each winning yard will receive a scroll with the second scroll going to a person designated by the dealer—either a civic leader who assisted in the dealer's observance of NHW or to another member of the dealer's organization.

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

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

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

A pictorial parade of new and improved building materials and equipment

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

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

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

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

FOR MORE INFORMATION

. . . about products and equipment shown on this and following pages, use the convenient coupon on page 180. Each item has an index number which is to be used in filling out the coupon along with your name and address. Mail the coupon to Readers’ Service Department, American Builder, 79 West Monroe, Chicago 3, III.
Industry-Wide Participation
Key to Minneapolis Success

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

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

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

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

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

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

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

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

Subsequent meetings were held at about two-week intervals, except for the final weeks, when they were held weekly for a closer review of progress. Subcommittees met separately when specific actions were required.

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

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

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

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

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

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

TENTATIVE PROGRAM

Annual NAHB Convention Chicago, Illinois

January 20-24, 1952

Sunday, January 20
9:00 A.M. Ladies Headquarters opens
9:30 A.M. Coinage Builders Council Meeting
9:30 A.M. Joint NAHB-Products Council Meeting
10:00 A.M. Conferences on European Housing Tour
Chairman: Floyd Kimbrough
12:00 M. Executive Officers luncheon and Conference
1:00 P.M. Opening of Exhibits and Congress. Stevens
5:00 P.M. Resolutions Committee (open meeting)
5:00 P.M. Nominating Committee (open meeting)
9:00 P.M.

Monday, January 21
9:30 A.M. Board of Directors Meeting
9:30 A.M. Nominating Committee (open meeting)
11:30 A.M. Conferences on European Housing Tour
Chairman: Floyd Kimbrough
10:00 A.M. National Shop Talk Session
Moderator: Earl Smith
9:30 A.M. General Business Session
Presiding: J. B. "Bill" Atkinson
Introduction and Remarks by Convention Chairman
Hawthorne
Introduction of Past Presidents, Executive Committee, and Advisory Council by
President Atkinson
Introduction of Executive Vice President, Corning
Introduction and Remarks by
Staff Report of Treasurer: Manse
Secretary Hughes' Report and Introduction of Regional Vice Presidents
Membership Contract Awards at First Inspection Tour of Chicago Housing
2:00 P.M. General Session
Speakers: James C. Downes
"Your Product and Your Market in the Year Ahead"
7:30 P.M. Operation Trade Secrets
Moderator: J. B. "Bill" Atkinson
4:45 P.M. Speakers: Former Governor
New Jersey
2:30 P.M. Nominating Committee (open meeting)
6:00 P.M. Reception and Dinner for Press
9:00 P.M. Convention and Exhibitors Dance

Tuesday, January 22
9:45 A.M. Joe Schulte New Products Show
10:00 A.M. Conferences on European Housing Tour
Chairman: Floyd Kimbrough
10:00 A.M. "Your Own Houses in a New Light" Presentation by
Ernest B. "Bert" Atkinson, General Electric (Three presentations: 10 AM, 3 PM, 4 PM, both Tuesday and Wednesday)
10:00 A.M. Discussion Groups
"How to Do a Better Job of Organizing Your Loan Application"
Discussion Leader: Ernest B. "Bert" Atkinson, Assistant Vice-President, First Federal Savings & Loan Ass'n, New Haven
"Recording Keeping for Small Volume Buildings"
University of Michigan Press
Discussion Leader: Joseph B. "Bill" Atkinson
"Opportunities for Merchant Home Builders Through Pre-Fabricated Housing"
Discussion Leader: Home not available
10:15 A.M. Discussion Leader: Sylvanus Felix
Development and Military Housing (tentative)
10:15 A.M. Portrait Magazine Awards
Presiding: Maxine Livingstone
(Continued on page 93)

JANUARY, 1952

BUILDING PRODUCTS ON REVIEW

AB1296—FIBRE HEATING DUCT—Sonoco Product Co., Dept. AB, 3155 Westhaven Pkwy., Phoenix, Ariz. A new duct that is useful in basementless homes. This duct is designed to be built into the wall, and the sides and top are welded to form a tight seal. The duct is made of lightweight metal, and is easy to install. It is suitable for both cold and hot water systems.

AB1297—SLIDING DOOR DISPLAY—Great Papers and Hardware Co., Dept. AB, 3155 Westhaven Pkwy., Phoenix, Ariz. A new type of sliding door that is useful in modern homes. The door is made of lightweight, durable materials, and is easy to install. It is suitable for both cold and hot water systems.

AB1298—FACTORY-BUILT HOUSE—Best Homes, W. G. Best Factory Built Homes, Inc., Dept. AB, Pearls, Ill. A new type of factory-built house that is useful in modern homes. The house is made of lightweight, durable materials, and is easy to install. It is suitable for both cold and hot water systems.

AB1299—PLASTIC HARDBOARD FINISH—Armstrong Cork Co., Dept. AB, Lancaster, Pa. A new plastic finish that is useful in modern homes. The finish is made of lightweight, durable materials, and is easy to install. It is suitable for both cold and hot water systems.

AB1300—CANOPY-TYPE GARAGE DOOR—Aluminum Products Co., Dept. AB, 309 S. Jessie St., Pontiac, Mich. A new type of canopy garage door that is useful in modern homes. The door is made of lightweight, durable materials, and is easy to install. It is suitable for both cold and hot water systems.

AB1301—PERIMETER INSULATION—Owens-Corning Fiberglas Corp., Dept. AB, Toledo 1, Ohio. A new type of perimeter insulation that is useful in modern homes. The insulation is made of lightweight, durable materials, and is easy to install. It is suitable for both cold and hot water systems.
OPENING SUNDAY was a rainy day, but traffic was still heavy. Homes are by Boran Builders Inc. (left) and Fritz Brothers.

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

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

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

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

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>$10,500</td>
</tr>
<tr>
<td>Minneapolis Home</td>
<td></td>
</tr>
<tr>
<td>Builders</td>
<td>$5,500</td>
</tr>
<tr>
<td>Retail Lumber Dealers</td>
<td>1,000</td>
</tr>
<tr>
<td>Realtors</td>
<td>750</td>
</tr>
<tr>
<td>Mortgage Bankers</td>
<td>400</td>
</tr>
<tr>
<td>Savings and Loan Groups</td>
<td>500</td>
</tr>
<tr>
<td>Millwork Groups</td>
<td>200</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$8,750</td>
</tr>
</tbody>
</table>

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

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

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

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

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

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

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

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

NEW SUBDIVISIONS which attracted many visitors were those of Bruce Construction Co. (left) and Glisan Construction Co.
CONVENTION HIGHLIGHTS
(Continued from page 91)

10:30 A.M. Designing A Better House for Today’s Market
   Presiding: Albert Balch
   Introduction of Glen Stanton, President, AIA
   Panel Discussion
   Moderator: John Highland, Jr.
   Participants: Messrs. Ishihara, Stanton, Louis, Balch

11:30 A.M. Program Feature: “How We Designed, Built, and Sold 1200 Houses”—William Hamilton Crawford
   1:00 P.M. Second Inspection Tour of Chicago Housing

2:00 P.M. General Session
   Presiding: Name not available
   Moderator: Name not available
   The Housing Job in 1952—A San FranciscoExample

Wednesday, January 23

9:30 A.M. 1957 Board of Directors Meeting

9:30 A.M. Community Builders’ Council Seminar on Site Plans

10:00 A.M. Southwestern Research Institute Presentation
   Moderator: C. W. Smith

NAHAI Ladies Auxiliary Conference
   Speaker: Edward B. Corr

General Session
   Presiding: Name not available
   Moderator: Earl Smith

Conferences on European Housing Tour
   Chairman: Floyd Kimbrough

10:00 A.M. Discussion Groups
   Tax Clinic
   Discussion Leader: Sylvanus Felix

FHA-VA-FRB Questions and Answers
   Discussion Leader: Name not available

Accounting Procedures for Home Builders University of Michigan Presentation
   Discussion Leader: B. L. Bizen, University of Michigan, School of Business Administration

Small Volume Building Counsel—Self Certification
   IA discussion of services that can be rendered to a small volume builder by his local and national associations. Review of CMP self certification

Discussion Leader: Joseph F. Smith

General Electric Presentation
   1:00 P.M. Third Inspection Tour of Chicago Housing

2:00 P.M. General Session
   U. S. Gypsum Award
   “What the Consumer Wants and Can Afford in 1952” Edith Evans, Editor Living for Young Home

General Conference on European Housing Tour
   Chairman: Floyd Kimbrough

6:45 P.M. Annual Banquet

Thursday, January 24

9:45 A.M. General Session
   Presiding: Name not available
   Film—“Merchandising Methods That Sell Houses”

Practical Builders Merchandising Contest Awards Presentation by: James M. Ingersoll
   Speaker: Arthur “Red” Mattingly, Publisher, Parade Magazine

American Builder National Home Week Awards
   Presentation by: Edward G. Gove, Editor

Remarks: Perry Printz, Publisher, Magazine of Building
   Speaker: Estes Kefauver, Jr.

6:45 P.M. Annual Banquet

AB1277—BACKSET LOCK—Schlage Lock Co., Dept. AB, Bayshore Blvd., San Francisco, Calif. The “Backset Lock” is set off by a five-inch backset and supplemented by the harmonizing 5/8-caliber Riveter escutcheon plate. The “Backset lock” is obtained by the use of a mechanical link which functions in the lock to latchbolt the knob or key from the lock to the latchbolt. It permits the use of large, escutcheons and also allows for easier door opening, particularly doors with deep jambs. Made for five-, seven- and ten-inch and center-of-door installations. Booth 129, Stevens.

AB1277—FORMING PACKAGE—Rocform Corp., Dept. AB, 15160 W. Eight Mile Rd., Detroit 35, Mich. This is a complete package of forming concrete walls of one-story houses and commercial buildings. Rocform tie rods carry working load of 7000 pounds, automatically giving desired wall thickness. Aluminum wires are set flush with forming panel. Forming panels are quickly spread and tied together in one operation when the tie rod pins are inserted into rod and washer lip. Basement forms can be set up in two to three hours. Booth 30, Congress.

AB1276—PRE-FABRICATED CHIMNEY—Con densation Engineering Corp., Dept. AB, 3511 W. Potomac Ave., Chicago 51, Ill. Lightweight, pack aged Prefabricated Radiant Chimney is designed for one- or two-story homes, using all fuels. Installed wherever desired in ranch homes, in two-story homes with basement, this is “boxed-in” a corner of closet or bathroom and supported at floor level directly over heating plant. Air intake is provided and special rain cap and baffle gives flue protection and prevents back draft. Booth 103, Stevens.

AB1276—ACOUSTICAL TILING—Armstrong Cork Co., Dept. AB, Lancaster, Pa. Embossed Travertine has been added to the Armstrong Travertine line of acoustical ceiling tiles. The new product contains two finely scored, parallel bands of different widths across the surface of the tile. Easily adaptable for border treatments, the tile also may be used to form interesting patterns in ceiling design. Made from mineral wool fiber, rated as incombustible material by U.S. Bureau of Standards. One size—12x12x1/16 inch with square edges. Booths 31, 32, Stevens.

AB1275—PRE-FINISHED WALL PANELS—Marsh Wall Products Inc., Dept. AB, Dover, Ohio. Marlite Vel-vwood has baked plastic finish in four wood grain patterns—bland mahogany, red mahogany, silver walnut, and brown walnut in standard panels 5 3/8-inch thick, 48-inch maximum width and 96-inch maximum length. The wood grain runs in the direction of the long dimension. Easily cut with carpenter’s tools. Other Marlite products include plain, horizontal line, tile and marble patterns and five standard wood patterns. Booth 154, Stevens.
Des Moines Wins in Group II

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

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

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

For the Public

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

On September 9 appeared the National Home Week Section (circulation 525,000). This covered 18 pages of colorful copy, jam-packed with ads of all kinds relating to homes and building. The section carried a dramatic headline, “600 New Homes on Display for 8 Days.”

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

(Continued on page 96)
### BUILDING PRODUCTS ON REVIEW

#### JANUARY, 1952

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Company Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AB1239</strong></td>
<td>RECESSED GAS HEATER</td>
<td>Narrowall, Holly Manufacturing Co., Dept. AB, 875 S. Arroyo Parkway, Pasadena 2, Calif. A new $5,000 Btu unit has been added to the Narrowall line. The gas heater fits into a standard 24-inch wall. A secondary heat exchanger increases the unit’s efficiency. Booth 181, Stevens.</td>
</tr>
<tr>
<td><strong>AB121</strong></td>
<td>RUBBER TILE</td>
<td>Fremont Rubber Company, Dept. AB, Fremont, Ohio, announces the introduction of a new standard gauge rubber tile at prices competitive with less expensive grade floor coverings. Selling for 22 cents a square foot it is available for prompt shipment. F.O.B. from the manufacturer. Booth 180, Stevens.</td>
</tr>
</tbody>
</table>

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**DIRECTORY OF NAHB CONVENTION EXHIBITORS**

<table>
<thead>
<tr>
<th>Booth Numbers</th>
<th>Personnel</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A-1 PLASTIC MOLDERS, INC.</strong></td>
<td>Congress—Booths 19-20 (Personnel not available)</td>
</tr>
<tr>
<td><strong>ALLIANCERWARE, INC.</strong></td>
<td>Stevens—Booths 133-33, G. Berry, R. Kennedy, J. Stein, R. Brown, H. Hopp, J. Piechowski, L. Hopp, J. Wilson, G. Isseng, A. Wintree</td>
</tr>
<tr>
<td><strong>AMERICAN BRASS COMPANY</strong></td>
<td>Stevens—Booths 147-48, Henry Voegeli, Harold Dowd, Carl E. Woodward, S. F. Cook, Floyd E. Hill</td>
</tr>
<tr>
<td><strong>AMERICAN CABINET HARDWARE CORP.</strong></td>
<td>Stevens—Booth 157 (Personnel not available)</td>
</tr>
<tr>
<td><strong>AMERICAN STOVE COMPANY</strong></td>
<td>Congress—Booth 12, W. T. Trueblood, Jr., T. Gibbons (Continued on page 97)</td>
</tr>
</tbody>
</table>
Display for 8 Days.” Des Moines got the big total by lumping all dwelling units involved in the Week’s presentation of 28 individually-built model homes plus 17 large housing projects totaling many hundreds of new homes, many still under construction. During Home Week itself, the press carried stories almost every day, with one big story in the Sunday Register on the last day.

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

The Association arranged feature radio programs on September 6, 7, and 13, and also provided for dozens of spot announcements in commercial programs. Material for this was sent to Association members, as were mats for use in classified ads. The Association worked up a “Your Home Hour” for televising on September 4 over station WOI-TV in nearby Ames, Iowa. There were also daily TV announcements for two weeks, including Home Week itself.

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

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

For Members

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

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

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

Results

As the fruit of their labors, Des Moines committee members could point to 28 exhibit houses and 17 housing projects on view to a lively public of about 60,000 visitors. Some 30 of these lookers could not resist any longer, signed up for new homes during the Week.
CONVENTION EXHIBITORS
(Continued from page 95)

AMERICAN STRUCTURAL PRODUCTS CO.
Stevens—Booth 145
W. D. McWhorter, J. J. Sattler, E. P. Lockhart,
H. C. Fowler, J. J. Scheerens
Crawford—Booth 109

AMERICAN TEL. & TEL. CO.
Stevens—Booth 55
(Personnel not available)

AMERICAN WELDING & MFG. CO.
Stevens—Booths 197-98
J. C. Stieff, W. R. Van Eps, E. N. Gorman,
R. D. Pehm, M. B. Finley, G. L. Hughes

ARMSTRONG CORK CO.
Stevens—Booth 60
H. A. Jensen, G. F. Johnston, F. H. Simpson,
L. H. Evans, E. Sypher, C. W. Robinson,
H. D. Grifflner, B. A. Helebusch, D. D. Woodward,
F. C. Gruver

BARBER-COLMAN CO.
Stevens—Booths 207-08
D. Utley, T. Collins, R. C. Heccrert, R. D. Day,
R. F. Miller, H. V. Kelton, P. G. Crisp, C. E.
Houa, J. F. Perley, E. A. Rehwold

BARBER-COLMAN CO.
Stevens—Booths 207-08

BENDIX HOME APPLIANCES
Stevens—Booth 13
Grant Leung, S. Ceil, E. Sala, T. Kiley,
W. C. Jones, F. Ryan, P. H. Erickson,
Sheila Jackson, N. Bull

BETTER HOMES & GARDENS
Stevens—Booth 170
D. J. Davidson, F. C. Eastman, J. P. Eves,
R. C. Ferguson, J. I. Holgess, F. H. Kuhne,
D. M. Merrill, Wm. Miller, W. C. Gilems,
K. P. Zuehl, Karyl Vans, E. L. Sullivan,
D. D. Tucker, R. R. Tiemann, W. G. Pittner,
G. J. Brown, J. I. Meeser, J. R. DuPaul

B. G. BEST FACTORY-BUILT HOMES, INC.
Stevens—Booth 178
J. W. Harper, W. V. Blackard, B. W. Easlin,
F. T. Joss

BRAINARD STEEL CO.
Congress—Booth 27
T. J. Moore, W. J. Keegans, R. K. McCreey,
E. W. Feob, E. G. Biloa, J. J. Kupter, C. Heyer

BRIGGS MFG. COMPANY
Stevens—Booth 104-03-06
W. O. Briggs, Jr., R. F. Anthony, A. W. Prince,
E. O. Brady, T. R. Zder, W. L. Moretz, W. E.
Hess, J. T. Temple

E. L. BRUCE COMPANY
Stevens—Booths 68-69
W. J. Wood, R. R. Rogers, A. W. Crowe,
L. Smith, J. M. Ticehead, C. H. Bush, N. Carch,
J. Fleming, J. Cox, W. Cook

BRYANT HEATER DIV. A.G.E. INC.
Stevens—Booths 86-87
H. A. Kennedy, R. E. Dunnon, W. H. Wise,
J. N. Crawford, W. S. Choi, P. Landgrie, D. Dorge,
R. Fairhead, H. Fountain, W. J. Trogser, B.
R. Wimmer, M. J. Forstier, M. C. Eck, N. T.
Davies

BUNYDI TUBING CO.
Stevens—Booths 237-228
(Personnel not available)
(Continued on page 99)

JANUARY, 1952
This Winner's Age Was Just Five Months

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

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

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

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

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

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

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

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

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

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

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

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

PHILIP CAREY MFG. CO.
Stevens—Booths 24-25
J. O. McFalls, F. W. Owen, Jr., W. E. Hess
R. W. Gallaway, M. F. Schindler

CECO STEEL PRODUCTS CORP.
Stevens—Booths 109-110
(Personnel not available)

THE CELOTEX CORPORATION
Stevens—Booth 4
I. L. Birrer, J. J. Schmidt, J. L. Stewart, G. Ferguson, J. A. Hash, F. E. Emerson, M. Green-
Johnson, B. A. Savage, Dale Juhansen

CERTAIN-TEED PRODUCTS CORP.
Stevens—Booth 179
(Personnel not available)

CHAMBERS CORPORATION
Congress—Booth 34
A. H. Scheffer, C. F. Parson, H. Reed, F. N.
Hall, J. F. Mullen, R. Gardner, M. A. Camp-
ton, Jr., C. W. Zemer, F. Flato, R. Farnan

CHASE BRASS AND COPPER CO. INC.
Stevens—Booths 143-144
W. E. Evans, B. A. Dean, R. L. Moher, W. M.
Armstrong

CHICOREE MFG. CORP. (LUMITE DIV.)
Stevens—Booth 45
M. Volk, J. W. Veeder, R. Simpson, Marien
Mulder

CHIMNEY SALES CO.
Stevens—Booth 212
(Personnel not available)

CHRYSLER CORP.—AIRTEMP. DIV.
Stevens—Booths 107-108
W. B. Magill, C. Buchholzer, J. F. Knoff, A. J.
Schiffmann, R. R. King, A. H. Mansbach, J.
A. McCauley, C. A. Palmer, D. E. Parke, F. J.
Laughna

COLEMAN COMPANY, INC., THE
Stevens—Booths 8-9
H. W. Morton, J. R. MacDowell, W. W. Boyce,
S. Harrington, J. Ritz, P. Ruble, L. M. Marks,
F. W. Richards, C. L. Burrows, J. D. Kelly

CONCO ENGINEERING WORKS
Stevens—Booth 19
R. W. Conkey, W. G. Von Etten, J. W. Burch,
F. C. Lenihan, J. T. Wells, J. Heworth, L. A.
Page, V. C. Page, A. B. Carlson, Al Friesby,
G. Hommer, Mrs. W. W. Conkey.

CONDENSATION ENGINEERING CORP.
Stevens—Booth 103
B. A. Johnson, W. L. Limbert, T. Jones, W.
Aschliman, H. Allen, B. Teeters, G. Anderson

CRANE COMPANY
Stevens—Booths 73-73-75
C. T. Pollock, V. P. Heating Div.—P. W. Van-
denberg, W. G. Kohn, W. D. Howard. Plumb-
ing Div.—W. C. Brown, R. J. Crane, T. J.
Mckernan, J. W. Michaud, Kitchen Sales Section—F. P. Uphues. Plumb-
Lindholm, W. A. Burton.

CRAWFORD DOOR CO.
Stevens—Booth 64
R. A. Hocketshorn, D. C. Crawford, W. Messer,
L. W. Robinson, E. H. Jefferson, F. H. Howe,
W. Newkirk
(Continued on page 101)

JANUARY, 1952
**Week of Activities Makes Grand Rapids “Home Minded”**

HOME WEEK sponsors in Grand Rapids not only held the customary open house but added a few new devices for making the city “home conscious.”

In its program, the Allied Construction and Real Estate Council displayed NHW pennants on the streets, staged auction sales of building materials, a “building blunder” contest, and a three-hour house raising.

The council is comprised of nine local groups interested in home building which joined forces in the Home Week promotion. The first four (see list) contributed $300 each, the others $25 each. The home builders association is one of the most active members, Donald E. Cederlund, who served as council general chairman for the Week, is a builder association director.

Both Grand Rapids newspapers, the Press and the Herald, published special NHW sections and carried considerable advance publicity. Other items and pictures were used during the observance to sustain interest. In all, the two newspapers published 58 news items and 22 pictures directly related to the Week.

Thirty-five builders and realtors exhibited 87 houses in various parts of the metropolitan area during the eight-day observance. The “open house” theme was also carried out by participating business firms.

In the auction sale, the public had an opportunity to enter bids on a number of advertised items, ranging in size from small appliances to a complete garage built on the owner’s lot. Among the items which went to the highest bidder were oil burners, metal closets, insulation and its installation, storm sash, and bathroom cabinets.

More than 150 women took part in the “building blunder” competition. Housewives and brides-elect picked flaws in a published floor plan for prizes of $100, $50 and $25 savings bonds.

A lot of interest was shown in the erection of a three-bedroom house by eight workmen in less than three hours. The construction was scheduled to begin by daylight and be completed under lights. At the site was a public address system to give viewers a running account of what was taking place.

Other builder association members who worked on the NHW committee with general chairman Cederlund were Jim Broekema, D. H. Gus Ederle, C. J. Steketee, Tom Newhof, Ed Dykstra, Al Rodenhouse and Harold Albert.
CONVENTION EXHIBITORS
(Continued from page 99)

CRIBBEN AND SEXTON COMPANY
Congress—Booth 23
G. Goetz, J. Furey, P. Jackson, D. Prine, Betty M. Ulie, J. Brandt, H. E. Gegenhuber

CROSLEY DIV., AVCO MFG. CORP.
Stevens—Booths 100-61-02-63-64

CUMMINS-CHICAGO CORP.
Stevens—Booths 227-228

DELTA POWER TOOL DIV., ROCKWELL MFG. CO.
Stevens—Booth 13

DETROIT STEEL PRODUCTS CO.
Stevens—Booths 32, 74

DELTA POWER TOOL DIV., ROCKWELL MFG. CO.
Stevens—Booths 13

DOE WALT INC.
Stevens—Booth 39

F. W. DODGE CORPORATION
Stevens—Booths 172-73

DOUGLAS CRESTLYN INTERNATIONAL INC.
Stevens—Booth 212

DOUGLAS FIR PLYWOOD ASSN.
Stevens—Booths 184-85
(Personnel not available)

ELIER COMPANY
Stevens—Booths 41-42-43

EZ-WAY SALES, INC.
Stevens—Booth 169

FORMICA COMPANY, THE
Stevens—Booth 191
F. C. Walter, J. A. Hoody, M. Buck, E. D. Brown, Jr.

FREMONT RUBBER CO.
Stevens—Booth 180

FRIGIDARE DIV., GENERAL MOTORS CORP.
Stevens—Booths 82-83-84
(Personnel not available)

GATE CITY SASH & DOOR CO.
Stevens—Booth 41

GATES & SONS, INC.
Congress—Booth 16

JANUARY, 1952

BUILDING PRODUCTS ON REVIEW

AB1226—FIREPROOF VAPOUR BARRIER — Philip Carey Manufacturing Co., Dept. AB, Cincinnati 15, Ohio. A patent has been awarded to the Carey organization for its fireproof vapour barrier. Approved by Underwriters' Laboratories, Inc., tests show it will stop much heat as a five foot brick wall. Booth 24-25, Stevens.

AB1229—COUNTER LAVATORY—Eljer Co., Dept. AB, Ford City, Pa. The Eljer Priscilla Lavatory is supplied complete with polished metal frame and special lugs for accurate fit and easy installation. Size is 20 x 14 inches. Designed for both or powder room counter use, its features include front apron sink, hidden front overflow, and one-piece polished metal frame. Model E-3304 comes in white, black finish, polished chrome. Model E-3300 (shown in photograph) in white only. Booths 41, 42, 43, Stevens.

AB1239—JALOUSIE WINDOW—Union Aluminum Company, Inc., Dept. AB, Sheffield, Ohio. According to the manufacturer the aluminum window has been manufactured to such close tolerances that it eliminates the need for weather stripping. They are made in standard and special sizes. Jalousie doors are available. Booth I, Congress.

AB1278—CAVITY WALL INSULATION—Owens-Corning Fiberglas Corp., Dept. AB, Toledo 1, Ohio. Pouring type Fiberglas insulation for use in the Structural Clay Products Research Foundation, Booths 46, 47, Stevens.

AB1232—NEW GAS BOILER—Matthews, H. E. Ackerman, Inc., Dept. AB, 18 E. 41st St., New York 17, NY. A new gas boiler with special design to meet the temperature drops and the gas demand is so great that no amount of gas can be reflected. An automatic change to hot gas is made by an outside thermostat. Booth 6, Congress.

AB12103—ELECTRIC WATER HEATER—Sepco Corp., Dept. AB, 860 Cross St., Pottstown, Pa. Sepco De Luxe heats directly through the center of the tank from top to bottom. Water heats constantly as it rises from the inlet at the bottom to the hot water pipe outlet at the top. Capacities of 30, 52, 66 and 80 gallons. Booth 222, Stevens.

Unclassified Award

Goes to Long Island for Spectacular Program

IN A CLASS by itself was the National Home Week program staged by the Long Island Home Builders Institute, Inc. Several unusual conditions gave this high-powered program a unique character and placed it outside the area of fair judging on the basis of reasonably comparable conditions.

Not the least of these special circumstances was the tie-in which the Long Island Institute has with The Dime Savings Bank of Brooklyn, where a permanent Library of Homes and New Home Buyers’ Exhibition is maintained jointly by the Institute and the bank. This year the bank ran some $2,100 worth of display advertising in all the New York City and Long Island daily newspapers, calling attention to National Home Week and the exhibit at the bank. The bank also functioned as the central agency for the distribution of a 14-page brochure which the Institute published listing the 76 projects open for inspection on Long Island during Home Week. The bank distributed 2,500 copies of this brochure, and 840 went out on requests received at the Institute office.

Another unique side to Long Island’s program were the publicity developments. Sample: on the last night of the Week (September 16), at a gathering of 32,500 persons at Belmont Race Track, the Long Island Industry Fund presented a Night of Stars show. The Institute, working with this Fund group, had during Home Week raised over $21,000 toward the hospital expansion program on Long Island, out of a total raised of $87,000. At the stroke of midnight signifying the end both of National Home Week and the Industry Fund drive, Perry Como of radio and television fame sang “Bless This House.” It was a dramatic ending to a National Home Week program which had sold 600 homes, increasing sales of Institute builders 300 percent over the previous week. It had also increased the numbers of visitors to housing developments in the region four to five times over normal.
BUILDING PRODUCTS ON REVIEW

AB1217—YEAR AROUND CONDITIONING—Air Conditioning Dept., General Electric Co., Dept. AB, Bloomfield, N. J. An air conditioning unit (connected in parallel) with an oil-fired warm air furnace is the new CE year round conditioner. The unit heats, cools, humidifies, dehumidifies, ventilates and circulates. Booth 112, Stevens.

AB1210—EXPANSION JOINT—Chase Bros. and Copper Co., Dept. AB, Waterbury, Conn. An expansion joint for use with copper flashing at the base of the parapet wall has been developed. The new joint makes the flashing more effective and should be installed every 24 feet. The unit is prefabricated. Booth 143, Stevens.

AB1215—AWNING WINDOW—Otsego City Sash and Door Co., Dept. AB, P. O. Box 901, Ft. Lauderdale, Fla. The all-wood awning sash is toxic treated. Hardware is rustproof. The operating handle is located below the stool and does not interfere with the blinds, drapes, etc. It opens to a 70 degree position. Booth 58, Stevens.

AB1211—ASBESTOS SHINGLE—Johns-Manville, Dept. AB, 22 E. 40th St., New York 16, N. Y. Salem Asbestos Shingles, latest addition to Johns-Manville line of roofing materials, are of the individual type, designed for American method application. Pre-punched holes for either straight or staggered butt application. Booth 16, Stevens.

AB1216—PLASTIC FACED PLYWOOD—C.P.A., Georgia-Pacific Plywood Co., Dept. AB, 1257 Southern Finance Bldg., Augusta, Ga. Paint-grade plastic faced plywood was used in these cabinets. Labor savings of 50 per cent and material savings of 5 cents a foot are claimed by the manufacturer. Less paint is required. Booth 246, Stevens.

AB1233—WEATHER STRIPPING—Euroseal, Inc., Dept. AB, 8090 S. Chicago Ave., Chicago 17, III. A combination weather stripping and tash balancer provides a smooth surface for the tash to operate. The spring cover fits into a special tab and cut into the window. Both springs are covered. Booth 11, Stevens.

AB1234—TOILET FIXTURE—Sanishand, American Standard, Dept. AB, P. O. Box 1226, Pittsburgh 30, Pa. The new wall unit has been designed for women's rest rooms. The unit has gained public acceptance as it is not touched in use. The wall-hung unit is easier to install and maintain, stated the manufacturer. Booth 89, Stevens.

HAMILTON MFG. COMPANY
Congress—Booth 3
C. H. Ripp, M. W. Bouerst, A. J. Anderson
HARDWICK STOVE COMPANY
Congress—Booth 31-32
G. Luehrman, W. J. O'Connell

HARNISCHFeger CORPORATION
(Mauses Div.)
Stevens—Booth 14

HASKELL MFG. CORP.
Stevens—Booth 237

HOLCOMB & HOKO MFG. CO., INC.
Congress—Booth 17

HOLLY MFG. COMPANY
Stevens—Booth 181
J. S. Johnson, F. C. Forman, J. Drake, J. Rice, R. Leobach

HOMASOTE COMPANY
Stevens—Booth 128
(Continued on page 105)
The Long Island program was engineered by the Institute's 18-man public relations committee, headed by Walter G. Stackler. This was a hard-working committee which held meetings almost every week from mid-June to mid-September. On July 18, the committee staged a National Home Week luncheon which was attended by every one of the twelve real estate editors from New York City and Long Island daily newspapers, together with real estate advertising men from each publication. Two weeks later the committee tackled the top personnel of local utility companies and leading department stores for cooperation.

Meanwhile a subcommittee on radio and television made contacts with broadcasting stations and stars, and completed arrangements for Institute representatives to appear on various local and network programs. Television was used this year for the first time in National Home Week promotion in this area. Without cost to the Institute, four television shows were produced during the Week, 21 TV breaks were provided, and numerous reports and other information about Long Island home building were given on radio.

The committee prepared nine articles for the newspapers. Four of these were released at weekly intervals before Home Week opened, while the other five were released to the special Home Week sections prepared by nearly all the newspapers for September 9. In the weeks leading up to the opening of Home Week, the daily and Sunday press had printed some 25 stories on the Week.

In addition to enlarging the exhibit in The Dime Savings Bank, the Institute set up another display in Franklin National Bank in Franklin Square, L.I. This display featured 22 prize-winning architectural designs from contestants in Long Island and New York City.

Several newspapers, financial institutions and a public utility firm used radio, television and newspaper advertising space on Home Week. Individual builders increased their normal advertising appropriations, and their publicity men arranged for special articles. All of this additional promotion naturally increased the main stream of the campaign until Long Island was inundated with the spirit of National Home Week in every one of its four counties.
CONVENTION EXHIBITORS
(Continued from page 103)

HOOK & ACKERMAN
Congress—Booth 6
(Personal not available)

HOTPOINT INC.
Stevens—Booths 137-38
E. J. Sorensen, L. I. Sweetland, D. J. Irene, T. Birkman, C. W. Wood

HOUGH SHADE CORP.
Congress—Booth 2
L. Tobin, H. Grunin

HUNTER DOUGLAS CORP.
Stevens—Booth 24
R. Sheldon, R. Smallwood, Helen Braun, J. Filer, H. Johnson

HUNTER FAN AND VENTILATING CO.
Stevens—Booths 202-203
P. T. Finch, G. R. Richmond, T. V. Murphy, W. Huyler, M. A. Dreyfus, F. S. Brady

HYDRAULIC MFG. CO.
Stevens—Booth 229
D. Van Slicher, E. Holm

ILG ELECTRIC VENTILATING CO.
Stevens—Booth 23

INGERSOLL PRODUCTS DIV. BORG WARNER CORP.
Stevens—Booths 135-36

IN-SINK-ERATOR MFG. CO.
Stevens—Booth 10
J. W. Hommes, R. J. Hommes, W. J. Hommes, R. M. Cox, R. J. Hommes, C. R. Osgo, R. J. Christopher

INSULITE DIV.—MINN. & ONTARIO PAPER CO.
Stevens—Booths 118-19

INTERNATIONAL MOLDED PLASTICS
Stevens—Booth 167
Richard J. Goulter, John Banks, H. H. Zabor, Wayne Logbrinck, B. Howard

INTERNATIONAL OIL BURNER CO.
Stevens—Booths 234-235
S. J. Heiman, L. Heiman, L. J. Heiman, T. L. Brown, R. Northwood, B. K. Heiman, C. Brown, Wm. Younger, A. Dunlop

I-XL FURNITURE CO., INC.
Stevens—Booths 154-157
C. McCly, Albert F. Deh, Dean Henry, Robert H. Rule, D. W. Doherty, E. O. Teagans

JOHNS-MANVILLE CORP.
Stevens—Booth 16

KEWANEE MANUFACTURING CO.
Stevens—Booth 216
J. Hayward, S. A. Becker, W. E. Kleng, C. Kelly, C. Otto

Kewanee Manufacturing Co.
Stevens—Booth 216
J. Hayward, S. A. Becker, W. E. Kleng, C. Kelly, C. Otto

(Continued on page 106)

BUILDING PRODUCTS ON REVIEW

AB1219—TRIMMED WINDOW UNIT—Tenesta Window, Detroit Steel Products Co., Dept AB, 3017 Griffin St., Detroit 11, Mich. A ready trimmed window unit is quickly installed by nailing to the sheathing. The unit is hot dipped galvanized and bonded, and ready to paint. Also for masonry construction. Booth 22-74, Stevens.

AB1218—NYLON WHEELS—Foldair, Holcomb and Hale Manufacturing Co., Dept AB, Indianapolis, Ind. Nylon is the replacement for metal in the wheels which roll in the overhead track of Foldair. After extensive testing the solid nylon rollers prove to be tough, resistant to friction, and show little wear. Booth 17, Congress.

AB1217—HEAT PUMP—Air Conditioning Dept., General Electric Co., Dept AB, Bloomfield, N. J. A heat pump makes possible complete year round service. It warms in winter and cools in summer. The pump is completely automatic, has low operating, maintenance and initial cost, stated the company. Booth 112-7, Stevens.

AB1216—CORNER BASE CABINET—Multin, Mfg. Corp., Dept AB, W. A. W. Warren, Ohio. Youngstown Kitchens rotary corner base cabinet is designed to avoid wastage of kitchen corner space. Has large rotating shelves capable of holding many storage items. The shelves revolve on a ball bearing and turn with the finger. Booth 120-124, Stevens.

AB1215—WEATHER CONDITIONING—All Weather, Bryant-Herter Div., Dept AB, Cleveland, Ohio. A 5 ton cooling unit is now available for year round use. The larger size unit is in addition to the 1 1/2 and 3-ton units. The furnace is gas fired and has a 100,000, 150,000 and 200,000 Btu rating. Unit can be seen Booth 86-87, Stevens.

AB1213—LOUVERED WINDOWS—Ligdon Corp., Dept AB, Miami, Fl. Jalousie windows offer modernism in design. The units have a half-inch overlap. Screens and storm sash are installed from the inside. The units open to give 100 per cent ventilation. Hurricane condition tests show little air infiltration. Booth 4, Congress.

AB1212—SHOE RACK—Leigh Building Products Div., A.E. Central Products, Inc., Dept AB, Cooperville, Mich. Installed into the closet wall is a shoe rack designed to keep shoes off the floor. The unit fits into an opening 1/2 inches wide, 36 inches high and 3 1/2 inches deep. It is a flush installation. Booth 28-29, Stevens.

AB1211—TEMBERED GLASS DOOR—Library Owners Ford Glass Co., Dept AB, Toledo, Ohio. A tempered glass door made of Blue Ridge patterned glass has been designed to withstand hard usage. The unit comes complete with hinges and lock. Three sizes are available. Installed in wood or metal jamb. Booth 70, Stevens.
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Booths</th>
<th>Contact Persons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lockport Cotton Battings</td>
<td>Stevens—Booth 103</td>
<td>L. S. Cohan, W. L. Fittow, W. Schievle, C. Richardson</td>
</tr>
<tr>
<td>Lyon Metal Products Inc.</td>
<td>Congress—Booth 4</td>
<td>James R. Webb, W. L. Mainiand, M. O. Groat, W. G. Hiatt, Archie Browne, Robert Nancarrow</td>
</tr>
<tr>
<td>Ludman Corp</td>
<td>Congress—Booth 82</td>
<td>(Personnel not available)</td>
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<tr>
<td>National Electric Products Corp.</td>
<td>Stevens—Booth 67</td>
<td>G. W. Hertner, D. D. Rice, Pearle Waldschmidt, J. Windt, L. W. Black</td>
</tr>
<tr>
<td>Nash-Kelinova Corp.</td>
<td>Stevens—Booth 1</td>
<td>(Personnel not available)</td>
</tr>
<tr>
<td>Masonite Corporation</td>
<td>Stevens—Booth 242</td>
<td>(Personnel not available)</td>
</tr>
<tr>
<td>MASTRO PRODUCTS CORP.</td>
<td>Stevens—Booth 343</td>
<td>(Personnel not available)</td>
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<tr>
<td>NASH-KELVINOVIA CORP.</td>
<td>Stevens—Booth 1</td>
<td>(Personnel not available)</td>
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<tr>
<td>National Electric Products Corp.</td>
<td>Stevens—Booth 67</td>
<td>G. W. Hertner, D. W. Rice, Pearle Waldschmidt, J. Windt, L. W. Black</td>
</tr>
<tr>
<td>National Steel Cabinet Co.</td>
<td>Stevens—Booth 215</td>
<td>B. Berger, C. Berger, M. Riffkin, M. Volkmann, J. Waner</td>
</tr>
<tr>
<td>Nordahl Co.</td>
<td>Stevens—Booth 171</td>
<td>H. T. Rudrud, David Millerburg, Andrew Nordahl</td>
</tr>
<tr>
<td>Ohio Rubber Corp., The</td>
<td>Stevens—Booth 244</td>
<td>K. N. Carter, A. A. Weisheim, J. H. Winchester, H. E. Stockfish, W. Hegeman</td>
</tr>
<tr>
<td>One-Der Frame Corp.</td>
<td>Stevens—Booth 45</td>
<td>J. M. Buttle, L. B. Bailey, L. C. McKeenan, Jr. E. Russell</td>
</tr>
<tr>
<td>OVERHEAD Door Corp.</td>
<td>Stevens—Booth 131</td>
<td>W. R. Benson, R. Nipper, J. Mergier, R. M. Beall, T. Biggs, D. Kister, D. Crandall</td>
</tr>
<tr>
<td>Owens-Corning Fiberglas Corp.</td>
<td>Stevens—Booths 46-47</td>
<td>(Personnel not available)</td>
</tr>
<tr>
<td>Parents’ Magazine</td>
<td>Stevens—Booth 88</td>
<td>Mrs. Maxine Livingston, M. Michels, G. Hadlock, E. Fryk, J. Hohn, R. Lockridge</td>
</tr>
<tr>
<td>Pease Woodwork Co. Inc.</td>
<td>Congress—Booth 2</td>
<td>(Personnel not available)</td>
</tr>
<tr>
<td>Precision Parts Co.</td>
<td>Congress—Booth 9</td>
<td>Paul V. Harmon, Paul V. Harmon, Jr., Wm. T. Goodwin</td>
</tr>
<tr>
<td>Prima Products</td>
<td>Stevens—Booth 59</td>
<td>M. Michaels, R. Michaels, T. S. Schulman, G. T. McLintic</td>
</tr>
<tr>
<td>Priny &amp; Co.</td>
<td>Stevens—Booth 153</td>
<td>(Personnel not available)</td>
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<tr>
<td>Remington Rand Inc.</td>
<td>Stevens—Booths 153-59</td>
<td>W. L. Raymond, M. H. Harris, H. S. Bechet</td>
</tr>
<tr>
<td>Reynolds Metals Co.</td>
<td>Stevens—Booths 212-14</td>
<td>(Personnel not available)</td>
</tr>
<tr>
<td>Richmond Builders, Inc.</td>
<td>Stevens—Booth 242</td>
<td>J. H. Harding, G. C. Druley, J. J. Freeborn</td>
</tr>
<tr>
<td>American Builder</td>
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</tbody>
</table>

R. O. W. SALES CO. Stevens—Booth S1 G. Lee, C. Pelizzi, J. Joseph, J. Behrens, D. C. Vaught, A. Mainieri

ROYAL HEATERS Stevens—Booth 132 R. T. Lowrie, J. H. Sutro, N. M. Landis, M. Mann, E. Glassock, R. Smith

RUGGERE-LANG CO. Stevens—Booth 245 M. Levin, R. Cross


SEPCO CORPORATION Stevens—Booth 222 G. M. Cheston, B. King, W. Nagel


SKILSAW INC. Stevens—Booths 29-30 F. Watts, J. Carlin, C. D. McWade, W. Ferry, R. J. McGeen


SONOCO PRODUCTS CO. Stevens—Booth 174 J. A. Reagon, Jr., C. J. Fort, D. D. Duckett

SPLIT-ROCK PRODUCTS Stevens—Booth 241 E. Leipold, E. Beckmann, G. W. Jerris, R. Stiber

STAMPING PRODUCTS & MFG. CO. Stevens—Booth 111 F. DeMascio, J. Colombini, A. Mullender, B. Bradley, D. Gazzalo


STEELCRAFT MFG. CO., THE Stevens—Booth 38 B. Levinson, N. L. Lehman, M. Michelson, D. Liebman, R. Scallon, L. Leeson

STERLING HARDWARE MFG. CO. Stevens—Booths 193-94 J. G. Stewart, L. J. Jaffee, C. Landis, L. LaPol

STEWART LUMBER CORP. Stevens—Booth 40 (Personnel not available)

SUN SASH CO. Stevens—Booth 226 McAlibury Tunnell, Alfred Morigny

SWIVELER COMPANY, INC. Stevens—Booth 175 H. C. Brandman, W. C. Foss, Ed. Tremblay

SYMONS CLAMP & MFG. COMPANY Stevens—Booth 12 J. G. Symons, J. Imonetti, C. Rudo ph, V. Schimmel, G. Orlin, P. Sikora


TILE COUNCIL OF AMERICA Stevens—Booth 210 F. Williams, R. White, J. D. Ethel, J. James, A. Frome, W. Heimbach


TRACY MFG. CO. Stevens—Booth 124 D. S. Bell, R. T. Rue, A. Johns, W. J. Blasen, T. R. Miller, H. H. Solef

TROY SUNSHADE COMPANY, THE Stevens—Booth 240 S. Thompson, C. Lundquist


UNION ALUMINUM COMPANY, INC. Congress—Booth 1 E. H. Darby, J. W. Beasley, E. F. Stephenson, J. C. Darby, J. E. Moody, Ill, G. E. Musick

UNITED STATES GYPSUM CO. Stevens—Booth 130 (Personnel not available)


UNITED STATES SLIDING DOOR CORP. Stevens—Booth 166 A. Shetman, H. Jerich, E. Lane, A. Goldman


WADSWORTH HOMES Congress—Booth 38 John Coughen


WASHINGTON STEEL PRODUCTS, INC. Stevens—Booth 170 Will C. Carleton, Robert A. Jorgensen, David M. Johnson, David L. Ellis

WEATHER-SEAL INC. Stevens—Booth 125 V. W. Malley, R. H. Cosson, F. Jarre, E. B. Dever


WORLD STEEL PRODUCTS CORP. Stevens—Booth 239 S. A. Hirtleman, C. B. Denne, R. Cahm


ZEGERS, INC. Stevens—Booth 11 H. J. Zegers, Jr., E. A. Zegers, R. V. Zegers, Joe Blumenberger, Jack Connolly, Gert McGuren

Coming in April

AMERICAN BUILDER’S Builder-Dealer CATALOG DIRECTORY for the Light Construction Industry featuring 5 Special Directory Sections 26 Product Reference Sections

“How TO USE IT” is theme of 26 Product Reference Sections. Here you can find specific product information. Here, too, are solutions to every type of building problem.

ITS A BUYER’S GUIDE—furnishing, in one handy, easy-to-use volume, over 30,000 product listings, several thousand brand and trade names, plus names and addresses of hundreds of manufacturers. Don’t Miss It!
Outstanding Home Week Demonstrations...

Staged by lumber dealers in cities where there were no NAHB chapters

THREE lumber yards whose National Home Week observances in 1950 were considered outstanding models for the industry were given top awards in this year's contest when the judges decided that contest entries in these groups did not come up to 1950 standards. Completing the quartet of first prize winners was a 1951 Group III entry, the El Monte Lumber and Fuel Company of Elma, Washington.

Picked for the top award in Group I was the Conam Lumber Co., Durham, North Carolina. (Featured in American Builder, June 1951.) The Conam observance was centered on a $22,000 model home which incorporated a number of "extras" to heighten interest. Durham's population is 70,307.

More than 12,000 persons visited the home the first two days of the Week; it was sold the first day, and within 60 days deals were closed on materials for 30 new houses.

Support of the local newspapers was enthusiastic; there were several advance articles about the demonstration house and National Home Week; and more news during the observance about the home, its furnishings and equipment. In the editions announcing the opening was an excellent series of advertisements by local stores and manufacturers.

MORE THAN 12,000 persons inspected this Conam Lumber Co. house in Durham, North Carolina, the first two days of Home Week

Kankakee Tops Group II

The Group II winner, H. H. Troup Lumber Company, Kankakee, Illinois, (American Builder, January 1951) spearheaded National Home Week in that city of 25,873. Two completely furnished demonstration houses were inspected by 10,000 people. The homes were built by Troup's builder-customers, H. P. Jensen and Wesley Johnson.

William H. Troup. Although the city of Kankakee, Illinois, has no permanent organization of builders, dealers or contractors, Troup found first-rate collaborators in the county real estate board and the Kankakee Daily Journal. The board helped promote the Week with extensive newspaper and radio advertising. Among the outstanding publicity results were more than 20 pages about home building in eight issues of the Journal. Other cooperators included the American Legion post, the Chamber of Commerce, and furniture and appliance dealers.

In Group III, the judges' first place selection of the El Monte Lumber and Fuel Company was based on a strong promotional program which attracted large crowds from all over the trade area to the completely furnished model home. The firm's headquarters is in Elma (population 1,538) and it has another yard in nearby Montesano (2,324).

Large advertisements highlighting the home and its furnishings were run by El Monte in four area newspapers—Elma, Montesano, McChary and Aberdeen. There was also newspaper advertising by subcontractors for the model home; and the papers ran considerable free home building publicity in advance of and during the week.

2,500 See House in Town of 1,400

The headline, "2,500 People Visit National Home Week House in Town of 1,400" (July 1951, American Builder) neatly summarizes the results which earned the Group IV award for the New Athens Lumber Company, New Athens, Illinois.

Louis Laurnan, head of the firm, selected a Weyerhaeuser plan for the demonstration home; his wife supervised the interior decoration; and a furniture firm cooperated to furnish the house completely.

On Display in New Athens

A house to notice and admire

A home to cherish and enjoy

New Athens Lumber Co.

QUARTER-PAGE ads in two newspapers sparked New Athens, Illinois promotion

OPEN HOUSE ads run in four Elma-Montesano, Washington area newspapers

Newspaper and radio advertising and publicity were the principal media for attracting the 2,500 persons. The week before the open house, Lauerman ran a quarter-page ad in the local weekly and inserted the same ad for two days in a daily in neighboring Belleville, Illinois. Smaller ads were used during the Week. The furniture dealer also bought space.

Thirteen spot announcements were used on the Belleville radio station with the theme, "Would You Like to See a Dream Home?" Another advertising idea was the display of color posters in stores and other public buildings several weeks prior to National Home Week.
Whatever the style of architecture, every Ro-Way overhead type garage door complements—and compliments—the house itself. See how gracefully those clean, simple Ro-Way lines blend with the lines of the house, accent its beauty, and complete its design.

**NEW TAPER-TITE TRACK—NEW SEAL-A-MATIC HINGES**

Good looks, of course, are only part of the Ro-Way story. New features mean even better performance, smoother operation. The new Ro-Way Taper-Tite Track and exclusive new Seal-A-Matic Hinges* work together to hold the door snugly against side and head jambs for weather-tight protection—yet readily permit smooth, easy up-and-down operation.

Complement your houses—win compliments for yourself—with Ro-Way doors for residential installations.

*Taper-Tite track and Seal-A-Matic hinges are available on most residential Ro-Way doors, and on some models of commercial and industrial doors.
SEE the WINNER!

See NATIONAL HOMES' exciting new display at the Home Builders Show. See a preview of our thrilling color movie, "Homes Unlimited." See how National Homes has won and held the leadership in home production through finer quality, styling, variety, value!

SELL the WINNER!

Today there are TWO big opportunities for builders:
1—the wage-earner demand for lower priced homes;
2—the continuing demand for de luxe homes—with as many as four bedrooms and two baths—without extravagant cost.

*Only NATIONAL enables you to cultivate this "dual market."* National wins in both fields, with the greatest variety of designs and sizes offered by any producer of homes. In 1952, sell SUCCESS—sell NATIONAL.

National Homes prefabricated panels and structural parts are commended by Parents' Magazine as advertised therein.
Briggs announces a complete new line of porcelain enameled formed steel bathtubs and lavatories—new in design, new in styling, new in many important ways! Sweeping new contours of the spacious Briggs Beautyware tubs taper off at the ends of the front panel to a vertical edge, eliminating any need to cut and fit adjoining wall tile. For added comfort, tubs are built with a sloping back rest. Such famous features as the Safety Bottom and integral lip flange are, of course, retained.

Reflecting quality in every detail, the new lavatories have been deepened for greater water capacity, beautified with a wider front apron, and provided with increased shelf space for toiletries. Like all Briggs Beautyware, the new fixtures are produced only in the finest stain-proof, acid-resistant grade—the perfect complement to Briggs’ famous line of vitreous china ware. Colors include Sandstone, Sea Green, Sky Blue, Ivory and White.

BRIGGS MANUFACTURING COMPANY  •  3001 MILLER AVENUE  •  DETROIT 11, MICHIGAN
Point by point, TRULINE doors are so far superior to ordinary interior residence doors that they are fast becoming a "must" in all new home construction. Don't buy any door until you have the complete TRULINE story. Designed and developed to enhance the livability—and sale-ability—of any house. Also available for commercial and industrial building.

Now in volume production—deliveries guaranteed.
Department Store Cafeteria
INSTALLS

Miracle Walls by Tylac
for Beauty, Permanence and Economy


MORE SATISFACTION FOR USERS—PROFITS FOR JOBBERS and DEALERS

Yes, Miracle Walls by Tylac are the most wanted panels for home wall decorating, but—don't let your sales stop there. You'll find a practically unlimited sales field in retail stores, hotels, hospitals, theatres, offices — wherever there's a need for new and modern interior wall and ceiling decorating — Miracle Walls by Tylac will cover those walls Beautifully, Permanently and Economically.

Miracle Walls by Tylac are Hi-baked — under high temperatures, resulting in smooth, lustrous surfaces that will not crack, craze or peel — that retain their color charm — keep their original newness by wiping with a damp cloth.

Profit wise dealers, everywhere, are switching to Miracle Walls by Tylac — there's greater satisfaction in every Tylac sale — which builds greater profits for you. Why not join the ranks of satisfied Tylac Dealers.

Contact your Tylac Jobber or write us for our liberal sales plan and many advertising and dealer helps.

Tylac Company Monticello, Illinois
Pioneers in the Prefinished Wall Panel Industry

JANUARY, 1952
UNI-FORMS... "TOPS" in CONCRETE FORMING

Concrete Houses
Concrete Apartment Buildings.

UNI-FORMS... the concrete forming system... can help you profit from the growing trend to all-concrete construction of residences, apartment buildings and industrial structures. UNI-FORMS give you forming speed—economy—production line efficiency—maximum utility and BIG savings in time, labor and lumber on ANY concrete forming job.

Universal's Engineering Department can help you plan, estimate and build concrete structures of any type. Your inquiry is invited. There is no obligation. Write for the UNI-FORM Catalog today.

Universal FORM CLAMP CO.
Concrete Form Specialists Since 1912

General Offices and Factory • 1236-38 NORTH KOSTNER • CHICAGO 51, ILLINOIS • CAPITOL 7-1600

Branch Offices and Warehouses:

• SAN LEANDRO, CAL., 2051-9 Williams St.
• DALLAS, TEXAS, 2310 Ramsey St.
• HOUSTON, TEXAS, 2314 Preston Ave.
• EUCLID, OHIO, 24901 Lakeland Blvd.
• NEW YORK, N. Y., 51 E. 42nd St.

• BALTIMORE, MD., 661 S. Monroe St.
• SWAMPSCOTT, MASS., 51 Barnstable St.
• HATO REY, PUERTO RICO, Ave. Munoz Rivera 84—Stop 275

Service Wherever You Build...Coast-to-Coast
It costs money
to install door openings

Protect your investment by using good doors...
Roddiscraft Housemart 7-Ply Flush Veneered Doors

It's false economy to put good materials and costly labor into framing an opening — then close it with an inferior door. For satisfaction that lasts get Roddiscraft Housemart Doors — the 7-ply hollow core flush veneered door.

7 ply gives the full strength of plywood construction. Your investment in openings will be insured by a door that stays straight and true — that will not stick once properly trimmed and fitted. Roddiscraft Housemart Doors will save you the cost and trouble of refitting and hanging.

For quality at modest cost — order Roddiscraft Housemart Doors from your dealer or millwork house — look for the solid color dowel.
Home Builders Exchange

UNPRECEDENTED in the building industry was the series of "Trade Secret" meetings called by NAHB President W. P. "Bill" Atkinson in October and November.

Builders from the south, west, and central U.S. met on two occasions at Atkinson's ranch in Midwest City, Oklahoma. Results of the third meeting held in Washington, D.C., were too late to be included in this article. Developments there will be discussed in the February issue.

MARKET ANALYSIS . . . was pointed-up by R. G. Hughes, Pampa, Texas. He said that before a builder invests heavily he ought to know if the land and house have a market; savings can result if the builder stays under the softening point of the market. Hughes uses all available informative methods to gain market analysis information.

LAND ACQUISITION . . . program of Earl Smith, Berkeley, California, offers protection for the builder. For instance, Smith will agree to purchase 400 acres and take possession of 100 acre tracts every three months. He will pay for the land as he receives it, paying more for the first two tracts and less percentage-wise for the last two. If market conditions take an adverse turn he isn't caught. Both buyer and seller approve of this method. Seller likes the income tax savings.

LAND PLANNING . . . Supersize blocks, where less road and curb construction are necessary can mean savings. New dimensions for lots was one of the recommendations of Dave Slipper's of the Fritz Burns Organization, Los Angeles. The modern ranch-style house needs more land with wise but not depth-wise. It was felt that a 100-foot depth was sufficient.

CARE IN DESIGN . . . can present one of the greatest savings factors, according to O. J. Olson, Phoenix, Arizona. Builder and architect develop designs for use with standard sized materials. Al LaPierre, of Seattle, Washington also related the value of careful house planning. His carpenters follow the plans. Deviation costs him money.

DESIGN . . . must include more than a difference in elevations, according to Albert Balch, Seattle builder. Balch uses many architects so that his projects have vast architectural treatment. To make sales: many people must become dissatisfied with their old house, believed many builders. Extras such as bird houses, trellises, etc., were not included. This elimination saved money. Both Frank Burns of Denver, Colorado, and Al LaPierre believed in eliminating the "Apple Crappel." (LaPierre's term for bird houses, etc.)

FRAMING . . . costs were reduced by the use of jigs, site fabrication, prefabrication, or tilt-up construction.
JIM BURKE, San Antonio, Texas, builder tells first "Trade Secret" at conference

Trade Secrets

FOUNDATION . . . was simplified by using an 8-inch trencher and pouring the concrete into the trench. Labor and material were saved in the forming expense. Rodney Lockwood, Detroit builder, had the trencher designed for this use. A floating slab that used less steel was advocated by C. W. Smith of Southwest Research Institute.

ROOF CONSTRUCTION . . .
low pitched roofs seem to be in public demand. This type of roof also saves labor and materials. A new triangular soffit used by Andy Place of South Bend, Indiana saves both material and labor. (See picture above) Conventional roof framing methods are used for the added storage facilities they offer. E. J. Burke of San Antonio, Texas found that six men could sheath a roof cheaper than two men.

INTERIORS . . . that cost more, sell houses faster. Built-ins, larger kitchen areas, good circulation between rooms, greater storage areas, larger mirror surfaces in the bath, and breakfast nooks are requirements of the housewife. Alan Brockbank, Salt Lake City, thought the trend was toward open beam ceilings.

HEATING . . . costs were reduced and considerable savings in metal were accomplished by Rodney Lockwood, Detroit builder. Lockwood uses a crawl space plenum system. He builds with an insulated crawl space of 18 inches. A counter flow heating unit forces warm air into the under floor area. Heat enters the house through floor registers. Care must be exercised in keeping the crawl space dry.

ELECTRICAL . . . savings of critical copper can be realized with the use of low voltage wiring.

PLUMBING . . . savings result from back-up plumbing fixtures. Pipe lengths are held to a minimum. Place of South Bend had a special stack manufactured so that 1½ baths and kitchen can use the same unit.

LANDSCAPING . . . seems to be a trend that keeps building projects looking new. Most builders felt that it was good public relations for the builder. Good looking older projects help sell new ones. Large quantity buying of shrubs reduced landscaping costs. Tom Poore, Midwest City, Oklahoma builder will sell ½ acre house and lot. Lot will include planted orchard and diagram for garden. Poore will have soil tested and instructions printed for farming the ½ acre.

EXTRAS . . . sold by the builder pointed up a fair share of extra revenue. The Crawford Corporation building in New Orleans, Louisiana, sold a good percentage of garages, carperts, porches, tiling, wood floors, snack bars, kitchen exhaust hoods, and appliances.

FINANCING . . . must be found by the builder. It was felt more mortgage money would be available in 1952. G.I. loans however, would still be scarce. Al LaPierre, Seattle builder, thought that houses should be tailored to the mortgage pattern. Frank Burns of Denver believed there should be better relations between the builder and the mortgage banker. He also felt the builder should send a copy of his yearly financial report to the banker.

POWER MACHINERY . . . was used by most builders to reduce costs. Carrol and Hetcheson in the next two weeks the builder does not have to replace it. The arbitrator and the new owner checked the tub and found it in perfect condition.
PART 5  A report covering architects' comments on Modular Coordination and some recent modular projects, by the American Builder's Modular Reporter, Lee Frankl.

Modular Coordination is the basic means by which all segments of the building industry can work together to assure successful economical building. Modular design, teamed with modular materials and modular construction results in a better building at lower cost.

The manufacturer who changes to modular dimensions on existing material, or develops new modular material, must be sure that his product relates economically to the entire building and to modular planning.

The contractor needs accurate modular details to build economically. Plans for small homes often lack details. The contractor then 'engineers' the design. Too often his engineering is questioned by the architect and or the owner. This often means costly changes which can be avoided by good detailing and the use of modular controlled construction methods.

Recently, a few architects were asked for comments on modular design. Excerpts from some of their answers follow.

"...I feel that the correct use of modular design: 1. Simplifies the layout and production of working drawings. 2. Simplifies the layout of construction. 3. Coordinates the plan with elevations and vice versa. 4. Organizes and simplifies plans and elevations. 5. Effects economies because of savings in material and labor."

"I like the system very much...for the eccentric designer, it teaches him orderliness...for the open-minded designer, it is very appealing...modular adherence tends to bring out simpler or more orderly planning. The system produces better framing, constructionwise and lookwise."

"A modular system permits much closer ordering of material on the part of the contractor."

"We really feel that there could be greater economies with the modular system in small house work."

For the past two years William Demarest, Jr., Modular Coordination Secretary for the AIA, has talked at AIA chapter meetings throughout the country. He has influenced many architects to evaluate, and then to use the modular system. No drafting room that has given the system an adequate trial has gone back to the nonmodular system.

Among the many modular jobs
completed recently are the new hangars at the New York International Airport; 30 modular frame houses designed by the Small Homes Council of the University of Illinois for its faculty members; and the new National Biscuit Bakery in Houston, Texas.

Sargent, Webster, Crenshaw & Folley, architects for Salt City Homes, a state housing project in Syracuse, New York, wanted proof as to comparative costs of modular and nonmodular construction. Two sets of blueprints, one modular and one nonmodular, were sent to each bidder. In each case a lower bid was submitted for the modular design. The successful bidder's estimate was $8,000 higher for the nonmodular job.

Lawrence and Dykes, architects, have designed several modular school buildings. Mr. Dykes said, "I am convinced it (Modular Coordination) saves time and, therefore, money. It is impossible for Modular Coordination to add any cost to a job, because it merely involves using standard-size units."

The masonry superintendent of the Wells School said he would rather work on a modular job than any other.

William A. Johnson, architect of Everett, Washington, in a letter to William Demarest, wrote, "The value of Modular Coordination seems pretty obvious to us, particularly from the standpoint of economy. . . . As we see it, Modular Coordination is something that benefits everyone, right from the working drawings to the completed building. . . . By coordination with standardized and stock units, it obviously permits quicker and more economical assemblies than nonmodular units where wasteful cutting and fitting is required. Modular Coordination has worked very well for us. We have cut building costs considerably."

Air view of new Nabisco Bakery, Houston, Texas.
Salt City Homes, a New York State Housing Project, Syracuse, N.Y. Sargent, Webster, Crenshaw & Folley, Architects, A.I.A.
New York International Airport, from NEWS plane, by Gordon Ryders.
In the next issue we will discuss one architect's experiences in modular design and field supervision of modular construction.

Standardization of construction and flexibility of design have been achieved in this house through the system of Unit Planning developed by the Small Homes Council of the University of Illinois. The units have been selected from "Contemporary Houses Developed From Room Units," a Small Homes Council publication.

Plans for 45 units were designed, each with an alternate plan, to meet the various needs of the homeowner. They fall into the following categories: living-dining, bedroom-bath, bedroom, extra rooms, work areas, expansion units, and garages.

In this house, living-dining unit LD3, extra room unit X3, work area unit W2, bedroom-bath unit SB10 were combined under a trussed roof. The length was increased 2'-8" by adding 1'-4" to units SB10, X3 and W2.

The total house area is 1278 square feet; garage area 296 square feet; screened porch area 152 square feet.
# Quantity List of Materials

For American Builder Blueprint House No. AB 175

University of Illinois

## General Information

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>House - Type</td>
<td>1,230 sq. ft.</td>
</tr>
<tr>
<td>Area</td>
<td>1,230 sq. ft.</td>
</tr>
<tr>
<td>Cube Height taken for cube was 13 feet</td>
<td>16,000 cu. ft.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garage - Area</td>
<td>340 sq. ft.</td>
</tr>
<tr>
<td>Cube Height taken for cube was 12 feet</td>
<td>4,080 cu. ft.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Porch - Area</td>
<td>96 sq. ft.</td>
</tr>
</tbody>
</table>

## Excavating

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trench for foundation</td>
<td>120 lin. ft.</td>
</tr>
<tr>
<td>Chimney and Column Footings</td>
<td>150 cu. ft.</td>
</tr>
<tr>
<td>Excavation for Basement</td>
<td>No basement</td>
</tr>
</tbody>
</table>

## Cement Work

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundations</td>
<td>600 cu. ft.</td>
</tr>
<tr>
<td>Concrete Work</td>
<td>896 ft. walls plus 1300 sq. ft. 4 in. floor slab and 90 sq. ft. stoop 4 in. thick</td>
</tr>
<tr>
<td>Thickness</td>
<td>8 in. walls - 4 in. floor</td>
</tr>
<tr>
<td>Anchor Bolts</td>
<td>39 - 1/2&quot; x 12&quot;</td>
</tr>
<tr>
<td>Miscellaneous 4 - 8&quot; x 8&quot; x 4&quot; piers in breezeway</td>
<td>440 L.F. of 1/2&quot; reinf. rods</td>
</tr>
</tbody>
</table>

## Masonry

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type</td>
<td>Brick</td>
</tr>
<tr>
<td>Chimney Wall</td>
<td>280 cu. ft.</td>
</tr>
<tr>
<td>Flue Lining</td>
<td>54 L.F. 10&quot; round stone</td>
</tr>
</tbody>
</table>

## Millwork

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Windows - Type</td>
<td>See list on plan</td>
</tr>
<tr>
<td>Windows glazed including trim</td>
<td>See list on plan</td>
</tr>
</tbody>
</table>
| Exterior Doors                  | 2 - 2' 6" x 6' 8"
|                                 | 2 - 2' x 6' 8" |
| Garage Door                     | 1 - 8' x 7' |
| Exterior Millwork               | 8 rectangular louvers |
|                                 | 2 peak louvers |
| Interior Doors including jams and trim | 2 - 2' 4" x 6' 8"
| Sliding doors                   | 1 - 2' 2" x 6' 8"

## Hinged doors

- 3 - 2' 6" x 6' 8"
- 2 - 2' 4" x 6' 8"

## Miscellaneous Millwork

- 4 wardrobe cases, kitchen cases and kitchen bar linen cases

## Millwork

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation Plates</td>
<td>250 lin. ft. of 2x4</td>
</tr>
<tr>
<td>Studding and Plates</td>
<td>250 lin. ft. of 4&quot; x 4&quot; plate</td>
</tr>
<tr>
<td></td>
<td>250 pcs. 2&quot; - 4&quot; x 8&quot;</td>
</tr>
<tr>
<td>Roof Trusses</td>
<td>29 Trusses - 24 ft. Span</td>
</tr>
<tr>
<td></td>
<td>19 - 2x4 - 18&quot;</td>
</tr>
<tr>
<td></td>
<td>19 - 2x4 - 16&quot;</td>
</tr>
<tr>
<td></td>
<td>750 lin. ft. 1&quot; x 6&quot;</td>
</tr>
<tr>
<td></td>
<td>100 lin. ft. 2&quot; x 4&quot;</td>
</tr>
<tr>
<td>Garage and Breezeway</td>
<td>1 Roof - 15 Trusses - 23 ft. Span</td>
</tr>
<tr>
<td></td>
<td>76 lin. ft. 1x4</td>
</tr>
<tr>
<td></td>
<td>30 - 2x4 - 14</td>
</tr>
<tr>
<td></td>
<td>240 lin. ft. 1&quot; x 6&quot;</td>
</tr>
<tr>
<td></td>
<td>80 lin. ft. 1&quot; x 4&quot;</td>
</tr>
<tr>
<td>Subfloor</td>
<td>Stone fill for slab</td>
</tr>
<tr>
<td>Roof Sheathing</td>
<td>2,780 sq. ft.</td>
</tr>
<tr>
<td>Wall Sheathing</td>
<td>1,700 sq. ft. &quot;sheathing exterior&quot;</td>
</tr>
<tr>
<td>Side Wall Materials</td>
<td>1,700 sq. ft. of 1/4 in. exterior plywood</td>
</tr>
<tr>
<td>Exterior Material</td>
<td></td>
</tr>
<tr>
<td>Soffits</td>
<td>L.F. 30&quot; wide x 1/8&quot; thick exterior plywood</td>
</tr>
<tr>
<td></td>
<td>260 sq. ft. 1/8&quot; ext. grd. plywood</td>
</tr>
<tr>
<td>Gables</td>
<td>100 sq. ft. 1/8&quot; ext. grd. plywood</td>
</tr>
<tr>
<td>Porches</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3000 sq. ft. regd.</td>
</tr>
</tbody>
</table>

## Rain Conduction

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flashing</td>
<td>At chimney</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>Termite shield</td>
</tr>
</tbody>
</table>

## Roofing

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type: Asphalt shingles</td>
<td>Area: 28 squares</td>
</tr>
</tbody>
</table>

## Interior Walls

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area to be covered</td>
<td>4,200 sq. ft.</td>
</tr>
</tbody>
</table>

* This quantity list will be subject to variation depending on the common practices in various sections and municipalities of the country, the techniques of individual builders, the types of materials available locally and cost factors. The list published here is a suggested one, complete enough so that it can be used in arriving at a reasonably accurate estimate of the quantities and cost of materials that will be required to complete the structure. It was prepared by experts at the Edward Hines Lumber Co., Chicago.*
STRIKINGLY DESIGNED automobile showroom, located at busy street intersection, is patterned to capture the attention of passing motorists.

**This Auto Showroom Commands Attention**

**Builder**
Clark Smith, Los Angeles, Calif.

**Architect**
Lewis E. Wilson, Los Angeles, Calif.

PLAN shows an open effect on four sides of showroom with stone veneer facing for office area. Night view (right) shows brilliantly lighted ceiling effect supplemented with spotlights.
AN ELEMENT of showmanship, as well as good taste and refinement, is reflected in the design of a new Lincoln-Mercury automobile showroom recently completed in Los Angeles, Calif. Located at the intersection of two important thoroughfares, the building was designed to capture the attention of passing motorists.

The outstanding structural and design features are two immense laminated wood trusses that start at floor line and extend through the roof to form a perfect arch above. Metal hanger rods spaced approximately 5 feet 10 inches apart are suspended from trusses to form a pattern of steel rafters at the roof line. On top of each steel rafter are bolted 3 x 6-inch wood nailer blocks which receive the 2-inch-thick diagonal roof sheathing. In this manner the showroom is left clear of all supporting members except for the lower portion of the trusses.

Lateral support for the upper portion of the trusses is provided by horizontal steel bracing. This bracing is enclosed to form the "Lincoln" portion of the Lincoln-Mercury neon sign.

The method of roof framing employed permits the unobstructed use of floor to ceiling glass areas. Glass is divided into equal panels by narrow vertical mullions, except for an occasional pipe column at glass line for added rigidity. This open effect is
SHOWROOM has glass enclosed planting area adjoining stone wall of office. Wood truss is in foreground. Below: Outline elevations of north and west walls

further enhanced by the plaster roof sofit and fascia which are literally a continuation of the inside plaster ceiling, and the stone veneered walls enclosing two sides of the office portion of building.

Planting areas are used extensively around the exterior walls and the interior of the showroom. The exterior planting areas extend along both street fronts and the adjoining courtyard in depths ranging from three to 20 feet.

A planting area is provided alongside the entire length of one stone veneered wall which encloses the office portion. This is made by having the concrete floor formed in an irregular wavy line at varying depths away from the face of wall. Shrubs are placed in ground which is level with concrete floor. A portion of this planting area at intersection of stone veneered walls is enclosed in glass from floor to ceiling but open to sky above. Palm trees and shrubs are planted here. A large number of recessed electric outlets forming a regular pattern across the ceiling surface, plus spotlights on walls and floor, make the display at night even more attractive than during the day.
SECTIONAL DETAILS of windows. Refer to elevations for location of sections.

JANUARY, 1952
BROAD FORECOURT provides easy access to garage which has a prominent position in relation to design of house

**Much Attention Given to Detail in This House**

** Builders **
Fett and Gillett, Los Angeles, Calif.

** Designers **
McDonald Drafting Service, Los Angeles, Calif.

** BRAND NAME PRODUCTS USED **

- House of Hospitality bath unit
- Kwisket locks
- Mercury switches
- Minneapolis-Honeywell heating controls
- National water heater
- Nu-Tone electric fan
- PrimoLine incinerators
- Utility forced air furnace
- Waste King Pulverator

---

IN the design and building of this house, a great deal of stress is laid upon the assembly of a group of individual details that add character and appeal to the exterior appearance. Details include window blinds, sunshade, diamond pattern window muntins, curved wall and post brackets, wall brackets and shelves for plant pots, garage roof vent and weather vane, splayed roof projection for gable ends, octagon window, bird house mail box and rails.

Interior details include an 8x8-inch recess on two sides of living room ceiling for drape rods, African mahogany planting box with five lengths of ribbed glass extending from box to ceiling. Tops of closets are vented for circulation; shelves in all closets have edges finished with a half round mould for better appearance. Lights in all closets. All door stops are cut off at an angle two inches above floor to eliminate dirt pockets. All linen closets have pull-out boards. Master bedroom has cedar closet and full mirror on door. Den has plank and pegged floors with African mahogany wainscot. "Clipped" ceilings are used in den, rear bedroom, front porch and garage to give the house a low appearance.

This is the twelfth house of this type that Fett & Gillett have erected in the Los Angeles area. It is listed for sale at $22,000.
AB12393—RADIAL SAW—Skilaw, Inc., Dept. AB, 5033 Elston Ave., Chicago 30, Ill. A new semi-automatic radial saw, Model 450, which is a complete woodworking shop incorporated in one performance-graded unit. The most difficult cuts can be made easily and accurately. The saw is available with either manual or magnetic controls, and is made in a variety of voltage, horsepower and motor cycle specifications with either 14-inch or 16-inch blades. Requires floor space of 4½ by 6 feet and weighs 475 pounds. Booth 29-30, Stevens

AB12349—TRUSSED RAFTERS—Timber Engineering Company, Dept. AB, 1319 Eighteenth Street, N.W., Washington 6, D.C. Workmen in the photograph demonstrate the ease of assembly of clear span trussed rafters with Tecno split ring connectors. Utilizing the advantages of lapped joints, spans up to 32 feet are designed with 2½ x 5 and 3 x 4½, spaced 24 inches on center, requiring only four pairs of basic pieces. Provide clear spans not only in residential construction, but also in public buildings. Booth 33-34, Stevens

AB12399—LAVATORIES FOR BUILDING-IN—Kohler Co., Dept. AB, Kohler, Wis. The Tubs are available—snow white or "Light Ivory." The 12x24-inch size has been added to the Temlok line, and is available—snow white and "Light Ivory." The 12x24-inch tile is coveted for its decorative appearance and is 1¼ inches thick. The new shade is offered on all sizes of Temlok, except Perforated Temlok. This addition, two colors will be available—snow white and "Light Ivory." The 12x24-inch tile is centered to simulate two 12x12 tiles and offers the advantage of speedier installation. Insulates against heat and cold and absorbs sound. Booth 31, Stevens

AB12800—STEEL WINDOW BUCK—Kewanee Mfg. Co., Dept. AB, Kewanee, Ill. For installing basement windows in poured concrete foundations, this buck produces a clean finish around the window, eliminating leaky mortar joints at sill and jamb, installs every window frame square and true. Photograph shows buck open, with window frame inserted. Buck is then closed and tightened with wing nuts, being then ready to be fastened to form wall. Buck is stripped off when forms are wrecked. Booth 216, Stevens

AB12100—INTERIOR FINISH TILE—Armstrong Cork Co., Dept. AB, Lancaster, Pa. A pure white shade called "Snow White," and a new 12x24-inch size have been added to the Temlok wood fiber tile line. The new shade will be offered on all sizes of Temlok, except Perforated Temlok. With this addition, two colors will be available—snow white and "Light Ivory." The 12x24-inch tile is coveted for its decorative appearance and is 1¼ inches thick. The new shade is offered on all sizes of Temlok, except Perforated Temlok. With this addition, two colors will be available—snow white and "Light Ivory." The 12x24-inch tile is centered to simulate two 12x12 tiles and offers the advantage of speedier installation. Insulates against heat and cold and absorbs sound. Booth 31, Stevens

AB13408—PLASTIC KITCHEN COUNTER—General Electric, Chemical Division, Dept. AB, Pittsfield, Mass. A seamless one-piece plastic kitchen counter top that requires no metal trim and has the backsplash and front edge molded as an integral part of the surface is labeled the G-E Monolok. It is constructed of G-E Textolite decorated laminated plastics. Measuring 3½ inch thick, the top is self-supporting and does not require plywood bottom for rigidity. Is marketed in 6-foot lengths, 35 inches wide, and in five colors. Booth 102-117, Stevens
FUNCTIONAL DESIGN at Work

Builder
Vita Houses Inc.,
New York, N.Y.

Designer
Lawrence Vita,
New York, N.Y.

Heat unit on roof, automatic window operation, and insulating glass wall are among attractive features of this unique Vita House.

Several modern innovations incorporated in this house, designed and constructed by Lawrence Vita, make it unique in living conveniences and construction economy. The cellar, attic and chimney have been eliminated because the builder-designer maintains they are obsolete and unnecessary components in today's properly designed homes.

This three-bedroom home has a foundation and slab poured over compacted fill, from a mixture of cement and Vita-crete aggregate. By the use of this mixture, developed by Vita Construction Company for its own use, thousands of air spaces between the individual pieces of Vita-crete aggregate have eliminated the capillary action which often causes dampness in the conventional concrete floor.

Roof rafters are pre-cut and marked.

CLOSETS have metal sliding doors

CLOSING PLATE is installed and concealed in housing on the roof. Insulated joints form forced warm air supply ducts.

MANUALLY CONTROLLED sliding window, partially opened, showing screen attached to right edge of window.

CORRUGATED translucent plastic sheeting was used for porch ceiling.

HEAT UNIT is installed and concealed in housing on the roof. Insulated joints form forced warm air supply ducts.

ROOF CONSTRUCTION is 2 x 10 inch joists 12-inches on center. Heating unit is shown installed on roof.

AMERICAN BUILDER
and placed on top of the walls directly from the truck. A finish is applied directly to the exterior of the cinder block walls by high pressure spraying with waterproof marble dust compound stucco. This stucco penetrates deeply into the cinder block for a permanent, waterproof exterior finish.

A forced warm air heating unit is installed on the roof and the main warm air supply ducts are constructed by lining 2 x 10 roof joists with asbestos board. The specific beams which are lined are installed 16 inches O.C. All other roof beams are 12 inches O.C. Seven ducts feed registers at ceiling level in the walls of the various rooms. A 12-inch diameter sheet metal cold air return main supply is imbedded in the slab floor, with cold air pick up registers in various rooms and a return duct coming up in the wall to the underside of the heating unit. Due to the manner in which the heating is supplied, no chimney is necessary; however, a false chimney is supplied by the builder if the buyer prefers.

Water-Cooled Roof

The roof is flat, with raised roof edges finished off with aluminum cap. A two-inch-thick built-up roof is installed over 25/32 insulation sheathing nailed to the 2 x 10 beams which are installed level. Three interior roof drains eliminate the need for gutters and external down spouts. A one-half inch water supply line leads to the roof to permit flooding the roof in the hot summer months. This helps cool the living areas of the home through breathers installed in the ceilings.

Automatic Window Controls

One end of the living room has an 8 foot 5 inch by 6 foot dual thickness, insulating glass window, which, by the flick of an electric control wall switch, slides down into a floor recess. The upper edge of this window draws copper screening into the window opening for clean, insect-proof ventilation. The motor controlling this operation is concealed in the valance of the window unit.

On the opposite end of the living room is an 8 foot 5 inch by 6 foot 8 inch, automatically controlled glass wall. The same type of electrical operation prevails here, permitting the summer use of the porch as a part of the living room. Insulated aluminum sliding windows are used in the balance of the house. These windows slide horizontally in manual action, and are attached to screening which rolls back into the wall when the windows are closed. This eliminates the cost and maintenance of separate storm windows and screens.
Material variation on front wall offers good background for color treatment

FRONT COVER HOUSE

Builder
A. J. Erickson Co.,
Downers Grove, Ill.

Architect
Pluhar Joseph Jr.,
Downers Grove, Ill.

This month's front cover house is a typical midwestern type, designed to provide the greatest amount of living area for a minimum of cost.

Placed on a lot 60 feet wide, with the broadside of the house toward the street, the design emphasis is applied primarily to the one exposure. On this wall a change of pace is accomplished by varying the type of exterior surface material with a lavish use of color. The other walls of the house are surfaced with asbestos shingles.

The house which contains five rooms, bath, attached garage and large all-purpose room, has a total of 1356 square feet including garage. Sale price of house is $16,500.

BRAND NAMES PRODUCTS USED
American kitchen cabinets
Armstrong asphalt tile
Balsam Wool insulation
Crawford garage door
Insulite Bildrite sheathing
Nu Tone door chimes
Rezo doors
R.O.W. windows
Schlage hardware
Sherwin-Williams paints
American-Standard plumbing fixtures
U.S. Gypsum lath

Large all-purpose room adjoining the kitchen is the feature unit of this plan
A13376—LAVATORIES—Briggs Manufacturing Co., Dept. AB, 3001 Miller Ave., Detroit 11, Mich. Six new steel porcelain enameled lavatories in the Briggs Beautyware line are available in sea green, sky blue, sandstone and ivory, in addition to sparkling white. They are made of the finest stainproof acid-resisting grade and feature functional styling and emphasis on beauty. Deeper bowls and new wider front aprons, as well as increased shelf space for toiletries, are among the new features. Booth 104 05 06, Stevens.

A12378—BASEBOARD HEATING—Warren Webster and Co., Dept. AB, Camden 5, N. J. Webster Baseboard Heating has 1/2-inch copper tubing with copper fins. One standard bracket supports heating element, positions metal moulding, and supports enclosure front. Enclosure is 18 gauge steel with trim pieces to cover joints. Metal moulding incorporates sponge rubber seal-gasket to reduce possibility of wall streaking. Webster design combines radiant and convecting heating. Heat rays strike floor along full length of wall. Booth 44, Stevens.

A12376—REMOVABLE WOOD WINDOWS—O. W. Sales Co., Dept. AB, Royal Oak, Mich. Two of the sash guides float on steel springs recessed, providing a pressure firm enough to hold the window in any position, yet easy enough to permit shifting the window up or down. Both sash are quickly removable without removing stops or other parts. Factory fitted and assembled, these windows are completely weather-stripped, won't stick or rattle. They meet FHA and building code requirements. Booth 81, Stevens.

A12374—FLUSH DOORS—The Mengel Co., Dept. AB, Louisville 1, Ky. Every Mengel flush door—hollow-core or solid-core—has dovetail wedged-locked joints at all four corners. This fine cabinet-maker’s construction produces stronger and more stable doors. The line emphasizes extra durability, extra eye-appeal. Mengel also makes “Mengelbond,” a low-priced utility hardwood plywood, 1/4 inches thick, which is ideal for natural finishes. It is produced from White Tupelo Gum. Booth 139-140, Stevens.

A12380—LUMITE SCREENING—Chicopee Mfg. Corp. of Georgia, Dept. AB, 40 Worth St., New York 13, N. Y. Lumite woven saran screening is used in this new house in Dobbs Ferry, N. Y. Highly resistant to damage and abuse, Lumite screen has high resiliency, is rust-proof and stain-proof. It does not need protective painting. It is also non-inflammable. The shade of the screening in this house is dark green, harmonizing with the greenish-brown exterior of the house, and can be left as the year round if desired. Booth 45, Stevens.

A12385—PLYWOOD WALL FORMS—Symons Clamp and Mfg. Co., Dept. AB, 43-49 Diversey Ave., Chicago 39. These plywood forms are backed with steel ribs permitting the use of no trowel. Symons hardware and ties are used by which the panels and trowel ties are spread, tied and locked in one operation. Another feature is a steel outside corner. The forms can be used 50 to 100 times. Booth 12 Stevens.

A12394—WATERPROOF PAPER—The Sisalkraft Co., Dept. AB, 205 W. Wacker Drive, Chicago 6, III. Sisalkraft tough waterproof paper is used as a protective aid during the period when freshly poured concrete is curing. Laid directly on the subfloor, it prevents the concrete from forming “fingers” which would draw up moisture from the subfloor. The paper is also used on top of the slab as a moisture protector. It comes in rolls 13 feet wide by 75 feet long, and in custom widths up to 261/2 feet. Can be re-used. Booth 192, Stevens.

A12390—REMOVABLE WOOD WINDOWS—The Mengel Co., Dept. AB, Louisville 1, Ky. Every Mengel flush door—hollow-core or solid-core—has dovetail wedged-locked joints at all four corners. This fine cabinet-maker’s construction produces stronger and more stable doors. The line emphasizes extra durability, extra eye-appeal. Mengel also makes “Mengelbond,” a low-priced utility hardwood plywood, 1/4 inches thick, which is ideal for natural finishes. It is produced from White Tupelo Gum. Booth 139-140, Stevens.

AB12394—WATERPROOF PAPER FOR CONCRETE—The Sisalkraft Co., Dept. AB, 205 W. Wacker Drive, Chicago 6, III. Sisalkraft tough waterproof paper is used as a protective aid during the period when freshly poured concrete is curing. Laid directly on the subfloor, it prevents the concrete from forming “fingers” which would draw up moisture from the subfloor. The paper is also used on top of the slab as a moisture protector. It comes in rolls 13 feet wide by 75 feet long, and in custom widths up to 261/2 feet. Can be re-used. Booth 192, Stevens.

A12460—FABRICATED HOUSES—Lumber Engineering Co., Dept. AB, 7746 Greenfield Rd., Dearborn, Mich. Known as the ’Modern Homes’ line of prefabricated houses, a two bedroom model, “The Melody” is shown above. The line includes models in $6500 to $15,000 brackets, all employing standard construction methods and materials such as 8-inch bevel cedar siding, lath and plaster, drywall or paneled interior walls, 1-1/2 inch birch flush floors. Youngstown Kitchen equipment and blanket insulation. With or without basements. Booth 21, Congress.

A12385—PLYWOOD WALL FORMS—Symons Clamp and Mfg. Co., Dept. AB, 43-49 Diversey Ave., Chicago 39. These plywood forms are backed with steel ribs permitting the use of no trowel. Symons hardware and ties are used by which the panels and trowel ties are spread, tied and locked in one operation. Another feature is a steel outside corner. The forms can be used 50 to 100 times. Booth 12 Stevens.

JANUARY, 1952
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.
Impossible situation? No, it's just the problem cement users face when using air entrained concrete.

All air entraining cements are standardized by Federal and A.S.T.M. specifications. For many jobs these cements are adequate. They produce a concrete with all the excellent qualities resulting from properly entrained air.

But air entraining cements lack the versatility to be a "cure-all." The local materials used, and the requirements of the locality and the job, are variables that may result in concrete being unsatisfactory when made with standardized air entraining cement.

To avoid a situation like this we recommend the following procedure: Use regular portland cement and add any readily available air entraining agent in the quantity necessary to meet the requirements of your particular job. It's like having your suit tailor made, and it's simple to do.

Always be sure an air entraining cement will do the job. If so, remember you can't buy a better one than Marquette Air Entraining Cement.

If you have any problems or questions on the use and mixing of air entrained concrete, the Marquette Service Engineer will be glad to help and advise you—contact any Marquette office.

Correct air entrainment means a successful job (see slab on left). Too little or too much can be as disastrous as none at all (see slab on right).

Marquette Cement Manufacturing Company

SALES OFFICES: Chicago • St. Louis • Memphis • Jackson, Miss. • PLANTS: Oglesby, Ill. • Des Moines, Ia. • Cape Girardeau, Mo. • Nashville, Tenn. • Cowan, Tenn. • Brandon, Miss.

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TWINDOW, Pittsburgh's window with built-in insulation, gives the homes you build that extra measure of value people can see. It helps to create brighter, happier rooms, without sacrificing heating and air-conditioning efficiency. And Twindow "has the edge!"—in the advantages it offers home buyers, as well as in its safe, easy and quick handling. For the exclusive stainless steel frame protects the seal and glass edges and cuts on-the-job installation costs. The cutaway view shows the construction of a Twindow unit which gives it more than twice the insulating value of ordinary single-glazed windows. Forty-seven standard sizes are available to fill almost any need.

OVER THE MANTEL, a Pittsburgh Structural Mirror does a lot to give the living room a lift. It increases the apparent size of the room, gives true reflections of all the color, light and movement. Here's the kind of touch that helps impress on the minds of your prospects the fact that "this home is a good buy."
increase your home sales—
Pittsburgh Glass can help you!

FULL-LENGTH Pittsburgh Door Mirrors, in bedrooms, hallways and at entrances, will please every member of the family. They help you sell your homes more quickly. And their installation involves little time and effort.

EVERYONE recognizes Carrara Glass as the mark of quality. Even a small panel, like the one used here as a stove backing, gives any home a more luxurious look. Ready-built Carrara Glass panels are available also for use as tub recesses in bathrooms. And, of course, you give home buyers the ultimate in gracious living when you cover entire walls and ceilings of bathrooms, powder rooms and kitchens with this beautiful, permanent, sparkling and easily cleaned structural glass. Ten colors are available to satisfy any decorative scheme.

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Build it better with Pittsburgh Glass

See Sweet's Builders Catalog for detailed information on Pittsburgh Plate Glass Company products.

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PITTSBURGH PLATE GLASS COMPANY

JANUARY, 1952
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MOLDED IN ONE PIECE

G E MONOTOP

Now! New sanitary advantages for kitchen work surfaces; no cracks or crevices to collect dirt. Much easier to clean; more beautiful than ever!

G-E Textolite Monotop counter surfaces provide a NEW APPEAL. They are ideal for kitchen counter tops and bathroom vanities.

Available in the popular "Cross Current" pattern (exclusive with General Electric) in five handsome colors.


HOW SYMONS FORMS
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—Easily and Economically

1 Starting at a corner, panels of the outside form are erected. Spreader ties are placed in position and anchored on the same connecting bolt, locking panels together.

2 Inside panels join projecting ties. Forms are aligned and braced with walers.

3 Section showing inside and outside forms ready to pour.

4 To strip wall remove locking wedges and connecting bolts. Pull panels back easily. Break off tie loops with a ½ twist.

RENT, BUY or BUILD YOUR OWN FORMS
Symons Forms may be rented for one month or more. Rentals apply on the purchase price. Hardware and construction information is available for those who prefer to build their own forms. Symons will prepare a form layout and a cost sheet for any type forming job—no obligation. Send a complete set of plans with your request.

JANUARY, 1952
Simply hand-assemble stud and power cartridge, load as a unit in easy-to-open Remington Stud Driver, and close.

Then press loaded Stud Driver firmly against surface, depress safety lever, and pull trigger.

Explosive charge imbeds stud solidly. Open Stud Driver with a twist of the wrist, eject empty shell, load next stud. Whole job takes seconds!

THE RIGHT STUD FOR EVERY JOB

Studs are available in different types to meet the requirements of any specific fastening job. Made of a special, hardened steel alloy, these studs were developed by Remington after exhaustive testing for hardness, strength and profile. Pull-Out resistance is as high as two tons, depending on stud used.

Five different power loads are clearly indicated by colored plastic heel caps. These tough heel caps permit instant assembly of any cartridge with any Remington stud. Easily removed from the stud after driving, the heel cap also protects the thread of the driven stud.

1. Fastening wood sleepers to concrete floor slab.
2. Hanging steel sash and door bucks to concrete and brick.
3. Anchoring stadium, theatre and church seats to concrete or brick.
4. Fastening wood furring strips to concrete for attachment of metal lath.
5. Anchoring wood plates to concrete floors and ceilings for setting partitions.
6. Hanging radiator housings to concrete or brick.

Speeds all these jobs—and many more!
Studs up to 100 Times Faster than Conventional Methods ... and Does it Safely!

NEW CARTRIDGE-POWERED
MODEL 450

LOOK AT ALL THESE FEATURES

COMPACT AND PORTABLE—Weighs only 5 1/2 pounds, ideal for scaffold, ladder, overhead work, inaccessible places. Comfortable to use in any position.

SPEED—One man can set up to 5 studs per minute, as much as 100 times faster than other methods. Sets studs at whatever depth is required up to 2 3/4 inches, depending on material.

ELIMINATES INVESTMENT in outside power—Self-powered. Especially useful in isolated places.

FOUR WAYS SAFE—Plainly visible red dot indicator shows when it’s cocked; safety lever must be depressed before and during squeezing of main trigger; permanently attached safety shield must be compressed against work before Stud Driver will operate. Stud Driver will not operate if tilted at more than a slight angle. Slight recoil. Low noise level.

RUGGED—All working parts of the Stud Driver are made of heat-treated alloy steels, housing of strong, lightweight aluminum that carries no operating stress. Lining of safety shield is a solid block of tough, resilient Du Pont neoprene.

PRICE for Model 450 Remington Stud Driver complete in rugged steel carrying case—only $119.50.

Revolutionary tool fastens steel or wood to concrete or steel in seconds!

Speed construction fastening jobs and cut costs with the amazing new Remington Stud Driver. This lightweight fastening tool easily sets as high as 5 studs per minute. Easy to operate, it needs no outside power source... needs no other equipment!

The Remington Stud Driver is compact, rugged and safe. With one lightning-fast operation, it firmly fastens steel or wood structural pieces and fittings to concrete or steel surfaces.

Test-proved to be the world’s finest and speediest fastening system, the Model 450 Remington Stud Driver is made by Remington Arms Company, Inc., America’s oldest and foremost sporting arms manufacturer. To obtain detailed information on this time- and money-saving tool, and for the name of your nearest distributor, fill out and mail the coupon below.

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I am interested in obtaining descriptive literature on the Model 450 Remington Stud Driver.

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"Electric water heaters are one of my star salesmen."

says Pennsylvania builder SAM RHODES

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Load Bearing Brick and Tile Walls
Brick and tile long have been used as load-bearing walls in all types of construction. Since such construction is in itself load-bearing and needs no accessory supporting frames, such as structural steel, the use of steel is eliminated.

Reinforced Brick and Tile Lintels or Arches
Substantial economies in structural steel can be made by using reinforced brick or tile lintels in place of structural steel angle lintels. For shorter spans and lighter loads, segmental brick arches or ground brick jack arches may be used as lintels, thus eliminating completely the use of either structural or reinforcing steel.

Tile and Concrete Floors
Some floor systems require large amounts of steel for steel bar joists, cellular steel or metal pans. Combination clay tile and concrete floor systems, or precast tile joist floor systems, where available, free this steel for other uses.

Furring with Clay Tile
Where necessary to fur walls, sizable savings in critical metals can be made if tile furring is used in place of metal lath and steel furring channels. Tile furring may be free-standing or attached to the structural wall by one of several recommended methods of anchoring.

WANT MORE INFORMATION? Further information on how BRICK and TILE can help you build and save critical metals is available in our bulletin "CONSERVATION OF CRITICAL MATERIALS." For your FREE copy just drop us a line on your own letterhead. Send your request to Dept. AB-1.

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JANUARY, 1952
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**OIL OR GAS-FIRED:** Pressure oil, vaporizing oil or gas-fired using any common oil or gas. Convertible from oil to gas at any time with no loss in capacity.

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**PACKAGED:** Fully assembled and fire-tested at factory. Fully wired including controls. All wiring and operating parts fully enclosed. Complete furnaces U. L. Listed for oil or gas, A. G. A. Approved for gas.

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- Forrental Village — Chicago (Corbett-Price Company, Inc.)
- Hawthorne Manor — Indianapolis (ARC Construction Co.)
- Hometown — Chicago (J. E. Merrion & Co.)
- Maple Road Village, Artington Village — Indianapolis (Markum Subdivisions, Inc.)
- Miami Hills — South Bend (Plum & Company)
- Mills & Sons' projects in Franklin Park, LaGrange Park, Brookfield — Chicago
- Prospect Meadows — Chicago (Red Seal Homes, Inc.)
- Ridgewood Estates — Detroit (Field Building Company)

**LaGrange Highlands, Westchester — Chicago (Robert Bartlett Building Corp.)**
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Easy to install—Delivered on the job as a compact unit, complete with ceiling shutter and modern metal trim, the Hunter Package Attic Fan is quickly installed in ceiling opening. No suction box to build: no accessories needed. Requires only 17" attic clearance, fits any standard hallway.

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Send copy of "How to Cool for Comfort" to:
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Address..........................
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HUNTER Attic Fans

SEE OUR EXHIBIT AT NAHB SHOW

No. G-27
Display Window

The problem involved with the remodeling of the store front detailed on the opposite page was to make a small window look larger than the 8 foot 2 inch depth that was permitted.

The adjoining stores in the area, which were competitive in nature, made it mandatory that as much space as possible be devoted to show windows. With the total depth of the store only 26 feet, it was necessary to allow at least 18 feet for the interior layout to make this a profitable merchandising store. This left only 8 feet 2 inches for the store front.

To create the effect of a larger store front the following methods were used:
The show window lighting consists of exposed tapered cans on the vestibule ceiling which continue beyond the show window into the selling area of the store. The tapered cans are lacquered white to cause them to stand out prominently against a dark orchid colored ceiling. Although lighting as a rule is not considered as a feature, in this case it was, in order to give the impression of a deeper store front.

The valance above the display window ceiling also continues into the store selling area. The exterior portion of the valance is structural glass in tranquil green color. The interior valance is made of preslwood, painted and scored to resemble the structural glass. The use of plywood in place of glass on the interior valance was primarily an economy measure.

The ceiling of the store interior and vestibule were made the same height, and painted the same color. The ceiling was also projected beyond the building line to help increase the vestibule area. The glass separating the front and interior is set into plaster without any mouldings in order to minimize the separation. Glass is used for transom, sidelights and show window access doors to provide an unobstructed view of the store interior.

The terrazzo floor is red marble chips with white portland cement and color pigment added. The store front mouldings are stock sash, and sill members of Aluminized aluminum.

Besides the exposed window lighting from the vestibule ceiling, additional fluorescent lighting is installed behind the valance to bring the show window lighting to a brilliance for good window display.
AMERICAN BUILDER'S STORE FRONT DETAILS

No G-27 · DISPLAY · WINDOW

PRES TO MAT

passaic, n.j.

-Anna Lee-

part plan of vestibule.

part C.

section.

-wood panels painted to match sty.x.

-wood window frame

section C.

frnt.
THE NEW National Lock No. 129 DISPLAY BOARD AND ASSORTMENT

- A short line of fast-moving cabinet hardware that's long on customer appeal and long on profit. Requiring minimum investment and minimum counter space, it includes the very best items that NATIONAL LOCK has to offer. Materials are Steel and Die Cast. Finish is Bright Chrome. Get this splendid new board and assortment and let them work for you.

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MERCHANT SALES DIVISION
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INSTANTLY APPEALING TO THE MOST DISCRIMINATING

SERIES "410" NATIONAL LOCK SET

To the ultimate consumer, NATIONAL LOCKSET is immediately desirable because of its delightful dignity of design. Only after its many other superiorities are explained does the home owner fully appreciate why hardware men, builders, architects and other experts are recommending NATIONAL LOCKSET on job after job. If you have not yet heard the "inside story" of this fine product, write us or ask your supplier for complete details.

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DISTINCTIVE HARDWARE... ALL FROM 1 SOURCE
NATIONAL LOCK COMPANY
ROCKFORD, ILLINOIS

JANUARY, 1952
This 36-page book contains 50 beautiful interiors and fireplace designs. These photographs were selected from our National Photo Prize Contest. The book contains elevations, sections and plans for installation of two HEATFORM® Models: “A” and “S.” It also shows proper location of fireplace for best heating results; how to heat adjacent rooms on first and second floor, and other valuable fireplace information you will want.

Model “A” is the standard HEATFORM® used in homes throughout America for the past 30 years. Complete information on Model “A” and Superior Form Dampers is contained in:

1952—Sweet’s Builder’s File, Section 6g/5u
1951-52—Western States A-E-C Catalog File

Model “S” completely described in HEATFORM® Fireplace Book.

SUPERIOR FORM DAMPER
— the Architects’ Friend — always building good fireplaces without your personal supervision. It saves in labor time — no forms to build, no bricks to cut, no throat to plaster. Cracking of masonry is eliminated by use of rock wool and detached lintel bar. It is constructed of heavy steel for lifetime service.

Superior Fireplace Co.
Dept. AB 521
1708 East 15th St.
Los Angeles 21, Calif.

Pioneer manufacturers of heat circulating fireplaces and Form Dampers. Nationally advertised to millions of potential users. Sold through leading building supply dealers everywhere.

No. D-86 Remodeling for a Room

The detail plate on opposite page illustrates the manner in which a large unattractive attic room can be economically converted into two separate units.

The fundamental change in the room revolves around the large center feature. This feature extends from wall to wall and divides the old room into two separate units. Height of feature extends to approximately six inches above door as shown in section, with the area above entirely open.

Section 1 on Detail Plate indicates a thin veneer applied to face of old paneled door to obtain a slab door effect. New wall surface in room is scribed to present door trim.

Section 2 shows 2x2-inch studs for framing around closet with 2x2-inch laid horizontally at floor line to anchor new closet to present wall studs.

Section 3 shows thin veneer applied to face of 2x2 studs. Exposed 2x4 post serves as jamb post for door.

Section 4 indicates reverse jamb with jamb post and 2x4 stud giving rigidity to structure. A 1x2 trim member is applied to end of stud for finish.

Section 5 shows 2x4 and 2x2 studs for framing with thin veneer applied to surface. Corners of end trim are chamfered to form V-joints.

Section 6 and 7 show exposed 2x4 members acting as jamb posts, with 1x2 trim applied to end of post at Section 7.

Section 8 shows chair rail applied to new wall surface with adhesives at intersection of wall panels.

Section 9 shows new wall surface scribed to top of present wood base. New jamb post is cut to fit around trim.

Section 10 indicates present ceiling covered with 1x2 inch furring strips spaced 8 inches o.c. Strips are nailed through old plaster to joists. Wood tile are then applied to furring strips. On side walls the wood variegated tiles are glued to walls with special adhesives.

Section is taken through built-in desk unit. Note bamboo blind which forms a separation for the desk and each room.
NO. D-86 REMODELING FOR A ROOM

BEFORE

AFTER

Plan...

Section...

Elevation...

1

2

3

4

5

6

7

8

9

10
AB12392—SKIL RADIAL SUPPORT—Skil- saw, Inc., Dept. AB, 5033 Elston Ave., Chicago 30, Ill. Skil saw models 77, 87, 900 or 825 can now be converted to an effective radial saw in a matter of minutes. This is possible through introduction of the new SKIL Radial Support. Cut-offs, bevel cut-offs, bevel rips, miters, bevel miters, dadoes and ploughs are made easily and precisely without waste of time and material. The SKIL Radial Support is light enough to be carried from job to job by two men. Booth 29-30, Stevens.

AB1280—INSULATING FORM BOARD—Owens-Corning Fiberglas Corp., Dept. AB, Toledo, Ohio. This Fiberglas board is used with gypsum or lightweight concrete as a permanent roof deck. Said to be high in thermal and acoustical value, it is adaptable for flat, curved or pitched roof framing. The boards, composed of fibrous glass, are lightweight—875 pounds per square foot—and strong enough to support 2½ inches of wet gypsum without intermediate support. The exposed underside serves as an acoustical ceiling. Booths 46, 47, Stevens.

AB12382—OIL OR GAS UTILITY FURNACE—The Majestic Company, Dept. AB, Huntington, Ind. Where the heating system requires warm air to be taken from top of the furnace, Model UF-26 (right) is a natural choice. It is an up-flow design, with blower and filter built into bottom of the casing. Model DF-26 mounts blower and filter above heating chamber, sends warm air coursing downward. Comes with either oil burner of the pressure atomizing gun-type, or open port fountain type gas burner. Booth 5, Congress.

AB12381—LAVATORY—Kohler Company, Dept. AB, Kohler, Wis. A new size is available in Kohler’s “Hudson” enameled cast iron shell lavatory. It comes now in a 19-inch by 17-inch size suitable for smaller homes. The larger sizes, 20 by 18 inches and 22 by 19 inches, are being continued. The new size can be had with or without overflow-opening. Chromium plated Center fittings with Synchro drains are used. All three sizes feature large basins and convenient soap dish. Booth 35-37, Stevens.

AB12406—ASPHALT TILE FLOORING AND WALL TILE—Mathieson Inc., Dept. AB, Pittsburgh, Pa. A kitchen done in Hoko asphalt tile flooring and Hoko Coronet plastic wall tile. With the improved Hoko Coronet mastic, ceiling installations are now possible, as well as shower stall installations that are water resistant. These tile products come in modern pastel and standard colors and in many patterns and combinations. Parquet effects are possible with the floor tile. Booth 247, Stevens.

AB1284—PANEL WINDOWS—Libbey- Owens-Ford Glass Co., Dept. AB, Nicholas Bidg., Toledo 3, Ohio. This method of fenestration, adaptable to the window needs of the small home from a single unit in the bathroom to a large window wall in the living room, is called the panel window system. The panel window, built of rabatted 2x6’s, uses only two sizes of Libbey-Owens-Ford’s Thermaglaze—45 1/2 x 25 1/2 inches for fixed lights and 42 1/2 x 22 1/2 inches for ventilators. Units are available prefabricated or can be made by millwork supplier or carpenter. Booth 70, Stevens.

AB12109—WATER CLOSET—Eljer Co., Dept. AB, Ford City, Pa. Both overflow and ground-in-valve seat of all closet tanks in Eljer line are made of vitreous china. They are an integral part of the tank itself and cannot corrode. The construction eliminates thin metal tubes and valve seats, which wear and corrode and must be replaced. One of the featured Eljer models, the Stylenta, is made of vitreous china in white or colors, has reverse-flow action for quiet and efficient operation. Model E-5120 has a round front, E-5130 an elongated rim. Booths 41, 42, 43, Stevens.

AB12377—AUTOMATIC AIR WALL REGIS- TER—General Electric Co., Dept. AB, 5 Lawrence St., Blaisdell, N.J. This new device provides each room with its own automatic temperature control. For use with G.E. warm air furnaces, this register features a thermostatic control with which can be set to the warmth desired. The register modulates the dampers, opening to just the right amount to admit the exact quantity of warm air from the furnace. The unneeded warm air pours into hard-to-reach rooms, keeping the whole house comfortable. Booth 3-112, 117, Stevens.
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DEXTER TYPE "E" LOCK

DEXTER LOCK COMPANY

GRAND RAPIDS, MICHIGAN

A SUBSIDIARY OF NATIONAL BRASS COMPANY

In Canada: Dexter Lock Canada Ltd., Guelph, Ontario

JANUARY, 1952
AB12386—BREAK-BAR—AVCO Mfg Corp., Dept AB, Connersville, Ind. Model LX-151 island base unit is designed to fit a wide range of kitchen layouts. It is 72 inches in length overall, counter top being 21 inches wide. Units are available in black and in tan, red, blue and green. The counter top is heavy gauge reinforced steel to which is bonded a rough Vinyl top covering. The cabinet section is heavy gauge steel bonderized to prevent rust and finished with baked-on enamel. It is attached with four screws. Booth 2, Stevens

AB12384—PEASEWAY HOMES—Pease Woodworking Co., Dept AB, Cincinnati 23, Ohio. This is the "Archwood," one of three new contemporary Peaseway Homes now being sold through franchised dealers. The Archwood was designed by Oskar Storavitz, contains four bedrooms, a living-dining room, two serving-equipped kitchen and two baths, all on one floor. It has summer-winter air conditioning, all windows glazed with Thermopane, optional fireplace. Pease also markets a line of prefabricated homes. Booth 2, Congress

AB12387—WALL PANELS—Upton Co., Dept AB, Lockport, N. Y. Newly available are Upton "Strong-bilt" waterproofed panels which measure 8 feet wide and up to 18 feet long. They are designed primarily for dry-built, full-wall construction, and the waterproof feature is a solution for jobs where walls are subject to moisture. The panels are 1/8 inches thick, with a pebbled surface which is ideal for either painting or papering. The panels are laminated on six plies of fibre board for maximum strength and rigidity. Booth 21, Stevens

AB12461—WALL HUNG LAVATORY—Alliance Ware, Inc., Dept AB, Alliance, Ohio. Model shown is 1-1916 ANO (without overflow), size 19x16 inches. Formed from 14 gauge enameling steel for use with standard faucets on 4-inch centers. According to the company, the bowl is deep and generous in size, the wide rim providing plenty of space for holding toilet articles, medicine bottles, etc. The deep apron at sides and front creates a style in keeping with modern design. Booths 186-187, Stevens

AB12350—GLOBE-VANITORY—Thomas W. Berger, Inc., Dept AB, 701 American Bldg., Cincinnati 2, Ohio. Available in four colors, in Formica, this fixture is made by the Globe-Wernick Co. It is equipped with a set of wall brackets for installing, and also two chrome-plated legs. The foundation of the design is waterproofed plywood impregnated with a waterresistant resin material. The outside lamination of plywood is mahogany. The Formica is then applied. Comes equipped with bowl, faucets, and pop-up drain. Booth 191, Stevens.

AB12405—DELTA SAW—Rockwell Mfg. Co., Dept AB, 693 E Vienna Ave., Milwaukee 1, Wis. The Delta Multiplex has two fully-usable 360 radial movements, and can make every straight line cut at any angle. The machine features a true radial stop and fence depth stop. The machine comes in four sizes. Booth 13, Stevens

AB12404—STEEL WINDOWS—Truicon Steel Co., Dept AB, Youngstown 1, Ohio. For residential use a full range of units is available in the smaller sizes of the "B" and "E" designs. "B" is shown here. The "E" is a small pane muntin design. Muntin members are of welded tubular construction. Operation is controlled by motor-type spring balances. Booth 5-6-7, Stevens

AB12401—BRIGGS BEAUTYWARE—Briggs Mfg. Co., Dept AB, 3001 Miller Ave., Detroit 11, Mich. New models in formed steel porcelain enameled recess and corner formed bathtubs. This is the 5-foot "Marquette." Vertical front panel edges simplify fitting of tile around the tub. Features the safety bottom, sloping back rest, integral top ledge. Booth 104-05-06, Stevens

AB1251—GARBAGE DISPOSER—In-Sink-Erator Manufacturing Co., Dept AB, 30 Clermont Ave., West Orange, N. J. This model has been designed where the standard model would make a difficult installation. The unit can be installed in new or old structures. This model which is 1-inch shorter than the standard unit, has all the regular features. Booth 10, Stevens

AB12402—WINDOW FAN—Robbins & Myers, Inc., Dept AB, 387 S. Front St., Memphis, Tenn. This 22-inch fan features blade rotation reversed at the click of a switch, either pulling air in or blowing it out. High and low speeds permit regulation to temperature changes. Easily mounted in standard windows by adjustable side panels. Also 18-inch size. Booth 202-03, Stevens

AMERICAN BUILDER
The woven-pile weather stripping and exclusive patented serrated guides that are a vital part of ADLAKE Aluminum Windows mean complete weather protection for Dun & Bradstreet's new New York offices. Wind, rain and cold will not penetrate their positive weather seal.

What's more, these ADLAKE Aluminum Windows will ultimately pay for themselves by eliminating all maintenance costs except routine washing. They'll never warp, rot, rattle, stick or swell, and they will keep their weather seal, beauty and finger-tip operation for the life of the building!

Let us show you how ADLAKE Aluminum Windows will guarantee continuing satisfaction to your clients, while they save them money! ADLAKE Representatives are in all principal cities.

**every Adlake window gives you these "plus" Features:**

- Woven-pile Weather Stripping and Exclusive Patented Serrated Guides
- Minimum Air Infiltration
- Finger-tip Control
- No Painting or Maintenance
- No Warp, Rot, Rattle, Stick or Swell

**THE Adams & Westlake COMPANY**

Established 1857  ELKHART, INDIANA  New York  Chicago
AB12403 — BRAINARD BUILDING PRODUCTS — Brainard Steel Co., Dept. AB, Warren, Ohio. Shown here are Brainard's Brite-lite area walls, in a line which has a range of adjustment in width and projection. Brainard also features a Tel-O-Pot adjustable steel jack post to correct the effects of floor sag. Booth 27, Congress.

AB1250 — SLIDING DOORS — Glide-All, Woodall Industries, Inc., Dept. AB, 757 E. McNichols Rd., Detroit 34, Mich. Lightweight sliding doors are available for regular or floor-to-ceiling installations. The floor-to-ceiling door can be installed in closets or as room partitions. Track and hardware are included. Booth 209, Stevens.

AB1225 — LOUVERED WINDOW — Sun-Sash Company, Dept. AB, 30 Park Row, New York 7, N. Y. The window is made of 16 gauge galvanized and sherardized (to prevent rust) steel uprigl. The left upright has the operating handle which opens the louvers to a 105 degree opening. The panes overlap half inch. Booth 226, Stevens.


AB12213 — STORM WINDOWS — Universal Fabricator, Inc., Dept. AB, 1147 University Ave., Bronx, N. Y. The Big Inch, featured by Universal for five years, is quickly and easily installed without mortising walls or plaster and does not interfere with Venetian blinds or drapes, according to the manufacturer. 

AB12193 — ROLL-UP KITCHENETTE DOOR — Orchard Bros., Inc., Dept. AB, 63 Meadow Rd., Rutherford, N. J. An aluminum door which is a space-saver in kitchenette and closet closure. Made of interlocking slots, it operates from a counter balance spring roller at the top. Comes ready for installation on plastered or unpleistered walls.

AB12471 — METAL SLIDING DOOR — Diebold, Inc., Dept. AB, Canton 2, Ohio. New hollow metal sliding door has semi-flush surface and is now available in standard 2 foot 6 inch by 6 foot 8 inch size. Door jamb is 5 inches wide. One-piece track is 40 inches long with wall pocket 30-13/16 inches deep. Made of 30 gauge steel.

AB12214 — LIGHTED BATHROOM CABINET — H. Lawson Co., Dept. AB, 18th and Evans Streets, Cincinnati, Ohio. The new 80 series Lawson fluorescent lighted bathroom cabinet is available with frameless mirror or with stainless steel mirror frame. Other features: outlet for electric razor, hair dryer; one-piece seamless steel body.

AB12468 — TILE SALES BOOSTER — Kentile, Inc., Dept. AB, 58-2nd Ave., Brooklyn, N. Y. A new merchandising aid is now available to flooring dealers known as the Junior Kenstyle designed to stir product interest by letting prospects design their own floor with miniatures of Kentile and Thermec. It is 15½x18½x 17½ inches. 

AB12222 — WALL FURNACE — Northwest Metal Products, Inc., Dept. AB, Seattle, Wash. This automatic oil-fired wall furnace features forced circulation of heat, built-in cold and warm air registers on two sides, mechanical draft, and a 2-speed winter-summer fan. Takes up only 4 sq. ft. of floor space. Depth adjustable.
interim financing... The Gunnison Plan of Interim Financing includes the complete cost of the Home Package, plus additional cash. This plan is available to all qualified Gunnison Dealers.

sales promotion aids... A variety of aids are available to all Gunnison Dealers.

participation advertising... Participation Advertising Campaigns are announced frequently to enable Gunnison Dealers to avail themselves of a steady backlog of sales.

FHA - VA financing... Gunnison Homes are eligible and qualify for FHA Insurance and VA Guaranty.

variety of elevation... The Champion, the Coronado and now the new Catalina. The most complete line of Homes in the Home Building Industry. The Gunnison Product Line offers a multitude of elevation, model and floor plan combinations. For the first time in the low priced field there is an "L" Shaped Home, the new Catalina.

most complete package... Your material shortage problems are shifted to other shoulders when you are a Gunnison Dealer. You become the beneficiary of a mass purchasing program which is unparalleled in the home building field.

quality, strength and durability... Quality is there for all to see. Strength and durability have been proven throughout the last seventeen years as the Homes have withstood the ravages of time, flood, weather and fire.

wood paneled interiors... All Gunnison interiors are in Wood Paneling with the famous Mellow-Tone finish. This means no costly delays due to labor and material shortages. An Owner of a Gunnison Home is presented with luxurious interiors which are dignified in their beauty and trouble free in their maintenance.

technical assistance... A complete liaison is maintained between the Gunnison Dealer and Gunnison Homes, Inc. The vast facilities of the entire Gunnison Organization are available where and when you need them.

prompt delivery... Regardless of your requirements for Home Packages, you know that you have but to pick up a telephone or drop an order in the mail to obtain rapid delivery. By the time you get your foundations ready the Homes will be there.

rail or truck shipment... Gunnison Dealers have their choice of rail, or truck shipments delivered to their building site.

franchised dealerships... Gunnison Dealers operate on a franchised basis in a specified territory.

Out of tomorrow, GUNNISON brings you their latest... the Catalina... to take its place along side the new '52 series of Coronado and Champion Homes! All GUNNISON HOMES are designed to sell in the $7,000 to $12,000 price range... America's mass market!

Fresh design and expert planning make all GUNNISON HOMES ideal for project building... many elevations, models and floor plans... and the only "L" SHAPED home in its price range! These homes feature Quick Erection, High Quality and Strength! They are delivered to the building site complete, except for plumbing, wiring and masonry work.

Here are the homes of tomorrow — your's to sell today! Sell the best — sell GUNNISON!

Investigate the possibility of including GUNNISON HOMES in your building program! For more complete information, write Dept. A-21, GUNNISON HOMES, Inc., New Albany, Indiana.
AB12269—COLORSCOPE FOR TILE FINISH SELECTION—Vikon Tile Corp., Dept. AB, Washington, N. J., has devised a coloroscope to show 384 combinations of the 29 colors in which Vikon steel and aluminum tiles are fabricated. Name given device is Vikoloroscope and patents are pending. It presents a view of the kitchen, which by a simple adjustment can be changed to a bathroom scene, in a framework of simulated tile. Slides are inserted two at a time permitting demonstration of two colors against the background miniature.

AB12263—SAFETY SAW BLADE SHARPENER—PTI Incorporated, Dept. AB, 401 Broadway, New York City. The safety saw blade was originated by PTI, and is characterized by a smaller number of teeth (10 or 12 instead of 100) and these teeth differ from conventional saw teeth so that a different sharpening is required. The new PTI blade sharpener permits blade set up in the same plane as the grinder and then locked into position for automatic correct grinding. One grinder takes blades from 5 to 16 inches regardless of type or size of blade.

AB12346—HARDBOARD MOULDINGS—Wallace Manufacturing Company, Dept. AB, 10th and Lafayette, North Kansas City, Mo. The new colorful "Granilite" decorative wall panels that resemble real granite can now be installed with matching hardboard moldings. Base, cap, and mullion are the three types now being made. The matching colors are apricot blush, sky blue, dove gray, molten gray, and sea green. Samples and complete information are available from Wallace's jobbers or direct from the factory.

AB12260—FABRIC WALL COVERINGS—Columbus Coated Fabrics Corp., Dept. AB, Columbus, Ohio. The Wall-Tex fabric wall covering has a sturdy fabric base, according to manufacturer, and strengthens walls, keeps plaster cracks under control and prevents stuffing of walls. Company recommends it as a decorative material to use over dry walls. The Wall-Tex process gives all colors durability, and according to the Company, they are undiminished by repeated washings. Wall-Tex permits an easy, economical change by brush or spray painting.

AB12267—SAW JOINTER—Boice-Crane Co., Dept. AB, 930 W. Central Ave., Toledo 6, Ohio. The Boice-Crane Saw-Jointer has a 10-inch high aling radius saw and a 6-inch jointer compactly combined on a steel cabinet stand and driven by one motor. Rips, cuts off, makes compound miter cuts and grooves. The manufacturer recommends it for producing cupboards, bookcases and special casements. Claims long table and fence equipment assures perfect results on longer work, as when fitting joints.

AB12266—HYDRAULIC DRAGSHOVEL—Bucyrus-Erie Co., Dept. AB, South Milwaukee, Wis. The Dragshovel is a completely hydraulic, truck mounted dragshovel with features which make trenching and other specialized digging faster, according to the manufacturer. These include two separate digging actions; precision control permitting fraction-of-inch movements; hydraulic ejector on digger; no bolts, sheaves or drag ropes on the bucket to interfere with loading, rapid conversion to clamshell or crane in the field.

AB12243—CONCRETE MIXER—The Chain Belt Company, Dept. AB, Milwaukee, Wis. Now in production is the new Rex 6.5 concrete mixer. The 6 cu. ft. mixer is primarily for jobs where speed is important. The water tank is located on top for faster water entry. The unit also has a see-in-clear, unbreakable plastic check valve for eliminating the guesswork in water supply. The water valve can be completely overhauled by replacing two rubber washers and one rubber "O" ring. A one arm control for clutch and brake speeds production.

AB12245—ELECTRICIANS' BITS—Acrobore, Dept. AB, Webster, Mass. Acrobore Electricians' bits, measuring 10 inches over-all with 6 inch twist, are available with either single or double spur. Full length shanks allow for removal of nuts when used in conjunction with electric drills. Precision milled from solid stock, these solid center bits are furnished with coarse screw to withstand heavy usage. Available in diameter size; 1/8, 1/4, 5/16 and 5/32 inch. Each bit packed in individual tube as shown in picture.

AB12314—POWER SAW TOOL—C. S. Tool Sales Corp., Dept. AB, Joliet, III. A new one-piece heat treated, alloy steel piston with separate clamping jaw hardened "Gieson Cut" drive gears, insert type piston bearings, a one-piece connecting rod with 30 percent more bearing area have improved the performance of the Model T Super Saw. No starting hole is needed. Built-in blower keeps mechanism cool and blows chips or sawdust away. Power is provided by any heavy-duty 1/2 or 3/4-inch electric drill, by air drill or by standard flexible shaft equipment.
and its modern, automatic

ELECTRIC RANGE!

What's cooking in the kitchen keeps the whole family happy—and one of the features that makes me happiest about our new house is the Electric Range. It gives me what I want and need—a way to save time and trouble, and cook better meals than ever before.

“I've built more than 5,000 homes,” says MR. FRANK A. COLLINS, President of F. A. Collins Company, Philadelphia, Pa. “‘Budget’ houses are our specialty, but most of them have included electric kitchens, because the kitchen is the focal point of interest to women. One important item that always attracts the homemaker of the family is the modern Electric Range. Its features appeal to women—automatic, clean, economical operation, a cool kitchen, and the fact that it takes the guesswork and watching out of cooking. No matter what type of homes you build, it pays to include Electric Ranges!”

One of the “Budget Glamour Homes” in Roxboro Park. Basementless construction, with 2 bedrooms and bath on first floor, and space for third bedroom on second floor. Living room and kitchen are separated by a storage wall, with niches on the kitchen side for refrigerator and washer.
AB12361 — D. C. WELDING UNIT — A. O. Smith Corp., Dept. AB, Milwaukee, Wis. A heavy duty welding machine for use with D. C. electrical current has been designed. A cooling device has been added to the machine to prevent stock failure. It has 200, 300, and 400 ampere capacities. The company also sells an A. C. unit.

AB12158 — BRICK CAR—BENDER — ConCar Products, Inc., Dept. AB, Milwaukee, Wis. An improved brick bender, called the Fuller Bric-Bender, is quickly adjustable from 6-10 bricks. It will handle all types of brick and building tile, and relieves the load without extra motion or use of other hand. It remains balanced at any load.

AB12158 — ATTIC FANS — Chelsea Fan & Blower Co., Dept. AB, 639 South Avenue, Plainfield, N. J. Sold as package units for either floor or wall installation. Includes automatic shutters and canvas boot which seals off vibration. The spring mounting is an outstanding feature. Available in a wide range of sizes.

AB12158 — OIL WATER HEATER — Heatilator, Inc., Dept. AB, 12202 Waverly Ave., Detroit 28, Mich. New developments for the Heatilator automatic oil burning water heater include cleaner, safer and more dependable operation on pilot fire. They are available in 30 and 50 gallon units with white lacquer finish.

AB12158 — FIREPLACE UNIT — Heatilator, Inc., Dept. AB, Syracuse 5, N. Y. The Heatilator unit draws air at the floor level, heats it, and circulates it to all parts of the room. Any style fireplace can be built around the unit. It includes fire box, throat, down draft shelf, damper, and smoke dome, completely assembled.

AB12158 — BANTAM PUMP — Plunger Pumps, Inc., Dept. AB, Columbus, Ohio. This portable 1 1/2-inch Bantam pump has a replaceable liner plate and stainless steel fitting at the point of greatest wear for extra long life. Primers automatically. Weighs only 60 pounds and can be used with gasoline or electricity.

AB12158 — PERFECT REFINING GUN — Can Do, Western Reserve Manufacturing Co., Dept. AB, 3170 E. 92nd St., Cleveland, Ohio. A new primer caulking gun, “Can Do,” eliminates cocking of the wrist and interference from the feed rod. The gun can take either cartridge or bulk compounds. It is available in three sizes.
IS ADDED TO STRAND'S GREATER DURABILITY
AND LOWER INSTALLED COST

Starting January 15th, all types of Strand all-steel garage doors shipped from the factory will have smart horizontal-line styling. This is in keeping with the latest architectural trends, not only for ranch-type construction but for practically all of today's popular designs. So—you can now give your customers the beauty of horizontal lines in 8' x 7', 9' x 7' and 10' x 7' doors.

STRAND DOORS ARE STEEL-STRONG
Grooved steel sheets welded to a deep steel frame form a rigid "box unit"—the kind of structure used in bridges. Heavy, welded, diagonal steel braces prevent sagging. Galvannealing adds rust-protection—these doors are galvanized with a heavy zinc coat; then oven-baked to provide a clinging base for paint. No prime coat needed.

AMAZINGLY LOW INSTALLED COST
results from (1) low first cost, because of large scale production, in a single plant, concentrated on

5 models. (2) the one-piece door leaf and factory-assembled hardware; this is the quickest and easiest of all doors to install.

AVAILABLE IN 5 TYPES
8' x 7' Receding (track) and Canopy; 9' x 7' Receding (track) and Canopy; 10' x 7' Receding (track) only. Order from your dealer, or mail coupon for information and dealer's name.

See Strand Exhibit—Booth 74 at NAHB Convention, Conrad Hilton (Stevens) Hotel, Chicago, January 20-24.

STRAND GARAGE DOOR DIVISION
Detroit Steel Products Company
Dept. AB-1, 2242 E. Grand Blvd.
Detroit 11, Michigan

Please rush full information about Strand All-Steel Garage Doors for 9' x 7', 8' x 7', and 10' x 7' openings.

I am a [ ] Builder [ ] Dealer [ ] Prospective Owner [ ] Other

NAME

ADDRESS

CITY

STATE

JANUARY, 1952
**AB12245—RADIATION TUBE FIN BRACKET**

—Vulcan Radiator Co., Dept. AB, 26 Francis Ave., Hartford, Conn. A Vulcan Standard fin on tube radiation commercial is shown, above left, installed with Vulcan’s new Linearector GS bracket. Only two bolts per bracket for wall fastening. No other holes or drilling. Vulcan Rail-Vector baseboard (residential), above right, is installed without locating and boring holes for support brackets. Holes are in the backing; simply remove knockouts, install Vulcan Rod Hangers and adjust radiation pitch by speed nuts.

**AB12234—MASON’S T JACK**

—Wilson Air-Brick Co., Inc., Dept. AB, 3065 Wooddale Ave., Minneapolis 16, Minn. This mason’s T jack, according to the manufacturer, is lightweight, eliminates ground leveling and can be one-man handled and set up. Jack is adjustable every two inches. A row of them on uneven ground can be leveled to permit stringers to lay flat. Ledgers are supplied with either putlog or tip-type ends and come in three lengths: 50, 62, and 72 inches. They may be adjusted from 4 feet to 6 feet 8 inches. They fit into car trunk when dismantled.

**AB12231—NAILING MACHINE**

—Spratnails, Inc., Dept. AB, 1218 Sherman Ave., Evanston 20, Ill. The Auto-Drive Spotnailer is a lightweight, portable nailing machine which drives a 16 gauge, ¾ inch staple into soft or hard wood with one blow of the flip or rubber mallet. Company claims fast, accurate nailing of subflooring, walling and fibreglass insulation is accomplished without hammer marks. Spratnailer’s positive feed mechanism drives heavy duty staples either flush or countersink to suit requirements.

**AB12232—FURNITURE BEARINGS**

—Junior Pro Products Co., Dept. AB, 2028 Morganford Road, St. Louis 16, Mo. Roll-Eze roller bearings consist of plastic rollers mounted on steel pins and frames. Developed to relieve the sticking drawer problems in kitchen cabinets, linen cupboards, drawers, storage chests and other types of built-ins, the manufacturer claims they ‘end sticking drawer problems’ and enable wood drawers to roll open easily, smoothly and quietly. Roll-Eze are made in five styles. They are installed by nailing in place.

**AB12233—METAL CROSS BRIDGING**

—Junior Pro Products Co., Dept. AB, 2026 Morganford Road, St. Louis 16, Mo. Chan-L-Cros metal cross bridging has been developed for bridging wood joints. Made of ¼ inch by 16 gauge strip steel, it has a patented flanged brace. According to the manufacturer, Chan-L-Cros speeds construction, reduces labor costs and does not interfere with laying of subflooring. Chan-L-Cros comes in three standard sizes for use with 8, 10, and 12 inch joists. May be used for arched ceiling construction.

**AB12300—PORTABLE, HEAVY-DUTY ROUTER**

—Stanley Electric Tools, Dept. AB, New Britain, Conn. Announcing the new R22 portable, heavy-duty production router, designed for stair stringer routing, chamfering heavy timber, boat building. The R22 has heavy duty collet-type chuck for accuracy and a universal 2 1/2 h.p. motor, D.C. or A.C., 60 cycles or less, at 15,000 r.p.m. Housing and base is of aluminum alloy; motor casing is threaded and carries a graduated metal ring. One turn of the ring raises or lowers the motor 1/8 inch in base.
How to provide more livable area in today's small homes! Progressive architects and builders have found a way to lick this problem — a way to design homes for maximum living. Modern Stanley Sliding Door Hardware.

Home buyers like the convenience of interior doors that "disappear" into walls. It saves floor space, increases the utility of a room. Add the extra touch of Sliding Door Hardware by Stanley, and prospects are completely sold.

Doors glide smoothly, effortlessly over a V-shaped overhead track. Simple screw driver adjustment after installation without removing trim. Five sets of Stanley Hardware meet all home needs. Ask your hardware consultant for full details.

THE STANLEY WORKS, NEW BRITAIN, CONNECTICUT

JANUARY, 1952
A812176 — PANELBOARD
A & F Tileboard Company, Dept. AB, Baton Rouge, La. The colorful line of panelboard put out by this company is displayed in this hinged counter unit which is supplied to all dealers of AFCO panelboard. The "silent salesman" invites customers to compare and harmonize patterns to their satisfaction.

A812161 — WASTE FOOD DISPOSER
— Eureka Williams Corp., Dept. AB, 1201 E. Bell Ave., Bloomington, Ill. "Hammermill" action pulverizes all waste food, even steak bones. The crusher is not static but hinged and breaks itself, then relocks, when hitting hard objects. The unit also features safety starting device at sink opening.

A81265 — CEMENT PAINT
— Peerless Cement Corp., Dept. AB, Free Press Bldg., Detroit 26, Mich. A cement paint that will not fade, chip, crack, or peel has been developed by the company. The paint contains Titanium Dioxide and a high Portland cement content. It is available in 12 bright colors for concrete structures.

A81264 — HEATING UNIT
— The National Radiator Co., Dept. AB, Johnstown, Pa. A gas-fired unit has been added to the National Pocket line. They supply hot water systems of either radiant panels, convectors, radiation, and baseboard radiation. The units occupy 4 square feet of floor space. Oil fired units can be converted.

A812153 — POWER SCREW DRIVER BITS
— Ludwig Hammel & Co., Dept. AB, 72 First Ave., Pittsburgh 22, Pa. A multitude of sizes and styles are available. A complete line is offered of 1/4-inch hex drive and threaded shank bits for slotted, Phillips and Frearson or Reed and Prince screws. The company will service special problems.

A812355 — WINTER CONCRETING
— Cement Corp., Dept. AB, 40 Rector St., New York 6, N. Y. By the addition of calcium chloride to the concrete mix in cold weather the concrete will set up faster, have shorter protection periods, and have greater density and hardness.

A812635 — WALL HEATER
— Zoneline Company, Dept. AB, Chicago, Ill. Vemiculate loose fill insulation is poured directly in the bag to attic floors. The material is light in weight, heat resistant, and incombustible. The vermiculate substance cannot rot and is also used as a lightweight plaster and concrete aggregate.

A812345 — METAL CORNER BEAD
— United Steel Products Co., Dept. AB, 4157 W. Burnham St., Milwaukee 1, Wis. A metal corner bead which permits heavier thicknesses of plaster next to the bead itself. It is formed from a single piece of galvanized steel and is known as the Milcor Super-Ex Corner Bead.

A812332 — ELECTRIC DRILL
— Albertson & Co., Dept. AB, Sioux City, Iowa. The RC-182 is a practical 1/2-inch electric drill for all kinds of drilling. Its weight is 8% pounds. Its capacity in steel is up to 1/2 inch in hardwood, to 1/4 inch. Over-all length is 121/2 inches. The drill handles easily in any position.

A812104 — DECO RATIVE GLASS
— Mississippi Glass Co., Dept. AB, 88 Angeles St., St. Louis 7, Mo. Transparent, figured glass partitions play an important role in modern design for home interiors. The glass comes in a number of patterns, is easy to install, does not require painting or finishing. Useful for special effects in any room.

A81271 — NYLON PAINT BRUSHES
— The Wooster Brush Co., Dept. AB, Wooster, Ohio. Pre-conditioned nylon brushes are the feature of the "Nu-Century" line. The flagged elements require the brush to have no breaking-in period. The 100 percent nylon brush has a long wearing period. Filaments last the life of the brush.

A81264 — WASTE FOOD DISPOSER
— Eureka Williams Corp., Dept. AB, 1201 E. Bell Ave., Bloomington, Ill. "Hammermill" action pulverizes all waste food, even steak bones. The crusher is not static but hinged and breaks itself, then relocks, when hitting hard objects. The unit also features safety starting device at sink opening.

A81267 — INSULATION
— Zoneline Company, Dept. AB, Chicago, Ill. Vemiculate loose fill insulation is poured directly in the bag to attic floors. The material is light in weight, heat resistant, and incombustible. The vermiculate substance cannot rot and is also used as a lightweight plaster and concrete aggregate.

A812330 — WALL HEATER
— Williams Radiator Co., Dept. AB, Los Angeles, Calif. Williams Uniflow recessed vented wall heater discharges heat from its entire register area, giving more heat circulation. Both single and dual models ship easily between two standard 4-inch studs on 16-inch centers. Wall panel opens.

A812354 — DECORATIVE GLASS
— Mississippi Glass Co., Dept. AB, 88 Angeles St., St. Louis 7, Mo. Translucent, figured glass partitions play an important role in modern design for home interiors. The glass comes in a number of patterns, is easy to install, does not require painting or finishing. Useful for special effects in any room.

A81268 — COMBINATION STORM UNIT
— The Security Sash and Screen Co., Dept. AB, Detroit 3, Mich. Designed to save critical materials is the company's metal and wood storm sash. The unit is self-storing. The three sliding aluminum-framed glass and screen panels are interchangeable inside the house in a matter of seconds.
Why BUILD CHIMNEYS THE SLOW HARD WAY
when you can
CUT COSTS with
SAVE TIME
accepted proved Van-Packer PACKAGED CHIMNEY

Why hire somebody to build chimneys the expensive, old fashioned way when you can install Van-Packer yourself—saving time and money. And, your buyer gets a more efficient, longer-lasting chimney.

- You install Van-Packer at exact moment it suits you best
- Each package contains complete supplies—nothing else to buy
- Finish chimney installation in 3 hours or less
- Cut chimney cost from 20% to 50%—eliminate waiting and cleanup mess
- Accepted by FHA and national codes
- Proved fire-safe and efficient by Underwriters' Laboratories

HOW DO I ORDER—For exact quotation, take the H-L measurements shown in chimney diagram at left. State quantity of chimneys needed.

WHERE DO I BUY IT—See your lumber dealer, heating contractor or write direct to address below. You can count on prompt delivery.

See Us At THE NATIONAL HOME BUILDERS SHOW BOOTH 126-127

HOW DO I INSTALL IT
Install and level chimney base in floor or ceiling. Cement sections together—apply draw bands. Fit housing to exact roof pitch. Set rain cap. You are all done in 3 man-hours or less.

Van-Packer CORPORATION
209 SOUTH LASALLE ST. CHICAGO 4, ILLINOIS

A FEW OF THE MANY BUILDERS CUTTING COSTS WITH VAN-PACKER CHIMNEYS

Robert Bartlett Bldg. Corp.

H. B. Layne, Contractor

Strausman Construction Co.

Lawrence C. Pearce Co.

Private Homes, Inc.
AB12283—**METAL LATH** — Wheeling Corrugating Co., Dept. AB, Wheeling, West Virginia. For the Chrysler Bldg., East, shown above, 50 tons of Bantam metal lath amounting to 30,000 square yards and seven tons of galvanized expansion corner bead totalling 70,000 lineal feet, have been furnished by the Wheeling Corrugating Co. Standard size sheets 96 feet long by 27 inches wide, this metal lath is being attached to the steel channel framework ready for plastering. Installation is being handled by Wm. J. Scully, Inc., contractors.

AB12287—**PLANE, MOLDER, JOINTER** — Toolcraft Corp., Dept. AB, Springfield 1, Mass. Model 665 of the Darro-James 7-inch planer-molder-jointer makes all kinds of moldings or planes as it joints. According to the Company it turns scrap lumber into finished moldings: planes lumber 4½ inches thick and 11 inches wide with accuracy and speed. Four precision-ground all-over alloy tootl steel blades are self-aligning on machined cutter-head. Planer table size with extensions is 27 by 7½ inches. Weight of machine is 64 pounds.

AB12286—**OFFSET LADDER BRACKET AND SCAFFOLD SUPPORT** — Steadfast Equipment Co., Dept. AB, 874 Franklin Ave., Thornwood, N.Y. Newest feature of Steadfast Offset Ladder Bracket and Scaffold Support is a double truss steel grip which transmits the load from rungs to rails. Entire bracket is steel, slips on any standard ladder. Ladders secure bearing from a swivel bearing plate on roof slopes regardless of ladder pitch. Offsetting the ladder from building permits mechanics to work under projecting areas to install screens, gutters, etc.

AB12284—**PRE-MIXED CONCRETE AND MORTAR** — Harry T. Campbell Sons’ Corp., Dept. AB, Towson 4, Md. Sakrete products include gravel mix, sand mix, mortar mix and water proof cement grout. According to manufacturer all mixes give tested strength of 400 p.s.i. when mixed with water. Gravel mix is available in 90 and 45-pound bags and other mixes in 80 and 45-pound bags. Company features the time savings and consistent mix factors of pre-mixed Sakrete products when used on the commercial job or by the handy-man.

AB12285—**VINYL PLASTIC FLOOR COVERING** — Sandura Co., Inc., Dept. AB, Architects Bldg., Philadelphia 3, Pa. According to the manufacturer, the floor material known as Sandron offers no installation problem as it is laid like linoleum and the laxus and asphalt backing gives plasticity for easy handling. Sandron is available in 6-foot and 9-foot widths in yard goods, with matching counter topping in 27, 36 and 45-inch widths or also in all rug sizes. Designs available include rubber tile, custom tile, all-over marble, checker-marble and carved carpet.

AB12291—**ACOUSTICAL TILE** — Wood Conversion Co., Dept. AB, 1st National Bank Bldg., St. Paul 1, Minn. The new Shadow-Line 12x12-inch Nu-Wood Acoustical Tile with tongue and groove edge for simpler application and easy alignment of tiles, is announced by the Wood Conversion Co. Of St. Paul, Minn. The tongue and groove edge make interesting ceiling designs possible by combining acoustical tile with Nu-Wood pre-decorated tiles, plank or panel in "Star-Lite" or "Varigated" tones, according to the Company.

AB12282—**ASSEMBLED WATER SYSTEM** — Delco Appliance Div., General Motors Corp., Dept. AB, Rochester 1, N.Y. A new completely assembled water system, utilizing the Delco horizontal jet pump has been added to the Delco line. Pump is assembled on a 12-gallon galvanized steel pressure tank. It is only necessary to connect suction and discharge lines and make the usual electrical connections on 110 or 220 volt, 60 cycle current, to place the unit in operation. Available in 1½ and 2½ HP sizes. Capacities from 480 to 990 gallon at 20 pounds in shallow well.

AB12295—**OIL BURNING SUSPENDED FURNACE** — Forge Heat Division, Dept. AB, Borg-Warner Corp., Detroit 26, Mich. Two new oil burning suspended furnaces announced. Like the other three models of the OF600 Series, the 1005 and 1505, with bennet output of 100,000 and 150,000 Btu, respectively, feature a patented, corrugated, plate-type heat exchanger of 12-gauge steel. "Tunnel firing" provides efficient combustion of the fuel, according to the Company. Filter frames and access panels to the sinter-cast blower assembly are on 4 sides and ends of units.
Now— RICHMONDVogue Lavatory comes complete with the

"F-543" RIM

When you use the Vogue, you're sure of a top-quality vitreous china lavatory, that is easily installed with the special Richmond "F-543" Rim, which comes complete with special mounting lugs and bolts.

The fashionable Vogue is ideal for counter-top installations using plastic, linoleum or wood dressing table materials. It comes in "Whiter-White", Bermuda Coral, Azure Blue, Fern Green, Oriental Ivory and Mellow Red ... with recessed soap dishes, rectangular bowl, spacious slab, and built with concealed front overflow.

Remember—whenever you use a Richmond fixture, you're sure of outstanding beauty of design and finish—plus the trouble-free service that builds complete and lasting customer satisfaction.
AB12218 — CORNER SHOWER STALL—Standard Steel Cabinet Co., Dept. AB, 3701 N. Milwaukee Ave., Chicago 41, Ill. Finished completely with chrome-plated trim, self-cleaning shower head and arm, two-way mixing valve, soap dish, and plastic curtain. Model No. 48 is 28 inches deep, 36 inches wide.

AB12339 — HOT WATER BOILER — The Hotstream Co., Dept. AB, 2363 E. 69th St., Cleveland 4, Ohio. The new H-193 gas-fired hot water heating boiler is designed for residential systems and is adaptable for all types of gravity or forced circulation installations. Height, 361/2 inches, 20 inches wide.

AB12200 — DIAPHRAGM SWITCH—General Controls Co., Dept. AB, 612 S. Flower St., Los Angeles 17. Cal. The L-38, a unit with many uses, is applicable to heating plant installations where it is necessary to operate a switch by a variation in gas pressure. Also suitable for air applications.

AB12238—LIGHT FIXTURE—Glascolier Co., Dept. AB, 307 6th St., Biddex, Pa. Fixture No. 2781X is designed for use on low-priced housing jobs. Available in white, light blue, light rose, light green, and beige. Size is 10 1/2 inches in outside diameter. Special prices on orders for over 1500 pieces.

AB12101 — CAULKING FOR TUBS—Miracle Adhesives Corp., Dept. AB, 214 E. 53rd St., New York 22, N. Y. This new product, Tub Caulk, dries in one hour leaving a tough waterproof bond. It is a plastic and will not dry out. Effective for tubs, shower stalls, sinks, and for filling cracks between window frames and tile or plaster.

AB12163 — OIL BURNER—Eureka Williams Corp., Dept. AB, 1201 E. Belt Ave., Bloomington, Ill. Model Fifty Ten low pressure oil burner This unit is new and is still in the testing stage. It has a capacity of 150,000 BTU per hour. Power consumption is 6000 BTU per hour. The unit is designed for use in apartment buildings and other similar structures.

AB12166 — ELECTRIC DRILLS—Portable Electric Tools, Inc., Dept. AB, 220 W. 83rd St., Chicago 20, Ill. Pet Superduty portable electric drills are built on the same principle as the larger models. All the 1/2-inch models and the extra-duty models in the 1/2-inch and 1/4-inch capacities have built in oilers and needle bearings throughout.

AB12157 — SANDER—The Hilger Co., Dept. AB, St. Cloud, Minn. A new principle in drum design is featured in the Hilger Super-Chief. It makes sandpaper changes very easy, and eliminates paper mending. The handle unit is demountable for portability. Power is supplied by a 110 volt A.C. motor driving over 1 HP.

AB12164 — KITCHEN FURNISHINGS—yon Metal Products, Inc., Dept. AB, Aurora, Ill. Steel kitchen cabinets with sound-insulated doors, writing table, stools, storage cabinets — a wide range of items which make the most compact, livable kitchen styled for beauty and efficiency and demanded by the homemaker-buys of today.

AB12182 — OIL SALAMANDERS—C. R. Daniels, Inc., Dept. AB, Daniels, Md. Dana salamanders have an automatic feed, easily adjustable draft regulator. Special construction of the bowl prevents fire hazards due to leakage and eliminates dangerous flames. Gives a red hot fire in a few minutes. Dimensions, 18 1/2 inches by 55 inches.

AB12293 — DOUBLE HUNG WINDOW UNIT—Anderson Corp., Dept. AB, Bayport, Minn. To complete its line, Anderson announces a Storm-Screen Combination Unit. It has wood frame, reinforced by aluminum center bar and two lightweight storm panels which slip into screen frame. Standard hardware used.

AB12159 — E-Z-ON WEATHERSTRIP—N. Bolt & Co., Dept. AB, 1009 Harvard Terrace, Evanston, Ill. This interlocking weatherstripping is available in four sets to fit various size windows and doors. The air lock, shown in construction detail, compensates for expansion and contraction of window wood. No special tools required for installation.

AB12183 — OIL FURNACE—Gilbert & Barker Mfg. Co., Dept. AB, West Springfield, Mass. The Gilberts CVU-75 oil-fired warm air furnace is capable of delivering 75,000 BTU. The unit stands 62 1/2 inches in height and measures 21 inches square. Weight is 490 pounds. Comes completely assembled, gives economical heat for the 4- to 6-room house.

AB12173 — INTERCHANGEABLE FLOATS—Nicholls Mfg. Co., Dept. AB, Ottumwa, Iowa. New interchangeable float blades make carrying of many tools easier for the mason. One handle fits five bases. The handle is attached to an aluminum plate with two projections on one side and two cam nuts on the other. This fits into the bases.
”Light Conditioning” is high-spot of National Home Week exhibits!

IN MINNEAPOLIS!
Light Conditioning Used in 12 out of 18 NHW Homes

During National Home Week in Minneapolis, 18 homes were placed on display by Minneapolis builders. Of these, 12 were Light Conditioned.

Builder says Light Conditioning is Sales Advantage!
Robert Bedney, prominent Minneapolis builder, says: “Light Conditioning brought out the real beauty and individuality of my National Home Week home — especially at night. From now on, I want my houses to be Light Conditioned all the way through. It is a real selling advantage.”

ELECTRIC SERVICE COMPANY PLAYS BIG ROLE

National Home Week — and Light Conditioning — were strongly promoted by Northern States Power Company, through radio, TV, give-away Light Conditioning booklets, window displays, and on-the-spot demonstrators in the homes.

IN MILWAUKEE!
Light Conditioning Draws Triple-Size Crowds

In Milwaukee, builders and the Wisconsin Electric Power Co., sponsored “Parade of Homes” during National Home Week. In one group of homes, three were Light Conditioned, seven were not. The Light Conditioned homes attracted an average of three times as many visitors as the normally-lighted homes.

STOPS VISITORS!
A leading Milwaukee builder, Alfonse Zielinski, says: “I noticed that Light Conditioning stopped the visitors to our home. In past years, frankly, nobody even looked at the lighting. Light Conditioning, especially lighted valances, will certainly be in the plans for my future homes.”

IN DETROIT!
LIGHT CONDITIONING MAKES FRONT PAGE

Highlighting the interest and importance of Light Conditioning, the Detroit Free Press featured the Light Conditioned Home on the front page of its special Sunday Home Week section.

Builder and Electric Service Company are Light Conditioning Team
Both the Detroit Edison Company and Miller Homes Company promoted Light Conditioning during National Home Week in Detroit. Miller Homes ran a half-page ad featuring “Planned Lighting.” Detroit Edison assisted in selecting lighting equipment, supplied demonstration personnel, distributed Light Conditioning recipe books.

Recipe Book Cooks Up Sale!
The supplier of the fixtures for Detroit’s Light Conditioned home reported that a woman walked into his store with a copy of the Light Conditioning recipe book, asked for and bought a duplicate set of the fixtures she had seen in the demonstration home.

For help in Light Conditioning your new starts, contact your local electric service company.

GENERAL ELECTRIC
JANUARY, 1952
AB12302—STAINLESS STEEL SINK FRAME
— Walter E. Selick and Co., Dept. AB, 225 West Hubbard St., Chicago 10, Ill. The Hyde Ideal Sink Frame is clamp-down, stainless steel. Can be used to complete installation on all types of rim sinks of porcelain on steel or cast iron and on stainless steel. Also for vitreous china sinks, lavatory bowls, flat rim sinks with square or rounded corners. May be used with any type of top-covering material such as linoleum, etc. Made for 1½ to 3-inch top plus covering materials up to 1/4-inch thick.

AB12304—PRESSURE-BONDED BLOCK FLOORING—Higgins, Incorporated, Dept. AB, Industrial Canal, New Orleans, La. Higgins Bonded Hardwood Block Flooring is made of multiple plies of selected Southern hardwood, cross-grain laminated and pressure-bonded with waterproof glue. Blocks are 9x9x1/2 inch with oak face. Higgins Adhesives No. 7 and No. 9 are recommended, by the company, for mastic application on concrete slab foundations. Higgins Block Flooring can be blind-nailed over wood floors. It is termite, rot and moisture proof.

AB12275—PRECAST CONCRETE SLABS—The Flexicore Co., Inc., Dept. AB, Dayton 1, Ohio. Photo shows 8x16-inch Flexicore precast concrete floor and roof slabs being installed in 3-story apartment. Weight is less than half solid poured slab, necessitates less reinforcing steel. Slabs are precast in inch variations of lengths up to 26 ft. 8 inches, providing a clear span without center support up to 26 ft. Slabs require only placing, leveling and grouting on the job. Also available in 4x12-inch cross section.

AB12237—ASBESTOS-CEMENT ROOFING SHINGLE—Asbestos Corp., Dept. AB, 5300 Tchoupitulas St., New Orleans, La. The manufacturer features simplicity of application and claims square shoulders and a 'V' notch in the center of the top simplify the alignment problem. Having only 76 shingles per square makes it economical asbestos-cement shingle to apply, is also claimed. This Early American Strip Shingle is manufactured in five colors with deep traditional texture.

AB12270—PORCELAIN FINISHED PANELS—Baltimore Porcelain Steel Corp., Dept. AB, P.O. Box 928, Baltimore 3, Maryland. Mirawall has a porcelain face fused to 32-gauge steel bonded to hardboard for interior use and galvanized-backed for exterior use. The interior quality is sawable. Interior grade weighs 1½ pounds per sq. ft. and the exterior grade weighs 2 pounds per sq. ft. Available in 2-foot by 4, 6, 8, or 10-foot lengths with a selection of 10 colors and white. Genuine porcelain finish suitable for commercial and domestic use.

AB12327—KEY-IN-KNOB LOCK SET—Dexter Lock Co., Dept. AB, Subsidiary of National Brass Co., Grand Rapids, Mich. The maximum diameter hole that need be drilled in door to receive the Dexter Key-in-Knob Lock Set is 15/16-inch, eliminating the use of expansion bits or special hole saws. The lock, consisting of three factory assembled units, a latch and two knob units, self-aligns and interlocks into one unit with the tightening of two tie screws. Made entirely of brass and steel, knobs completely reinforced with steel underneath the brass.

AB12276—FLUORESCENT LIGHTING UNIT—Electro Mfg. Corp., Dept. AB, 2000 Fulton St., Chicago, Ill. The water-in-electro Skylouvre fluorescent lighting unit with molded Luxtron Styrene louvers and side panels, is available in 20-watt and 40-watt sizes. Louvers and side panels are guaranteed against warping, discoloration and chipping, under normal usage, for the life of the fixture. Entire louver is held in a metal, basket-like frame and swings down (as shown above). Skylouvre is part of the Electro 'Basic Unit' line.
You can't give this little giant TOO MUCH WORK!

It's 30 cu ft of air power, ready and willing to tackle the host of building jobs that can be powered by air.

You'll find this Worthington Blue Brute portable air compressor has the same stamina as bigger Blue Brutes—60 cu ft and larger—and the same top quality of design and construction.


See the "Blue Brute 30" at your Worthington distributor. Write for bulletin to Worthington Pump and Machinery Corporation, Construction Equipment Division, Dunellen, N. J.


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ONLY $279.75

...for Hope's Steel Windows in this home, but they add much more to its value. House hunters acknowledge their longer life and saving in upkeep as well as their neater, more finished appearance. Such homes attract buyers immediately. Write for HOPE'S Bulletin No. 102L

Residence of James G. Lippman, Jamestown, N. Y. Godfrey Carlson, Contractor

HOPE'S WINDOWS, INC., Jamestown, N. Y.

THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS

JANUARY, 1952
AB12156 — CONVECTOR RADIATORS — Young Radiator Co., Dept. AB, Racine, Wis. Shown here is Type Fl low-level convector, designed for installation beneath a picture window. These radiators may be recessed and painted to harmonize with the room. Lengths are from 20 to 112 inches, depths of 4 1/2 and 8 inches, 12-inch height.

AB12209 — OIL FURNACE AIR CONDITIONERS — Holland Furnace Co., Dept. AB, Holland, Mich. These units are complete winter air conditioners which perform the functions of heating, circulating, filtering, and humidifying. They are equipped with vaporizing pent type oil burners. Fuel-saver baffles are a feature of the design.

AB12369 — DADO SET — Western Saw Manufacturers, Inc., Dept. AB, 1844 W. Washington Blvd., Los Angeles 7, Calif. Featuring an entirely new and exclusive design, the Pacific Grove Master Dado produces grooves faster with the usual burnished or splintered edges, states the manufacturer. Available for 1/2 and 3/4 inch arbors.

AB12353 — FIRE DOOR — Virginia Metal Products Corp., Dept. AB, Orange, Va. Fire doors with 1/2 hour ratings have Underwriter's Laboratories approval in standard sizes. The 1-1/4 inch thick steel doors have oak wool insulation and are complete with frames. Window lights of 10 x 10 inches are available in special doors.

AB12374 — PAILSTER LATH — Quamash, Penn Metal Co., Dept. AB, Parkersburg, W. Va. A combination of materials makes the Pailster lath produce a lath set at a sharp angle to the plane of the sheathing. The lath is used on walls and ceilings. Its stiffness permits wider spacing between supports. Sheet size is 27 by 96 inches, packed 10 to a carton.

AB12219 — MEDICINE CABINET — Standard Steel Cabinet Co., Dept. AB, 1910 Milwaukee Ave., Chicago 41, III. Model 2300 TL has a door mounted with chrome-plated piano hinge, frame of polished stainless steel, razor blade drop, convenience outlet, mirror of plate glass, fluorescent bulb. The cabinet is made of steel.

AB12155 — WATER SOFTENER — The Lindsay Co., Dept. AB, 1125 S. 7th Ave., Minn. This new unit features a special timing valve for automatic control of regeneration. It is available in six sizes to meet the full range of home water softening requirements. Cost of the Lindsay Automatic ranges adaptable to all types of installations from low price to luxury homes.

AB12217 — WATERPROOF FOR MASONRY — Protection Products Mfg. Co., Dept. AB, Kalamazoo, Mich. Raincheck is a penetrating, invisible, silicone-base water repellent for masonry. It can be applied either by brushing or spraying. One coat is usually sufficient. Available in 1-gallon and 5-gallon cans and 55-gallon drums.

AB12127 — WALL FURNACE — Temco, Inc., Dept. AB, Nashville 9, Tenn. A gas panel wall furnace suitable for almost any kind of wall construction. Two models are offered: a single-wall 25,000 Btu unit and a dual-wall 50,000 Btu unit. Outer jacket is 17/8 inches wide, 67/8 inches high. Burns natural, manufactured, or petroleum gas.

AB12432 — RUBBER BASEBOARD MOULDING — Corner Products Co., Dept. AB, 309 North Cicero Ave., Chicago 30, III. A flexible rubber baseboard moulding that is coiled to cabinets, baseboard, etc., leaves no crevice where insects can hide. The Sani-Base moulding comes in black, white, red, blue, green, and yellow. Colors are permanent.

AB12197 — BOILER BURNER UNIT — The H. B. Smith Co., Dept. AB, Westfield, Mass. A new boiler-burner unit for larger houses and smaller commercial buildings. Oil-fired. Known as the "2000," Smith-Mills, this unit is based on the company's No. 20 series boiler, to which has been added a pilot mounted oil burner.

AB12179 — INDUSTRIAL PAINT ROLLER — The American Paint Products Co., Dept. AB, 3308 Edison Ave., New York 66, N. Y. The maker of Arco Rollers offers a new heavy duty paint roller which can be attached firmly to any extra long pole, making possible painting from a standing position. Comes in 3 sizes: 9, 14, and 18 inches.

AB12223 — WALL FURNACE — Reliance Products Corp., Dept. AB, 309 North Davis St., Portland 14, Ore. Model 50WFB oil-fired wall furnace is shipped completely equipped for easy placement. No ducts are required. No pilot or low fire. Case size: 60-in. height, 3-in. width. For homes up to 1000 square feet of floor area.

AB12326 — EARTH ANCHOR — Van Dyke Industries, Dept. AB, 3625 Cahuenga Blvd., Los Angeles 28, Calif. An easily installed tool for anchoring guy lines and providing firm and piling for various types of construction. Body pilot sizes are 2 inches by 66 inches, and 2 1/2 inches by 54 inches. Wide-flange screw.

AB12375 — THERMOSTAT — General Controls Co., Dept. AB, Glendale, Calif. A new snap action thermostat has a flush mounting to eliminate dust catching. The face of the unit is connected directly to the thermal element. This makes the entire face sensitive to air temperature and radiant heat. Heat changes are made quickly.
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.

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Akron 1, Ohio

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

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CITY STATE
AB12277—WOODWORKING POWER MILL
Master Woodworker Mfg. Co., Dept. AB, East Fort at Brush, Detroit 26, Mich. The Master Woodworker shown above is equipped with an overhead cross cut radial saw, underslung rip saw and a 3-knife round head jointer. Saw sizes on various models run from seven to 18-inch crosscut and eight to 18-inch rip. The machine is ball-bearing throughout. All five models, electrically driven, are adapted for gasoline-engine drive. Adjustment of the depth of cut is made either by table or overhead screw, for ease and accuracy.

AB12241—KITCHEN PLANNING MODEL KIT
The Long-Bell Lumber Co., Dept. AB, Longview, Wash. This modern kitchen planning kit measures 12 x 13 x 5½ inches and has wooden scale models of the Long-Bell Pasture Perfect Kitchen cabinets and a scaled planning sheet. A kitchen of the maximum 12 x 16 foot dimension may be planned with the kit. Included are 56 miniature kitchen units. Two walls are stationary with the third adjustable to the room dimensions. Planning sheets may be slipped underneath models and an outlined plan of the kitchen drawn.

AB12254—SEAMLESS EFFECT CARPET
Bigelow-Sanford Carpet Co., Inc., Dept. AB, 140 Madison Ave., New York City 16. Photo shows the "poured-on" seamless effect obtained with Cushionlok carpet. The Company claims the sponge rubber, blown into the back, eliminates the usual felt underlay and gives the carpet added resilience. Made in 37-inch widths. Cushionlok is easy to handle by the carpet layer and can be laid without removing all of the furniture from the room. Company reports tests indicate longer life than carpet with conventional backing.

AB12270—FOLLOW-THROUGH TYPE HOLE SAW
Mills Falls Co., Dept. AB, Greenfield, Mass. The new Blu-Mol high-speed, heavy-duty, follow-through type hole saw offers a specially selected high-speed steel edge welded to an extremely tough alloy steel back, according to the manufacturer. Capable of cutting any machinable material. Cuts up to 3½ inches may be made in solid stock, to any depth desired in stacked material or in cutting through partitions and walls. Forty sizes from 1½-inch to 4½ inches in diameter.

AB12473—CIRCULAR SAW SHOP—Belshaw Machinery Co., Dept. AB, 315 Westport Rd., Kansas City 2, Mo. The Belshaw Circular Saw Shop is a complete bench machine for sharpening and fitting circular saws. Machine handles jointing, gumming, tooth forming and setting of all popular wood and metal cutting circular saws. Complete assembly includes ½ HP electric motor unit, 3450 r.p.m., 110-120 V, 60 cycle, AC power. Saw set is included in the complete unit. Refer to Model #1025. Shipping weight 93 pounds.

AB12255—CELLAR DOOR—The Belco Company, Dept. AB, 164 Hallock Ave., New Haven 5, Conn. The Bilo copper steel Celldoor is sold in a package by building material dealers and can be assembled and installed on a new home in as little as ten minutes, said the manufacturer. The Bilo Celldoor is claimed by the Company to be a desired home feature because the direct access provided by the "modern Bilo copper steel door makes basements useful, livable and affords a factor of safety so important to the home owner.

AB12303—TEMPERED HARDBOARD—Masone Corporation, Dept. AB, 111 Washington St., Chicago 2, Ill. Masone Tempered Pre-dried wood is shown above being used as exterior siding. According to the company, in thicknesses of 5 16. or ½ inch, the moisture-resistant panels are attractive as wide lap siding in widths to 24 inches. It is reported that the panels hold paint exceptionally well. Since the panels have no grain or knots, there is nothing within the board to mar the finish. Write for bulletin No. A-218 for application details.

AB12257—SUSPENDED OIL-FIRED WARM AIR FURNACE—Delta Heating Corp., Dept. AB, Trenton 8, N. J. Common usage is suspension from ceiling to heat buildings by direct air blast or attached to duct pipe. Twenty inches in height, furnace can also be installed in low-ceiling basements. Model SU110, 150,000 Btu/hr. SU75 unit, 75,000 Btu/hr. Both cases measurement 62 inches long, 20 inches high, 28 inches wide. Built-in refractory combustion chamber, air filter, water wheel type blower shipped with factory assembled unit.

AB12252—WALL PLATES—Wiring Device Div., Arrow-Hart and Hegeman Electric Co., Dept. AB, 103 Hawthorn St., Montford 6, Conn. New Unlimited wall plate design units are being supplied to accommodate single, duplex and multiple wiring devices of both regular and interchangeable-line types. All Unlimited wall plates are molded from brown Bakelite or Ivorylite. Reinforced backs are said to provide extra rigidity and unusual strength. This line is complete and it is claimed this will simplify inventories and assure uniformity.
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12 → 14 MOLDED TILE PIECES

...for that complete plastic all-tile installation—eliminates metal or rubber substitutes.

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6 BEAUTIFUL NEW COLORS

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- Burgundy Marble  
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- Foam Green

Tilemaster the quality plastic tile offers the most complete color selection...32 tested uniform colors—Solid...Pastel...Marbelized...Pearlescent. Get complete details on this lifetime tile—put on one time, it stays on for all time.

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Please send complete information and samples.

Distributor  Dealer  Architect  Contractor

Name:

Address:

City Zone State
AB12162 — SAWHORSE BRACKETS — Dayton Mfg. Co., Dept. AB, 20 S. Central Ave., St. Louis 5, Mo. These brackets do not require nails, bolts, or mitering of legs. The wood members are locked firmly in place simply by putting a hammer in leg and rail sockets and tightening wing nut. Will fit 1x4's and 2x4's. 

AB12327 — GAS VENT — Wallace & Co., Dept. AB, Balto., Calif. The Q.C. Metalbestos gas vent is made from aluminum, will not crack or chip, is highly resistant to corrosion from fume gases. N Built-in air insulation gives protection from fume and fire hazards. Assembled without cutting or fitting. 

AB1260—NEW LOCKS — Adams-Rite Manufacturing Co., Dept. AB, Glendale, Calif. The Adams-Rite lock, Series 1357, in the upper left is a heavy duty lock for screen and storm doors. The lock at the upper right, Series 500, is also intended for sliding doors.

AB1263—WATER PUMP — F. E. Myers and Bros. Co., Dept. AB, Ashland, Ohio. Equally effective for shallow or deep wells service. This is the new, improved Myers pump of only one moving part. No lubrication is ever required. Increased capacities at higher pressures provide an abundance of water from every outlet.

AB12636—DECORATIVE YARD LIGHT — Nu-Matic, Inc., Dept. AB, 395 Del Monte Ave., Monterey, Calif. A new line of electric yardlighting built to permanent standards, designed for outdoor use where safety and beauty are desirable. The Nu-Matic uses the most modern lighting materials, which are designed for long life and strong performance. The fixture is made of galvanized steel and is designed for rustproof durability. The Nu-Matic line includes a wide range of sizes and styles to meet the needs of all outdoor lighting applications.

AB12455—HORIZONTAL CIRCULATORS — Taco Mfg. Co., Dept. AB, 137 South St., Providence 3, R. I. New 3-inch horizontal circulators are designed primarily for forced circulation hot water heating systems in large buildings. May also be used with dishwashers and other equipment requiring volumes within their capacities.

AB12200—ROOM AIR CONDITIONER — York Corp., Dept. AB, York, Pa. This 1/2 h.p. air conditioner room model 13 gives complete air conditioning for bedrooms, average-size living rooms, and offices. The dimensions are 26½ inches wide, 14½ inches high, and 2½ inches deep (including 9½ inch molded window).
How KEYMESH becomes your hidden asset

The attractive appearance and economy of stucco are being realized by more and more home and commercial building owners—for over-coating as well as new construction. When Keymesh reinforcement is included, the priceless asset of durability is added.

Keymesh is the hidden asset because, once applied, it remains firmly embedded in the stucco for the life of the building—greatly increasing the strength of the siding and minimizing the possibility of cracks and checks.

The booklet, "The Keystone System of Stucco Application" will help you add this hidden asset to the profit side of your business. If you don't have a copy, write for one today.

KEYSTONE STEEL & WIRE COMPANY
PEORIA 7, ILLINOIS
AB12253 — DECORATIVE WALLBOARD —
The Arborite Co., Ltd., Dept. AB, 385 LaFleur Ave., Montreal 32, Que., Canada. The company's plastic laminate is offered under the title Arborite Decorative Wallboard. Besides the properties common to all plastic laminates, this material, according to the company, offers one additional advantage — its surface is thicker. Only spot gluing and tip-type moldings are required to retain Arborite on vertical or horizontal surfaces. Pearl pattern is shown above on all wall and counter surfaces.

AB12251 — STOCK RAILING SECTIONS —
R. G. Coffman Co., Inc., Dept. AB, Orlando, Fla. Ornamental iron railings in stock sizes permits installation before masonry and, according to the company, result in stronger anchorage. Straight sections are available in multiples of 6 inches from 1 foot 2 inches up to 5 feet 2 inches. Step sections have design for 7-inch risers and 12-inch treads; adaptable to other sizes and steps. Six step sizes are made; one through six step. Railing sections are joined to 1-inch newel posts with 2 bolts.

AB12256 — STAPLING HAMMER —
Bostitch, Dept. AB, 407 Mechanics St., Westerly, R. I. The new Bostitch H28 has been designed for high speed nailing and light nailing jobs. It is plated for rust resistance, has new style driving lever and new type punch to eliminate jams. With one hand and one blow the staple is driven all the way home, claims Company. The new Bostitch H28 uses staples of .050 x .019 wire; available in several leg lengths. Over twenty improvements in design and construction have been made.

AB12281 — WINDOW WALL FRAMES —
Fabrow Mfg. Inc., Dept. AB, 2357 Wayne St., Toledo 9, Ohio. Fabrow Window Wall Frames, according to the company, are quickly assembled on the site, each member being accurately milled, cut and matched from kiln-dried 2x6-inch clear Douglas fir or hemlock, water repellent and toxic treated. All frames are rabbeted to receive standard sizes of Thermopane insulating glass. Each frame includes mitered glass stops and is bundled; arriving on the job as a package. Available in nine standard sizes.

AB12258 — VINYL-CORK TILE —
Dodge Cork Co., Inc., Dept. AB, Lancaster, Pa. According to Company, Dodge Vinyl-Cork Tile lays smooth on wood or concrete subfloors and has durable surface which will not spot or stain. Dodge tile is available in 6 x 6-inch, 9 x 9-inch and 12 x 12-inch tiles; ¼ and 3/16-inch thick. 24 color patterns and feature strips, border material and special designs. Dodge tile features quiet, resilient cork base. Surface is cleaned with soap and water; never needs waxing. Catalog and color chart available.

AB12261 — ALL STEEL FORMS —
Irvington Form & Tank Corp., Dept. AB, 21 Vesey St., New York 7, N. Y. Atlas Speed Forms are all steel, designed for fast erection and stripping. They can be assembled in small panels for hand handling or large wall size units for crane handling. Shipped complete with accessories and are used with any standard tie. The forms are available for rental or purchase under several liberal rental purchase-option plans. Prices include engineered layouts and field erection instruction by trained servicemen.

FOR FURTHER INFORMATION ABOUT ANY OF THE PRODUCTS ON REVIEW, WRITE PRODUCT NUMBER IN SPACE BELOW AND MAIL COUPON TO:

American Builder, Reader's Service Dept.
79 W. Monroe St., Chicago 3, Illinois

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Architects and builders find ready acceptance of their specification for this material—so well known and trusted by millions of homemakers everywhere.

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Richard P. Wahl, Architect;
Formica fabricator, Grace Cabinet Shop,
Springfield, Mass.
The Kohler Potomac meets the need for an attractive, practical, one piece recess bath of enameled cast iron for low-cost housing. Takes less space—saves 3" at center, 6" at each end, yet provides full-size bathing area. The lustrous, easy-to-clean enamel covers outside as well as inside surfaces.

Advantages include a low front for ease of stepping in or out, flat bottom, integral soap dish. The rim affords a hand grip for added safety. The slope end assures the comfort of a reclining position while bathing. The chromium-plated fittings are designed and made for lasting efficiency.

Kohler Co., Kohler, Wisconsin. Established 1873
1. For domestic hot and cold water lines, and process lines, government regulations still permit the use of Chase Copper Water Tube. Made in hard and soft temper, straight lengths and long coils, for solder-joint and flared fittings. Excellent for new installations or replacement work.

2. For underground installations exposed to corrosion and frost, use Chase Copper Water Tube, Type K. Soft temper copper tube can be bent around obstructions in the trench, each bend saves cost of fitting. 100 ft. lengths in coils are convenient to handle, require fewer fittings.

Attention
Plumbers, Architects, Builders...

TWO PLACES
YOU CAN USE COPPER TODAY

Specify Chase Copper Water Tube!

For an endurable and versatile piping, try Chase Copper Water Tube. It comes in straight lengths of 20 feet and in coils of 40, 60 and 100 feet. Smooth inside finish of tube and fittings offers no resistance to water pressure. Also add these features: rust-proof, corrosion resistant, readily bent and cut—and you have the perfect material for domestic water lines, process lines, and underground applications.
AB112435 — STUB NAIL DRIVER — Steeplite Mag- netic Punch, Howard Van Or- den, 141 Godwin Ave., Paterson, N.J. A new device for driving stub nails into concrete, stone or steel has been developed by a union laborer, Van Or- den, and installed by the Metal Lath Mfg. Association. The device enables metal laborers to safely use stub nails.

AB112441 — TERMITE SHIELD — B. and R. Com- pany, Dept. AB, P. O. Box 93, Pinto, Texas. A new termite shield that is permanent has an expandable metal edge that is bonded to the beam. The bonding is done with cement mortar. Corner mitering are pre-fabricated. The shield joins together with metal clips, no soldering is needed.

AB112463 — STORM-SCREEN WINDOW — Aluma- tec Corp. of America, Dept. AB, 2061 S. Sixth St., Mil- waukee, Wis. Known as a "Guardian", this redwood finish window features easy-to-operate, double-hung construction. Glass and non-insect screen is easily replaced by the homeowner. Guardian unit is completely weatherstripped yet storm sash slide easily.


AB112187 — UNDERWA-TER PUMP — Lancaster Pump & Mfg. Co., Inc., Dept. AB, Lancaster, Pa. Designed to operate under water, and can be set as deep as 800 feet. These pumping sets come in diameters as small as four inches and capacities as large as 2,000 gallons per minute. No priming is required and cost of pump house is elimi- nated.

AB112189 — WALLBOARD TAPE — The Marvan Corp., Dept. AB, West Hartford, Conn. An improved weatherproof tape featuring an all-covering sand paper surface, superior bonding qualities, producing a firmer joint. The tape is an- chored at 144 places in every foot, and has crosswise expan- sion of about 2 per cent. Samples and test data are avail- able.

AB112462 — ALL-METAL 78-INCH LEVEL — Simplex Level Co., Dept. AB, 4834 E. Warren Ave., Detroit, Mich. Six vial, all-metal level for setting door jambs and win- dow frames. Use either end or edge up. 11x21/8-inch. One beam construction, non- warp, 41/4 pounds. Equipped with replaceable EZ set glass holders. Also 72-inch size available.

AB112208 — PRE-BUILT FIREPLACES — Hearthplace, Inc., Dept. AB, 189 S. Ekhart Ave., Ekhart, Ind. Available in either wall or corner models in mahogany or birch, the Hearth- place line burns wood or coal, heats rooms effectively by virtue of a high velocity Cyclofan feature. Units are shipped completely assembled.

AB112447 — KITCHEN CAB- INETS — Lyon Metal Products Inc., Dept. AB, Aurora, Ill. New kitchen cabinet features include the dry storage cabinet shown over the refrigerator. The unit has grills for the free passage of air. The Finger Tip cabinets at eye level are for- books, spices, etc. Corner cab- inet is the Twirl-O-Matic.

AB112341 — AUTO-LOAD- ER — Jaeger Machine Co., Dept. AB, Columbus, Ohio. The hopper can be loaded while batch is mixing, then it automatically shoves food into the drum. This makes it possible to produce 12 to 15 more yards of concrete daily. Gasoline powered. Drum is mounted on steel tracks.

AB112196 — WINTER AIR CONDITIONER — Richard Radnitz Co., Dept. AB, 19 E 47th St., New York 17, N. Y. Built to fit into the small home, where space is tight, this new vertical steel winter air condition- er is suitable for first floor or utility closet installation, but works equally well in a base- ment location. Oil-Fired.

AB112130 — CIRCULATING HEATER — The Coleman Co., Inc., Dept. AB, Wichita 1, Kansas. Fully-vented gas-fired circulating heaters are recent additions to the Coleman line. Input ratings are 30, 40 and 50,000 Btu's. Two styles in- clude "basket weave" front panel for radiant heat, and a visible fire model.
The patented Superior Jamb-liner provides flexibility for expansion and contraction so that the window slides easily, quietly and smoothly at all times; and also maintains weathertightness at all times. This carefully engineered, resilient weatherstrip maintains just the right pressure at all times so that you always have what everyone wants most in a window—complete weathertightness and easy, smooth operation!

And, of special interest to dealers, contractors and architects is the fact that Bilt-Well Superior Units are now made easily adjustable to various wall thicknesses. See illustrations below.

**CARR, ADAMS & COLLIER CO., Dubuque, Iowa**

Here's a list of the BILT-WELL LINE

Superior Unit Wood Windows
Exterior & Interior Doors
Entrances and Shutters
Closet Unit Wood Windows
Basement Unit Windows
Louvers & Gable Sash
Combination Doors
Sashes & Storm Sash
Corner (China) Cabinets
Ironing Board Cabinets
Mantels & Telephone Cabinets
Nu-Style & Multiple-Use Cabinets
Stair Parts

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Look...a wide overlapping "blind stop"—plenty of room for nailing to security anchor frame and form a weathertight windproof installation.

Sash can be installed and removed without tools and without removing weatherstrip, before inside stops are applied.
Plan Mosaic Tile into the bathrooms you design. Banish clients' cleaning woes and replacement worries forever! With real clay Mosaic Tile, you secure the most for your clients' money. The soft, beautifully textured integral colors of Mosaic Tile will not lose their freshness and charm. Spilled lotions, medicines, water will not harm its impervious surface ... they wipe away in an instant! And it will never burn, warp, fade or peel.

Mosaic Tile gives you unlimited design freedom ... gives your clients pride of ownership that spells years of complete satisfaction.

For quick facts, contact our nearest office.
For helpful, descriptive literature on all types of Mosaic Tile, write Department 35-1, The Mosaic Tile Company, Zanesville, Ohio.
This Mosaic Tile bathroom, designed by Eugene Voita of Chicago, sings of gay beauty and easy care! Tile is gray, 30DK. Wall pattern is 2259-A. Floor pattern 1778-A1. Mosaic Tile is also available in many other colors.
AB12120—ALUMINUM WALL TILE—Alloy Tile Corporation, Dept. AB, Belleville, N. J. This kitchen shows one of many applications of Alumina Wallinium™ individual aluminum wall tile. It provides light wall load (14 oz. per square foot including mastic) and needs no special understructure, according to the company. Twenty colors, including mottles, are available. Company claims finish will not chip, crack or peel and is waterproof. Can be installed on any even surfaced, painted or unpainted wall.

AB12308—PREFAB HOUSE—General Industries, Inc., Dept. AB, 3033 Wayne Trace, Fort Wayne 5, Ind. Entitled “Five Star General,” this prefab house is designed specifically for FHA Title I Class III Financing. Maximum loan under this section is $24,750. According to the company, this home can be complete ready for occupancy within 48 hours after delivery. Foundation and utilities should be put in the day before delivery. Home is completely decorated. The selling price does not include the land.

AB12424—DOOR OPERATOR—Robot Appliances, Inc., Dept. AB, 1565 Prospect Ave., Dearborn, Michigan. The electronically controlled Robot Door Operator opens doors, stops at any desired point, or closes and locks. It is designed for sectional-overhead type doors and comes in 10 different, 12-volt models. It is operated by standard three-button remote switches or by Robot magnetic remote control from stopped or moving vehicles, or by a combination of these methods. Door opening sizes from 8 to 14 feet high. Door weight maximum is 800 pounds.

AB12445—CAULKING GUNS—Samuel Moore Chemical Co., Inc., Dept. AB, Miamisburg, Ohio, announces a new line of caulking guns known as Rob-Bub Caulking guns for use with new Rob-Bub Chromated Caulk. Made of steel with a gray baked-on enamel finish, they feature contoured handles, positive ratchet drive, long trigger stroke and instant pressure release. Model 1MX (shown above) is for use with caulk cartridges only. Model 1MX7 is for use with bulk caulk, but can also be used with caulk cartridges. A variety of metal nozzles are available.

AB12248—ELECTRICAL RADIANT HEATING—United States Rubber Company, Dept. AB, Rockefeller Center, New York City. Diagram shows construction of Uskron panel, a new method of electrical radiant heating from the ceiling which, according to the company, is gaining popularity in Miami and Southern Florida. Heating element is thin layer of rubber which will conduct electricity. U. S. Rubber Company engineers changed rubber from a natural electrical insulator by mixing it with a variety of chemicals to make possible the above application of rubber.

AB12450—WINDOWS—Brown-Groves Co., Dept. AB, Akron 1, Ohio. Bee-Gee windows are a complete wood unit, consisting of the frame, prefixed glazed sash with the glass beaded in putty, a copper screen and all hardware applied at the factory. All wood parts are chemically treated for maximum protection, according to the manufacturer. The Bee-Gee window is prefitted at the factory and ready to set in the wall. A patented ventilating unit stops in any position from closed to maximum opening.

AB12239—LIFT TRUCK—Hyster Company, Dept. AB, 7955 N. E. Dickinson St., Portland 8, Ore. Company reports engineering changes in Hyster's Model '20' lift truck are a new upright assembly and new load arm pins which will permit the use of optional additional counterweight on the standard 2000 pound capacity model. (shown above) thus increasing or decreasing load-center or load capacity as the need requires. Photo shows extra de-mountable counterweight pads on back.

AB12229—SIDING UNDERLINER—Wood Conversion Co., Dept. AB, 1st National Bank Bldg., St. Paul 1, Minn. According to the manufacturer, Tuff-Sid Underliners offer a new solution to many remodeling problems.
DESCRIBED by TIME Magazine as "a dazzling example of the vast change which has taken place in the hotel business," the Western Hills Hotel of Fort Worth, Texas, is a new and different type of hotel. Of rambling Mediterranean type of architecture, with tiled roof and tan adobe brick walls, this 200-room air-conditioned hostelry combines the luxurious appointments and service of the best city hotels with recreational facilities of resort hotels.

The main building of the hotel is three stories high with three one-story wings. A swimming pool patio is fringed by ten colorful cabanas with the same type of living facilities as the other guest quarters. Twelve additional guest houses are grouped about the hotel proper.

The entire Western Hills Hotel establishment is completely equipped with AllianceWare bathtubs. Reasons for the choice of AllianceWare by leading architects and builders include not only the modern styling, stain-proof surfaces and a choice of colors, but also important construction details, such as exact dimensions, wall guard flange to stop water leaks around the tub at the wall line, and anchor lugs which prevent shifting and settling—added values at no extra cost.

Ask your plumbing contractor for details of AllianceWare or write us for catalog sheets.

ALLIANCEWARE, INC. • Alliance, Ohio
Bathtubs • Lavatories • Sinks

JANUARY, 1952
BUILDING PRODUCTS ON REVIEW

AB12118—CAULKING COMPOUND—Miracle Adhesives Corp., Dept. AB, 214 East 53rd St., New York City 22. Called "Tub-Caulk," this product dries in one hour leaving a tough, waterproof and greaseline bond that will not shrink or crumble, said the manufacturer. Uses include caulking around bathtubs and sinks and for filling cracks between window frames and tile or plaster. "Tub-Caulk" finish is white and velvet smooth. "Tub-Caulk" is a plastic caulking, as compared to the usual putty-type product and will not dry out.

AB12475—WATER HEATERS—Jul Whitehead Heater Co., Dept. AB, 4111 Broadway, Oakland, Calif. Shown above are the Hideaway and the Table Top models. Models are available in electric, sizes 32, 42 and 52 gallons; or gas, sizes 20, 30, or 40 gallons. All table top models are 24 inches wide, 25 inches deep, and 26 inches high and are equipped with double-plug electric outlet. Gas models have 31.5 gallons per hour recovery. The Hideaway model 32 and 42 gallon size are 22 inches by 34½ inches; 52 gallon size is 26 by 34½ inches.

AB12133—OIL OPERATED AIR CONDITIONER—Servel, Inc., Dept. AB, Evansville, Ind. Announced as world's first oil-operated "all year" air conditioner, Servel's model DE-9/B-10 has one low-pres.-cone burner and compact steam generator, provides both summer cooling and winter heating for homes with seven or eight rooms. Cooling capacity is equal to that of 5.4 tons of ice per day, heating output is 96,000 Btu per hour. Remote control of unit is centered in a finger-tip "Electrical" which permits instant regulation of temperature.

AB12123—DIGGER FOR HEAVY-LINE CONSTRUCTION—Sordoni Construction Co., Dept. AB, Forty Fort, Pa. Shown above, this unit is being used for setting and sparring utility-line poles, digging concrete footings for building construction and for digging transmission tower footings. Sordoni used a White Super Track for this new equipment. It is a Model WC-70 White with 196-inch wheel base, two-speed axle, five-speed transmission and 9.00 x 20, 12-ply tires. Derrick is capable of setting 65-foot poles and is 22 feet long, extended.

AB12117—ASBESTOS SIDING AND SHINGLE CUTTER—Tri-State Indus. Materials Co., Dept. AB, P. O. Box 9442, Fort Worth 7, Texas. The non-breakable Monarch asbestos siding and shingle cutter is made of malleable iron and guaranteed 100 per cent against breakage, according to the manufacturer. The cutter has two high grade tool steel, heat-treated cutting blades that can be replaced, if necessary, at a nominal charge. The Monarch is available in two sizes, 27-inch cutter, approx. weight 47 pounds, and 32-inch cutter, approx. weight 54 pounds.

AB12423—CIRCUS DESIGN ENAMEL FINISH RUG—Glanue-Bladon Corp., Dept. AB, 295 Fifth Ave., New York City 16. A new "Circus Rug" for children's rooms that highlights circus scenes and subjects is introduced by the company. The newly designed enamel surfaced floor covering is produced in heavy weight gauge in 6x9 foot, 7½x9 foot, 9x12 foot size rugs. The design utilizes a wide variety of colors to reproduce more than 30 "big top" motifs on a light gray field and on pan-tomime view borders.

NEW HOME BUILDERS
Strengthen Your Sales Position with

AUTOMATIC
Incinor
the gas-fired incinerator

MODEL 5-25
AUTOMATIC
2-bu. capacity home unit

It's a "MUST" with automatic heat

Builders say, "it's just common sense to include Incinor—the modern way to dispose of wet or dry garbage and combustible trash."

Owners, by the thousands, say Incinor is indispensable—makes housekeeping easier.

Incinor's attractive finish fits into basement or utility room—and it's easy to install—easy to operate. Setting the clock turns on gas which is automatically turned off at end of burning time.

A.G.A. APPROVED
Approved by A.G.A. for use with natural, manufactured or mixed gases, or liquefied petroleum gases.

Include Incinor in your next home plans.

Write TODAY for catalog and price schedule!

INCINERATION DIVISION
BOWSER, INC.
Dept. A
Cairo, Illinois

186
Stock iron railings are not subtracted from your present CMP allotments. Yes, it's getting tough and tougher to get steel, but we have managed to build up our inventory of stock railings and columns to serve you promptly. We can also furnish made-to-order railings.

**Exciting Beauty and Expert Workmanship**

Give Metal Crafter Railings & Columns

Maximum Sales Appeal!

Yes, your customers will quickly and enthusiastically accept these beautifully-wrought Railings and Columns . . . craftsman-built, hand-forged ornaments, all parts expertly welded. No assembly required. Prime painted black. Ready for immediate installation.

**DELIVERED PRICES**

<table>
<thead>
<tr>
<th>Platform</th>
<th>List Price Per Pair Number</th>
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<tbody>
<tr>
<td>LI-32&quot;</td>
<td>2-8&quot;  3-0&quot;  $18.99 MB.32 20.54</td>
</tr>
<tr>
<td>LI-44&quot;</td>
<td>3-8&quot;  4-0&quot;  22.04</td>
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Model GI is a simple yet graceful design which meets the demand for a low-priced railing.

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<tr>
<th>Platform</th>
<th>List Price Per Pair Number</th>
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<tbody>
<tr>
<td>DL-32&quot;</td>
<td>2-8&quot;  3-0&quot;  $20.36</td>
</tr>
<tr>
<td>DL-44&quot;</td>
<td>3-8&quot;  4-0&quot;  23.56</td>
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</tbody>
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Model GI is basically the same as Model MB. The difference is in the center decorative design.

<table>
<thead>
<tr>
<th>Platform</th>
<th>List Price Per Pair Number</th>
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<tbody>
<tr>
<td>OL-32&quot;</td>
<td>2-8&quot;  3-0&quot;  $21.91</td>
</tr>
<tr>
<td>OL-44&quot;</td>
<td>3-8&quot;  4-0&quot;  24.91</td>
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Model DL makes a strong appeal to a limited clientele demanding a highly decorative and artistic railing.

If your dealer cannot supply you, please order direct from...

**METAL CRAFTERS — RAILING SPECIALISTS**

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COPROX
the NEW copperized hard cement coating

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PROTECTS MASONRY AGAINST WATER SEEPAGE, DAMPNESS AND EROSION

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Tell me how COPROX can fix up my wet cellar fast and at little cost.

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CITY . . . . . . ZONE . . . . . STATE

BUILDING PRODUCTS ON REVIEW BUILDING PRODUCTS ON REVIEW

AB12337—PORTABLE AIR COMPRESSOR — The Devilbiss Co., Dept. AB, Toledo 1, Ohio. The new model NCD-501 delivers 2½ cubic feet of clean, oil-free air in one minute. Weighs only 32 pounds and makes painting jobs easier. Motor is rated at 1/3 h.p. Equipped with conveniently located switch, 8 feet of cord.

AB1261 — CLINCHING NAIL — E. G. Building Fasteners Corp., Dept. AB, 101 Park Ave., New York 17, N. Y. A clinching nail can be used with asbestos or wood siding applied to 1/2 or 25 32 inch thick insulated sheathing. It has a shoulder which minimizes asbestos breakage because the point of compression is spread over a wide area.

AB12440—DISAPPEARING STAIRWAY—Wet-Bilt Products Co., Dept. AB, 817 Farnsworth Building, Memphis, Tenn. Easy to install for full use of the attic storage space is the disappearing stairway. The unit can be installed in a small hall or a large closet. It is counter balanced by spring action. Hand rail for safety.

AB12301—INCINERATOR — Bowser, Inc., Dept. AB, Cairo, Ill. "Inciner" model S-26 burns waste or dry garbage and trash, rid a basement of dampness. Designed for use in homes, the S-26 is gas-fired, with a combustion chamber of heavy-gauge sheet steel, with ceramic lined insulated lid. Ashes drop into removable drawer.

AB12375 — MEASURING WHEEL — Pix Products Company, Dept. AB, Box 379, Cedar Rapids, Iowa. Quick and accurate measurements can be taken by passing the wheel along the surface to be measured. Foot measurements are registered by a click of the wheel. The measuring rim is machined to one thousandths of an inch.

AB12372—CEDAR CLOSET FINISH—Cedar-Lux Products Co., Dept. AB, 703 Main St, Kansas City, Mo. The compound has a cedar aroma and is applied with an ordinary paint brush. The material is mixed with water and applied. Dries to a hard finish and seals cracks and crevices. Closets can be painted in an hour.

AB12465 — STABILIZING INGREDIENT—Plyrock Co., Dept AB, Fillbert and Cuthbert, W, of 36th St., Philadelphia 4, Pa. Flexite is to be mixed with cement or cement and sand to produce an easily handled mortar to speed up action in sealing off leaks in concrete walls, even against hydrostatic pressure. Said to seal off severe leaks.

AB12311—CORD EXTENSION REEL—Industrial Electric Works, Dept. AB, 1509 Chicago St., Omaha 2, Neb. The Port-O-Reel is available with cord and hand lamp or without cord, as shown in top right view. The unit weighs less than 15 pounds without cord. Current is transmitted through a heavy contact collector ring built into the reel.

AB12430 — PORTABLE PUMP—The Chain Belt Company, Dept. AB, Milwaukee, Wis. Maximum priming efficiency are available in the new Rex speed prime pumps. Features of the pump include a leak-proof seal and an adjustable air-pumper. The air-pumper adjustment allows the operator to provide the necessary suction.

AMERICAN BUILDER
Builders say: **TENSION-tite** window screens pay off

Preferred by home-owners
--- yet it's the lowest cost screen to install!

- All Aluminum — Rust-Proof
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- No Painting ... ever!
- No Fitting
- Exclusive GUIDE BAR speeds installation
- Sizes for all double-hung wood windows
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- Nearly 2,000,000 in use!

Also available with Kaiser SHADE screening
TENSION-tite shade screens keep out the direct rays of the sun as well as insects. Use these screens on south and west windows to make the hottest rooms the coolest.

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Now Cabot brings you the soft, pastel shades of the traditional Spanish Southwest in Cabot's Ranch House Hues. Ideal finishes for new or weathered redwood, cedar, fir, pine, Philippine mahogany and other woods.

Cabot's Ranch House Hues combine a unique flat stain finish with effective hiding power . . . enhance the attractive texture of exterior woodwork, siding, shingles, clapboards . . . make your "FOR SALE" more appealing.

**Write Today** for color card showing new Ranch House Hues—Salinas Fawn, Mimosa Yellow, Sombrero Buff, Sagebrush Gray, Hacienda Gray, El Capitan Gray, Sequoia Red and Pipestone Red. Available from no other source.

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The kids aren’t kidding... "SLIDE-EASE" is America’s NEWEST, LOWEST-PRICED SLIDING DOOR

LOWEST PRICE DOOR ON THE MARKET!

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Made by America’s Largest Sliding Door Manufacturer

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LOOK AT THESE FEATURES!
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- Adjustable levers
- Complete package includes doors, overhead track with ball bearing rollers and grooved oak saddles.

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JANUARY, 1952
The new E.G. LOC-NAIL has no equal.

Drive it like an ordinary nail and it clinches itself.

The reputable builders preference for LOC-NAILS plus the fact that they are the only clinchers recommended for ANY TYPE OR MAKE of 1/2" and 25/32" NON WOOD SHEATHING encouraged us to expand our production facilities to meet the increasing demand.

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Has a shoulder, this minimizes asbestos siding breakage.

Drives easily with sensitive responsive clinching.

Performs in holes .112 to .120.

Automatic radial action clinches tight every time.

Fine paint eliminates spawling back of sheathing.

Operates when it strikes a stud.

LOC-NAILS available through:

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The RED CEDAR SHINGLE BUREAU.

The LOC-NAIL is a product of E. G. BUILDING FASTENERS CORP.

E. Gisondi, Pres.

101 PARK AVE. NEW YORK 17, N. Y.

AB12433 — GAS-FIRED BOILER — Aldrich Company, Dept. AB, Williams St., Wymington, Ill. Aldrich boiler-burner units are available in 7 sizes, 100,000 to 800,000 Btu ratings. They are manufactured for either gas or oil fuel. The heating units also provide ample hot water for domestic use. The gas burner is the gun type.

AB12204 — KITCHEN UNITS — Dwyer Products Corp., Dept. AB, Michigan City, Ind. A line of complete kitchen faciliies, offered in single compact assemblies. Each unit in a Dwyer kitchen is skillfully engineered as part of a working whole. Vitreous porcelain is used on all exposed surfaces, simplifying cleaning.

AB12220 — ALLWEATHER BALANCE STRIP — Allmetal Weatherstrip Co., Dept. AB, 2241 N. Knox Ave Chicago 39, Ill. The sash balance and weather strip unit makes pulleys, cords, box frames, and weights unnecessary. The sash is counter-balanced in two ways, by the cool spring and the metal housing unit. Sash clips hold spring.

AB12205 — SLIDING DOORS — Ralby & Luctzer Mfg. Co., Dept. AB, Dubuque, Iowa. A Broadway unit consists of two doors with surrounding frame. Doors are pre-painted, primed, ready for installation. Nylon glide rollers are used, which never need lubrication. The doors are basically wood with 1/4" inch Masonite faces.

AB1257 — HOLLOW CORE FLUSH DOOR — Atlas Plywood Corp., Dept. AB, Boston, Mass. The flush door has kiln-dried interlocking staves that form the hollow core grid. Free air circulation is formed by beveling the outer corner of the staves. Lock blocks permit hanging from right or left. Poplar, hemlock, and white pine veneers.

AB1240 — GAS FLOOR FURNACE — Duo-Temp Division of Motor Wheel Corp., Dept. AB, Lansing 3, Mich. Floor furnaces available for any gas have a 35,000 to 60,000 Btu rating. They are fully vented and have thermostat controls. The unit is also available with floor or dual wall registers. The control is an all-in-one unit.

AB12206 — SCREEN TACKER — Fastener Corp., Dept. AB, 500 Fletcher St., Chicago 14, III. The operator uses the claw arrangement on the front of this "Duo-Fast" tacker to pull the screen wire tight onto the frame. Then he secures the handle and the staple is driven securely into the wood, holding the wire in position.

AB12457 — WINTER AIR CONDITIONER — Thatcher Furnace Co., Dept. AB, Carbondale, Ill. Thacher's new 500 gas-fried furnace provides a new method of heat transfer. Progressively the warm gases for the hot flue gases permits an extensive heat transfer area. This unit has a built-in draft d-verter A.C.A. approved.

AMERICAN BUILDER
ATLAS MORTAR

"carries sand well and
gives a strong, workable mortar"

says LOUIS RUBIN, of the Sano-Rubin Construction Company,
Albany, N. Y. And the proof is right at hand as a
mason works on the new grade and high school
at Cambridge, N. Y. . . . one of many
Atlas Mortar jobs by Sano-Rubin.

MR. RUBIN hits the nail on the head when he talks about
sand-carrying and strength. Atlas Mortar is a balanced
masonry cement, which makes it easy to get the mix just
right. Contractors say it's like a built-in "Job Inspector,"
because mixes get too short to work with whenever too
much sand is added. Masons naturally like Atlas Mortar's
buttery smooth response to the trowel.

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

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ATLAS MORTAR CEMENT

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

meets the requirements
of the Asbestos-Cement
Products Association and
Federal specifications!

Use CALBAR . . now available in 26 permanent colors to match or harmonize with any building material. Non-hardening . . non-staining.

Send for your FREE copy of the CALBAR CAULKING COMPOUND DIRECTORY

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2612-26 N. Martha St., Philadelphia 25, Pa.

SALES REPRESENTATIVE
WANTED:

To develop market for new weatherstripplings for homes and other building applications.

Complete responsibility for directing national sales effort, with opportunity for sales management as growth of sales volume warrants.

Company a leader in present field, with excellent financial standing and reputation.

Specific experience in construction weatherstripping required. Engineering training preferred.

Submit complete resume, including salary desired to Box 152, American Builder, 79 W. Monroe St., Chicago 3, Ill.

BUILDING PRODUCTS ON REVIEW

AB12239—SOFT PINE PANELING—Arkansas Soft Pine Bureau, Dept. AB, Boyle Building, Little Rock, Ark. Pine paneling shown in picture is of clear Arkansas Soft Pine in random widths with the edges slightly rounded, identified as Dutch Colonial design. It is appropriate to Early American decor, as evidenced by the Pine Bureau, in the attractive dining room shown. The Arkansas Soft Pine Bureau points out that pine paneling in simple patterns continues to grow in popularity for homes of any size.

AB12244—PARQUETRY TILE FLOORING—Mastic Tile Corp. of America, Dept. AB, Newburgh, N. Y., Juliet, Ill., and Long Beach, Calif. Mastic parquetry creates the appearance of natural oak hardwood parquet floors in asphalt tile, according to the manufacturer. Parquetry tile resists scratches, stains and water and can be used on, above and below grade. The manufacturer recommends it as particularly suitable for wood paneled rooms. Parquetry tile is available in accurately-sized nine-inch squares.

AB12250—LINE AND CORD—John H. Graham & Co., Dept. AB, 105 Duane Street, New York 8, N. Y. Shown above are the items in the King Clean, Elegant Recliner line that are for use in the building industry. Contractors in any field of the building industry will recognize in the above picture, the type of line or cord they use in their own work. One or more of the above line, according to the manufacturer, will meet the complete satisfaction for excavating foundation work, framing, roofing, plumbing, decorating or any other operation.

AB12249—REFRIGERATOR SINK COMBINATION—Douglas Distributing Corp., Dept. AB, 101 Girard St., Washington 17, D. C. The Douglas Clean, Exhibit Refrigerator Sink creates an attractive porcelain sink top with full size bowl over a 6 cu. ft. net capacity refrigerator. The refrigerator compressor is located at the bottom of the sink cabinet. The sink is designed to accommodate most electric garbage disposers. This unit can be used with a conventional apartment-size gas or electric range to make a compact 69-inch efficiency kitchen.

AB12421—WOOD CABINETS—Morgan Co., Dept. AB, Chillicothe, W. Va. reports added versatility in its line of wood cabinets primarily designed for assembly into kitchen layouts. Morgan Cabinets can also be installed as walls, partitions or wall assemblies for general utility and storage. Line is adaptable for natural finish kitchens or painted any desired color. Variety of sizes and models makes possible an efficient working assembly to fit any type or size of kitchen layout. Other Morgan items include stairways, entrances, doors, mantels and trim.

AB12229—WIDER PANEL GARAGE DOORS—Rowe Manufacturing Co., Dept. AB, Galena, Ill. Upward acting garage doors styled with five sections of wider panels, to complement style of low rambling type houses. Called "Classic Line," they incorporate Taper-tie Track and Seal-A-Matic Hinges for sealing at joints. They are available with Ro-Way Electric Operators including Magic Circle Remote Control Unit, if desired. For a free copy of special folder illustrating "Classic Line" and Ro-Way residential doors, write to above address.
Better Values = Quicker Sales

You can build longer-lasting value—enduring beauty, stronger sales appeal—into your new homes by reinforcing all concrete construction with American Welded Wire Fabric.

This modern prefabricated reinforcement binds foundation, basement, walls and floors into a solid unit, which resists excessive settling. The common causes of cracked plaster are controlled, thereby minimizing the danger of dampness and seepage, warped floors, sagging baseboards and other damages that would, in time, detract from the appearance and dollar value of your homes.

Also in terraces, sidewalks, curbs and driveways, the many small, closely spaced steel members of U-S-S American Welded Wire Fabric minimize the effect of crack-causing stresses and strains, prevent unsightly fissures and breaks, hollows and bulges. That means your homes and their surroundings continue to look their best for years, without undue expense for maintenance and repairs.

Send today for illustrated folders which show how American Welded Wire Fabric reinforcement builds more sales appeal into concrete homes of all sizes and types. Address requests to American Steel & Wire Division, Room 846, Rockefeller Building, Cleveland 13, Ohio.

Every type of concrete construction needs

U-S-S AMERICAN WELDED WIRE FABRIC
reinforcement
ACOUSTICAL TILE NAILS
...designed for the job

When installing acoustical tile choose a job-designed nail that combines ease of application with these special features: a head end which allows the nail to be driven home without damaging the tiles...a collar which holds the tiles firmly in place...annular threading which gives superior holding power. The nails are furnished with a plated finish to prevent rust streaks where moisture is present. Send for free samples and descriptive literature.

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Brown’s
RED CEDAR CLOSET LINING
Guaranteed
90% RED HEART 100% OIL CONTENT
NATIONALLY ADVERTISED

Brown’s SUPERCEDAR is nationally advertised in House and Garden, House Beautiful, and Small Homes Guide. Cedar closets help sell homes, help rent apartments.

Product of GEO. C. BROWN & CO., Inc.
GREENSBORO, N. C.
Established 1896

Largest Manufacturers of Aromatic Red Cedar in the world

BUILDING PRODUCTS ON REVIEW

AB12373 — HORIZONTAL DRUM LOADER — The Yale & Towne Mfg. Co., Dept. AB, 11000 Roosevelt Blvd., Philadelphia 15, Pa. A completely automatic device for handling drums can be attached to any industrial fork truck without removing the forks. Gravity action of the clamps holds the drum; no strain is placed on the springs.

AB12452 — HOME INTER-COM — Executone, Inc., Dept. AB, 415 Lexington Ave., New York 17, N.Y. Executone announces a new intercom system for homes which gives instant voice-to-voice contact from any room to any other part of the house, according to the manufacturer. It uses about the same amount of current as a 25-watt bulb.

AB12354 — COMBINATION SASH BALANCE & THER STRIPPING — Congo, Central Metal Strip Co., Dept. AB, 4041 N. Western Ave., Chicago, Ill. The combination sash balancer has enclosed springs and is completely weather-tight. The windows have perfect balance, stated the manufacturer. The units come in a wide array of sizes.

AB12442 — PLASTIC TILE PIECES — Central Tile Company, Inc., Dept. AB, 4901 Brookpark Rd., Cleveland 9, Ohio. The company announces two new heavy-duty plastic wall tile pieces. They are the Bullnose Cap and Bullnose Outside Corner Cap. The new pieces are available in all the eight standard trim colors.

AB12292 — BALSAM-WOOL INSULATION — Wood Conversion Co., Dept. AB, 1st Nat. Bank Bldg., St. Paul 1, Minn. Balsam-Wool Insulation’s spacer flange application offers automatically formed air spaces for proper ventilation. It moisture, proof, radon and fire resistant and cannot shake down in walls, according to Company.

AB12106 — WATER SOFTENER — The Permutit Co., Dept. AB, 300 W. 42nd St., New York 18, N.Y. The compact appliance stands only 48 inches high and 9 inches in diameter. It is attached to the incoming supply pipe, can be moved from house to house by motor, no gears, no sensitive parts make a practically service-free operation.

AB12455 — ALUMINUM FOIL INSULATION — Reflectal Corp., Dept. AB, New York City. Expressly for insulating spaces 1/4-inch deep. AEFOL Type IA has a pure aluminum foil surface which expands to a depth of 1/4 inch. This enables Type IA to pack the tight 1/4-inch space with two reflective air spaces. Comes in 250 square foot rolls.

AB12453 — RADIATOR VALVE — Heat-Timer Corp., Dept. AB, 520 Broadway, New York City. 12. Room temperatures are individually and automatically controlled through the use of Heat-Timer’s new radiator valve. Simple dial setting results in any wanted room temperature. Applicable to any low pressure one pipe steam system.
It’s the **newest**

laminated wood paneling

... unlike anything you’ve ever seen!

It’s the **flattest**

paneling yet developed — virtually warp-free

It’s **novopoly**


*Novopoly has qualities superior to those of any wood product yet developed!*

It challenges the imagination... offers unlimited possibilities for spirited, distinctive wall and ceiling paneling, for furniture and fixtures. It is the ideal material for cabinet and sliding doors— won’t warp or jam. Just the thing for built-ins. In fact, you’ll find scores of uses for this exciting new material.

Seeing is believing — write today for free sample of NOVOPLY and descriptive folder.

*Trademark registered. Patent pending — other patents pending.*

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Manufacturers and Distributors of Weldwood Plywood, Weldwood Doors and Other Specialties.

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UNITED STATES PLYWOOD CORPORATION, 55 West 44th Street, New York 36, N. Y.

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- All Steel Construction
- Unbreakable Frame
- Easy Operation
- Immediate Shipment

Write for catalog of Metal Working Equipment

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f.o.b. New York, subject to change

JULIUS BLUM & CO., Inc.
Established 1883
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THRESHOLDS

New 24 page handy reference book prepared to suggest the correctly engineered answer to your threshold requirements.

A request on a post card will bring you this "Thresholds by Wooster" booklet free. Those concerned with threshold applications will appreciate its useful convenience.

WOOSTER PRODUCTS INC.
Dept. A. WOOSTER, OHIO

BUILDING PRODUCTS ON REVIEW

AB12242 — SPIRAL AND ANNULAR THREAD DRIVE SCREWS — John Hassell, Inc., Dept. AB, 186 Clay Street, Brooklyn 22, New York. According to the manufacturer, linoleum underlays hold fast, stay flat permanently when they are secured with Hassell's linoleum underlay drive screws. The spiral thread drive screw is shown on the right. On the left is an annular thread, a more recent development. Both are cement coated for maximum gripping power, said the company. Heads are of the flat countersunk type.

PRICE

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JULIUS BLUM & CO., Inc.
Established 1883
536A West 22nd St., New York 11

AB12282 — STAINLESS STEEL SINK — Elkay Mfg. Co., Dept. AB, 1874 So. S6 Ave., Chicago, Ill. R. C. Harris, pres., announces that his organization is resuming full-scale production of the Lusterline Stainless Steel Sink. Mr. Harris said that new advances in metalurgy have increased supplies of stainless steel to the point at which it is practical to resume Lusterline shipments to the company's dealers. Elkay officials anticipate greater demand for Lusterline products during 1952 than ever before in the company's history.

AB12116 — TAMPER BACKFILLER, SIDE CRANE — Cleveland Trencher Co., Dept. AB, 21000 St. Clair Ave., Cleveland, Ohio. According to the company the side-mounted Model 80 tamper, as it backfills, as it travels and does all side crane work too. It is a one-man operated machine mounted on a crawler having 24 separate travel speeds, ranging from one-foot per minute up to 3/4 miles per hour. The tamper delivers a 300 ft-lb. blow, 45 times each minute. The backfiller is a conventional drag-line type with a telescopic boom.

AB12446 — BATHROOM CABINET — Ideal Cabinet Corp., Dept. AB, 7722 Joy Road, Detroit 4, Mich. The "Vanity" cabinet has swinging mirrors on each side, the mirrors serving also as doors for the right- and left-hand cabinets. The center mirror, which is stationary, does not require fastening to the wall. All mirrors are copper-backed and encased in stainless steel frames. Cabinets have piano hinges, adjustable shelves and cushion-spring door stops. Side mirrors, 10 x 26 inches; center mirror, 16 x 26 inches. White enamel finish.

AB12250 — REFRIGERATION CIRCUITS — United States Air Conditioning Corp., Dept. AB, 3300 Como Ave., S.E., Minneapolis 14, Minn. Two complete separate refrigeration circuits are featured in a new series of "Refrigerated Coolant- aire" packaged air conditioning units. Designed for installations which involve load variations and require true capacity control, units will operate economically at full or half capacity, said manufacturer. Available in 15, 20, 25, 30, 40 and 50-ton models. Contains all elements of central station plant.

AB12246 — JET PUMP SYSTEM — Everite Pump and Mfg. Co., Inc., Dept. AB, Lancaster, Pa. Everite's new Horizontal Convertible Type Jet Pump Systems were designed to give users fresh, cold water from the well to the faucet, and according to the company, handle a large number of outlets at once. For both deep and shallow wells, they consist of a horizontal jet pump direct connected to 1/2 H.P. motor with built-in overload protection, pressure switch, and with check or foot valve and an 8 x 14 inch galvanized tank with 3-gallon capacity.
catch their eyes with

Curves

it's easy with

MASONITE HARDBOARDS

Many times it's the "little things" that make a prospect's eyes light up... and a sale easier for you.

One of these "little things" is the ability of Masonite Hardboards to take graceful, flowing curves, and hold them. It's an advantage few other materials possess, and with no other material is bending so easy to do.

How do you bend these smooth, grainless, all-wood panels? The principal methods are shown below. For complete information, write Masonite Corporation. Or visit your building materials dealer for ideas on how the 19 different types and thicknesses of durable, bendable Masonite Hardboards can make more sales for you.

Tips on Bending MASONITE HARDBOARDS

Cold, dry bends, over a permanent framework, are made by starting at one end, then fastening panel as it is wrapped around the form.

For smaller radii, cold, moist bends are used. Scrub water into screen or back and stack face sides together, separating each pair with wet rags or newspapers. Cover stack and allow to stand 24 hours for Standard Preswood®, 48 hours for Tempered Preswood® and 72 hours for Leatherwood and Temprile®.

For supported bends, apply as in dry bends. For self-supported bends, use frame with slightly smaller radius than desired to allow for springback, then fasten as you wrap board around form. Let stand until completely dry.

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BOX 777, CHICAGO 90, ILLINOIS
Cleans Pipes, Drains, Sewers Simply!

HYDRAULIC WATER RAM

Operates safely, succeeds in minutes where all other methods fail. Not only remedies ordinary drain sluggishness, but meets major emergencies. The Water Ram operates with IMPACT—not PRESSURE. Capacity up to 6" Sewers.

Write NOW—
THE HYDRAULIC MFG. CO.
KIEL, WISCONSIN

MERCOID
AUTOMATIC CONTROLS FOR THE HOME AND INDUSTRY AT LARGE

Thousands of home owners are enjoying the proven accuracy and year after year of dependable service. It is one of the secrets of their success. Write for Mercoid Catalog No. 700

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IT PAYS TO GET THE BEST

AB12371 — WINDOW FRAME — Malta Manufacturing Co., Dept. AB, Malta, Ohio. A new frame can be used with wood, brick, or masonry construction with either 1/2 or 3/4 inch outside sheathing. The reversible blind stop extension does not require any change in width of the liner. Patented clamp holds sash to sill.

AB12212—RANGES—Kalamazoo Store & Furnace Co., Dept. AB, Kalamazoo, Mich. The Kalamazoo Golden Jubilee electric range is a new model featuring fluorescent working lamp, broiling over glass which seals in juices. Chromalox self-cleaning heating units, glass over handle with easy dialing cook chart, very large oven.

AB12454—READY BUILT FIREPLACES—Readybuilt Products Co., Dept. AB, 1705 McHenry St., Baltimore 23, Md. Readybuilt Fireplaces fulfill modern requirements and provide additional beauty at a minimum cost. Model 612 illustrated, is a Georgian design, wood mantel. A large variety of designs in brick, stone and wood, are available.

AB12356 — BULK STORAGE TANK PREHEATER — Rempe Co., Dept. AB, 340 N. Sacramento Blvd, Chicago 12, Ill. Preheaters for 3/4" inch manholes of bulk storage tanks will heat heavy liquids before they enter the suction line. The unit is heated by steam or hot water. This device reduces the load on the suction pump.

AB12168—SLIDING DOOR CLOSETS—Woodsworth Store, Dept. AB, 6011 John- son Drive, Mission, Kansas. Doors come already hung and sliding in sets. Sections are simply set up in present room space to enclose or expand closet to desired length, then nail together. No fitting, planning or sawing is required. Available in various colors.

AB12464—OIL OR GAS HEATER—International Heater Co., Dept. AB, 101 Park Ave., Utica, N.Y. The Economy Counterflow gas or oil fired heater is designed for utility room use; minimum clearance, back and sides, 6 inches; front, 18 inches. Overall height, 67 inches; length, 23 inches; width, 23 inches.

AB12202—DAMP VENTS —The Damp Vent Co., Bettendorf, Iowa. Plastic textile damp vents allow moisture exchange through walls without free air circulation, and thus relieve problems of condensation. These vents are priced at 50 for $18.75, have built-in insect screens and rain blocks. To install, drill a 1/2 inch hole through siding.

AB1249 — GAS WINTER AIR CONDITIONER—Bird Manufacturing Co., Dept. AB, Bryan, Ohio. A hi-bay gas furnace has a back or base return air inlet. The 70,000 Btu unit is available in standard and counter-flow models. The gas furnace is A.G.A. approved and employs a mono-jet burner, and multi-radiator construction.

AB1267 — COLORLESS COATING—Price and Ste- warts, Inc., Dept. AB, 110 Ohio St., Buffalo 3, N.Y. A clear, colorless coating for stained and unpainted wood surfaces is called Fabulacry. The new finish is suitable for both indoor and outdoor use. A new resin X formulated by the company gives the product special resistant qualities.
Arden Town Shopping Center in Sacramento, California used Zonolite plaster throughout ... affords greatest possible fire protection. Plasterers save time in preparation and cleanup with Zonolite. No messy sand pile to slow up jobs.

Parkview School, New Bedford, Ind. Use of Zonolite Acoustical Plastic in all classrooms, corridors and auditorium, combines maximum fire protection with 0.65 noise reduction, at rock-bottom cost.

Charles J. Schuh Bidg., St. Petersburg, Fla. Architect Wm. B. Harvard adds insulation value, fire safety, sound control ... plaster on walls and ceilings, Zonolite insulating concrete on the roof, and Zonolite Acoustical Plastic on ceilings.

Residence and Office, Johnson City, Tennessee. Zonolite concrete under radiant heating coils provides maximum heating efficiency, low heating cost for architect, Alfred H. Abernathy.

ZONOLITE AGGREGATES ADD
✓ INSULATION VALUE
✓ FIRE SAFETY
✓ ACOUSTICAL BENEFITS

ZONOLITE PLASTER AGGREGATE
Used by more plasterers than any other brand of aggregate for its product performance. It’s uniform, easy to use ... saves precious time getting on and off the job—saving you valuable construction time. Affords highest attainable fire ratings for protection of floors, ceilings, columns, beams. Provides added insulation.

ZONOLITE CONCRETE AGGREGATE
... makes concrete with 12 to 16 times the insulating value of ordinary concrete. Ideal for floor slabs on-theground or as a base for radiant heating coils. Minimizes danger of condensation—permits radiant heating to operate more efficiently—cuts heat loss into ground. Poured as a roof deck or to provide insulation over existing roofs, Zonolite vermiculite concrete affords fire-safe, lasting insulation qualities.

ZONOLITE ACOUSTICAL PLASTIC
... lowest cost acoustical treatment to apply—0.65 noise reduction coefficient—100% fire proof—attractive textured finish may be decorated without affecting acoustical efficiency. Get all the facts about Zonolite Vermiculite Aggregates. Mail coupon today without obligation.

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Zonolite Company, Dept. AS12
135 S. La Salle St., Chicago 3, Illinois
Please send me without cost or obligation full details on ways to build better with the following Zonolite vermiculite products:

☐ Zonolite Plaster Aggregate
☐ Zonolite Concrete Aggregate
☐ Zonolite Acoustical Plastic

Name: ____________________________
Address: __________________________
City: ____________________________ Zone: ________ State: ________
No. 106 "Zig-Zag" Rule
Large, easy-to-read numerals — graduated in 1/6ths, all edges.
New protective plastic coating — wears 4 times longer.
Nickel silver joints — rustproof. "Ball-socket" action prevents stretching.
Selected maple sticks — tough and flexible. LOOK FOR THE GREEN ENDS — YOUR ASSURANCE OF FINEST QUALITY.

No. 227 Extension Rule
All the famous Stanley "Green End" features plus a 6" solid brass extension slide. Extra thick sticks. See these and other Stanley "Green End" rules on display at your dealer’s — there's a wide range of styles, sizes and markings. Look for the famous STANLEY trade mark.

Stanley Tools, New Britain, Conn.
THE TOOL BOX OF THE WORLD
HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

BUILDING PRODUCTS ON REVIEW

AB12359 — BLOCK MACHINE—The General Engine Co., Dept. AB, 207 Hunter St., Gloucester, N. J. A low-cost block machine manufactures 1000 blocks a day. New improvements are in motor mount and center lift rods. The center lift rods assist in making perfect blocks. A vibrator attached to the machine gives uniform density.

AB12184 — STAPL-ON HAMMER—E. H. Hotchkiss Co., Dept. AB, Norwalk, Conn. A tool with a thousand uses, that will do any tacking job. It weighs only 1 pound, 14 ounces, the handle being made of aluminum. Model 25 is for 1/4-inch and 5/8-inch staples; model 25A, for 5/8-inch staples. Easily loaded with 140 .050 gauge staples.

AB12193 — PEDESTAL URINAL — Richmond Radiator Co., Dept. AB, 19 E. 47th Street, New York 17, N. Y. Finished in a new vitreous china, easy to clean and acid-resisting, this new fixture is known as the Dunbar G-340. Syphon jet flushing is used, a feature which contributes to trouble-free operation.

AB12152 — GARBAGE DISPOSAL UNIT — National Rubber Machinery Co., Dept. AB, Akron 8, Ohio. This unit will fit single and double bowl sinks with 31/2- or 4-inch drain openings, can be adopted to 41/2- and 5-inch openings. Features a simple, one-piece safety cover control — no moving parts. Operating switch is part of the unit.

AB12165 — PORTABLE ELEVATOR — Wilson-Allbright Co., Inc., Dept. AB, 3565 Wooddale Ave., Minneapolis 16, Minn. The Waco portable elevator has a capacity of 1000 pounds at 110 feet per minute. Free standing to 28 feet, it is easily erected by two men. Interchangeable gasoline and electric power units are provided.

AB12360 — NEW FLASHING MATERIAL—Nevastral Seal-Puf, Rubber and Plastics Compound Co., Inc., Dept. AB, 49 W. 49th St., New York 20, N. Y. A flexible waterproof material that can be used in place of metal for flashing jobs is now available. The material comes in rolls 72 feet long and 36, 30, 24, 20, 18, 15, 12 and 8 inch widths.

AB12207 — SHOWER ENCLOSURE — Fast Metal Mfg. Co., Dept. AB, 9301 W. Belmont Ave., Franklin Park, Ill. A new type of bath enclosure made of Plexiglas. It can be installed on any regular 5-foot recessed tub. Called the "Cascade," it comes in pink, gold, and clear crystal. The two panels slide back and forth in a metal track.

AB12160 — SLIDING DOOR HANGERS — Richards-Wilcox Mfg. Co., Dept. AB, Aurora, III. A line known as "Silver Streak" hangers and designed for use on doors 3/8-inch or more in thickness and weighing 100 to 200 pounds. They attach either to the top or face of the door and have Oilite self-lubricating bearings.

AB12428 — FLOOR FURNACE—The Empire Stove Co., Dept. AB, Belleville, Ill. The gas floor furnace is available in four sizes: 25,000, 35,000, 50,000, and 70,000 Btu capacities. The units are manufactured for use with any type gas. The manufacturer also states the units have automatic or manual controls.

AMERICAN BUILDER
At McKenna we specialize in only one thing . . . sliding door hardware. As a result the Kennatrack line is the most comprehensive and versatile line of sliding door hardware ever available. There is a Kennatrack for every purpose. Each track is specially designed and engineered for a particular interior use. Each door slides smoothly not on two, not on four, but on eight nylon wheels except on Series 250.

In addition there is a Kennatrack Series 800 Metal Passage Door Frame. It comes prefabricated and complete with Series 400 ball bearing heavy duty track attached to header at the factory. Can be assembled on the job in about 20 minutes.

Features of the Kennatrack line are too numerous to mention. Moreover, you get all your sliding door hardware from one source. Ask any Kennatrack jobber about Kennatrack’s record for fast delivery, prompt service! Specify Kennatrack for the plus in value.

Write Department 462 for full details.

SEER US IN BOOTH 96

JAY G. McKENNA, INC.

EKLHART, INDIANA

JAY G. McKENNA (Canada) Ltd., 104 Jarvis St., Toronto, Canada

SPECIALIZING EXCLUSIVELY IN THE MANUFACTURE OF SLIDING DOOR HARDWARE

JANUARY, 1952

203
GRANT SLIDING DOOR HARDWARE

- Smooth, silent operation
- Nylon ball bearing carriers
- For all door sizes
- Low headroom requirements
- Simple installation
- Center Hung
- Three adjustments

AB12140 - INNER-SEAL WEATHER STRIPPING - Bridgeport Fabrics, Inc., Dept. AB, Bridgeport 1, Conn. This product combines rubber and spring wire to give clamping power. Inner Seal clings tight to every bump and depression along the edge of doors or windows. The spring wire flange automatically adjusts itself.

AB12171 - DISPLAY DEMONSTRATOR - Wallace Mfg. Co., Dept. AB, 10th and Lafayette, North Kansas City, Mo. This unit contains 20 panels, 20 by 16 inches, removable for inserting in the front (viewing) slide. Height, 45¼ inches; width, 27 inches; depth, 11 inches. Handy literature packet is built in back of the trade mark at top of display.

AB12343 - JET PUMPS - Uniflow Manufacturing Co., Dept. AB, Erie, Pa. A jet pump designed for the urban home capable of delivering 300 gallons of water an hour. The complete unit has both the pump and water storage tank designed to take a minimum amount of space. The unit is fully automatic.

AB12374 - ALUMINUM AWNING - Ron-del, Inc., Dept. AB, 50th St. East, Reserve Loan Life Building, Dallas, Texas. A permanent metal awning that can be raised and lowered. Built of heavy-gauge aluminum in a choice of baked-on colors. The awning allows full ventilation when lowered to shut out heat and glare.

AB12377 - CENTER HUNG - Simplicity and easy to operate. Load capacity 50 lbs.

AB12377 - CENTER HUNG - Three adjustments insure perfect operation. Simple to install. Load to operate 50 lbs. 1 door.

AB12387 - FLUSH DOOR KNOCKER - Ace Hardware Manufacturing Corp., Dept. AB, 4351 Valley Blvd., Los Angeles 32, Calif. Added to the Ace line of cast brass hardware is an initial door knocker. The unit is made in all letters of the alphabet. It is available in all standard finishes. Package individually.

AB12370 - MAGNESIUM LEVEL - J. H. Schott Mfg. Co., Dept. AB, Omaha, Nebr. A magnesium level is one-third lighter than aluminum yet it is almost unbreakable. The level is made of extruded magnesium with sides and edges true and parallel. Vials can be replaced. It is available in 10 sizes from 12 to 72 inches. Priced comparably.
"We wrecked a tackling dummy every week 'til Coach started using Gold Bond Rock Wool Blankets!"

RUGGED NEW GOLD BOND ROCK WOOL SPEEDS JOBS

YOU'LL save insulation money and cut installation time with tough new Gold Bond Blankets and Enclosed Batts. Here's how:

1. The fireproof center won't slip or sag. Rock Wool adheres to casing, both front and back.
2. Exclusive rugged construction reduces tear and damage. These new Blankets and Enclosed Batts are built to take punishment!
3. They're easier to handle, go up faster...save time and labor on the job.

Drawing shows the new breather strips and the built-in vapor barrier and nailing flange on the opposite side. A type to meet every FHA and Building Code requirement. These extra-value features are available in all sizes and thicknesses—Mat-Thick, Semi-Thick and Full-Thick. At your Gold Bond Lumber and Building Materials Dealer Now!


NATIONAL GYPSUM COMPANY • BUFFALO 2, N. Y.

JANUARY, 1952
Beautiful
GLASS SHOWER DOORS
and
TUB ENCLOSURES

AT NEW
LOW PRICES

The joy and comfort to be derived from a
glass door or en-
closure will be ap-
parent to propel-
tive house purchaser.

Eliminate expensive
upkeep and replace-
ment of shower cur-
tains.

Send today for free illustrated folder

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SHOWER DOOR COMPANY
Office
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PASADENA, CALIFORNIA

BUILDING PRODUCTS ON REVIEW

AB12224 — ALUMINUM
DOORS—TruLine Develop-
ments, Inc., Dept. AB, 9155
Sunset Blvd., West Holly-
wood, Calif. Available in all
standard sizes, these alu-
mium doors and frames offer
fire resistance, insulation,
soundproofing, and freedom
from warp. All doors used to
clear in size frames.

AB12221 — PULVERATOR
—Given Mfg. Co., Dept.
AB, 3855 Santa Fe Ave., Los
Angeles 56, Calif. The ‘‘Waste
King Pulverator’’ comes in
four home models, with an
improved shredder sleeve
which shreds faster and pro-
duces a finer grind. This as-
sures trouble-free waste lines.
Can be used with septic tanks
or cesspools.

AB12225 — GLASS BLOCK
VENTILATOR — Weather-
Bloc, Air Recifiers, Inc., Dept.
AB, 3714 N. Southport Ave.,
Chicago 13, Ill. Weather-Bloc
is a small ventilator for glass
block installations. A stand-
ard and economy model are
available in 6- and 8-inch sizes.
The standard model also comes
in the 12-inch size.

AB12222 — POCKET CHISEL
—The Winted Edge Tool
Works, Dept. AB, Winted,
Conn. The first item to be man-
ufactured in the Wintedby Bos-
ker Line is a pocket chisel.
The tool is made from crucible
steel with tapered blade and
wide bevels. The handle is
made of Tenite. The new chi-
sels come in sizes from ½ to
1½ inches.

AB12178 — ELECTRIC
PAINT REMOVER — B & L
Tool and Machine Co., Dept.
AB, Plainville, Conn. A new
device which can be used to
remove paint, wallpaper or
putty. It can also be used in
place of a blowtorch in laying
tin and asphalt tile. It is
usable indoors or out and
operates equally well on flat,
curved or irregular surfaces.

AB12177 — VINYL TILE—
Robbins Floor Products, Inc.,
Dept AB, Tusculumb, Ala. Rob-
bins Lifetime Vinyl Tile pro-
vides a satin molded finish
with very high wear and in-
dentation resistance. Ladens
and fruit stains can be easily
removed. This tile is not lam-
inated, but marble- and through
full thickness. Sixteen colors.

AB12223 — STAPLE GUNS FOR
TACKING INSULATION—CEILING TILE
SCREEN WIRE
Profit by this fast, easy, efficient
tacking method. Does the job three
to five times quicker. Hold material
in place with one hand—operate
tacker with other. Speed up and
simplify your next job with Du-
O-Fast.

STAPLE GUNS FOR TACKING
INSULATION—CEILING TILE
SCREEN WIRE

For Heavy Duty Work
Use This Hammer Tacker

Free Service
You will be pleased with the free service
extended all Duo-Fast users. Write or phone.

FASTENER CORP.
888 Fletcher Street
Chicago 14, III.
**Rigid “Carpenter-Square” Construction**

Exclusive with **MILWAUKEE**

**NEW**

**PORTABLE POWER SAWS**

**TWO MODELS 6½” and 8¼”**

- **NEW**... Sturdy “Carpenter-Square” construction... a completely rigid unit in every usable position or adjustment.
- **NEW**... Positive lock for miter and depth gauges, and rip guide, to assure greater accuracy, greater safety.
- **NEW**... Deeper bevel and vertical cuts than other saws with blades of the same diameters.
- **NEW**... Light-weight housings.

**MILWAUKEE-BUILT MOTORS**, famous for more “motor guts,” give Milwaukee-Built Power Saws capacity for 100% overloads at sustained speeds. Ball and roller bearings assure long service-life.

Compare New Milwaukee Saws with ANY Others

You’ll discover that the design and rigid “Carpenter-Square” construction of these Milwaukee-Built saws set a new standard of portable, power-saw performance — in cutting-accuracy, safety, ease of use in any position, time-saving, and all-round dependability.

Miter and depth gauges, with marks for exact adjustment, are conveniently located at the rear of units, and can be securely locked. Blades are on the right side. Location of handles and balanced weight make these saws easier to use in any position.

**MODEL 650.** Full 6-1/2” blade. Miter 1-25/32” deep at 45°. Vertical cut, from 0” to 2-5/32” deep. Adjustable rip guide... With steel case, $72.00.

**MODEL 825.** Full 8-1/4” blade. Miter 2-3/8” at 45°. Vertical cut, from 3/4” to 3-1/32” deep. Adjustable rip guide... With steel case, $97.50.

In motor performance, a skillful and proper balance between torque and speed provides ample torque for the toughest jobs, and plenty of speed for all jobs. Removal of air-intake plate gives easy access to commutator for cleaning while running. Heavy-duty trigger switch is standard.

Other standard equipment includes — telescoping guard... full-view line sight... sawdust blower... and rigid, steel base. Abrasive discs and carbide-tipped blades also are available for cutting masonry, concrete, stone, tile and metals.

For complete information — ask for FOLDER SW-1.

**MILWAUKEE ELECTRIC TOOL CORPORATION**

5366 WEST STATE STREET • MILWAUKEE 8, WISCONSIN

Canadian Distributor: MATTHEW MOODY & SONS CO., 740 Inspector Street, Montreal

JANUARY, 1952
BUILDING PRODUCTS ON REVIEW

AB12198 — SENTINEL SHOWERS — Speckman Co., Dept. AB, Wilmington 99, Del. The new Sentinel Shower permits showing in water at predetermined temperature that does not change due to water stealing or fluctuating supply line pressures. The 5/1000s, shown above, is very popular. Size, 1 1/2 inches. Operates by water pressure.

AB121665 — SCAFFOLD JACKS — Wilson-Abrecht Co., Inc., Dept. AB, 3565 Wooddale Ave., Minneapolis 16, Minn. All-steel, all-welded Waco Scaffold Jacks give a working platform in quick time, are lightweight, portable and free-standing. The jack is available in four sizes, adjustable every two inches from 1-foot 6-inches to 11 feet.

AB12167 — GAS UNIT HEATERS — Modern Mfg. Co., Dept. AB, Racine, Wis. Reduction in unit heater weight and bulk, faster response to thermostat control, and longer service life are advantages of this new line of gas-fired heaters. Average sized Model 105 weighs only 106 pounds, is 30 inches high, has input of 105,000 Btu’s per hour.

AB12199 — AIR CONDITIONER — York Corp., Dept. AB, York, Pa. The York Air Conditioner, Model 552 is a compact, self-contained air conditioner for medium-sized commercial applications. It has a hermetic cooling system that is last tested and sealed at the factory. Its automatic functions as a humidity balance.

AB12185 — COLORUN-DUM FLOORS — C. Horan Co., Inc., Dept. AB, 10th St. and 44th Ave., Long Island City 1, N.Y. Colored concrete floors and sidewalks with a wear-resistant topping are achieved by this product. Colorun-dum is a dry powder which is trowelled into the fresh cement finish. Not a paint or coating.

AB12469 — OIL BURNER — Quiet Automatic Oil Burner Corp., Dept. AB, 33 Bloomfield Ave., Newark 4, N.J. Automatic, Model has 3-compartment counter flow air conditioning furnace, for use in basementless homes, homes with crawl spaces. Rated at 75,000 Btu’s, available in green or blue. Dimensions, 25x26x60 inches. 12 gauge welded steel construction.

Lifting Capacity: 400 to 1500 lbs.
Line Speed: 150 to 450 ft. per min.

Write today for new HOIST-MASTER catalog

SMITH'S HOIST & MFG. CO.
CASSOPOLIS 6, MICHIGAN

Red Devil's Speed combination

A Product of
Red Devil Tools
Livington 11, N.J., U.S.A.

it's Safer and Faster
with HOIST-MASTER
Contractors' most popular... versatile... all-steel Swing Beam
Can be manually or power operated from the ground

HOIST-MASTER with gasoline engine and winch attached

Lifting Capacity: 400 to 1500 lbs.
Line Speed: 150 to 450 ft. per min.

Write today for new HOIST-MASTER catalog

SMITH'S HOIST & MFG. CO.
CASSOPOLIS 6, MICHIGAN
Kentile Floors add sales appeal to small homes

Kentile Floors increase the value of small home construction by lowering building costs ... raising quality. And, they present architects and builders with a plus selling point ... the proven prestige of a nationally advertised brand home buyers know and trust.

Kentile Floors can be installed anywhere ... over any smooth, firm interior surface ... even below grade over concrete in direct contact with the earth. Once down, Kentile's wide range of modern colors are part of the floor for its long life ... they go clear through to the back of the tile ... can't wear off.

Yes, Kentile's initial low cost and speedy, economical installation plus its famous durability have made it the preferred floor for small home construction ... the first choice of sales-wise architects and builders ... value-wise buyers.

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Yes, Kentile's initial low cost and speedy, economical installation plus its famous durability have made it the preferred floor for small home construction ... the first choice of sales-wise architects and builders ... value-wise buyers.
THE "MASTER" WOODWORKING POWER MILL

eliminates the purchase of a number of machines for the work that can be done with the "MASTER WOODWORKING POWER MILL".

A machine that will make practically any cut that you want to do with "POWER", "SPEED" and ACCURACY.

Equipped with an OVERHEAD CROSS CUT RADIAL SAW; **UNDERSLUNG RIP SAW** assuring you SAFETY and SPEED when RIPPING and a 3 knife round head JOINTER. Entire machine operated with only one power unit.

SELF-ALIGNING, requires no adjustment for accuracy or wear. No changing of saws from one operation to another is necessary. You can make your rough and finished items with the MASTER WOODWORKING POWER MILL right on the JOB.

Cutting capacities up to 6" material. Built in 7 models. 1 to 10 Horse Power. Gasoline Engine or Electric Motor Drive.

THE MASTER WOODWORKER MFG., COMPANY
BRUSH & FORT STS. Since 1917 Detroit 26AB, Michigan

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HOME BUYERS LIKE THE KITCHEN-AIRE EXHAUST FAN BECAUSE IT’S DIFFERENT

Different, because it is FIRE-SAFE, grease laden air is NOT drawn over motor.
Different, because intake grill may be mounted above cooking range even on inside wall.
Different, because ordinary 3" stove pipe will serve for making connection between intake grill and exhaust fan.
Different, because it is QUIT, operating mechanism is mounted OUTSIDE the wall.
Different, because it is weatherproof, back draft damper protects against heat loss, operating mechanism is housed in corrosion-free aluminum.

Yes, the Kitchen-Aire is different. Electrically operated, easily installed, the Kitchen-Aire adds that plus-value which makes new homes salable. It is the last word in kitchen ventilation, a feature your buyers will like. Underwriters Approved. Advertised in Better Homes and Gardens.

STEWART MANUFACTURING CO.
320 E. St. Joseph Street, Indianapolis, Indiana

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BUILDING PRODUCTS ON REVIEW

AB12420—ONE-HAND TACKER—A. L. Hansen Mfg. Co., Dept. AB, 5539 Ravenswood Ave., Chicago 40, Ill. The company has widened its line of tackers and staplers to include 36 models and 80 staple sizes. There are variations in design and staple size to suit almost any tacking need in the building field, according to the manufacturer. Some insulation materials are manufactured with a strip at the edge made especially to be tucked with the one-hand tacker. Booklet T-40 illustrates and describes many Hansen Tacker models.

AB12132—PORTABLE ELECTRIC SAW—Syntron Co., Dept. AB, Box 220, Homer City, Pa. Model No. 42 B Syntron portable 8 1/4-inch electric saw with a 2 11/16-inch cut. According to the manufacturer this saw is a heavy-duty tool built for continuous professional service. With 6000 r.p.m., it is recommended by the company for cross cutting, bevel cross cutting, ripping, bevel ripping, mitering, bevel mitering, dadoing, rabbeting, bevel rabbeting, etc., in either soft or hard wood. 110 AC, DC with a net weight of 10 pounds.

AB12124—MASONRY MOISTURE SEAL—Sulfate Protection Co., Dept. AB, 1480 Euclid Ave., Cleveland 12, Ohio. Transparent Silicone Base masonry moisture seal recently announced is called Silaseal. The new water repellent is said to contain a special silicone formula designed specifically for stone, brick, cement block and masonry joint protection. This water repellent contains no wax or oils and provides an invisible coating of masonry pores, penetrating to depths up to 1/4-inch below the surface. One thorough application is generally sufficient.
Ruberoidconsumer advertising has helped build growing acceptance for asbestos-cement siding. It has helped to sell new homes by showing customers how they can have colorful, fireproof, rot-proof, durable sidewalls at a price within their budget.

A revolutionary new sidewall material — Color-Grained Siding — will be featured in Ruberoid’s ’52 campaign. Color-Grained Siding offers unusual design possibilities in the combination of dynamic color and texture in new home construction. The product acceptance being created makes it logical for you to give your customers what they want and at the same time save from $300 to $700 on the construction of the average small home.

High spot in early spring will be a beautiful full-page, four-color ad in The Saturday Evening Post, featuring Color-Grained Siding in a beautiful setting. That ad alone will reach more than 4 million families in the Post, and another 2,800,000 in Good Housekeeping.

16 national magazines, including Time, The Saturday Evening Post, Good Housekeeping, Farm Journal, Successful Farming, Capper’s Farmer and Progressive Farmer, will carry Ruberoid sales messages to more than 15 million customers, making 65 million impressions. Ruberoid advertising will help divert more of the consumers’ dollars into building activity, creating more business for you.

In 1952, Ruberoid advertising will accelerate the rapidly growing demand among your customers for colorful, economical, durable, and non-critical asbestos siding and the rest of Ruberoid asphalt and asbestos building products. Be sure and specify Ruberoid, the name with consumer acceptance.

Here are the top magazines on Ruberoid’s schedule that will help do a powerful sales-stimulating job for you and Ruberoid products.

JANUARY, 1952
Speediest
FOR SIDEWALL JOBS!

"Trouble Saver" Scaffold Brackets speed construction. Here's why they save you labor, time and materials:

Put them up and take them down faster than you can erect makeshift wooden scaffolding.

Fold compactly—light in weight.

Made of rail carbon steel—3 and 3/4 Bolt-attached types.

Attachments convert Corner-type bracket to any other.

Conveniently obtainable through offices and distributors from coast to coast.

The Steel Scaffolding Co., Inc.

856 Humboldt Street, Dept. AB * Telephone EVergreen 3-5510 * Brooklyn 22, New York

"TROUBLE SAVER" Scaffold Brackets

"Trouble Saver" Scaffold Brackets

AB12228 — REFRIGERATION UNIT — Kool-Rite Co., Dept. AB, Roberts, Wis. Manufacturer claims easy installation for package refrigeration unit designed for walk-in coolers, for use with all types of perishables. Each unit is self-contained and operated by plugging in to a standard electrical outlet. No valves to open or close. Suitable for new and replacement installations. Units are shipped in five sizes: 1/4, 1/3, 1/2, 1, and 1 1/2 H.P. Design principle utilizes the condensate from the evaporator coil to cool the condenser.

AB12226—PLATFORM ADAPTER—Towmotor Corp., Dept. AB, 1226 E. 152nd St., Cleveland 10, Ohio. Platform adapter for the Towmotor Electric Pallet Truck for converting the Towmotor Model "W" Truck into a platform truck for more efficient handling of platforms, skids and tote boxes. Folds over battery when not in use; permits operator full visibility. Height of forks with adapter is seven inches, lowered, 11 inches, raised. For Model "W" trucks with batteries under 27 inches long; available in lengths to match truck forks up to 72 inches.

AB12305 — HEAT LOSS CALCULATOR — Climatemaker Heat Loss Calculator Co., Dept. AB, Box 376, Bloomington, Ill. According to the company the calculator gives the Btu loss for each room, plus total loss from house; C.F.M. requirements for forced warm air, gravity 200 degree and gravity 175 degree heating units; square feet of steam or hot water radiation required; pipe areas; pipe, stack and blower sizes; line loss; coal furnace, oil furnace and gas burner sizes; and cost of heating per season.
RUSCO HOT-DIPPED GALVANIZED PRIME WINDOW enables you to provide quality at a saving!

Complete, pre-assembled unit makes substantial savings in installation time, labor and maintenance.

All across the nation, architects and builders are finding the Rusco Prime Window an important factor in curtailing rising construction costs.

A complete unit—finished-painted, fully-assembled with glass, screen, built-in felt weatherstriping, insulating sash (optional) and wood or metal casing—the Rusco Prime Window can be fully installed in 5 minutes or less on many types of construction!

But construction savings and speed are only part of the story. Minimum maintenance, exclusive selling plusses such as year 'round, rainproof, draft-free, filtered-screen ventilation, and many other advantages, make the Rusco Prime Window outstanding. For catalog of data and specifications, see the Rusco Prime Window distributor in your area or write the F. C. Russell Company, Cleveland 1, Ohio.

GLASS AND SCREEN INSERTS EASILY REMOVED FROM INSIDE FOR CONVENIENCE IN CLEANING. The Rusco removable sash feature has tremendous appeal as a convenience and safety feature.

"I find that my construction cost has lowered a great deal"

A. J. Spinelle, Builder and Trustee, says:

"As you know, I am using the Rusco Prime Window and Insulating Sash with Wood Surround exclusively in all my new ranch homes. "I find that my construction cost has lowered a great deal and, in addition to that, your windows offer great sales appeal to prospective home owners. The Rusco Prime Window certainly enhances the appearance of my homes and the buyers are particularly pleased with the easy operation and convenience in washing the windows.

"I highly recommend this window for any type of residential construction and in many cases I am sure it would be ideal for industrial types of construction also."

GEBHART HOUSING PROJECT, BALTIMORE, MD. A total of 887 Rusco Prime Windows were used in the 87 units of this sizable building development.

ARCHITECT: Hal A. Miller & Associates
BUILDER: Alon Construction Company

a product of
THE F. C. RUSSELL COMPANY, Dept. 7, A8-12, Cleveland 1, Ohio

World's largest manufacturer of all-metal combination windows

JANUARY, 1952
Balanced design — easy operation

**HANSEN**

the Tacker
with 1001 uses —
Tacks insulation, ceiling tile, metal lath, etc.

Insulation of all types quickly and properly installed with Hansen, the Tacker you hold and operate with one hand — securely holding material and bracing self with other. Flanges on insulation are easily tacked securely in place. Reflective insulation looks and holds better when tacked with Hansen. Building paper, screens, ceiling tile, metal lath, cornerite, are among other time-saving uses of this modern tacking method.

REQUEST BOOKLET T-40
A. L. HANSEN MFG. CO.
5059 Ravenswood Ave.
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**LUCKE LEAK-PROOF BATH-TUB HANGER**

For Housing
For Hospitals
For Homes

Leak-Proof Bath-Tub Hangers
No Leaks • No Cracks • No Repair Expenses

Outstanding Features
1 — Bolts in hanger where necessary.
2 — Filler to seal joints against leaks.
3 — Two nails, screws or bolts at every stud.
4 — Filler in groove between tub and hanger.
5 — Perforations as a base for wall materials.

The Modern Way To Prevent Leaks
For Trouble-Free Bath Tub Edges

There is no excuse for cracks or leaks or repair expense in good building. LUCKE Bathub Hangers are specified and used by leading architects and builders to overcome this problem. Lucke Hangers build tubs into walls. Tub rests securely in hanger along each wall.

Sold by Leading Plumbing Supply Houses

Manufactured by

W. B. LUCKE, Inc.
Wilmette, Illinois

---

**BUILDING PRODUCTS ON REVIEW**

**AB12297—HEATING CONVECTORS** — John J. Nesbitt, Inc., Dept. AB, State Road & Rahn St., Philadelphia 36, Pa. Any Nesbitt Model U Convecto may be installed free-standing or semi-recessed. Twenty-three stock sizes are available: heights from 20 to 24 inches; lengths 16 to 88 inches. Steam capacities per one pound steam, 65 degrees, entering air, are: smallest, 13 sq. ft. E.D.R. and largest, 88 sq. ft. E.D.R. for the 23 stock sizes. Nesbitt Convection made of heating is the convection of air from floor level through fin-and-tube heating element.

**AB12436—DISHWASHER SINK** — Kitchenaid Home Dishwasher Div., The Hobart Manufacturing Company, Dept. AB, Troy, Ohio. The fully automatic unit washes, dries, and rinses dishes. The unit is convenient to load and unload. It is made of porcelain enamel and stainless steel fittings. The pump is the centrifugal type capable of pumping 40 gallons of water per minute. The wash water is distributed by a revolving wash arm. The arm also rinses the dishes. The dishes are dried by a blower fan forcing electrically heated air over them. The air is heated by a 1000 watt heating element.

**AB12443—MITER JOINT FASTENER** — E. B. Fackord Co., Inc., Dept. AB, 139 Cedar St., New York 6, N. Y., has placed on the market a new type of wood fastener made of hardened steel. The teeth in the center leg, in combination with the teeth of the outside legs, draw the wood together to make a firm joint. The teeth in the center leg are countersunk and concealed with filler if desired. Chevrons may be driven in with ordinary hammer. They may be countersunk and concealed with filler if desired. Chevrons are ¾-inch size and can be used in wood thicknesses up to ¾ inch dressed.
The new "Snow White" finish on Armstrong's Temlok Tile

The new "Suntan Blend" finish on Armstrong's Temlok Plank

Announcing -- two new finishes for Temlok Tile and Plank

Armstrong's Temlok® is now available in two brand-new finishes—Temlok Plank, in the new Suntan Blend color, and Temlok Tile, in a fresh Snow White finish. Together, they mean new business for you.

Suntan Blend, used on Temlok Plank, is an assortment of several rich wood-like shadings. Each package contains the full range of Suntan Blend tones. Temlok Plank is made in three widths, 8", 12", and 16", in a thickness of ½". All three may be used together for a random width effect.

Temlok Tile, in the new Snow White, meets the growing demand for a white ceiling tile. Its surface is smooth and easy to clean. It offers extremely high light reflection. Temlok Tile will continue to be available in the popular Light Ivory color.

These products provide excellent insulation, and they have the handy Lok-Bevel Joint, which makes for fast installation and hides the nails.

Both new products will be shown in full color in the February issues of The American Home and Better Homes and Gardens. Of the millions of readers who see this Armstrong advertisement, many will be ready to start remodeling jobs right away. And many will come to you for the full story on Armstrong's Temlok.

You can get samples and additional information from your Armstrong lumber dealer or by writing directly to the Armstrong Cork Company, 1601 Ross Street, Lancaster, Pennsylvania.
“Vanity” Cabinet

Ideal for Bathrooms and Powder Rooms

This modern-style cabinet is not only selling by the thousands for bathrooms and powder rooms in new homes but is also fast replacing old-style cabinets in homes that are being modernized.

With a 16” x 26” center mirror and two swinging mirrors, which serve also as doors for the right and left-hand cabinets, it is 36 inches in width and provides twice the storage space of the average bathroom cabinet.

Finished in high-gloss, baked enamel. Copper-backed mirrors with stainless steel rim. Adjustable glass shelves. Piano hinges—and other features which make it an exceptional value in a LOW-PRICED CABINET.

Ideal Cabinet Corporation
Division of Deslauriers Column Mould Co., Inc.
7722 JOY ROAD
DETROIT 4, MICH.

Write for Literature On 15 Models

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 PUSH-OVER

GARAGE DOOR HARDWARE

ALLITH
-PROUTY, INC.
DANVILLE, ILLINOIS
IN AMERICAN BUILDER for Forty-Five Years

BUILDING PRODUCTS ON REVIEW

AB12235—MASONRY SAW—Clipper Manufacturing Co., Dept. AB, 2600 S.W., Warrenville, Kansas City, Mo. Shown above is the Clipper Model HD ‘Wet and Dry’ (dustless) Masonry Saw. Features claimed by the manufacturer include the pressure equalizer spring, which automatically cushions the blade to provide faster cutting and longer life, and the factory sealed ‘wet or dry’ pump that runs dry without harm. Can be operated ‘dustless’ in confined space and is easily moved. Virtually any material can be cut, according to manufacturer, by selecting proper Clipper Blade.

AB12279—BUILT-IN WALL RADIO—Flush Wall Radio Co., Dept. AB, 31 Clinton St., Newark 2, N. J. A 5-tube, AC-DC superheterodyne radio for building in the wall in any room of the home. Plain hardboard panel or choice of six colors of plastic panels. Steel receptacle box is 6 1/2 x 9 3/8 x 3 3/4 inches. Twenty-inch antenna included. Licensed by R.C.A. and approved by Underwriters for built-in installation. Panel size 7 1/3 x 11 7/16 inches. Architects may select panel colors to complement decoration of room.

AB12288—KITCHEN VENTILATING FAN—Stewart Mfg. Co., Dept. AB, 320 East Joliet St., Danville, Ill. Kitchen-Aire is adaptable to construction conditions in any kitchen. A 6-inch duct leads from the wall grill to the aluminum housed fan mechanism operated by 1/40 h.p. electric motor. Has centrifugal type aluminum impeller. Only on 8½ by 8½-inch square grill is visible in kitchen. Noise is at minimum because operating parts of Kitchen-Aire are mounted outside the home. Controlled by ordinary wall switch. May be installed in ceiling or wall.

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Coronet PLASTIC WALL TILE

Public acceptance helps you make sales... more and more home owners and commercial establishments are demanding the superior quality of HAKO ASPHALT TILE FLOORING. Here is a product you can sell, easily... and with greater profits. Outstanding colors... quality control... durability... all you could ever ask for to step up your sales of Asphalt Tile Flooring.

There's no limit to the demand for this outstanding wall surface material. HAKO CORONET PLASTIC WALL TILE is recognized as superior... in choice of color... deep beveled edges... ease of installation... lasting beauty. Here is the product that is sweeping the country by storm... it is the plastic wall tile customers are demanding for new and old walls.

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Please send more information on your product and on how I can make more profits.

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Winter Air Conditioners
for gas or oil; 60,000 to 675,000 Btu. (Type 119 shown)

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

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

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— for radiant or radiator heat!

Compact, Efficient—Quickly Installed!

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Compact, beautifully styled, the Mueller Climatrol gas boiler is built for today's homes... sized to give close-to-capacity fits for every job... designed for quick, easy installation... and built to deliver trouble-free comfort for years.

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For gas, for oil, for coal

JANUARY, 1952
Get more concrete per wage dollar!

— with JAEGGER 3½-S “Auto-Loader”

Mixes 12 to 15 more yards a day than other ½-bag mixers—because, while one batch mixes, you load the next. Open the hopper gate and in it goes—shaken in fast and clean. No waiting. Minutes saved. Dual-Action mixing drum is just like big Jaeger mixers—for high-strength concrete and fast discharge. Accurate water tank.

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with JAEGGER Hoist Tower

Goes to jobs on truck or transporter. Assembles on the ground in a couple of hours. Its 17-hp hoist raises it to 37, 47, 57, 67 feet. Hoists 1-ton loads. Material platform is 36” x 59” and there’s a ½-yard concrete bucket—automatic discharging. Saves time. Saves waste of wooden towers. Eliminates hodlers. Places materials faster, safer, cheaper.

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WHATEVER your 1952 floor work—modernization, industrial plants, defense and low-cost housing, residences, schools, military construction—Northern Hard Maple stands ready to serve to everyone’s satisfaction. MFMA First Grade for “high style”—Second for utility and appearance—Third for utmost value and economy. Combinations, too—Second and Better, Third and Better. For MFMA Grading Rules and technical data, write today to MAPLE FLOORING MANUFACTURERS ASSOCIATION, Suite 596, Pure Oil Building, Chicago 1, Illinois.

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new...fresh...unusual ways
to use wood windows...

IN THIS IDEA BOOKLET!

Here's a booklet to stimulate your creative thinking. It contains true-to-scale renderings, showing how pre-assembled wood window units can create new beauty and convenience for today's homes. Each rendering illustrates a fresh, original idea, yet every design is thoroughly practical. Most window units of the types shown are regularly stocked by lumber dealers. A copy of "The New Outlook" is yours for the asking—mail the coupon.

Make '52 your biggest year with Best Homes!

A total of 42 styles are now available, with two bedrooms or three, gable roof or hip roof, with or without attached garage, with or without basement. Exclusive franchises available.

BEST FEATURES

Standard-size, double-hung windows with weather-stripping, balancers, hardware and trim all installed... 2 x 4 studs spaced 16 inches on center in all bearing partitions and outside walls...double course red cedar shingles factory-applied...exterior wall panels include insulation, wiring conduit and outlet boxes..."Strong-bilt Upson Panel" or"Sheetrock" interior walls.

Visit our home show exhibit!

Be sure to stop by Booth 178 on the mezzanine of The Conrad Hilton (formerly Stevens) Hotel during the NAHB Home Show this month.
Hinging! BUILDING PRODUCTS ON REVIEW

You Sell More Room for Living! when you sell EZ-WAY FOLDING STAIRWAYS

Get your share of the remodeling market! Builders and home owners alike find EZ-WAY Folding Stairways the practical way to convert waste space into attractive dens, play-rooms, bedrooms and storerooms... the perfect answer to more room for living! EZ-WAY Folding Stairways come completely assembled, jamb included, panel attached for easy installation.

- Touch-controlled, balanced spring action
- No counterweights required
- Safi-Walk strips on each tread
- Sturdily built, modern in appearance

WRITE FOR NAME OF NEAREST DISTRIBUTOR!

Available for 7" to 10" ceiling heights.
Model No. 18 — rough opening 20" x 34"
Model No. 22 — rough opening 30" x 60"

EZ-WAY SALES, Inc. — A DIVISION OF MINNESOTA WOOD SPECIALTIES, INC.
BOX 300, DEPT. W. ST. PAUL PARK, MINNESOTA

AMERICA'S MOST TALKED-ABOUT ANSWER TO THE GARBAGE DISPOSAL PROBLEM!

You'll make EXTRA PROFITS—capitalize on the need of every homemaker—when you install the Majestic Indoor Incinerator! The easy modern way to dispose of both garbage and trash! Compact and easy to install in basements or utility rooms. Cost nothing to operate. Refuse (wet and dry garbage) serves as its own fuel. Unique "down-draft" design guarantees efficient, odor-free, sanitary performance. Load it, light it and leave it. Connects to furnace flue... easily, quickly. Two-bushel capacity. 23" diameter, 41" high.

Satisfaction Guaranteed
Attached to every Majestic Incinerator is a money-back guarantee that it will perform as claimed. Write us today... don't let someone else beat you to the punch. Cash in on the EXTRA PROFITS of the Majestic Indoor Incinerator NOW.

THE Majestic CO.
300-A Erie St., Huntington, Indiana

Burns trash and garbage (wet & dry)

BUILDING PRODUCTS ON REVIEW

AB12322—LATCHSETS AND LOCKSETS—Hollywood Hardware Mfg. Co., Dept. AB, 4865 Exposition Blvd., Los Angeles 16, Calif. Designed to meet a specific need in industrial and residential fields where a semi-heavy duty lock will do the job of an expensive, heavy-duty unit, the 'Challenger' series comprises 19 functional latches and locksets to meet the requirements of virtually every building need, said the manufacturer. Series has heavy non-rustable aluminum housing, encasing steel retractor housing 16-gauge heavy steel sleeve spindle.

AB12243—UPSWEEP GARAGE DOOR—The Howell Manufacturing Co., Dept. AB, Conner St. and Hasbrook Ave., Philadelphia 11, Pa. A new addition to the How-all-door garage door line, the Rancher. A three-section Upsweep door with top open or solid, is available in two stock sizes: 8 feet wide by 7 feet high by 1/4 inches thick; and 8 feet wide by 6 feet 6 inches high by 1/4 inches thick. The "Rancher" style is designed to contribute fitting architectural balance and beauty to the ranch-type house and garage.

AB12324—ELECTRIC GENERATING PLANTS—W. Onion and Sons, Inc., Dept. AB, Minneapolis 5, Minn. Models SCK-115P, 115 volts and SCK-123P, 230 volts, 5000 watts D.C. have 4-cycle, air-cooled Onan gasoline engine built for heavy-duty electric plant service. Both models are equipped with self-winding Read-Pull Starter. A four-receptacle outlet box, mounted on the sheet metal base, permits direct plug-in of portable tools, flood-lights and other D.C. or Universal equipment. Net weight is 290 pounds; boxed domestic, 360 pounds.

AMERICAN BUILDER
Chambers

COOKS WHILE THE COOK'S AWAY

Chambers BUILT-INS have inspired an entirely new concept in small kitchen design. They give architect and builder a new freedom and flexibility in planning kitchen installations, enable them to utilize previously wasted space, and provide work units that can also be used as decorative elements. Also, most leading makes of kitchen cabinets readily accommodate Chambers BUILT-INS. Small kitchens equipped with Chambers BUILT-INS enhance the small home's salability and satisfaction.

Architect, Builder, and Homeowner bet on an all-round winner, when planning and installing Chambers BUILT-INS. They are accepted by FHA for underwriting loans. They have been selected for Good Design by the Museum of Modern Art. They meet the rigid requirements of the American Gas Association for this type of installation.

The Chambers IN-A-WALL Oven stretches a housewife's budget by its many economies, since it "cooks with the gas turned off." It is the finest in AUTOMATIC waist-hi gas cooking. It can be fitted into 24 inches of the most convenient wall space, and, because of its complete triple-wall insulation, be surrounded on all sides by wood or metal construction. Similarly, Chambers three-burner and four-burner cooking tops fit easily into or atop counters or cabinets.

Chambers Corp., Dept. A1-152, Shelbyville, Ind.

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JANUARY, 1952

See our Display—NAHB Convention—Booths 34, 35, 36—Chicago—Jan. 20,
FOR SECURITY
AND DEPENDABILITY

ADAMS-RITE DEADLOCKS

are serving

The Bank of Nova Scotia

As in fine buildings everywhere, Adams-Rite specialized locks have been specified in the impressive new Bank of Nova Scotia Building in Toronto.

All of the revolving door entrances of the building are secured with Adams-Rite Series 1131 Cylinder Deadlocks.

Architects: Mathers & Horlock, Toronto
Contractors: J. L. Preston & Co., Ltd.
Hardware Consultant: F. M. Jefferies, Aikenhead Hardware, Ltd., Toronto

Adams-Rite Series 1131 Cylinder Deadlock takes any standard 1 1/2" cylinder one or both sides. Has no latching action and is jimmy-proof.

Write for complete information.

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BUILDING PRODUCTS ON REVIEW

AB13475—PORTABLE POWER SAW—Mall Tool Co., Dept. AB, 7740 South Chicago Ave., Chicago 19, Ill. Easy to handle carpenters' Mall Saw, Model 71, has a 7-inch blade. Features a new, compact design for fast, easy, one-hand operation. Aluminum alloy casings cut weight to 81/2 pounds. Cuts 2 1/4 inches maximum and 5-inch maximum with shoe. Bevel cuts up to 45 degrees at 5000 f.p.m., free blade speed. Universal AC-DC motor runs on ball and sleeve bearings. Has telescoping blade guard, trigger switch built into handle.

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for discharge under pressure

The outstanding performance of Clipper Ventilators is due to their exclusive design, incorporating the use of genuine centrifugal blowers. Unlike blade-type fans, blowers move a large volume of air through a duct under pressure. This pressure is necessary to overcome the resistance set up by the walls, elbows and other obstructions in the duct system. You can count on quality performance.

The ONLY ventilator that gives you
- Centrifugal blowers
- Interchangeable Horizontal and Vertical Discharge
- Easier installation
- Five-year Guarantee

PRICE OFFERS AN INCENTIVE BUT QUALITY OFFERS A REASON

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HERE'S AN EXTRA SELLING FEATURE AT NO EXTRA COST!

VISIT US AT BOOTH 27
N.A.H.B. SHOW

BRIGHTER BASEMENTS with Brite-Lite AREAWALLS

Brite-Lite Areawalls have the extra selling feature of a brighter, lighter, more cheerful basement.

Brite-Lite’s heavy galvanized coating has an enduring, sparkling surface, and reflects maximum light into the basement. Scientifically engineered corrugations increase light reflection.

A thick, galvanized coating, over a heavy-duty, copper-bearing steel, resists rust and corrosion. And the sturdy steel construction is immune to cracking from spring thaws, which cause brick or cement walls to crumble and crack.

CUT INSTALLATION TIME WITH BRAINARD’S BUILDING POSTS

- For new construction, remodeling, or farm stanchions, you can’t beat Brainard’s Steel-Strong Posts for strength, safety, and ease of installation. They require only one man for installing on either wooden or steel beams.

Steel-Strong Posts are available as fixed length posts, and also with an adjustable attachment (right). With the adjustable attachment just insert collar and screw in bottom of post, set on the footer and adjust to proper height. This method saves fitting time, and eliminates the use of shims which do not distribute the load properly.

Attachment adjusts to 6”.

BRITE-LITE AREAWALLS • STEEL-STRONG POSTS • TEL-O-POST

WRITE: BUILDING PRODUCTS DIVISION

Brainard STEEL COMPANY

1621 Griswold Street, WARREN, OHIO

JANUARY, 1952
Redwood News, an award-winning publication which has jumped rapidly in circulation, is now distributing its 1951 Winter edition. This attractively illustrated magazine, which folds into a handy pocket size, displays the glamorous California redwood as it appears in today's news, with particular emphasis on architectural and industrial trends.

Its circulation of 37,000 is heavy among architects, builders, contractors, and educators, as well as a wide variety of industries, both foreign and domestic. Last year Redwood News received awards from the American Institute of Graphic Arts as the outstanding example of commercial printing in 1950, and jointly from The American Institute of Architects and The Producer’s Council, Inc., for service to architects.

Retail dealers may order imprinted copies (minimum 1000) for their own use by writing the California Redwood Association, 405 Montgomery St., San Francisco, 4, Calif.

THE DEMAND IS FOR CRA REDWOOD!

Your customer wants Redwood he can trust—stock he can count on to give him the fine performance Redwood is capable of giving! And that means grade-marked, trade-marked, Certified Dry Redwood—accurately graded, uniformly milled, properly seasoned.

The demand is for dependable CRA Redwood—so why gamble? Feature CRA Redwood—the Redwood you can be sure of—the Redwood processed by these reputable member firms.

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The Building Estimator's Reference Book

By Frank R. Walker

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. Whether you build houses, do remodeling, alterations or repair work you will find in it the information you need to prepare accurate, dependable estimates.

This New Edition Will Help You
1. Increase your profits with more accurate estimates
2. Stop losses by checking out costly omissions and mistakes
3. Prepare more accurate estimates by using correct methods of measuring and "taking off," figuring quantities and estimating labor hours
4. Save your estimator valuable time by providing him with latest cost data
5. Increase your daily volume and reduce labor costs on the job by adoption of the most economical methods and utilizing some of the new tools that are pictured and described

SEND FOR YOUR COPY TODAY

Send for your copy of the new Eleventh Edition of THE BUILDING ESTIMATOR'S REFERENCE BOOK today. Then you can take advantage of the many new methods and ideas in it for increasing your profits through better estimates.

With Your Copy You Will Receive
FREE a Copy of the Vest Pocket Estimator

This 220-page 21/2 x 5-inch book is not sold separately. It is the most popular vest pocket reference ever used by contractors. Estimating and cost data most frequently referred to is herein presented in condensed tabular form. Rough cost figures on small jobs can be worked out and submitted within a few minutes.

Enclosed find $12 remittance for which send me a copy of the New Eleventh Edition of THE BUILDING ESTIMATOR'S REFERENCE BOOK and a FREE copy of the VEST POCKET ESTIMATOR.

If I do not find the books entirely satisfactory I will mail them back within five days of receipt and you will refund my $12.

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Portable Electric Saw

Now, Velvet-Smooth Dual V-Belt Drive
for better performance, added motor life

The "Velvet-Smooth" V-Belt Drive of the Syntron Saw easily absorbs blade shocks and stalls—protects motor against overloads and burn-outs—eliminates gears and gearboxes and subsequent gear box oil and grease leakage that spoils clean wood.

The combination of the Syntron "Velvet-Smooth" V-Belt Drive, a good sharp 8½" blade and the powerful Syntron motor speeds up your work—cuts time and costs.

Added savings are yours—higher performance, added motor life—when you use Syntron Portable Electric Saws with Dual V-Belt Drive.

Other Features
- Fast Cutting Speed
  6,000 RPM Full Load Blade Speed
- Safety Guard
- Telescoping Type—Automatically Covers Blade
- Auxiliary Handle
- Feather-Balanced

Depth of Cut
Adjustable from 3/4" to 2 11/16"
8 1/2" Blade

Angle Cuts
—from 90° to 45° for bevel cuts

SYNTRON
UNDERWRITER'S LABORATORY
APPROVED

Now a Velvet-Smooth Dual V-Belt Drive
for better performance, added motor life

AB12278—BRICK CARRIER—Fuller Mfg. Co., Dept. Ab, Newhall, Iowa. The Fuller Brikarier is adjustable by winged nut for carrying from six to 10 bricks. Balanced to ease fatigue for a minimum or maximum load, manufacturer claims production speedups for handling all kinds of brick and building tile. Wood handle is always parallel to the load, eliminating unnatural strain from workman's wrist and arm. Fuller Brikariers release their load by the natural motion of setting it down. According to company they keep brick chipping to a minimum.

AB12449—SCAFFOLDING END FRAMES—B-Lax, Inc., Dept. Ab, Archbold, Ohio. Two new types of end frames, designed for home builders, light commercial and masonry contractors, have been added to the company's line of tubular steel scaffolding. The frames are 36 inches wide by 6 feet high and are interchangeable. One frame is ladder-type, for use at the ends of the scaffolding. The other is open-type to permit passage of workmen underneath. All joints are electric welded. Potentiated brace lock eliminates necessity of removing wing nuts.

AB12345—COUNTER TOP LAVATORY—Richmond Radiator Co., Dept. Ab, 19 E. 47th St., New York 17, N. Y. Made of Richmond quality vitreous china, this counter top 'Vogue Lavatory—G-141' is 20 inches by 18 inches and fits all cabinets. It can be used with dressing table materials such as plastic, linoleum, wood or tile. It is available in five colors: azure blue, fern green, Bermuda coral, Oriental ivory, and mellow red plus Richmond's "whiter-white." Among its features are concealed front overflow, wide splash rims, deep bowl.
THE LARGEST LINE
OF COUNTER-FLOW
FURNACES ON THE
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THE ENTIRE NATION IS SWINGING OVER
TO International PERIMETER HEATING

S A I N T L O U I S

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GIVE YOUR 1952 HOMES
ALL THESE ADVANTAGES
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SAINT LOUIS
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All the benefits of radiant heat... heat at the floors
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JANUARY, 1952
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...ADD "Buy Appeal" WITH Keystone

NEW ALUMINUM FRAMELESS TENSION SCREENS

It's the smart way to cut screening costs and add sales-appeal to homes and apartments! Use these new-type Keystone Aluminum Tension Screens on all double-hung windows!

Saves 25 minutes per window in installation time. Easily installed—no heavy frames to cut or fit. No rusting—not rust. Adjustable sill bar assures tight fit on uneven windows. Easily replaced screening. Low first cost, low upkeep, neat appearance. Investigate!

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New Jersey builder says "Keystone very simple to install... solves problem of storage. Superior to other types of screens. We recommend Keystone for either apartments or homes."

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Dept. A-14, Hanover, Pa.
Without obligation send me complete details on Keystone Aluminum Frameless Tension Screens.

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They Look for Quality in Things They Know! Use American Kitchens to Prove Top Quality Construction Throughout.

Most customers have no way of judging the quality of internal construction.

They judge a house in terms of things they know ... and they know a good kitchen from a cheap one! An American Kitchen spells high-quality ... easily recognized ... and prospects use it as a sort of measuring stick to judge the quality of the hidden construction as well.

It pays to feature American Kitchens. They are more economical because they give you more sales return per dollar, sell houses faster than any other brand.

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CONNERSVILLE, INDIANA

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PRICE FIREPLACE HEATER & TANK CORPORATION, 195 West Austin Street, Buffalo 7, New York

BUILDING PRODUCTS ON REVIEW

AB12411 — LOCKSET — National Lock Co., Dept. AB, Rockford, III. National Lockset Series "410" takes seven simple steps for installing. Lock is instantly adjustable to doors varying from 1 1/8 to 1 3/4 inch thickneses. All exposed parts are made of solid brass or bronze. Moving parts are rust-proofed. Only a 29 degree turn is required to open door. Series 410 is made up of four basic units: No. 4110 for exterior doors; Turnbutton Lock No. 412 for porch and patio; Privacy lock No. 414 for bedroom and bathroom; and No. 418 Knob Latch.

AB12211 — AIR FILTER GAUGE — The Heil Co., Dept. AB, Milwaukee 1, Wis. A visible air filter gauge for automatic forced air heating units, enables the owner to tell at a glance the condition of the filters. The new Heil "Tell Tale" gauge is mounted on a side panel of the furnace, with a flexible plastic tube leading from it through the filter, and into the blower compartment. As the filter becomes clogged the flow rises in the tube. When it reaches the red arrow it is time to change filters. It is standard equipment on many Heil furnaces.

AB12125 — GAS BURNER — Roberts-Gordon Appliance Corp., Dept. AB, Buffalo 6, N. Y., announces the addition of a new series 400-F burner, developed for converting furnaces and boilers from oil to gas. It is a "Gun Type" or "Instal" burner and is fired through the opening provided for the draft tube of the oil burner. The 400-F is adaptable for small, wall-base boilers and oil-fired gravity or forced warm air furnaces. With a maximum input rating of 175,000 Btu per hour, it can be used in all furnaces or boilers in its rating.

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Whether you build for individual home buyers, or plan defense housing communities, you can share the "across the board" savings of prefabrication... volume sales, project savings, minimum risk, prompt delivery, financing... keys to the P & H Builder Profit Plan.

Start your own building boom, your profit boom, now. Write for booklet today. Meet P & H engineers at the NAHB show, Chicago. Plan to see the '52 P & H home at Port Washington.
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- 48 elevations, 6 plans, all reversible
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- Lumite plastic screens
- Thermopane picture window
- roomy closets with sliding doors

Start your own building boom now. Ask for P & H Builder Profit Plan.
HERE ARE NEW METHODS WHICH MEAN SUBSTANTIAL SAVINGS IN LABOR AND MATERIALS FOR MODERN CONSTRUCTION in both NEW building and MODERNIZATION WRITE TODAY FOR RECOMMENDED SPECIFICATIONS ON 1. Setting Genuine Clay Tile. 2. Insulating Ducts. 3. Insulating walls and ceilings either by Direct Adhesion or in conjunction with Surface Anchors. 4. Installing floor runners; bonding furring strips.

1. Today it is normal procedure to install clay tile in hotel bathrooms without losing a night's revenue. This illustration shows one of the 1,244 rooms in the White Plaza Hotel, Dallas, Texas, in which MIRACLE ADHESIVE was used to do the job from the time the guests left their rooms in the morning until they returned that afternoon.

2. Plaster applied over wire and cork which has been attached to aluminuim ducts using MIRACLE ADHESIVE and MIRACLE SPINDLE ANCHORS at John Hancock Mutual Life Insurance Co. Building, Boston, Mass. ARCHITECT: Cream and Ferguson. BUILDER: Turner Construction Co.


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JANUARY, 1952

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Bath Fixtures

EASILY INSTALLED
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AND—turn head for
SHOWER—raise or lower spray where you want it
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A variety of allied products
BOOK REVIEW

THE COMPLETE BOOK OF BUILT-INS.
By William J. Remsey. 6¾ inches by 10½ inches, 182 pages, illustrated. $15.00. Harper & Brothers. See no. 27 in adjoining column.

Four months ago in this space we somewhat off-handedly mentioned a new book entitled HOW TO MAKE YOUR OWN FURNITURE. It was our belief that so many readers of the AMERICAN BUILDER had some sort of workshop in their own homes that they would be able to use a good furniture making guidebook in their off hours handicrafting. Judging from the sizeable response to that review our hunch was correct. Therefore we would like to call your attention this month to a related work titled THE COMPLETE BOOK OF BUILT-INS that we think should be of even greater interest to our builder readers.

First off, it must be said that this is an idea book packed with over two hundred illustrations of practical built-in furniture suggestions ranging all the way from radiator enclosures to complete storage walls. Although the author has taken care to provide three introductory chapters, that will supply the amateur craftsman with workshop, carpentry and wood finishing information, the book's greatest attraction for the professional builder is the fact that it is a treasure chest of excellent ideas showing how to get more out of every square inch of housing space through the intelligent use of built-ins. These are ideas of considerable value especially when they can be worked into new house designs or suggested as practical improvements on interior remodeling jobs. Sample chapters present built-in attics, children's rooms, stair halls, windows, bathrooms, fireplaces, garages, bars, storage wall, as well as dozens of other places where built-ins can save space and at the same time add greatly to the attractiveness of the modern home.

THE RESTORATION OF
COLONIAL WILLIAMSBURG IN VIRGINIA.
By Nelson L. Burbank. 6 inches by 12 inches, 102 pages, The F. W. Dodge Corporation. $2.50. See no. 33 in adjoining column.

Back several years ago The Architectural Record magazine devoted an entire issue to presenting a portfolio of pictures devoted to the restoration of Colonial Williamsburg. Because of the widely spread interest in that special issue the publishers of the Record decided to preserve the material in the portfolio in a more permanent form by binding it between hard covers and offering it for sale at a nominal price to non-subscribers of the magazine. The book that resulted from this editorial farsightfulness is a handsome printed volume with dozens of large, sharp-focus, clearly lighted photographs showing the beauty of the restored Williamsburg buildings.

Together with the attractive illustrations are concise descriptions of the methods used by the architects first in searching out the plans of the original buildings and then in rebuilding and restoring this construction to its present state. For readers who have seen Williamsburg this book will supply a wealth of supplementary architectural and construction information; for those who have not been to Williamsburg the book will be the next best thing to an on-the-spot tour of inspection.

A SPECIAL

Here's an easy way to get new essential information that will help you increase your income. Every volume a standard work by leading authority. Remember—it's the informed builder who is the successful builder.

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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 frame house—with many helpful quick-reference tables and short cut methods that simplify the work. $3.75.

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5. HOUSE CONSTRUCTION COSTS, By G. Underwood. Estimating instruction book written for students but equally useful for carpenters and contractors. $4.75.

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7. HOUSE CARPENTRY AND JOINERY, By Nelson L. Burbank. Every step of carpentry in and around a house, clearly explained and illustrated. Covers every job from foundation forms to interior trim. $4.50.


9. FUNDAMENTALS OF CARPENTRY, By Walter E. Durbin. Complete house carpentry course in two volumes. Outstanding value. $7.50.

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10. STEEL SQUARE, By Gilbert Townsend. This how-to-do-it steel square instruction book provides fundamentals plus step-by-step house construction problems solved by proper steel square use. $2.25.


12. STAIR BUILDING, By Gilbert Townsend. Fully illustrated explanation of every problem in design and construction of stairs. $2.50.
BOOK ORDER SERVICE—

PLAN BOOKS

13. HOUSES FOR GOOD LIVING. By Royal Barry Wills, A.I.A. Handsome photographs and floor plans of 34 homes designed by one of the country’s leading architects. $4.00.

14. SUNSET WESTERN RANCH HOUSES. Authoritative book on the California ranch house, with thorough pictorial descriptions and ground floor and site drawings. $2.00.

15. DUPLEX AND APARTMENT HOUSES. By J. W. Lindstrom. Floor plan sketches and brief descriptions of 35 duplexes, 11 4-apartment buildings, and 5 larger ones ranging from 6 to 12 apartments. Cubic footage given. $1.00.

16. PREMIER BOOK OF GARAGE PLANS. Full-scale working blueprints and pictures of one and two-car garages. Not new, but only book supplying plans. $0.50.

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18. HOW TO DESIGN AND INSTALL PLUMBING. By A. J. Matthias, Jr. Every step in the design and installation of the plumbing system, to fulfill requirements indicated in blueprints and specifications, explained and illustrated. $3.50.

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19. PRICE GUIDE FOR PAINTERS AND DECORATORS. Tables covering practically every type of work done by the painter and decorator, with suggested prices based on various wage scales. $1.25.

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26. SCHOOL PLANNING. Excellent big book, profusely illustrated, treating in detail all phases of school building design during the past ten years. $8.00.

27. THE COMPLETE BOOK OF BUILT-INS. By William Henningsen. Contains over 125 projects for built-ins that can be added to any part of the house. Excellent idea guide for new homes and remodeling jobs. $3.50.

28. ARCHITECTURAL DRAWING FOR THE BUILDING TRADES. By J. E. Kenney and John F. McGraff. A practical book of drawing instruction for builders and contractors as well as for students and draftsmen. Excellent show-how illustrations. $4.00.


31. HOME BUILDERS MANUAL FOR CONTRACTORS. Provides convenient data and check lists to follow all operations connected with construction of a home. Least expensive binder permits additions of special material pertaining to project being constructed. $3.50.

32. PRACTICAL ACCOUNTING AND COST KEEPING FOR CONTRACTORS. Complete instructions and examples showing proper methods of keeping time and compiling costs on all classes of construction work. $3.50.

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JANUARY, 1952

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AB12447—ELECTRIC SANDER—Detroit Surface-Crafting Machine Co., Dept. AB, 1323 East Eight Mile Rd., Detroit 20, Mich. The Model DF, Detroit Easy Finisher, according to the company, has positive drive and straight-line back-and-forth sanding action without vibration. The "Easy" is for curved or flat, wet or dry work, duplicating hand-block finishing. It does not leave hard-to-cover swirl marks whether sanding bare wood, wall board, plaster or undercoats of paint. Permits up to molding sanding without hand clean-up.

AB12212—CHAIR CARRIER FOR SINKS—J. A. Zurn Mfg. Co., Dept. AB, Erie, Pa, announces a new chair carrier for drainboard sinks built to relieve the wall of all the load. It has web-type foot supports, rigid tubular uprights and heavy cast iron arms to provide full counter-support of the sink without any assistance from, or bearing on, the wall. Furnished in lengths up to 30 inches with either lug adapters, to secure the sink to the arms, or with leveling screws. Can be furnished with the standard 42-inch uprights or longer.

AB12418—BUILDERS' POWER SAW—Cummins Portable Tools, Dept. AB, 4740 Ravenswood Ave., Chicago 40, Ill. Model 700 Builders Special Power Saw for all cutting on house-building jobs, weighs 10 pounds and its 6½-inch blade cuts 2-1/16 inches deep. Base adjustments are 3/16 to 2-1/16 inches of 90 degrees, and 0 to 1-7/8 inches at 45 degrees. No-load speed is 5500 rpm. Saw has die-cast aluminum frame; universal AC-DC motor, 115 volts, 220 volts special; ball bearings on armature shaft and ball and roller bearings on saw shafts.

BUILDING PRODUCTS ON REVIEW

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BUILDING PRODUCTS ON REVIEW

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AB12317—ACCORDION FOLDING DOORS
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AB-12247—CEILING OFFICE LIGHTING—
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By the makers of Fllexscreen

Catalogs and HOW-TO-DO-IT INFORMATION

153 — SLIDING DOOR CLOSET FRONTS—Four-page folder of the United States Sliding Door Corp., 404 E. 108th St., New York 29, N. Y., describes uses, characteristics and advantages of the firm's closet fronts. Included are drawings which show construction and hardware; diagrams illustrating several sliding door installations; and instructions for installing.

154 — FIBER GLASS PANELS—Structoglas, a multiple-use structural and decorating panel, is described in a color pamphlet published by International Molded Plastics, Inc., Cleveland 9, Ohio. Described are qualities of the material, installation information and technical data, and recommended uses. There are illustrations of seven different colors.

155 — PAINTING METAL ROOFS—How To Paint Follansbee Terne Metal Roofs is the title of this booklet which includes a summary of the recommendations of 37 major paint manufacturers and is available by writing Follansbee Steel Corp., Dept. AB, Pittsburgh 30, Pa. Eight pages in color.

156 — "VERMICULITE PLASTER WATERPROOFING"—This booklet has been enlarged to 18 pages and re-issued by Vermiculite Institute, Dept. AB, 208 So. LaSalle St., Chicago 4, III. An up-to-the-minute summary of all fire tests on construction assemblies protected by vermiculite plaster is presented in this issue.

157 — MATERIALS HANDLING EQUIPMENT—Using a unique system of visual cross reference charts, a new condensed catalog offered by the Industrial Truck Division of Clark Equipment Company, Dept. AB, Battle Creek, Mich., makes all essential model and attachment information available at a glance. Weight, capacity, and other specifications are given.

(Continued on page 244)
THESE ARE THE WINDOWS

America Demands!

Both new home builders as well as those remodeling are sure-fire prospects for beautiful, economical Ualco Jalousie Windows. The sales features of the Ualco Jalousie guarantee a sales climb for the dealer wise enough to foresee the tremendous demand.

Constructed of solid extruded satin-smooth aluminum and engineered so exactly that weather-stripping is not necessary. Superior quality hardware assures easy, foolproof, open and closing action which is always accurate.

Other Ualco Lifetime Aluminum windows are also available. They all contain the superior quality of the Jalousie . . . longer lasting . . . will never rust, rot, warp, crack, chip, or peel . . . resist all forms of corrosion and fire . . . easily installed . . . attractive appearance both inside and out.


UNION ALUMINUM COMPANY
SHEFFIELD, ALABAMA — DEPT. AB1

Please rush complete information on the Ualco Jalousie Window

Name
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World's Largest Manufacturer of Aluminum Casement Windows

JANUARY, 1952
THE NATION'S BEST
in QUALITY, STRENGTH and DESIGN

LUX-RIGHT AREAWALLS!
The Original and ONLY Areawall Hot-Dip-Galvanized AFTER forming. Every edge, every surface thereby protected from corrosion.
Two Types: Streamlined-Straight and Round. Both types come in a wide range of sizes.

HUG-TITE FLANGES—on all types—make the unit fit tight to foundation. A steel product first in Quality, Strength, Design, acknowledged to be "the Nation's Best" by contractors, builders, home-owners everywhere. Often imitated, never equaled.

These LUX-RIGHT easy-to-install one-piece units save time, labor, money. Hardened masonry nails supplied with each unit. No upkeep expense. Last word in long, satisfying service. Free illustrated folder shows sizes, proper installation, much other helpful information. See your distributor, building materials dealer, or write us direct.

SAINT PAUL CORRUGATING CO.
Expert Sheet Metal Manufacturers for 67 Years
SOUTH END WABASHA BRIDGE - SAINT PAUL 1, MINN

Catalogs (Continued from page 212)

158—SLIDING DOOR HARDWARE—Brochure issued by the American Sliding Door Hardware Corp., 2084 First Ave., New York 29, N. Y., introduces Slide-All hardware, which features a simplified roller and track unit. Shown are details of different types of installations as well as information on sizes and other features of the hardware.

159—NEW UNDERLAYMENT—Pioneer Latex and Chemical Co., Inc., Dept. A.B., Middlesex, N. J. has issued a folder about its new Plaster Mix for use as an underlayment and floor leveler designed to bond tightly to metal as well as other materials. Plaster Mix sets and dries in two hours.

160—PREFABRICATED HOUSES—Illustrations of several different models are shown in this folder on Home-Way factory-built houses issued by GBH-Way Homes, Inc., Walnut, Ill. Complete specifications are listed for the houses, and the materials and workmanship are described; construction techniques are explained, and photographs shown of the different stages of erection.

161—METAL FRAMING—New 78-page construction catalog gives pages of ideas on how to frame, hang, support and mount many kinds of mechanical and electrical equipment with Unistrut All-Purpose Metal Framing. For copy, write to Unistrut Products Co., Dept. A.B., 1013 W. Washington Blvd., Chicago 7, Ill.

162—PORCELAIN ENAMEL—Complete architectural file of Davidson Enamel Products, Inc., Lima, Ohio is being made available to architects and chain store engineers. Contains a 12-page book showing various applications; recommended specifications for thin veneers; standards for manufacture; a color chart showing the 39 Davidson color selections; a 10-page loose-leaf book showing many shapes and construction details.

(Continued on page 216)
Now CLIPPER Gives You A NEW CONVERTIBLE MASONRY SAW!

Here's How...
FIRST YOU BUY A CLIPPER MASONRY SAW

THEN YOU ADD...
the "CONVERTIBLE" CART

THEN USE YOUR CLIPPER "4" WAYS

1. Use as a DUSTLESS Masonry Saw
2. Use as a DRY Masonry Saw
3. Slip the head from your Clipper Masonry Saw into the "CONVERTIBLE" Cart and you have a Handy Concrete Saw.
4. Place it in tracks and you can cut large stone slabs or transite sheets

GREATER JOB PROFITS THAN EVER BEFORE!

...at any time the cutting head of your Model HD Clipper Masonry Saw can be placed on the "CONVERTIBLE" CART (that's all you do)—you're then ready to saw concrete or asphalt patches or trenches! Imagine...switching from cutting glazed tile, concrete, face brick to sewer, water or gas lines or floor patches. No more fractures beyond removal lines—no more spalling!

But there's more... just set the "CONVERTIBLE" CART on Tracks and operate as a TRACK SAW. Stone slabs, Transite sheets, Plywood, Masonite, Pre-Cast Stone and large Refractories can at last be easily cut.

Try This Combination on FREE TRIAL
Order TODAY... on FREE TRIAL. Discover for yourself how Clipper will increase production... cut costs... increase profits. Only through the Clipper FREE TRIAL ARE you guaranteed ACTUAL TEST on the JOB... FULL SATISFACTION... NO OBLIGATION!... If you order your Clipper Masonry Saw now— and the Clipper "Convertible" Cart when the need arises. MODELS HD 9 models from $265

SELECT-A-NOTCH
@ One man easily adjusts Cutting Head to desired height. Whether cutting 12" or 1" material. Operator's hands merely guide. Weight supported by rear bar.

PRESSURE EQUALIZER
@ Makes your blades last longer. Because Equalizer Spring automatically cushions blade pressure whether cutting HARD or SOFT materials—outstanding for blade economy.

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@ Pull the knob—and the Cutting Head is free for fingertip setting at any desired angle. Release the knob—and Head is locked in the desired position.

SAVE-A-BLADE DIAL
@ Just turn the Save-A-Blade Dial to the material hardness and the Pressure Equalizer Spring automatically sets the tension—guarantees faster cutting and longer blade life.

GENUINE CLIPPER BLADES... ALL DIAMETERS
DRY... WET... SERRATED... DIAMOND BLADES

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3808 N. WARWICK... KANSAS CITY B, MO.
Send FREE Information and Literature on:
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□ CLIPPER DUSTLESS Model HD □ FREE TRIAL
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SOLD ONLY DIRECT FROM FACTORY

JANUARY, 1952 245
Life time, factory packed ROLLER BEARINGS make raising and lowering stairway practically effortless.

Precision Parts Corporation, not content with the smoothest and easiest operating stairway on the market, equipped their Precision Folding Stairway with roller bearings for still smoother and easier operation. Actuated by counterweights which operate on these bearings the stairway is practically 100% free of friction and all but raises and lowers itself.

OTHER OUTSTANDING FEATURES:
Constructed of No. 1 kiln dried poplar. Heavy cast aluminum alloy brackets, rocker arms and hinges. Composition safety treads on steps. Door panel insulated with Cellufom. Requires no attic space. Approved by F.H.A. everywhere. See the Precision Folding Stairway at the NAHB Show or write direct today.

Manufactured by
PRECISION PARTS CORPORATION
402 NORTH FIRST STREET
NASHVILLE 7, TENNESSEE

Catalogs
(Continued from page 244)

163 — BOOKKEEPING OUTFIT—A single-entry bookkeeping system designed for the builder which gives control of all costs and profit yet does not require any accounting knowledge is outlined in a folder by Tallman Robbins and Company, Dept. AB, 314 W Superior St., Chicago 10, Ill.

164 — CAULKING DIRECTORY—Callbar Paint and Varnish Co., Dept. AB, 2612 N. Martha St., Philadelphia 25, Pa., has announced its new Caulking Directory. It is offered to the building field without obligation. It covers the caulking trade and is full of information helpful to contractors and dealers.

165 — WINDOW SPEC. SHEET—Arlite Industries, Inc., Dept. AB, 76 Hudson St., New York 13, N. Y., has issued a new specifications folder for its line of primary windows and storm windows and screens. AIA File No. 16C gives details of the “Alumite” anodized aluminum products.

166 — OVERDOORS AND OPERATORS—This catalog is designated as 1406-11 and contains a complete description of the features of Barcol Equipment and instructions for application and installation. Catalog is available by writing Barber-Colman Co., Dept. AB, Rockford, Ill.

167 — OPEN STEEL FLOORING—A 16-page booklet showing applications of open steel flooring for stair treads, walkways, platforms, sidewalk gratings, etc., has been issued by the Open Steel Flooring Institute, Inc., Dept. AB, 2311 First National Bank Building, Pittsburgh 22, Pa.

168 — RETRACTABLE TRACTOR LUGS—An eight page folder issued by the manufacturer of Traction Lugs explains the gripping qualities of the retractable unit in loose soil. Retractable Power Set Co., Dept. AB, P.O. Box 983, Kilgore, Texas.

(Continued on page 248)
Easily-installed micarta counters offer a lifetime of beauty

MICARTA®, the wonder-working, decorative plastic surface is a good buy for you and your customers. Your carpenters will enjoy the ease of using pre-bonded MICARTA-to-Weldwood® plywood panels. They can be sawed, planed, drilled and trimmed by ordinary tools. Women will love the carefree, locked-in beauty of a whole host of colors, patterns, Truwoods® and Trugrains® (printed woods).

In kitchens, dinettes, bathrooms... in any room... this miracle material will resist a lifetime of wear. Super-tough, satin-smooth MICARTA just shrugs off burns, stains, denting, chipping, cracking and splintering. A wipe of a cloth brings back the clean, lustrous surface.

The easily installed panels come in 4 sizes... 24" x 96"... 48" x 96"... 30" x 60"... 30" x 96" (all 3/8" thick). There is virtually no waste. Ask your lumber dealer about this attractive long-lasting material... it is helping to sell houses everywhere.

Westinghouse micarta

United States Plywood Corporation
P. O. Box 126, New York 46, N. Y.

Please send full information on MICARTA.

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CITY ZONE STATE
CONNOR LAYTITE MAPLE FIRST AGAIN

Laytite 25-3221/4" Maple as laid in the new Elizabeth Waters Grade School, Fond du Lac, Wisconsin. Laytite is made under Maple Flooring Manufacturers Association specifications and is famous for uniform quality. Write for prices.

Laytite MFMA Northern Maple, Birch and Oak Flooring T&G or square edge in bundles or cartons. Also 1st grade Maple Flooring 2' and longer. Also Block and continuous strip.

CONNOR LUMBER AND LAND COMPANY
P. 0. BOX 1120 • TELEPHONE 3 OR 418 • TELETYPewriter 26 • MARSHFIELD, WISCONSIN

Catalogs (Continued from page 246)

169—POWER SCREWDRIVER BITS—Ludwig Hommel & Co., Dept. AB, 72 First Ave., Pittsburgh 22, Pa., has issued a new descriptive and specifications folder for power screwdriver bits. An increased number of sizes and styles are now available in this new line of bits. The catalog outlines details of the hardened steel and finishing on this line of 5/16-inch hex drive and threaded shank drive bits for slotted, Phillips and Frearson or Reed and Prince screws.

170—SLIDING DOOR HARDWARE—Silent operation of wardrobe and interior sliding doors, obtained by a natural rubber wheel having a graphite bearing, is used in the Acme Bi-Rail, Acme Junior and Acme Z sliding door hardware models, as described in a brochure issued by the Acme Appliance Manufacturing Co., Pasadena, Calif. Installation data and dimensions are given for the three types.

171—MOTORIZED TRUCKS AND STACKERS—A new 16-page bulletin (1809) describing the application, types and operation features of the Yale line of motorized hand trucks and electric stackers has been released by the Philadelphia Division, Yale & Towne Mfg. Co., Dept. AB, 11000 Roosevelt Blvd., Philadelphia 15, Pa. A special section shows the various attachments available for the Work-savers that permit handling of a wide range of objects without pallets.

172—ACOUSTICAL MATERIAL—Panels of perforated asbestos with a backing of mineral wool designed for acoustical installations are described in a four-page folder. The publication covers specifications, installation methods, and finish treatment. National Gypsum Co., Dept. AB, Buffalo, N.Y.

173—HIGHER VOLTAGE WIRING—The subject of higher-voltage wiring for office buildings with the fluorescent lighting controlled by low-voltage remote-controlled switches, is covered in a booklet published by the Construction Materials Division of General Electric Co., Bridgeport 2, Conn. Data on the recent introduction of a remote-control relay that is rated to handle 277 volts is given in detail.

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AMERICAN BUILDER
For Concrete Construction...

**SOLVAY Calcium Chloride**

STEPS UP COLD WEATHER SCHEDULES — REDUCES COST

Here's the story of what Calcium Chloride will do for cold weather concrete construction—and its effect on Portland Cement. You can step up cold weather schedules and reduce costs...lengthen the pouring day...cut costly protection time in half...reduce or eliminate overtime finishing with the addition of Solvay Calcium Chloride to your concrete mix. For details, send for "The Effects of Calcium Chloride on Portland Cement," a 40-page semi-technical book—the result of research conducted by nationally recognized authorities, giving details of carefully controlled tests made in the field and in the laboratory.

BOOK AVAILABLE ON REQUEST—For your copy of "The Effects of Calcium Chloride on Portland Cement," fill in and mail this coupon today—there's no obligation.

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Please send my copy of "The Effects of Calcium Chloride on Portland Cement.

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4 Big Advantages of ALCASCO Aluminum Casements

1. **FULL 1 1/8" SECTIONS**
   - Available only in ALCASCO...structurally stronger. Putty retaining groove—built into each section and designed for easy outside glazing.

2. **EXTENSION HINGES**
   - Solid aluminum...Sturdy and Trouble free...

   - Full support, Stainless steel pin assures correct ventilator operation at all times.

3. **INSULATED GLASS**
   - ALCASCO Aluminum Casements can be furnished for regular plate or insulated glass in 1/2", 3/4", or 1" thickness.

4. **INTERLOCKING MULLIONS**
   - Easy to assemble...simple to install...

   - Provides a perfect weather seal due to precision fabrication.

PLUS these other ALCASCO aluminum casement features:

- Extruded members are smooth...fit snug at all points
- Corners electrically flash welded...greater strength...more rigid...neat, smooth appearance
- Stand inspection...customer satisfaction assured by the obvious evidence of careful workmanship
- Selection...over forty styles to choose from
- Approved...over 75,000 ALCASCO Aluminum Casements have been sold through Building Material Dealers since 1947.

Send for details and descriptive literature.

**Alcasco PRODUCTS, INC.**
1144 NINTH ST., MUSKEGON HEIGHTS, MICH.
Gate City invites you to visit Booth No. 58 at the Chicago Convention of Homebuilders, January 21st, to get acquainted with the Window from the land of the Seminoles.

Be sure to attend the NAHB Convention at Chicago, January 20th.

Many years ago, little chief in the window business at Fort Lauderdale became BIG CHIEF in the wood Awning Window business of America. Pioneered a window that gave controlled ventilation to any 'tepee.' Called it GATE CITY for "Gateway to the Everglades"... Beat tom-toms loud and soon builders everywhere discovered there is no other window like it!

If you miss our Booth Display at the Convention, the complete GATE CITY story is yours for the asking. Just fill in and mail the Coupon below.

Refer to SWEET'S FILE 4d-GA
GATE CITY SASH & DOOR CO.
"Wood Window Craftsmen Since 1910"
P.O. Box 901, Fort Lauderdale, Florida
Mail Coupon for Latest Information

Gentlemen: Please send me the story how BUILDERS can profit by knowing more about GATE CITY Awning Windows.

Name ____________________________
Address ____________________________
City ____________________________ State ______

AB12239—STEEL RULES—Evans and Co., Dept. AB, 410 Trumbull St., Elizabeth, N. J. White Tape steel rules are made in 10, 8, and 6-foot lengths and feature jet black markings on snow white steel. Carbon spring steel is tempered, enameled and baked on figures. Diecast case is chrome plated. Measures inside and outside. Self-actuating brake prevents tape creeping. Sold by hardware stores.

AB12249—MASONRY PRESERVATIVE AND WATER REPELLENT—Penco Chemical Corp., Dept. AB, 40 East 40th St., New York 16, N. Y. Siliproof is a transparent waterproofing and preservative, applied by brush or spray, incorporating the properties of silicone resins in a non-staining coating for porous exterior masonry surfaces such as brick, concrete, stucco, limestone, sandstone and mortar. Claims include ½-inch penetration of surface, does not affect surface color and does not yellow with age. Siliproof can be applied in temperatures as low as 15 degrees F.

AB12419—WALL BASE HEATING—Brandes Co., Dept. AB, 2046 Winnepango St., Madison, Wis. Photo shows metal wall base acting as warm air duct to distribute heat evenly around room perimeter. There is a type for various building construction. For plaster walls the rear portion of the base is returned out from the studding ½-inch which serves as a plaster ground insuring even plastering of walls. Heat is distributed up and away from walls through the upper edge of the base. Size is the same as 4½-inch regular wood base.

Buildings PRODUCTS ON REVIEW

CONTRACTORS—save money!
Mix plaster and mortar in a MULLER 3 FOOT MIXER

• An investment that will give you better plaster and mortar at far lower costs than old hand methods. Ideal for both inside and outside use. Holds full bag batch of most mixtures.

PRICE $312 (with electric motor)
$330 (with air-cooled engine)
FOB Metuchen, N. J.
Also available in 6, 9 and 12 cubic foot sizes
Write for name of nearest distributor.

MULLER MACHINERY COMPANY, Inc.
Metuchen 4, N. J. Cable Address MULMIX

THE AMERICAN BUILDER

FIRST publication in the building field invites you to visit the

FIRST exhibit booth at the N.A.H.B. Show No. 85
Main Exhibition Hall
Conrad Hilton Hotel
January 20-24

AMERICAN BUILDER
Featured by House and Garden in its April, 1951 issue, this kitchen captures much of the warmth and friendly appeal that are inherent in Kitchen Maid Cabinets of wood. It illustrates also, the beauty and flexibility of wood cabinets; how easily they may be adapted to the use of modern appliances such as the new built-in cooking units. Each year more and more architects and builders are specifying Kitchen Maid Cabinets in the homes they plan and build. The Flo-Line styling, fine furniture-type construction and many exclusive features of these cabinets make them first choice of millions of home buyers too. Specify Kitchen Maid for your next kitchen.

Smooth, Flo-Line Kitchen Maid surfaces are worn and friendly to the touch. Rounded edges make cleaning easy.

Dowels are used to form sturdy points at all important points.

SEE THE KITCHEN MAID DISPLAY at the NAHB show, Chicago, Jan. 20-24, Casino Room, Congress Hotel.

THE KITCHEN MAID CORP.
521 Snowden St., Andrews, Indiana
Please send new booklet containing 10 practical kitchens with details, to: [Architect, Builder, Dealer].

NAME ___________________________
ADDRESS _________________________

Look for this sign in your dealer's window.

When your big jobs call for carloads of quality lumber - get your dealer to call Crossett first! ... Through the years, Crossett has been delivering trade and grade marked Arkansas Soft Pine and quality hardwoods to the building trade of America. Large timber reserves plus big mill production assure you deliveries of highest quality. During this national emergency, Crossett is dedicated to meeting expanding needs of our nation's defense effort. Special attention is called to the following items:

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


On What Shall Your Favorite Dealer Quote?

CROSSETT LUMBER COMPANY
CROSSETT, ARKANSAS
Only F&W Offers These 4 Big Advantages!

- You'll do your customers a real favor if you select F & W Water Systems for their new homes. First, they're proven by 86 years of successful, dependable service on farms and homes throughout the nation. Second, capacity for capacity and depth for depth they're most efficient and cost less to operate. Third, F & W precision manufacture, advanced design, and non-corrodable materials assure longer service and lowest cost per year. Fourth, there's practically no upkeep, and F & W's exclusive "SpeedExchange Rotary Seal" permits pump servicing without disconnecting pipelines or disassembling pump. In addition, each pump is individually tested before leaving the factory. So... when you need "Flowing Water," remember F & W!

There's an F & W Pump for every need whatever the depth or capacity requirement.

F & W 2-stage, Deep-Well Jet
Delivers extra capacity, new automatic control valve assures top performance
Send for F & W Data Book No. 200 for your files. It has helpful information.

F & W Multi-Purpose Pump
Change from shallow to deep well simply by moving jet off pump down into well at no extra cost! The VARIJET (below) delivers 40-75% more water at less cost.

F & W Means Flowing Water by
FLINT & WALLING MFG. CO., INC.
50 Oak Street, Kendallville, Indiana

F & W WATER SYSTEMS
Farm-Used, Farm-Proved for 86 Years!

AB1274—HOLE SHOOTERS — Milwaukee Electric Tool Corp. Dept. AB, Milwaukee, Wis. Company introduces its new line of Super Hole Shooters. Advantages claimed include: Higher vane speed, longer tool life through double and triple reduction gearing. "Super Series" includes four models: (C) 12 ½-inch capacity, 0.582 ¼-inch cap.; (E) 1½-inch cap, and (K) 1½-inch cap.

AB1271—RADIANI HEATING — Glassheet, Continental Radiant Glass Heating Corporation, Dept. AB, 35th St., New York 16, N.Y. Glass radiant heating panels emitting infrared heat waves have been designed for surface, recess, or board installation. Both recess and baseboard models are used primarily in new construction, while the surface mounted unit can be used in remodeling work. The units are available in 450 to 1000 watt capacities. The panels can be used for a complete heating system or for additional heating in cold rooms. They can be equipped with room thermostats to control the temperature. Durable glass construction makes them safe.

Your Clients too, will thank you for recommending Vikon Metal Tile. Look at these outstanding features!

- Will not warp, chip or craze
- Resists both heat and ordinary household chemicals
- Fireproof, waterproof, seals against insects
- Can be bent for corners or cut to fit
- Choice of 30 fade-resistant decorator colors
- Economical to install
- Approved for government installations

STEEL - ALUMINUM - STAINLESS STEEL

VIKON COLOR TILE

"The Original Individual Metal Tile"
Est. 1926
VIKON TILE CORP. WASHINGTON, N.J.
The greatest heating advancement in 20 years brings Improved Comfort at Lower Cost...

Janitrol
SAVE-WAY AIR SYSTEM

Here's a real way to cut installation material and labor costs up to 35% and at the same time provide better heating and improved comfort.

The new Janitrol Save-Way Air System combines the latest advancements in equipment design and warm air circulating methods for greater heating satisfaction.

This new Janitrol system will help you merchandise your houses as the most modern equipped models of 1952.

Some of the features that will help you sell greater comfort include Constant Air Circulation... Perimeter Heat Distribution with warmth evenly circulated from outside wall registers... neater, more compact installations using standard 4" round duct.

Place Janitrol wherever convenient to floor plans, in basement, first floor closet or utility room or in the attic.

Write for complete Janitrol Save-Way Air data on installation savings or see your local Janitrol dealer.

Typical floor plan of single story house with enclosed crawl space. Perimeter heating and CAC "know how" assures minimum temperature variation from floor to ceiling.

Saves

- On the use of critical metals.
- Cutting into main supports and bearing members.
- Considerable planning and detailing time.
- By reducing to a minimum service "call-backs" and customer complaints.

Complete Line of Automatic Heating—Gas Conditioners, Boilers, Gravity and Floor Furnaces, Attic Units and Unit Heaters, and Oil Fired Conditioners and Boilers.
William Russell, Jr.  
Named a Director of  
Simmons-Boardman  

William E. Russell, Jr., of the New York law firm of Russell & Russell, has been elected a member of the board of directors of the Simmons-Boardman Publishing Corporation, publishers of American Builder and publications in the transportation field. Mr. Russell takes the place of the directorate formerly occupied by the late Mrs. Ida R. Simmons, who was principal stockholder in the publishing company. His father, senior member of the Russell & Russell firm, has been on the directorate of the publishing company for many years and is trustee of the controlling stock interest in the publishing company under the will of the late Mrs. Simmons. The Russell firm has for many years handled the legal affairs of the publishing company.

Mr. Russell, Jr., is a graduate of

William E. Russell, Jr.

Trinity School (N.Y.), Phillips Exeter Academy, Yale University and the Yale Law School, at all of which he achieved high scholastic honors, among them election to the Phi Beta Kappa society. He became associated with the well known law firm of Cravath, deGersdorff, Swaine & Wood in 1934 and participated in much important corporate litigation, including the so-called Schechter “sick-chicken” case, in which the National Recovery Act was declared unconstitutional; and in the Milwaukee Railroad reorganization. He was assistant counsel for the Truman Committee investigating defense expenditures in 1942-43 and has been a member of the Russell & Russell firm since 1942. He is a director of Dumari Textile Company and is trustee for a large mortgage company.

Coming in April  
AMERICAN BUILDER’S  
GIANT DIRECTORY ISSUE
The HASKO "MOBILE" FLUSH DOOR with a "FLEX CORE"...

...has a simple, sound assembly for maximum strength and durability yet is made to meet the price market.

This adaptation of the hollow-core principle meets the demand for high quality and low cost. This is another engineering achievement by HASKO for the builder who needs better flush doors. It is truly an economy door of outstanding quality.

LOW COST The HASKO "MOBILE" FLUSH DOOR is priced competitively, and is made and backed by a responsible manufacturer.

QUALITY GUARANTEED The HASKO "MOBILE" FLUSH DOOR carries the same guarantee and responsibility as the famous Hasko Arch-Kor Flush Door. It features "balanced" construction, and the warp-resistant, sound deadening and proper ventilation characteristics engineered into all Hasko Flush Doors. Its frame is constructed of selected kiln dried lumber and allows a generous amount of stock for trimming, plus sturdy 3/16" thick face panels.

8-WAY HANGING SPEEDS INSTALLATION Large 3 x 25 (5 x 25 including frame) double lock-blocks provide for fast, easy 8-way hanging of the HASKO "MOBILE" FLUSH DOOR.

FLEX-CORE INCREASES LIFE, ASSURES PERMANENT BEAUTY The entire core construction provides complete support of the sturdy (3/16" thick) face panels. An additional feature of the door is in the use of the "Flex Core" core ribs. These provide a resiliency and flexibility that give the face panels an unusually high degree of resistance to denting from heavy impacts, or damage from warping, and assure great durability.

TESTED Thorough tests prove durability. The HASKO "MOBILE" FLUSH DOOR has withstood kiln tests of as high as 48 hours at 170 degrees. The Hasko name means sound construction, high quality, expert design and craftsmanship.

Write today for the special HASKO "MOBILE" FLUSH DOOR Bulletin. Orders will be filled in the sequence in which they are received.

HASKO

HASKELITE MANUFACTURING CORPORATION
Grand Rapids 2, Michigan

JANUARY, 1952
Laminated Plastic Solves Builder’s Window Sill Problem

Install a Bessler Disappearing Stairway to provide a convenient means of gaining access to the upper story. Simplicity itself to operate and install, neat in appearance and strongly built. A practical and satisfactory modern space-saver.

A MAHOGANY patterned Formica sill installed in a casement window is shown after the trim is applied.

The old adage, “necessity is the mother of invention,” led the N. F. Molnar Co. of North Olmstead, Ohio to develop a waterproof, warp-resistant window sill. The plastic unit made of Formica is now installed in all housing units built by the firm. After replacing and repairing many wood sills in houses where the owners did not properly care for them, the builder considers the new plastic model good insurance against repetition of this experience.

The cost of all the sills in the house made from Formica is approximately $20 more than that for wood sills. They are cheaper than marble sills and have many of the same advantages, related Tom Kelly, manager of the building firm. He stated, “After the installation of the Formica unit the operation is finished, no paint

WINDOW OPENING after the brown coat of plaster has dried

PLASTER GROUND at the side of the unit is removed. The header is cleaned in preparation for the next step

(Continued on page 258)
Use Frantz No. 80 Garage Hardware

America's most popular set of overhead door equipment

Use this versatile hardware with custom or mill-made garage doors

Equally "at home" on carpenter-built or mill-made doors, Frantz No. 80 Series* overhead garage door hardware will lift any door weighing up to 150 lbs. —is a favorite with architect and contractor alike. Features (shown at right) include: (1) Automatic opener, (2) Powerful spring which does all the lifting, (3) Sturdy formed steel arms, (4) Steel weatherstripping, (5) Positive latch, (6) Angle iron brace to prevent warping. Steel hangers and ball-bearing wheels assure smooth, quiet operation. Set comes complete with chrome handle, brass cylinder lock, track supports, braces and lags. Simple, easy to erect.

*No. 83 for doors 8’ x 6’6”
No. 839 for doors 9’ x 6’6”
No. 80 for doors 8’ x 7”
No. 809 for doors 9’ x 7”

Write today for information on the complete Frantz line of Garage Doors and Hardware.

Frantz Manufacturing Co., Sterling, Illinois

January, 1952
EASY TO SELL

For beauty, comfort, appeal and getting-the-job-done—nothing sells like Murray window and ventilating fans. Be prepared for the summer boom in ventilation. See your Murray distributor today. See below.

DISTRIBUTORS

It's Impossible TO LOSE MONEY WITH A Murray FRANCHISE

Simply report unsold fan inventory to Murray after season—for FULL CASH CREDIT. No inventory carry-over, no tie-up of capital. Report inventory and get check. You can't lose.

EASY TO INSTALL

JUST DROP IN PLACE

Nothing to nail or screw down. Murray's flat-as-a-flounder attic fan rides free and whisper-quiet in a cushion of foam rubber.

Anyone-can-install simplicity makes Murray the fastest selling, most demanded package unit ventilating fan available.

Shutters are fully automatic. No pull cords, no adjusting—means more sales.

Laminated Plastic...

(Continued from page 256)

THREE OR FOUR SHIMS are nailed into place. These bring the sill to the proper height.

SILL is inserted into the opening and screwed into place. A 60 degree hole is drilled through the sill into the header and a 2½ inch screw fastens the unit.

INSTALLED SILL is now ready for the finished coat of plaster. All voids will be pointed up by the plasterer. is needed. The housewife can put flower pots on the sills without fear of ruining them."

Two color patterns of the plastic sill are used in the house. A white linen pattern is used in the kitchen, bath and utility room. All other sills are either a mahogany or blonde wood-grained pattern. They are adaptable to all types of window units.

The sill is waterproofed, with the Formica covering on four surfaces. The back and bottom surfaces have a waterproof paper backing. The unit is installed after the brown coat of plaster has dried. The finish coat of plaster is applied up to the sill. Mr. Kelly stated that any Formica fabricator can make the sills.

A step by step installation is shown in the accompanying photographs.

See dramatic proof that house purchasers—all over the country—want and seek out Westinghouse-equipped homes.

Look at the newest in Westinghouse Appliances. See for yourself why they are ahead... in design... in features... in style... in performance. Then, you'll know why we say.......

...of course, it's electric!

ELECTRIC APPLIANCE DIVISION • MANSFIELD, OHIO
JANUARY, 1952
FOR ASBESTOS SIDING AND SHINGLES
GUARANTEED 100% Non-Breakable

MALLEABLE IRON CASTING

The Monarch Asbestos Siding and Shingle Cutter in malleable iron gives you the 100% guarantee against broken castings. Because of its metallurgical structure, malleable iron is the ideal material for this cutter. The Monarch gives greater toughness, higher resistance to corrosion and will stand up to heavy and repeated impact.

The Monarch has a front end nose punch, notcher, and precision cutting blades.

The Mighty MIDGET

FOR CUTTING ASBESTOS SIDING & SHINGLES

The SCOUT is a small utility cutter for asbestos siding and shingles, with front end nose punch. The cutting blade is made from a high grade steel, heat-treated, has sharp serrated teeth machined by a milling cutter. Overall length 16", height 4", width 23/4". Approx. wt. 32 lbs. The base of the Scout Cutter is high-grade aluminum casting, having the proper amount of weight necessary to perform the best operation by the applicator.

WRITE FOR FREE DESCRIPTIVE FOLDER

TRI-STATE BUILDING MATERIALS CO.
P. O. Box 9412 Fort Worth, Texas

HETTINGER'S

Triple Seal

COMBINATION SASH BALANCES and METAL WEATHERSTRIPPING

NOW! NEW WHITE METAL TRIPLE SEAL AVAILABLE AT YOUR LOCAL LUMBER DEALER YOU'LL LIKE IT!

BRONZE METAL TRIPLE SEAL STILL AVAILABLE BUT IN LIMITED QUANTITY (DUE TO METAL SHORTAGE) ORDER WHITE METAL WHENEVER POSSIBLE

THE WEATHERPROOF PRODUCTS CORPORATION
Westport Station, P.O. Box 5916 Kansas City 2, Mo.

FURNACE, chimney and blower are suspended from rafters by 2x4's

Save Space in Small Home by Installing Furnace in Attic

The furnace was placed in the attic of this one-story, two-bedroom, 1,238 square foot, Toledo, Ohio, house to save space. Both the gas-fired furnace and the short brick chimney are suspended from rafters by 2x4's, with a minimum of 18 inches of floor clearance provided below the unit for service work.

The blower is co-ordinated in a housing adjacent to the furnace. Excessive heat loss from ducts is prevented by a 2-inch blanket of glass wool. The furnace is a model BCCA Janitrol forced air unit with a 105,000 Btu input. Calculated heat loss of the frame home, built on a concrete slab with shingle roof and single windows, is 67,548 Btu's.

Warm air is channeled from the attic through two 14x14-inch square supply ducts to plenums below the floor. Then the supply is distributed in 8-inch round ducts in four loops to low wall registers around the outside perimeter of the house. Return air grilles are located near the ceiling.

All stack heads in outside walls are insulated. The perimeter of the slab is also insulated with 1-inch waterproof rigid insulation board.

The unit is also adaptable to basement or crawl space application and may be mounted on a metal frame as well as suspended.

EXTRA UTILITY and storage space was gained in this attractive, compact home by housing furnace in attic. Norhio Heating Co., Toledo, was the contractor.
for SURE heating comfort...

CRANE
Radiant
BASEBOARD
PANELS

Provide adaptable, clean, amazingly efficient heat...

On the floor, rule a straight line just 1\(\frac{1}{8}\) inches in from the finished wall. That is all the room space this highly efficient form of modern radiant heat requires!

That perspective above, those photos at the left show how easy it is to plan, how easy to build a hot water or steam system with Crane Baseboard Panels.

They leave more space for living. Their cast-iron construction is best for radiation, proof to hard knocks, and can be painted any color without reducing heating efficiency.

The large volume of hot water held in Crane Baseboard Panels means extra heating capacity always in reserve and maximum heat conservation.

Floor-level drafts and ceiling-level layers of static hot air are eliminated by the clean, modern combination of radiant and convection heating Crane Baseboard Panels provide.

Consult your Crane Branch, Crane Wholesaler or Plumbing Contractor for complete technical data.

Crane Radiant Baseboard Panels, in two types, provide versatile, efficient modern heat. Use type "RC" (in living room above) at the baseboard only. Specify type "R" for floor-level, ceiling-level, or vertical installation. (Shown at ceiling level in kitchen.) Ideal for either new construction or remodeling.

CRANE CO.

JANUARY, 1952
Build BETTER
To Sell FASTER
To Build MORE

MODERN HOMES

For your profit, of course—but for your pride, too—build Modern Homes, the quality home for all income brackets. Now you can offer the savings of these skillfully-designed homes and know they’ll surpass on-site jobs in your locality—in character, individuality and charm. Modern Homes have won the immediate acceptance of prospective buyers, FHA and VA agencies, lending institutions and the most critical quality residential builders. Why? Because Modern Homes are designed and built to the standards which guide the building trades everywhere. You’ll find standard wall construction, bevel siding, standard partitions for lath and plaster, dry-wall or job-applied panels, and designs which fit into any locality. Then, too, you get the flexibility of layout practical only with non-load-bearing partitions, the result of trussed roof construction. You can offer a variety of front elevations, two, three or four bedroom plans, models for wide and narrow lots. Modern Homes are designed to be built on slabs or basements. And don’t forget, you start sooner, you’re out of the weather in a day, you forget the headaches of shortages, you turn-over your money faster, you finish sooner. In a matter of a week or two you’re well into your next job—and your next profit.

Many valuable territories east of the Mississippi, north of the Ohio are still open for our franchise. Our folder gives complete details of our Modern Homes plan for you, and a new catalog to help you sell is now ready. Write us today.

See our display at NAHB Convention and Exposition—Congress Hotel Booth No. 22.

Edward J. Maroney, general sales manager, has been appointed a vice president of United States Plywood Corp. Maroney’s promotion climaxcd 17 years’ service with the company. He was elected a director in 1938 and from 1941 to 1943 managed the Philadelphia branch. Maroney served with the Navy for 27 months in World War II. He is a University of Pennsylvania graduate.

Purchase of a million dollar factory in Elizabeth, N. J., has been reported by the National Electric Products Corp., Pittsburgh. W. C. Robinson, president, said that work would be started immediately to equip the plant with more than two million dollars’ worth of machinery for the manufacture of electrical roughing-in materials.

Election of James J. Russell as chairman of the board and chief executive officer, and James M. Kennedy as president, of Revere Copper and Brass Inc., was recently announced. Russell, previously president, succeeds C. Donald Russell, who has retired as chairman but continues as a director. Kennedy has been vice president of Revere’s Rome Manufacturing Division, Rome, N. Y.

Al Kline, recently-appointed sales manager for Wadsworth Homes, Mission, Kas., has announced a new Wadsworth dealer policy: In the future the firm’s homes will be sold only through established local builders; no sales will be made directly to consumers or through agents who are not builders.

Hal Croskey has been named sales manager of Clarke Sanding Machine Co., the president, Ernest Cooper, has announced. Formerly associated with Goodyear Tire and Rubber Co. and later with Sears Roebuck and Co. as a buyer, Croskey joined Clarke early in 1947 as division manager of its Los Angeles Sales and Service Branch.
Artcraft produces the finest, most exciting custom-made ornamental iron work, and regular low-priced stock work at amazingly low cost. There's no assembling on the job, because Artcraft's finished products come to you completely packaged to measurements. Saves costly labor time. ARTCRAFT'S CUSTOM WORK PRICES COMPARE WITH COMPETITIVE STOCK ITEM PRICES! ORDER THESE STOCK ITEMS NOW IMMEDIATE DELIVERY

PORCH COLUMN

Porch Bracket

Specify corner or single panel and if for wood or concrete porch. Uprights made of 1" solid steel.

<table>
<thead>
<tr>
<th>Height</th>
<th>12&quot; 90°</th>
<th>Single</th>
<th>12&quot; panels</th>
</tr>
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<tbody>
<tr>
<td>20&quot;</td>
<td>$12.00</td>
<td>$32 each</td>
<td>$37 each</td>
</tr>
<tr>
<td>30&quot;</td>
<td>$24.00</td>
<td>$64 each</td>
<td>$74 each</td>
</tr>
</tbody>
</table>

Send in your specifications for custom work. Your design will be carefully and expertly carried out with the most exacting detail. Three weeks delivery.

ARTCRAFT ORNAMENTAL IRON CO.
724 E. HUDSON ST.—COLUMBUS 11, OHIO

KAY-TITE CAN BE USED ABOVE OR BELOW GRADE, INSIDE OR OUTSIDE
Available in 50 lb. drums
White and 9 colors.

Member National Association of Home Builders

KAYTITE COMPANY
BOX 550 WEST ORANGE, N. J.
PLEASE SEND BUILDERS INFORMATION:

NAME OF COMPANY

STREET

CITY STATE

ATTENTION OF

KAY-TITE COMPANY
WEST ORANGE, N. J.

ELEVEN FAR WESTERN STATES CONTACT KAY-TITE COMPANY
1717 WESTLAKE AVENUE, NORTH, SEATTLE 9, WASHINGTON
More than 20 years of satisfactory performance
Special Features Make Hydrocrane Standout on Building Jobs

Here's why builders and contractors find the Hydrocrane in a class by itself. This fully hydraulic crane has a combination of features no other unit can match.

TELESCOPING BOOM noses under branches, wires, in and out of windows, box cars, warehouses — without moving crane an inch! Great for unloading building supplies, nosing planks between rafters, and for yard work.

PRECISION CONTROL. Operator can meter power flow so slowly you can barely see load move — or he can operate crane at a fast, steady clip. Outriggers set hydraulically in seconds — provide a solid base. No twisting, wracking strains on truck frames — no bouncing on springs and tires. Nothing touches it for precision erection work. Said one user, "It was nothing to break two or three concrete slabs on a job when hoisting with a friction rig — now with our Hydrocrane we can place 'em all day and never break a one."

EASY OPERATION. Hand levers only — no tricky hand-foot coordination. No brakes or clutches to grab and slip. Deadman control means safety for work crews. If operator lets go, all levers return to neutral — load stops dead. A few hours instruction and even a new operator can handle the easier lifting and stockpiling jobs.

Two sizes — 1/4-yd. 2-ton, 3/4-yd. 3-ton. Attachments include clamshell, crane hook, 1-yd. material handling bucket, grapples, magnet.

BUCYRUS-ERIE HYDROCRANE DIVISION
South Milwaukee, Wisconsin

Gentlemen: □ Please send Hydrocrane literature,
□ I want a Hydrocrane demonstration.

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

INDUSTRY BRIEFS

Appointment of Edward B. Hoagland as credit manager of Morrison Steel Products, Inc., Buffalo, N. Y., has been reported by Claude O. Rainey, secretary and treasurer. Hoagland was formerly assistant credit manager of Rudolph Wurlitzer Co., and office and credit manager of Weather-Seal, Inc.

Maurice Grossman, general manager of the Plumbing and Heating Division of the Grossman Co., was one of 12 young men who live or work in Quincy, Mass., to be cited as "Outstanding Young Men" of the city. Citations were made by the Junior Chamber of Commerce. Recipients were business men, professional men, scientists and athletes.

Hachmeister Inc., Pittsburgh, has announced a new promotion program for Hako asphalt tile flooring and Coronet plastic wall tile. Leading off the campaign are color advertisements in five consumer publications, chiefly in the "shelter" group. New point-of-sale material and literature has also been prepared.

The Heil Co., Milwaukee, announced that its entire line of Aqua-Flo water systems has been purchased by the Morrison Co. of Milwaukee. Heil will continue to manufacture its complete line of home heating equipment as well as its heavy equipment. According to George F. Morrison, Morrison Co. president, the entire inventory of pumps purchased from Heil will be sold under the Heil name. However, as soon as practicable, the pumps will be identified as Morrison.

The central district headquarters of Westinghouse Electric Supply Co. has completed a move to a new, larger building at 22-11 Kirby Ave., in Detroit. The new quarters contain more than 92,000 square feet of floor space for offices and warehouses. will also provide expanded facilities for stocking consumer products such as refrigerators, laundry equipment, radios and televisions.

Atlas Plywood Corp. of Boston has announced acquisition of control of Plywood, Inc., Detroit, through purchase of stock, most of which came from a group of majority stockholders, Elmore I. MacPhie, Atlas president, said the purchase was made to provide a steady flow of Atlas hardwood panels through the 16 warehouses now operated by Plywood, Inc.
SINGLE OR DUAL-ROOM MODELS

Recessed Wall Heaters

The BRILLIANT FIRE is a simplified, flexible unit to install. It is Safe, Convenient, Efficient in operation. Engineered for All Gases, the BRILLIANT FIRE is A.G.A. approved under latest Central Heating requirements and is also approved for High Altitude operation. Installs readily in any standard wall (16” studding), anchors securely. Operates efficiently in either inside or outside walls (Dual Models for inside wall only). Is adjustable, Wall Panel fits snugly to wall ... finished in lustrous Opalescent Beige (baked enamel). Automatic Controls are optional.

SINGLE Room Models offered in 2 sizes . . . Auxiliary Kit (duct and grille) available for channeling heat to small adjacent room or be used as cold air return.

DUAL Models (for heating adjoining rooms) offered in 2 sizes, have individual controls . . . are sound-proofed and vision-proofed.

NOTE THESE FEATURES

1. Rigid steel Header provided to support flue . . . to insure tight flue connection.
2. Draft Diverter built in . . . no damper or other gadgets required.
3. Multi-liner construction offers more air insulation . . . real Safety to installation.
4. Heating Section 100% welded from burner to flue . . . is gastight (no odor, no sweating). Unique Tube design means maximum heat from fuel.
5. Telescoping Wall Box adjusts to exact wall thickness (plaster, plywood, etc.) without extra parts or special tools.
6. Overall height held to minimum so that heat is delivered to living zone (not ceiling).
7. Long-life Combustion Chamber has cast-iron head to take impact of flame . . . prevent burnout.
8. Convenient Observation Port facilitates lighting and adjusting burners.
9. Has precision-ignition Safety Pilot . . . also Gas Pressure Regulator for City gasses.
10. Service Panel snaps on . . . releases instantly for lighting, regulating, cleaning. Upper Panel releases by removing 2 screws.
11. Main Burner can be regulated at valve handle on forward panel . . . without disturbing operation of Auto-Controls.
12. Metal only touches wood studding here and there due to staggered "dimple" construction of Wall Box . . . means added air insulation, greater safety.

Specifications

<table>
<thead>
<tr>
<th>Model No.</th>
<th>Style</th>
<th>Input &amp; Output</th>
<th>Heating Capacity</th>
<th>Equiv. Steam Rod (sq. ft.)</th>
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<tr>
<td>175-VW</td>
<td>Single</td>
<td>17,500</td>
<td>1,750</td>
<td>72.8</td>
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<tr>
<td>250-VW</td>
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<td>2,500</td>
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<tr>
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<td>Dual</td>
<td>35,000</td>
<td>3,500</td>
<td>102.2</td>
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<tr>
<td>500-VWD</td>
<td>Dual</td>
<td>50,000</td>
<td>5,000</td>
<td>145.6</td>
</tr>
</tbody>
</table>

NOTES: *Based on Minimum Efficiency of 70% of Input. 1 Average Heating Capacity (cu. ft. Air Space 0° to 70°) in 7 Bros Zone. Wall panels are 18” wide, extend only 3½” from wall. Overall height of wall panels for No. 175-VW & No. 350-VWD 51°, for No. 250-VW & No. 500-VWD 61°. Gas Connections (pipe size) for all models ¾”.

SEND FOR BROCHURE & PRICES

THE OHIO FOUNDRY & MANUFACTURING CO.
STUEBENVILLE, OHIO
"Quality Heating Equipment Since 1846"

JANUARY, 1952
More than 150 employees of William Cameron & Co. attended the company's second convention held last November in Waco, Texas. On hand were assistant managers, bookkeepers, and outside salesmen of the 83 retail yards, and the chief clerks from the 18 wholesale branches. More than 500 persons attended the banquet which followed the business program.

Ez-Way Sales, Inc., St. Paul Park, Minn., has announced it is now exclusive manufacturer of Dorflor recessed door hardware, and that it is producing KD pockets and set-up pockets for distribution with the hardware.

Pittsburgh Plate Glass Co. will enter the fiber glass production field in the near future, according to Richard B. Tucker, executive vice president. Formation of a separate development and production unit, to be known as the Fiber Glass Division, is now in process. Tucker said two types of fiber glass would be produced under licensing agreement with Owens-Corning Fiberglas Corp. They are strand fiber and super-fine fiber.

United States Plywood Corp. has announced its taking over the management of the Panama Forest Products Corp., Panama City, Panama. Clifford P. Setter, U. S. Plywood vice president in charge of production, said his firm also has an option extending for a period of years for the purchase of a 50 per cent interest in the Central American firm.

Two major promotions in the locks and hardware manufacturing operations of the Yale & Towne Mfg. Co. have been announced: Leo J. Fantas, works manager of the Salem, Va., Division, has been appointed general manager of the Stamford Division, succeeding Milo F. McCammon; Marvin C. Bonine, director for the past year of the Stamford Division industrial relations department, takes Fantas' post in the Salem Division.

The Uvalde Rock Asphalt Co. has announced the appointment of Julien O. Heppes as general manager of its Azrock Products Division, with headquarters in San Antonio, Texas. The Uvalde factory is located in Houston. Heppes, who is currently serving as president of the Asphalt Tile Institute, industry trade association, came to Uvalde from the Flintkote Co. where he served as director of sales for the Tile-Tex Division. He was with Flintkote 24 years.
Newton Builders Give Selling Tip...

(Mass.)

"Names famous for quality like YALE sell customers on the value of our homes"

Says: Mr. Harmon White and Mr. Edward Greene

Gives your homes the extra sales appeal of famous YALE hardware

Why is it that many real estate promoters and builders show appreciable gains despite evidence of buying resistance? One important reason is they take full advantage of the selling power of distinguished trademarks. That's why the smart merchandisers in the home building field invariably specify Yale. They know Yale stands for superior styling, finer construction and more dependable service. And, their prospects know it, too! Because, Yale is the finest and most famous name in hardware. Many years and many dollars invested in national advertising have made the quality of Yale recognized the world-over. For additional information, call your supplier or write The Yale & Towne Manufacturing Co., Stamford, Conn. (In Canada: St. Catharines, Ontario.)

YALE... the finest name in Hardware!
Child-Size House Sparks Prefabber's Promotion

A child's playhouse, used by dealers for point-of-sale identification, has proved a valuable promotional tool for a producer of factory-built houses, Wadsworth Homes of Mission, Kansas.

More than 150,000 persons visited this “Wee Wadsworth” home at three

STATEMENT SIZE
GLIDE-AWAY DOORS
Meet Practically All
Requirements

FULL RECESSION DOOR
requires only 1 1/2” of headroom

SPACE-SAVER, JAMB-TYPE
HARDWARE is easily installed

STEEL DOOR DIVISION
STAMPING PRODUCTS
AND MFG. CO.
14001 INTERVALE • DETROIT 27, MICH.

Small Fry's Interest helped make
“Wee Wadsworth” a promotion "natural" state fairs during one month, according to John M. Goughan, the firm's advertising manager.

Some builder-dealers have used two of the little houses: one was displayed at their home building projects; the other was placed on view in the city square and later given to a child as a Christmas prize. Both carried signs identifying the builder as an authorized Wadsworth dealer.

Macy's of Kansas City set up the house in its toy department and a child who had registered there got it as a Christmas gift.

Dimensions of the child's house are 6'x8 feet with a four foot ceiling.

The Wadsworth firm's operation is designed to speed erection of "conventionally-built" homes by mass-producing builders' own plans in small, easy-to-handle sections.

Ample Resources Seen for Healthy Plywood Future

A forecast that west coast forest resources are ample to support a healthy plywood industry throughout the foreseeable future was made recently by Dr. Harry O. Schrader Jr., managing director of the Douglas Fir Plywood Association. Schrader, a former associate professor of forest products at the University of Washington, took his analysis of raw material for plywood from state and federal forest agencies and other timber data sources, including a plywood industry survey which he described as "probably the first careful assessment of timber ownership on the part of plywood operators ever made."
HERE ARE A FEW OF THE MANY USES OF RUGGED, WATERPROOF SISALKRAFT PRODUCTS

ASSURE LIFELONG PROTECTION AGAINST WATER, MOISTURE, WIND AND DUST

As Sheathing Paper

For Curing and Protecting Concrete

For Use Over Subfill under concrete slabs

Under All Finished Flooring

THE BEST VALUE IN REFLECTIVE INSULATION AND VAPOR-BARRIER COMBINED

SISALATION for SIDEWALLS
Costs 50% less than "bulk" or "blanket" types of insulation. Bowed in between studs, SISALATION provides essential air spaces and two reflective surfaces to repel escape of radiant heat from inside the house in winter, and to repel entry of greatest percentage of summer's strong radiant sun-heat from outside. Also costs far less to apply!

SISALATION plus SISALKRAFT for Insulated Dry Walls
The use of SISALATION and SISALKRAFT together, as shown above, assures economical, effective insulation, plus dry walls. This combination costs less for materials and application-costs than other insulating methods that do not provide dry walls. Keeps homes warmer in winter, cooler in summer, moisture-vapor protected all year 'round. Application details and free samples on request.

SISALATION for CEILINGS
Applied underneath or between ceiling joists, SISALATION provides both insulation and vapor-barrier protection...at a single, low application-cost. Applied under roof rafters, SISALATION keeps attic brighter, more attractive, cleaner, remarkably cooler in summer and noticeably warmer in winter. For old or new homes.

AVAILABLE AT LUMBER and BUILDING SUPPLY DEALERS EVERYWHERE

SISALKRAFT STOCK SIZES: 36"-225 sq. ft; 36"-500 sq. ft; 48"-666 sq. ft; 60"-1000 sq. ft; 60"-1500 sq. ft; 72"-2100 sq. ft;

SISALKRAFT "BLANKETS": In widths from 8'6" to 26'6"; lengths up to 100'.

SISALATION STOCK SIZES: 36"-500 sq. ft; 48"-666 sq. ft.

BUILD Lasting Quality IN HOMES... At Low Cost... WITH SISALKRAFT PRODUCTS

Fine for Remodeling and Modernizing Jobs
To do better remodeling and modernizing work at less cost, use SISALKRAFT and SISALATION. Protective covers of SISALKRAFT over construction materials will save you money. Before re-surfacing floors, it pays to lay SISALKRAFT over rough flooring. During construction or decorating, use SISALKRAFT as protective covers or drop-cloths. Unfinished attics and other rooms, lined with SISALATION, become bright, pleasing in appearance, most livable. Economical, easy to apply, top quality...ideal for remodeling.

Write NOW for free set of Builders' Data and Architects' Specifications Folder.

The SISALKRAFT CO., Dept. ABI, 205 W. Wacker Drive, Chicago 6, Ill., New York 17, N. Y., San Francisco 5, Calif.

JANUARY, 1952 269
Here’s Fun and Profit for You at the
Enter the Exclusive AMERICAN BUILDER

4 BIG
Convention Dailies —
1. Sunday - Monday
2. Tuesday
3. Wednesday
4. Thursday

First Edition will feature...

• Detailed floor plan of Convention layout, all booths, both hotels
• All Convention Booths numbered
• All Aisles named
• Briefed Program of Convention
• Social Events
• Personals
• Pictures! Pictures! Pictures!

Get your copies of
AMERICAN BUILDER
Convention Dailies at...

REGISTRATION DESKS
NAHB CHAPTER HEADQUARTER ROOMS
ENTRANCE TO EXHIBIT HALLS
AMERICAN BUILDER BOOTH
BIG NAHB Convention - Chicago - Jan. 20 to 24th

Booth Identification Contest

WHOSE IS IT?
WHERE IS IT?

Can you identify this Convention Exhibit?

Cash Prizes

FOR BEST DAILY SCORES

$50.00 FIRST PRIZE
$25.00 SECOND PRIZE
$15.00 THIRD PRIZE
$10.00 FOURTH PRIZE

plus BIG GRAND PRIZE

to be awarded on Thursday,
to the holder of the best 3-day score

NAME OF COMPANY

Booth No.

Each Convention Daily will show a number of partial booth illustrations like the above—for you to identify.

All building professionals and their families registered at the convention are eligible to enter the contest. See first Convention Daily for simple contest rules.

JANUARY, 1952
New Home Wiring Estimator

A Home Wiring Estimator, containing 25 simplified work sheets to facilitate accurate design of electrical systems for residences, has been published by the Better Homes Bureau of Westinghouse Electric Corp.

The book includes data to aid in planning wiring systems. It provides a form on which to calculate branch circuit requirements, total load, feeders to load centers; to lay out load centers and feeders, check number of outlets, and figure costs.

Design of the Estimator permits form to be torn off and left with client, or given to bidders if desired. Space for a cost record is on the stub.

Copies of the book can be obtained from local power suppliers, Westinghouse dealers, or directly from the Better Homes Bureau, Box 806, Pittsburgh 30, Pa. There is a small charge.

Could You Use
Up to 60%
Savings in
Forming?

Gates
CONCRETE FORM TIE
WITH SPREADER!

Tested! Proven!
FASTEST...SIMPLEST FORMING

Saves Time • Labor • Material • Risk

HERE'S HOW!

Carpenters learn Gates forming immediately!

Forms start easy from footings up. Go fast!
Inside as easy to form as outside. Irregular parts easy.
Walls are clean, even. No overlap. Forms come off easy.

Ask about Gates PANEL-FORMS & BREAK-BACK TIES

Write for Full Details and Specifications ... or See Us in Chicago, Booth 16 — Congress Hotel.

Gates & Sons, Inc.
80 So. Galapago • Denver, Colorado

Frank T. Sheets

Frank Sheets Dies: Headed Portland Cement Group

Frank T. Sheets, president of the Portland Cement Association since 1937 and a nationally known highway engineer, died November 3 in Chicago. He was 61 years old.

Before joining the association in 1933, Mr. Sheets served for 12 years as chief highway engineer and superintendent of highways for Illinois.

Under his leadership as director of development, a number of important technological advancements were made in the fields of portland cement and concrete, among them the development of soil cement for paving light traffic roads and streets, and the tilt-up method of construction.

Performance Code O. K.'d By New York State

A new code for one- and two-family dwellings, based on "performance objectives," has been approved for local adoption by the state building commission of New York.

The commission said that the principle of "performance objectives" had been the code drafting guide. Code provisions require that objectives to be attained be defined in terms of structural, sanitation, fire prevention and other forms of safety, without freezing into law specific methods or materials for attaining safety. It was this "open door" feature which commended the performance-type code to the commission.

Burden of proof of compliance rests on the applicant for a building permit. Adequate performance (of the material, system of assembly, or equipment) in the use intended is made the test of acceptability. All methods meeting the functional requirements of the code are acceptable.

Any municipality of the state may adopt the code by resolution and may withdraw applicability, if it wishes, at any time after one year from adoption.
2 out of every 3 automatic washers installed by merchant builders in the past 5 years carry the BENDIX name.

Reason: BENDIX-equipped homes are easier to sell ... and more thoroughly satisfying to their owners!

*The actual figure is approximately 64%.

Be sure to see BENDIX at the National Builders Show.

BENDIX HOME APPLIANCES • DIVISION AVCO MANUFACTURING CORP., SOUTH BEND, INDIANA

JANUARY, 1952
Contractor H.H. Auch Reports...

"We are happy to report that the David White Universal Level Transit has our whole-hearted approval."

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Here's why you'll like a DAVID WHITE UNIVERSAL LEVEL TRANSIT too...

The David White "Universal" Level Transit is the most practical, complete builder's instrument on the market. Now available in a new improved model — complete with internal focusing, coated optics — guarded vertical arc — in fact every feature to assure you lifetime durability and accuracy.

Model No. 3000
PRICE $185.00
Complete with tripod
*Prices subject to change without notice.
We offer complete, prompt repair service on all makes of instruments — levels, transits, theodolites, etc.

GEO. W. AUCH COMPANY
BUILDERS
3044 E. 10TH ST.
DETROIT 7, MICH.

1. Is it a stair?
2. Is it a stove bolt?
3. Is it an electrical switch?
4. Are these nested corrugated pipes?
5. Is this a corrugated sheet?

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Can You Guess Them?

Starting in this issue is a new photographic quiz game "Can You Guess Them." This new feature challenges the powers of observation of American Builder readers.

The subterfuge of the close-up camera photographing commonly used building materials and tools should prove interesting and educational.

Try it — Par for the course is 4 out of 5.
Answers appear on page 276.

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Something extraordinary is happening at Vandenberg Village

Vandenberg Village, a $5,000,000 project being erected under the Wherry Federal Housing Act, is located outside Selfridge Air Base, at Lake St. Clair, Michigan.

F.H.A. wall and ceiling specifications are being met successfully for the first time with a single layer of 1/2" wallboard.

FIRESTOP BESTWALL—Certain-teed’s exclusive development—is affording the same rigid fire resistance here that normally requires either a double layer of standard 1/2" gypsum wallboard or other more complicated types of interior wall construction.

Superior, new FIRESTOP BESTWALL may be just the wallboard you need to comply with the fire code requirements in your locality. It is now being made available nationally.

Write today for our FIRESTOP BESTWALL Folder. It contains complete information and specifications on this remarkable Certain-teed gypsum development.

Architects — J. Fletcher Lankton, John N. Ziegler and Associates
Applicators — Perno Wall Co.
Mason Joins Architectural Record as Executive Editor

Joseph B. Mason, a former editor of American Builder and a veteran of more than 20 years' editorial work in the fields of building, architecture and engineering, was recently appointed executive editor of Architectural Record, published by the F. W. Dodge Corp.

Since 1945, Mason has been a senior editor of Good Housekeeping, serving as director of its Building Forum and editing technical books on subjects related to construction. He has been a lecturer at Columbia University on architecture, building and the economics of housing.

He joined Building Age, which later merged with American Builder, after working with the Associated Press and the Portland Cement Association in Chicago. Editor of Building Age at the age of 26, he became managing editor of the merged publication prior to being named editor-in-chief in 1942.

Mason is a 1926 graduate of the University of Wisconsin, where he majored in engineering and journalism.

Answers to the new AMERICAN BUILDER's quiz game "Can You Guess Them" appear below. If you guessed correctly in all but one, you are average. If not, better luck next month.

(1) It is not a stair but a metal louvre.
(2) It is not a stove bolt but the screw mechanism of a common "C" clamp.
(3) It is the underside of an electrical toggle switch.
(4) No it's not corrugated pipe but flexible metal conduit.
(5) It is not a corrugated sheet but a corrugated wood fastener.

Your Electric Handsaw Can Be A Radial Saw in less than a minute!

Comet Radial Arm only $160.00*

Make your electric handsaw trim more studs, cut more rafters, and give more production per hour by mounting it on a Comet Radial Arm.

Designed to fit most electric handsaws, the Comet Radial Arm has a cut-off movement of 24°, a bevel range of 0 to 45 degrees, and a miter range of 45 degrees right or left. Column adjustment is ample to take care of any stock your saw will handle. Takes less than a minute to attach or remove the handsaw. For further information and specifications, see your building machinery dealer or write:

CONSOLIDATED MACHINERY & SUPPLY CO., LTD.
2031 Santa Fe Ave., Los Angeles 21, Calif.

30 to 50% Savings with QUIK-WAY FURRING CLIPS for Masonry Construction

Made of heavy 20-gauge galvanized steel

End your furring problems

Contractors report 30 to 50% savings in furring time with Quik-Way Furring Clips. Mason need only glance down wall and place brackets in mortar. "V"s punched in sides of clip are driven into furring strip eliminating need for nails.

Almost four-inch adjustment assures 100% efficiency with furring material slipping easily into clip. Quik-Way Clips successfully used for wood sleepers in concrete floors and in furring down concrete ceilings.

PETERSON PRODUCTS CO.
929 Milton Ave., Janesville, Wis.
"AMWELD" is becoming the "most asked for" interior steel door, frame and sliding closet door unit. In $8500 homes or million dollar projects (multiple housing, apartments, etc.) you'll find specifications call for "AMWELD".

From Coast-to-Coast

"AMWELD" is becoming the "most asked for" interior steel door, frame and sliding closet door unit. In $8500 homes or million dollar projects (multiple housing, apartments, etc.) you'll find specifications call for "AMWELD".

May we tell you how you can become an "AMWELD" dealer?

See us at the Builders' Show — January 20 to 24, 1952. Hotel Stevens — Booths 197 and 198

AMWELD BUILDING PRODUCTS DIVISION

THE AMERICAN WELDING & MANUFACTURING COMPANY

310 DIETZ ROAD

WARREN, OHIO

Founded 1918
FIREPLACES

Adds beauty, cheer and comfort to any home, old or new.
The modern fireplace that fulfills all modern day requirements—used with gas or electricity.
Large variety of attractive models in brick, stone, wood, etc., available.
Furnished complete—ready to be installed by a handy man—shipped anywhere.

DEALERS, BUILDERS and HOMEOWNERS
write for catalog and full information.

The READYBUILT PRODUCTS COMPANY
1705-23 McHenry Street Baltimore 23, Md.

Miniature Kit Aids in Kitchen Planning

Miniature kitchen planning kits, complete with wooden scale models of its Posture Perfect Kitchen cabinets and a scaled planning sheet, are being produced by the Long-Bell Lumber Co. The kit, which measures 12x13x5 1/2 inches, can be used for salesroom demonstration or carried to the customer's home for on-the-job selling.

Long-Bell kitchen cabinets are manufactured from West Coast woods on a three-inch module. By applying the three-inch module, scaled down, the housewife can plan the work areas of her kitchen and juggle the miniature units to obtain a picture of the finished room. A kitchen of the maximum 12x16 foot dimension can be planned with the kit.

The planning kit has 56 miniature units, including two windows and a door. Two walls of the kitchen are stationary; the third adjusts to the dimension of the room. Floor of the kit is covered with ruled squares scaled to three inches.

A pad of planning sheets is provided for the outlining of the kitchen to the proper scale. Also included on the sheet are spaces for the name and address of the customer, dimension of the kitchen and the number of kitchen units required.

Set Gas Range Need as 2,662,000 by June 30

The Gas Appliance Manufacturers Association has made public a study showing that 2,662,000 gas ranges—2,152,000 for necessary replacements and 510,000 for new dwellings—will be needed during the period ending next June 30.

The study says that “the gas range industry is prepared to meet the public's minimum demands with minimum usage of critical materials.”

THE MARK OF
Quality

NORDAHL

"in the wall" SLIDING DOOR FRAMES
and WARDROBE HARDWARE

Detailed descriptive literature available

write NORDAHL
172 W. ALAMEDA AVE. • BURBANK, CALIFORNIA

Set Gas Range Need as 2,662,000 by June 30

Now! a 78" LEVEL
ONLY $12.85

Builders! Carpenters! Contractors!

NORDAHL

No Factory Repairs Needed
Equipped with EZ set glass holders.
Replaceable in a minute with an ordinary screw driver. Extra spirit tube holders mailed—only 50 cents each.

No Factory Repairs Needed
Equipped with EZ set glass holders.
Replaceable in a minute with an ordinary screw driver. Extra spirit tube holders mailed—only 50 cents each.

73" size $11.50. Sent postpaid, cash with order.

PATENTED

SIMPLEX LEVEL CO.

AMERICAN BUILDER
A $3,800,000 project—the Severn River Homes Apartments recently completed at Annapolis, Md.—is another good example of the use of semi-prefabrication for today’s defense housing.

For this type of building, DeWalt supplies the speed, the assembly cutting, the precision accuracy, so vitally needed.

This is what the mill superintendent of Arundel Land, Inc.—builders of the project—has to say about DeWalt on the job:

“We had 2 five h.p. DeWals and 1 three h.p. DeWalt—two of them in constant use from the start of the job, the other kept running pretty regularly. We wouldn’t use anything else. We had to cut about 200 different lengths of material (joists, studs, bridging—anything in the field) and we needed the precision and the versatile cutting of DeWalt. DeWalt is solid—no chance for anything but accurate cutting.”

All builders today—interested in building single houses or doing multiple-unit jobs for defense or government housing, cantonments, etc.—should plan to have one or more DeWals on the job. It’s America’s No. 1 “Builders Saw.”

DeWalt is available in models ranging from 3/4 h.p. to 7 1/2 h.p. Send coupon for complete information.

**DeWALT INC.**
A subsidiary of American Machine & Foundry Co.

JANUARY, 1952
ATTENTION
- RETAIL DEALERS
- BUILDING COMPANIES
FROM FACTORY TO YOU
AT AMAZING LOW JOBBER’S COST
YOU CAN WHIP ANY COMPETITION
BOTH IN QUALITY AND PRICE—
THE BREAK YOU HAVE BEEN WAIT-
ING FOR.

THE REVOLUTIONARY
METAL-FOLD
SAFETY STAIR

- FINGER-TIP CONTROL ACTION
- PRE-TESTED FOR POUND PULL
- NO COUNTERWEIGHTS—NO SLIDES
- PACKAGED READY TO INSTALL
COMPLETELY ASSEMBLED

2 SIZES
* STANDARD
00” X 00
* LUXURY
00” X 00

HEIGHT
ADJUSTABLE

SAFE AS
STEEL

MANUFACTURED
BY HUNTINGTON

WOVEN PORCELAIN enameled steel sign attracts customers
for Los Angeles, Calif. chain food store.

Dramatic Woven Sign Has
Little Wind Resistance

Builder:
Mcfarland & Company,
Long Beach 13, Calif.

Architect:
Barondon Corporation,
Los Angeles, Calif.

A dramatic store sign, California inspired, successfully
vies for interest in a community of many unusual eye
catching commercial establishments. The “Market Bas-
ket”, a chain of food stores in the Los Angeles area incor-
porates this sign in its new store at Whittier, California.
The sign is 49x42 feet and stands 51 feet 6 inches above
the ground. It is made of 18 gauge steel bands 18 inches
wide and about 6 feet long. The steel bands are porcelain
enameled. These are woven so that the ends are joined
at steel posts. The center rectangular area, also of porcelain
carry large enameled letters.

The frame was erected first and the center rectangular
area was next put in place. Then, the steel bands were
woven erected. The sign rests on seven, 12-inch steel posts,
tied into concrete footings.

The large sign “breathes,” due to the open areas from
the woven effect. This makes it unnecessary to provide
bracing that would normally be expected on a structure of
this size.

The sign is the same on both sides and its dramatic
qualities make it visible for long distances.
the Barcol OVERdoor

an IMPROVED overhead door

for RESIDENTIAL INDUSTRIAL COMMERCIAL applications

More and More you will find that people who investigate are standardizing on the Barcol OVERdoor. We have found it so — a number of architects, quite a bunch of contractors, some plant engineers of really big factories, and owners of commercial establishments — all have told us that comparative experience has convinced them the Barcol OVERdoor has the easy working qualities, durability, and minimum maintenance they desire. When you have a chance to make similar comparisons, please do so; it will convince you more than anything we can say...

BARBER-COLMAN COMPANY
104 MILL ST., ROCKFORD, ILL.

JANUARY, 1952

FABRICATING KAISER ALUMINUM into ductwork is so simple the contractors set up shop right on the job—and eliminated several steps in handling, trucking and storing assembled sections. Kaiser Aluminum is less wearing on shop equipment, can be fastened with rivets, by welding or with sheet metal screws.

PACIFIC TELEPHONE & TELEGRAPH Company's Oakland, California, building used 49 tons of aluminum ducts in the heating and ventilating system. More than 90 per cent of it is Kaiser Aluminum.

LIGHT, STRONG, corrosion-resistant Kaiser Aluminum is installed faster with less worker fatigue than heavier materials. Without insulation, it delivers as much heat as insulated galvanized steel—a fact proved in engineering tests.

ARCHITECTS: Thomsen & Wilson, San Francisco
BUILDER: Dinwiddie Construction Co., San Francisco
HEATING AND VENTILATING CONTRACTOR: Scott Company, San Francisco

ARCHITECTS: Thomsen & Wilson, San Francisco
BUILDER: Dinwiddie Construction Co., San Francisco
HEATING AND VENTILATING CONTRACTOR: Scott Company, San Francisco
BUILDING MATERIAL OF THE FUTURE!

TEST: Glaring, direct rays of the sun made west rooms of Tulsa's Alvin Hotel uncomfortable, caused requests for space changes. Kaiser Aluminum Shade Screening was tested for a full summer on a few west windows and proved it blocked the sun without blocking light and air.

RESULT: Kaiser Aluminum Shade Screening was applied to all west windows. Now the Alvin's west rooms are always cool and inviting, easy to rent. The hotel management reports Kaiser Aluminum Shade Screening has improved the exterior appearance, too, with its modern, gray-green alodized finish.

KAISER ALUMINUM ROOFING makes an attractive, modern store facade. Used as a remodeling material, it gives older buildings new sparkle, fresh appearance. Lower in cost than most architectural specialties, it needs minimum of maintenance because it's solid aluminum, not clad or veneered.

Aluminum will be among the most plentiful of metals when the present industry-wide expansion program is completed.

The building industry will see many new uses of this versatile metal as supplies increase.

So keep aluminum in your plans. Use it whenever and wherever you can. Be prepared to use it in a wider variety of applications in the future.

Check the Advantages of Aluminum

Attractive, modern aluminum offers a unique combination of advantages found in no other metal.

It is light in weight, yet strong enough for rugged service. Corrosion and rust-resistant, it gives long life with minimum maintenance.

On the job, aluminum keeps cost down because it is easy to handle and to fabricate. And it is lower in cost than most architectural specialties.

Heavy demands of the national security program limit the availability of aluminum. But before you specify less-satisfactory substitutes, check your dealer's supplies. You may still be able to give your clients the best: Aluminum!

Typical examples of Kaiser Aluminum

Building materials made of Kaiser Aluminum offer exclusive advantages in design, beauty and quality. Representative applications shown here prove today they're the building materials of the future.

THE 'OVERHEAD DOOR'

MIRACLE WEDGE *
SALT SPRAY STEEL *

*TRADE MARK

OVERHEAD DOOR CORPORATION
Hartford City, Indiana, U.S.A.

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Glendale, California
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Lewistown, Pennsylvania
Dallas, Texas
Here's a handy one-stop time saver

Many builders consult their National Dealer's Wall Chart in making up hardware lists. They check over the items and hand the order to their Dealer. Nothing is forgotten as the chart contains a picture and order number of every piece of National Hardware made. All National Hardware is conveniently packaged with the proper number and size screws.

NATIONAL MANUFACTURING CO.
Sterling, Illinois

A NATIONAL HANGER FOR Every TYPE OF DOOR